No.	RFP Section	RFP Page	Question	Response
1	Cover page, MWBE Contract Goals	1	To meet your M/WBE goals, if we have one partner who is a MBE, WBE, and SDVOB, would they only need to do 21% of the work to meet your goal? Or 36% of the work to meet your goal?	A vendor that holds multiple NYS certifications must be declared as only one of the three (MBE, WBE, or SDVOB) for utilization within the Bidder's proposal. For example if a vendor is certified as an MBE and also a WBE, the Contractor cannot receive credit for both certifications and must attribute the utilization to either MBE or WBE. It is expected that the Contractor will make good faith efforts to meet the goal requirements of the contract. All goals are assessed separately. For the purpose of this procurement the goals are set at: MBE 9%, WBE 21% & SDVOB 6%. Waivers, which may be issued by OPRHP, are not automatic nor guaranteed and must be applied for by the Contractor.

No.	RFP Section	RFP Page	Question	Response
2	2. Scope of Work and Service Requirements 2.11 Ongoing Enhancements	15 & 25	This line: *J.2. 800 additional developer hours for additional enhancements.* Is followed up with: *In addition to Contractor's improvement cycle, the Contractor must allocate 800 senior developer hours to develop and implement OPRHP-specific additional enhancements. This is to be above and beyond any of the updates and improvements defined in Section 2.10 and elsewhere in this RFP, at no additional cost to OPRHP.* Can you please provide clarity on what you're asking for here? Is the expectation for 800 hours of free work? Is the 800 hours expected to be billed at $0? This will end up being a significant amount of work, and if you're asking for free work we won't be able to bid on this project. Otherwise, we're very interested in working with OPRHP. Thank you for your prompt attention to answering this question.	The 800 additional developer hours are to be included in the Deliverable 10 Fixed Price Deliverable Cost. The line indicating "…at no additional cost to OPRHP." is to clarify that these hours are not billable above and beyond that Deliverable 10 Fixed Price Implementation Cost.
3			Is the bidding process open to international participants?	Any interested vendor that meets the minimum qualifications as specified in RFP Section 1.4 Minimum Bidder Qualifications is eligible to participate in this RFP.
4			Is Workers Compensation of India Accepted?	No. Insurance requirements, including acceptable forms of Workers Compensation, are provided in RFP Appendix F: Insurance Requirements.
5			Do you have any specific budget range for this project?	A budget is not available for this project. We are looking for your cost proposals, and the budget will be afforded according to those proposals.
6	2.8	24	Will the project execution (delivery) be onsite or offshore?	See section 2.8 Deployment and Launch; the method for the delivery of the Project will be determined in the Development and Launch Plan upon contract award and approved by OPRHP and NYS Digital Services.

No.	RFP Section	RFP Page	Question	Response
7			Is is necessary to submit a hard copy or can we send the proposal via email?	In accordance with Section 3.3 Packaging of RFP Proposals, responses to this RFP must be submitted either via Hardcopy (Section 3.3.1) or Electronic (Section 3.3.2). Bidders should use only one of these two available submission formats. Electronic submissions are preferred but Hardcopy bids will be accepted.
8			Where can we get more information on the previous contract?	There is no previous contract to reference for this service. The current system was built in-house by the New York State Office of Information Technology Services.
9			You mentioned that the web designer should be able to develop "backend user interfaces". Can you expound of what that entails?	Drupal has a backend user interface that must be designed for OPRHP.
10	2.1	14	What is the budget?	Please see response to Question 5.
11	2.1	14	What 3rd-party integrations are included?	As provided in RFP Section 1.3 Purpose, Technical Environment, Page 8-9. Examples include but are not limited to Google Analytics, NYS Universal Navigation, all GIS data or linkages to GIS data and YouTube.
12	2.5	19	How many people will be administering content?	This information is not available at this time. The number of content administrators should not impact the quality of the solution.
13	2, 2.5	14, 19	Who supports the current site? Is there a desire for co-development with NYS ITS staff?	Please refer to Section 2. Scope of Work and Service Requirements for the Contractors development responsibilities. NYS ITS supports the current website.
14	1.3	7	Does an API currently exist that leverages the existing website content to push to the other applications? Or is the scope to include building an API to support the other application integrations from the new Drupal/Acquia instance?	Yes, there is an API in the current iteration of the website. The new website is expected to use Drupal's Content API or similar functionality to call the Parks Explorer app and other integrations, and consume select content from the website.
15	1.3	7	"A comprehensive review of the website's content and current market and user research" – please clarify if current market and user research has been previously conducted or is part of the scope expected within the proposal.	Market and User Research has not been previously conducted. Market Analysis and User Research is required as part of this RFP; see RFP Section 2.3.

