



**TENNESSEE HOUSING DEVELOPMENT AGENCY  
REQUEST FOR PROPOSALS # 31620-00838  
FOR  
WEBSITE DESIGN, HOSTING, AND  
MAINTENANCE SERVICES  
FOR THE COMMUNICATIONS DIVISION  
AMENDMENT ONE**

**DATE: October 21, 2024**  
**RFP# 31620-00838**

A. Please see below the Answers to the Questions submitted regarding the RFP:

No.	Questions	Answer
1	Are thda.org, volservicing.com, and tnhousingconference.com intended to be three separate sites and separate CMSs?	These are not separate sites and all fall under the main umbrella of THDA.org. Volservicing.com and tnhousingconference.com are domain names registered to THDA that redirect users to pages within the THDA site. The same CMS should be used for all.
a.	If it's confirmed these are three completely separate websites, do you want help building a strategy for combining or not combining the sites with the pros and cons of each decision?	N/A
b.	If they must remain separate, please answer these questions so that we can determine whether multi-site management is appropriate:	N/A
	i. Content Relationship: How closely related is the content across thda.org, volservicing.com, and tnhousingconference.com? Are there significant overlaps or distinctions in their purposes?	N/A
	ii. Branding: Do you intend to maintain separate brand identities for each domain, or should they all fall under a unified brand?	Vol Servicing does have unique branding, however this branding will be incorporated into the appropriate Vol Servicing pages using whatever templates are used throughout the rest of the site.
	iii. Content Management: Who will be responsible for managing content on each site? Will it be the same team or different teams?	THDA's COMMS division will have administrator level management for content across all pages of the site. Various division leaders will need access to specifically assigned pages for updates that then must be approved by the administrator.
	iv. User Management: Do you need separate user roles and permissions for each site, or would a unified user management system suffice?	Unified user management should be fine as long as it is granular enough and meets the requirements set forth in the RFP

	v. Design and Layout: Do you envision similar designs and layouts across all sites, or do they need distinct visual identities?	Similar.
	vi. Shared Resources: Do any resources (like media files, documents, or databases) need to be shared across all sites?	N/A
	c. Traffic Expectations: Does the requirement that the website allow 1,000 concurrent users in one module at one time without loss of performance and peak/special event usage of up to 5,000 concurrent users apply to all three sites (if they are different sites) or just the primary tdha.org? If only tdha.org, what are the average traffic levels for the other two sites? Are there significant differences that might affect hosting needs?	N/A
2.	Based on the RFP requirements overview, we do not anticipate any PHI (Personal Health Information) flowing through the new TDHA website. To confirm, as there will be no PHI data, the site would not need to be HIPPA compliant, correct?	Correct, No PHI will flow through this website. Therefore, it does not need to be HIPPA compliant.
3.	What is the budget range you've planned for?	THDA will not be providing a budget range to respondents. It is up to the respondent to evaluate the needs of THDA and price their services as they see fit. It will then be taken in to consideration as part of the Cost Proposal scoring calculation.
4.	Do you have a goal for when the new site will launch? Is it the April 24, 2026, date mentioned in the RFP for ADA compliance in section C.4?	The RFP indicates the anticipated website delivery date is June 30, 2025.
5.	What CMS is your site currently on?	RA: Currently we operate using the latest version of Craft.
6.	What do you like and dislike about your current site?	RA: Our current CMS is not user-friendly and not capable of incorporating features we would like to employ to improve user experience.
7.	What are your KPIs (Key Performance Indicators) for your website (or would these need to be established with the new agency?)	RA: Site visits, time spent on the site, and other that may be identified by more easily obtained data and tagging on a new site.
8.	Are you anticipating any branding updates as well? As part of a website project, we want to ensure this is completed prior (or in parallel) with the new site.	RA: We do not anticipate any branding updates at this time.
9.	We noticed you mentioned a requirement for THDA to have the ability to import multiple calendar items using a PST (Personal Storage Table) file. Since PST is typically associated with Microsoft Outlook and local email storage, we'd like to understand your specific needs better. Did you mean that you would export iCal items from existing Outlook events that may be saved within a PST file, and do you want the ability to import those iCal files into the Website events functionality?	THDA would like a way for us to post different upcoming events and for interested participants to be able to extract those events in easily downloadable formats to update their calendars in an efficient manner. The methods to achieve this is not critical.