No.	RFP Section	RFP Page	Question	Response
16	1.3	7	Approximately how many website integrations currently exist, and how many of those are mandatory for inclusion in the new website?	See response to Question 11.
17	1.3	8	Does NYS have access to or ownership of a repository of available-for-use media (images, illustrations video, etc.) that can acceptably depict the diversity of NYS and its communities?	Yes, OPRHP maintains an image library and will select or source image and media assets for the redesign. Recommendations and placeholder imagery from the Contractor will be considered to effectively communicate design intent.
18	1.3, 2.3	8, 18	Have user personas been previously identified, or will the requested scope of work require the development and/or validation of them?	Personas have not been identified. As per 2.3 Market Analysis and user research, Page 18, The Contractor shall use NYS ITS's JIRA to develop user stories and develop personas for common users that can give human-centric grounding to all design and development decisions.
19	2.1	14	Does NYS desire usability testing against the existing OPRHP website within the "Market Analysis & User Research" list of sought services?	Yes. See page 14, 2.1 Scope of Work and page 18, 2.3 Market Analysis and User Research
20	2.1	16	What are the minimum performance requirements that the work will be required to meet in order to suffice the performance testing before acceptable for launch?	The entire RFP outlines OPRHP's requirements for the website. Please refer to Section 2.6.3 Quality Assurance (QA) and User Acceptance Testing, page 23, for OPRHP's site audit requirements prior to launch.
21	2.4	19	Is a content development manager or copywriter resource available on the NYS staff to generate written content that will appear on key landing pages or the homepage?	OPRHP will develop written content internally and review new copy that may be recommended by the Contractor (including the Content Specialist noted within Key Personnel) as part of the marketing analysis results and/or design.
22	2.14	26	What are the key personnel roles of NYS staff members who will serve as stakeholders, project points of contact, or partners on this engagement?	OPRHP key staff for this engagement will be designated at the sole discretion of OPRHP and may include team members from OPRHP Innovation, Public Affairs, and GIS bureaus, as well as NYS ITS, Digital and select subject matter experts.
23	2.1, 2.3	14, 17	Will a content plan be shared with the selected vendor for new content not currently on the site during the time of the content audit?	Yes, per Section 2.3 Market Analysis and User Research.

No.	RFP Section	RFP Page	Question	Response
24	2.3	17	What is included in the definition of "Outreach materials"? Is an audit of other marketing materials outside of the website required as a part of the market analysis?	For the purposes of this RFP, outreach materials may include but are not limited to digital outreach materials and collateral that promote the website as an important resource for information about the agency 's destinations and programs.
25	2.3	18	Will OPRHP provide common competitors prior to the start of work?	As part of the Contractor's Market Analysis and User Research, OPRHP may provide reference of its common competitors to the Contractor.
26	2.1	15	Will the product owners of the Mobile App be made available for working collaboratively to develop the necessary new API endpoints to drive content from the Drupal CMS to the mobile app?	Yes, see response to Question 198.
27			Who is the current (or most recent) vendor?	See response to Question 8.
28			Is there an incumbent for the contract? If so, can you please provide the incumbent name, current contract number, duration, historical level of effort, and value of the contract?	See response to Question 8.
29			What are the major pain points with your current site?	As a result of this RFP and its resultant contract, OPRHP is seeking improved navigation and organization of content, updated functionality, SEO, responsive design, a visually engaging layout, digital accessibility, and an overall better user experience.
30			Are there any third-party services that you anticipate will need to be integrated into the system?	See response to Question 11.
31			Could you share a budget or range of acceptable costs for this project? (e.g under $50,000, $50,000-$100,000, $100,000-$250,000, $250,000+)	See response to Question 5.
32			Is that an approved budget amount for this website?	See response to Question 5.
33	Exhibit 5	109	Do you have existing branding guidelines that will be used to govern the design of the site?	Please refer to RFP Exhibit 5 NYS Branding Overview Guidelines.
34			Will your designers be involved in the design of the site?	Yes.

No.	RFP Section	RFP Page	Question	Response
35	1.3	7	What is driving your team to seek a new agency partner to provide these services at this time?	This project has been on our roadmap for some time and was launched when staff, timeline and resources aligned.
36			How much time/effort or resources have been expended developing the current site?	We are not able to quantify this information. See response to Question 8.
37			Are you looking to develop a new site or extend/continue with your current site?	As provided in RFP Section 1.3. page 7, the purpose of this RFP is to develop a new site on a Drupal platform.
38			Do you have staff members or technical resources that are familiar with Drupal?	Yes, staff members and technical resources are familiar with Drupal.
39	General		Is there an incumbent for this contract? If so, please provide the incumbent name, current contract number, duration, historical level of effort, and value of the contract	See response to Question 8.
40	General		Will the incumbent be eligible to bid on this project?	See response to Question 8.
41	1.3 Purpose	7	What are the major pain points with your current site?	See response to Question 29.
42	2.14 Key Personnel	26	Do you have any in-house developers who will be working and supporting the selected vendor on this project?	See response to Question 13.
43	General		Are there any budgetary constraints or limitations on resources that should be considered in the proposal?	See response to Question 5.
44	General		Can the work be performed remotely?	Yes, in accordance with the RFP including but not limited to Section 7.9 Storage of Data, Access and Location.
45	General		Can a portion of the work be outsourced outside of the United States (Canada, India, or Singapore)?	Portions of the work may be outsourced outside of the United States in accordance with the RFP, including RFP Section 7.9 Storage of Data, Access and Location. The Contractor (Prime) is responsible for all requirements identified in the RFP.

No.	RFP Section	RFP Page	Question	Response
46	M/WBE Contract Goals	1	We are not M/WBE are we eligible to bid on this solicitation?	Prospective Bidders are not required to be a certified M/WBE to be eligible to respond to this solicitation. Please see RFP Section 1.4 Minimum Bidder Qualifications for the minimum qualifications of bidders. Please see RFP Appendix C for additional information regarding the contract goals.
47	M/WBE Contract Goals	1	Is it mandatory to meet M/WBE goals set for this requirement?	It is expected that the Contractor will make good faith efforts to meet the goal requirements of the contract. All goals are assessed separately. For the purpose of this procurement the goals are set at: MBE 9%, WBE 21% & SDVOB 6%. Waivers, which may be issued by OPRHP, are not automatic nor guaranteed and must be applied for by the Contractor. Please reference RFP Appendix C - Participation by Minority Group members and Women with Respect to State Contracts.
48	5. Guidelines Commitment	5	Is there any scope for content creation or rewriting	No, that is outside the Scope of this RFP. See response to Question 21.
49	2.1	14	"The redesign and implementation will be limited to the main public OPRHP website, parks.ny.gov, and the interface for tools and applications." Does "interface for tools and applications" refer only to the Drupal administrative backend for the website?	The Contractor is also expected to produce an HTML template or snippets of code to be used in reskinning or updating the appearance of OPRHP applications to match the website. The Contractor is not expected to rebuild or redesign any application not stated in the RFP.
50	2.1	14	"...except where reasonable integration is critical to the user experience." Other than SSO and maps, what other integrations are anticipated?	See response to Question 11.
51	2.1	14	What is the expectation around recruiting for user research, usability testing, and any other recommended tasks? Will the contractor recruit users or is there an existing user panel we'd be expected to use?	There is no dedicated user panel. The Contractor can recruit on our behalf with pre-approved recruiting criteria (OPRHP will need to review and agree) and OPRHP may also supply users to participate. Focus group research, recruiting, and compensation must be factored into the bid as part of Section 2.3 Market Analysis and User Research.

No.	RFP Section	RFP Page	Question	Response
52	2.1	14	Is there a separate budget for research recruiting and compensation, or should this be factored into the bid?	Focus group research, recruiting, and compensation must be factored into the bid as part of Section 2.3 Market Analysis and User Research.
53	2.1	15	Is it expected that "An adaptable system to address future functionality/module addition." is covered by standard Drupal extensibility?	Not completely. For example, the theme(s) must be built to allow the addition of new page components.
54	2.1	15	Is it correct to assume that API connections will be publically available without authentication?	Yes, API connections will be publicly available without authentication.
55	2.1	15	Is Active Directory or another tool already configured to serve as an identity provider for SSO to the State of New York Enterprise Single Sign On's Active Directory or will this need to be installed and configured as part of the scope?	The Active Directory has already been configured. The new website will have to be built to handle ADFS SSO and the Contractor is expected to work with OPRHP and ITS staff to configure and test.
56	2.1	15	Can you expand on the tools or capabilities expected within the "robust set of automated testing tools"?	OHRHP has a large site and limited staff, which makes the manual testing of each deployment impractical. OPRHP therefore requires automated visual regression or similar functionality to capture defects.
57	2.1	16	"OPRHP will request periodic reviews from ITS and NYS Digital Services to verify best practices are being followed, including accessibility compliance." What is the anticipated format of these reviews? Automated code scan, manual review, review sessions, etc.	Reviews may include automated scans and manual inspection. They will likely occur at project milestones and outside of the sprint cadence.
58	2.3	17	How many stakeholders will we have access to interview and what kinds of roles do they have?	At OPRHP's sole discretion, a varied pool of stakeholders and subject matter experts will be made available for interviews.
59	2.3	17	Is there any subscriber list we can leverage for user surveys?	Subscriber lists cannot be provided. At OPRHP's sole discretion, we may opt to utilize select email subscription topics for strategic surveys.
60	2.3	17	Will we have access to website analytics and other marketing channel performance metrics to analyze?	Website analytics will be made available to the resultant Contractor.
61	2.3	17	Within your list of personas, are there any that take priority?	See response to Question 18. Priority of personas are to be determined.