10.	Will you ever need the option for event registration for any housing events listed on the site?	No.
11.	We noticed that thousingconference.com redirects to Cvent. Will the website be required to integrate with Cvent more directly through APIs or other methods, or will this new solution replace Cvent?	We will continue to use CVENT so it should integrate.
12.	It appears that thda.org and volservicing.com are currently integrated with Google Tag Manager including Google Analytics. Will you continue to integrate with these analytics? Will you require integration with any other analytic tools?	We would be looking to the selected company to provide guidance on analytics tools best suited for our needs.
13.	Do you anticipate the need to have the ability to create forms on the site(s) for site users to enter information for contacting TDHA, signing up for newsletters, or anything similar?	Yes. Currently the site integrates with our mass email service, and we anticipate that would continue.
14.	Do you currently have licenses and/or accounts to integrate with data visualization platforms such as Google Maps, ArcGIS, etc. and if so, what level of licenses do you currently have?	We have contracts with GISPro, ArcOnline, and Stata; and accounts with R Studio. With ArcGIS, we have a Concurrent Use Advanced level license. With R Studio, we do not yet have enterprise access, but will be working on acquiring Posit Enterprise, which allows for hosting of visualizations on the Posit Server. We would like to be able to embed the Posit / R visualizations at that time directly into the website. Furthermore, while we do not currently have a Tableau license, we would like for the option to be able to embed Tableau dashboards, if in the future, we opt into developing such dashboards.
15.	Can you please further clarify the scope and functionality needed for Google Maps Integration?	We would like to be able to pull in GTFS (General Transit Feed Specification) data via an API as needed to integrate into our ArcGIS maps.
16.	Can you please further clarify the scope and functionality needed for ArcGIS Integration?	We would like to be able to embed ArcGIS maps into the website. All maps and Story Maps are hosted on ESRI servers, embedding within the website would be preferred. For more information: <a href="https://support.esri.com/en-us/knowledge-base/embed-an-arcgis-online-web-application-in-a-website-146-000012322">https://support.esri.com/en-us/knowledge-base/embed-an-arcgis-online-web-application-in-a-website-146-000012322</a>
17.	Is there any other third-party software that we should be prepared to integrate with, such as CRMs or newsletter software?	We currently use Constant Contact and may be changing to Emma for our newsletter distribution.
18.	Are there specific CMS platforms that are prohibited by THDA with respect to this RFP?	Nothing is prohibited as long as it meets the requirements of the RFP and does not require anything local to be installed or hosted at THDA.
19.	RFP criteria item A.11 : In this question, to clarify the definition of “user”, we understand this as website visitors, or concurrent visitor sessions. Is that definition accurate, or does this instead apply to 1,000 – 5,000 concurrent users within the CMS back-end of the site?	This would apply to a website visitor
20.	There is a 9 month gap between complete code delivery of new site and ADA requirements delivery,	The requirement is that the current THDA websites would be reproduced in your platform by July of 2025. Additional