No.	RFP Section	RFP Page	Question	Response
62	2.3	17	Are there under-utilized, or under-represented services you would like to promote digitally?	Throughout a given year various programs, activities and facilities will be promoted digitally based on operations, season, and agency priorities.
63	2.3	17	What is the makeup of your marketing team, do you have an individual or agency managing your SEO?	Our marketing team includes a director, two graphic designers, content creators and subject matter experts. We do not have an agency or individual managing our SEO.
64	2.3	17	Are you leveraging any A/B testing tools now?	No.
65	2.3	17	Do you have additional editorial or brand messaging guidelines that supplement the brand guidelines (Exhibit 5) that will support the Market Analysis and User Research activities?	No.
66	2.4	18	Do you have existing taxonomies that are not visible to anonymous users? Do you have a taxonomy governance model?	The website does not currently have taxonomies. Please see Exhibit 6 #21; OPRHP will work with the Contractor in developing the taxonomies to be used.
67	2.4	18	Are there internal team resources that we will be interfacing with for the brand audit? If so, what is the makeup of your design and brand team?	Yes, the successful bidder will work with OPRHP and NYS Digital Services.
68	2.4.1	19	Is there a desired number of wireframes? Who decides which wireframes get created? (2.4.2 Design and Branding lists the homepage, park page, historic site page, landing page, and a program page as required for mockups - does this list also apply to wireframes?)	Yes, the successful bidder will create wireframes for the pages noted in the Design and Branding section. It should be noted that after content review, additional wireframes may be deemed necessary for creation.
69	2.4.1	19	Who from OPRHP will be approving the IA or wireframes? What is the approval process?	In accordance with standard Agile practice, OPRHP will assign a Product Owner who will manage UAT and along with ITS and NYS Digital Services, approve all work.
70	2.5	20	Do you have an existing content governance model (related to requirements listed out in Exhibit 6)?	There is no existing model, but we anticipate one will be established through this project. Also, please see response to Question 332.
71	2.5.7	21	Will configuring analytics dashboards be included in the project scope?	Yes, as per RFP Section 2.5.7 Analytics Platform.
72	2.6	21	What is the makeup of your editorial/content team? Do you have an existing editorial workflow?	We do not have an existing workflow, and we anticipate one will be established through this project.

No.	RFP Section	RFP Page	Question	Response
73	2.5.7	21	Are there any other user behavior tracking applications being used today, such as for heatmaps or scrolling? If yes, will the contractor be given access to these to analyze the data?	No behavior-tracking applications are currently being utilized.
74	2.6	22	Does the client agree to provide timely feedback and sign-off from all relevant stakeholders related to the content migration plan?	OPRHP agrees to this.
75	2.6	22	Who will be responsible for editing/updating content if/when the existing content does not match the new designs/layouts?	Please see response to Question 21.
76	2.6	22	Who will be responsible for sourcing/uploading new images based on the new designs/layouts?	OPRHP maintains an image library and will select image and media assets for the redesign. Recommendations and placeholder imagery from the vendor will be sufficient to communicate design intent.
77	2.6	22	Does the client agree that the contractor is not responsible for correcting any pre-existing errors during migration execution?	Contractor will be responsible for developing and implementing an error free solution in accordance with the RFP, including Section 2.6. Additionally, as part of the Contract, the Contractor is expected to provide a content QA plan to capture and resolve content errors.
78	2.14.6	28	Requirements for a UX Specialist include experience 'working with external ux teams'. Will the contractor be working with ux personnel on the OPRHP side? If so, what is the makeup of this team?	Yes. See response to Question 22.
79	Exhibit 6 #17	204	How is the content for the NYS Header provided or managed?	The white bar across the top of the site is generated via an embed code that will be provided.

No.	RFP Section	RFP Page	Question	Response
80	Exhibit 6 #18	204	How is the content for the Translation Services footer provided or managed?	On the current website, NYS Translation Services (bottom of footer) is managed by a Smartling plugin. It uses website content dynamically and translates to the selected language. For information on Translation Services for future website integration see responses to Questions 107 and 217.
81	Exhibit 6 #30	206	Who should receive edit reminder emails? Is it expected that all administrators will be notified of all reminders or will the notifications need to be associated with a subset of admins?	Edit reminder emails could be specific to an individual administrator or multiple administrators that are responsible for distinct content.
82	Exhibit 6 #31	206	Who should receive stale content emails? Is it expected that all administrators will be notified of all reminders or will the notifications need to be associated with a subset of admins?	See response to Question 81.
83	General	N/A	After you select a vendor, what type of paperwork is typically required on your end? Do you work from your MSA/SOW template structure or the vendors?	The contents of the RFP and the proposal will be memorialized via OPRHP-originated written agreement. OPRHP will consider only those extraneous terms proposed by bidders that meet the requirements set forth in Appendix B Clause 10: Extraneous Terms.
84	General	N/A	What is driving the overall timeline and delivery schedule of this engagement? What additional schedule limitations or financial constraints can you share? For example, are there any holiday closings we should be aware of?	See response to Question 35. We follow the Federal and New York State holiday schedule, and do not want to launch the new website during the OPRHP peak operating season May - September.
85	General	N/A	How many agencies are expected to submit responses to this Request for Proposal?	OPRHP does not have this information available. An optional Intent to Bid process is included to provide OPRHP an idea of the volume responses it will receive so it may allocate resources to help ensure it meets the RFP timeline.
86	General	N/A	Is there an expected target budget for each year of this engagement?	See response to Question 5.
87	General	N/A	Does your team currently work in a Waterfall or Agile environment and is there a preference for this project?	We currently work with both methodologies. Agile is required for this project, as referenced in 3.2.1.5 Project Management, Page 34.

No.	RFP Section	RFP Page	Question	Response
88	General	N/A	Is there any type of onboarding process you require before work begins (e.g. VPN, Background, User accounts)?	External user accounts may be required to access some NYS services. Other requirements like Two-Factor Authentication are mandatory to access many of our cloud based systems. A security background check is not required.
89	Key Points	6	The RFP indicates that bidders should submit the "Intent to Bid" Form. Is there a specific deadline date for submission of the form?	The Intent to Bid form is optional and can be submitted at any point prior to the Bids Due date and time reflected on the cover page.
90	1.3, under Technical Environment	8-9	The RFP indicates that "OPRHP has several web tools integrated into the website." Please identify the tools. (NOTE: we do see the bulleted list that includes event calendar, NYS search, etc. but the text seems identify the bulleted items as "*other*" applications that need integration, so we assume the bullets are not all inclusive)	See response to Question 11.
91	1.3	8-9	As follow up to the previous question, can you expand on your definition of "integration"? Are these direct data feeds via API, or something more lightweight like embedded code snippets or iFrames?	The majority of integrations we require are lightweight, (embedding an external form, embedding a map, designing special CTAs to OPRHP applications, etc.) Examples include Google Analytics, NYS Universal Navigation, and GIS Maps. OPRHP also desires to expose some content via API to be consumed by their mobile app.
92	1.3	8-9	Does the department want to continue using the Google search application, or would a Drupal/Acquia Solr search solution be preferable?	At its sole discretion, OPRHP will consider other search application solutions that meet or exceed the functionality of the existing Google search application. A custom Drupal/SOLR based search implementation is not preferred.
93	1.4.2	9	Is it necessary that each of the references are for projects with launch dates within the past four years?	Please see RFP Amendment 1. As part of the amendment, the time frame for the project reference's launch date is now five (5) years. Each of the bidders Reference Customers must meet all requirements of Section 1.4.2, including having a launch date within the stated time frame, as amended and stated above.