	what activity or deliverables are assumed in this time gap?	enhancements listed in this RFP can be completed after that date. We need the entire website to be compliant with the new ADA rules by April 24 <sup>th</sup> , 2026 regardless of the state of our enhancements. Current ADA rules would apply to the go-live of June 30, 2025.
21.	RFP criteria item C.14, C 15: The term “archived” or “archivable” is used here and typically means hidden from the public or taken out of circulation, is this how the term is being applied with respect to the documents and news items?	We would not want these items hidden from the public. We do want them to maintain for set time frame, yet to be determined.
22.	RFP criteria item C.21: The criteria lists mapping integrations, are there other data visualizations that are assumed under this requirement?	Yes, other integrations besides ArcGIS Pro include the R/Posit server and Tableau dashboard visualizations (which we don't currently have but may consider in the future).
23.	RFP criteria item C.22: Will it be required to have access logs for the external (non-THDA) users? Can these external users utilize common passwords beyond groups?	Access logs are not necessary.
24.	What, if any, significant content changes will be required for the THDA site redesign? Alternately, is THDA looking for help with their content strategy within the scope of this site redesign?	We anticipate some site redesign and reorganization of information to provide a better user experience. Guidance on best practices and help to achieve this is expected with the scope of the project.
25.	What are the top 2-3 pain points that THDA is looking to solve for within the scope of this site redesign?	More flexibility and stability within the CMS, updated and more modern design elements,
26.	Will existing site functionality remain the same for volservicing.com and tnhousingconference.com, or would new feature/functionality fit within the assumed work for the RFP?	Site functionality should be consistent across all pages and subdomains.
27.	How many pages are currently on the website, including all subdomains (volservicing.com, tnhousingconference.com)?	320+
28.	What is the estimated budget range allocated for this project?	THDA will not be providing a budget range to respondents. It is up to the respondent to evaluate the needs of THDA and price their services as they see fit. It will then be taken in to consideration as part of the Cost Proposal scoring calculation.
29.	What is the current monthly or annual website traffic, including peak periods?	The average monthly users over the past twelve months is 566K. Peak months have been over 630k.
30.	Will THDA provide content updates during the project, or should the contractor generate new content?	THDA anticipates that some content will be provided while the hope is that most content can be copied over from the existing site.
31.	Does THDA have a preference for the technology stack or platform to be used for the redesign?	There is no preference as long as the CMS can accommodate the requirements listed in this RFP.
32.	Are there any limitations on file sizes or types for content uploads, especially for PDFs or multimedia files?	We will not allow application files (exe, bat etc..) and there will be some limits on pdf, Word, Excel and other multimedia files. Specific sizes would be reviewed with awarded vendor.

33.	Should the proposal include post-launch enhancements, or will these be handled under a separate contract?	The proposal should include post-launch enhancements.
34.	Are there any external systems or databases that the website needs to sync with (e.g., housing data systems)?	No, not at this time.
35.	Will THDA provide existing design assets, such as logos, graphics, and brand guidelines?	Yes, brand guidelines are available, and all logos and assets needed will be provided. Please see the agency style guide. High resolution assets will be provided when necessary for site implementation.
36.	Are there any specific content management workflows expected, such as approval chains for publishing content?	Yes. Division representatives will be allowed to update content on approved pages. Once updated, the COMMS division will act as the final "approver" for the content to go live.
37.	Are there any specific pain points or limitations with the current CMS that the new platform should address?	Craft is not user friendly and does not provide the level of design flexibility and integrations that we are seeking to update our site.
38.	What features or functionalities are missing from the current CMS that THDA would like to have in the new system?	The current CMS does not provide the desired level of flexibility to incorporate standard formatting and/or advanced features into the website. A new CMS should be user friendly and be able to incorporate updates easily and regularly as features are released.
39.	When was the last redesign of the THDA website?	2020
40.	Who was the vendor responsible for the previous website redesign and development?	Our current vendor Darkstar also did the redesign in 2020.
41.	Does THDA expect multilingual support on the new website? If so, which languages?	The current site utilizes Google translate. We do anticipate multilingual support on the new website and will discuss the options available when under contract.
42.	Does THDA have a preferred hosting provider or platform (e.g., AWS, Azure, on-premises)?	Azure is preferred but not required. As long as the successful bidder is hosting and maintain the entire platform and meets all requirements in the RFP THDA will accept either.