No.	RFP Section	RFP Page	Question	Response
94	1.4.2	9	Would it be acceptable to use references where launch occurred five years ago, but ongoing development and enhancement efforts have been active ever since, through the present?	Please see response to Question 93 and RFP Amendment 1.
95	1.4.2	9	Just to be clear, is the primary concern that relevant services *were actively rendered* to the references within the past four years? Or is the expectation literally that each of the references must be for sites that *launched* during that period?	Please see response to Question 93 and RFP Amendment 1. Additionally to clarify, services for the Customer References must have occurred within the last five (5) years while meeting all requirements of Section 1.4.2.
96	2.1	14	The RFP indicates, "OPRHP does not expect the Contractor to redesign the functionality of existing or planned online applications *except where reasonable integration is critical to the* user experience." Please clearly identify any such areas where integration would be critical to the user experience.	If during review of user journeys it's found that some light integrations (embedding an external form, embedding a map, designing special CTAs to OPRHP applications, etc.) will benefit the user, OPRHP expects the bidder to accommodate the need. At no time is the bidder expected to redesign any applications outside of the main website.
97	2.1.J.1; also 2.10	15	Will major Drupal version upgrades be within scope for the two years of post-launch support? Should version upgrades be covered by proposed pricing?	Per the language of 2.10 Project Support and Maintenance, the Contractor shall provide for the life of the contract General Maintenance, which includes but is not limited to "All Drupal core and contribute module updates, with all security updates, must be applied within one week unless deemed "Highly Critical" with no mitigating factors, in which case they should be applied within 24 hours." The entire scope must be contemplated by the proposed pricing in the Financial Proposal.
98	2.1.J.2	15	Please confirm that the State is looking for 800 hours of extra enhancement services **IN ADDITION** to the two years of post-launch support.	This is confirmed. As provided in RFP Section 2.10 Project Support and Maintenance, the Contractor must provide support and maintenance for the new website during the Contract. The 800 senior developer hours required by RFP Section 2.11 Ongoing Enhancements are in addition to the support and maintenance requirements of Section 2.10.

No.	RFP Section	RFP Page	Question	Response
99	2.1, under Out of Scope	16	The RFP indicates that work on existing applications is out of scope, "except for those listed in Technical Environment with Section 1.3 Purpose." Please note that section 1.3 does not seem to exist in the RFP as described. Please therefore identify any existing applications that must be addressed by work.	See response to Question 11.
100	2.4.1	18-19	The RFP makes reference to provision of an "information architecture," a "sitemap," and a "navigational schema." Can these terms be considered more or less synonymous? If not, please explain the intended distinctions/differences between each of these items.	Information architecture includes content types, taxonomies, and other structured data. Site maps and navigational schemas (menus) may overlap and use the same information, but each performs a different function.
101	2.4.2	19	The RFP indicates that the new CMS should allow OPHRP "to update web tool variables through the CMS where reasonable." Are there particular variables that OPHRP has in mind in this regard? If so, please specify.	An example might be a custom component to embed a data presentation dashboard that changes monthly. Rather than hard code the URL, a field that is updatable by a content editor is preferable.
102	2.6.3	22	The RFP indicates that the new site must abide the State's "language access guidelines." Where can these guidelines be found? Please provide link.	Language access guidelines are provided within Executive Order 26: Statewide Language Access Policy. The link to such can be found on page 21 of the RFP.
103	2.6.3.B	22	The RFP indicates that the vendor shall provide a test environment. Please confirm that this environment will indeed need to be provided by the vendor, and that it will not be provisioned through New York's Acquia account.	The vendor shall utilize the test environment as part of the development process, allowing OHRHP the ability to preview and sign off on releases.

No.	RFP Section	RFP Page	Question	Response
104	3.2.1.2; also 3.2.1.4	32, 34	These two sections both seem to be asking about relevant background experience. Please explain the intended distinction between the two sections. In what regards should the latter explanation differ from the former?	Section 3.2.1.2 is for the Proposer to demonstrate how their company meets the Minimum Bidder Qualifications provided in Section 1.4.1. This is evaluated Pass/Fail. Section 3.2.1.4 is for the Proposer to provide a detailed explanation of how their experience directly relates to this project. This is evaluated as part of the Technical Evaluation with points attributed.
105	3.3.1; 3.3.2	37, 38	Please just confirm that bidders can CHOOSE to submit EITHER by email or hardcopy; and also confirm that bidders are not required to do both.	Please see response to Question 7.
106	Cover page, under M/WBE Contract Goals; also 4.3.2.2	1, 39	Please confirm that M/WBE usage and M/WBE goal satisfaction will at maximum constitute 1% (1 point of 100 total) of the total evaluation score.	MWBE utilization does not apply for the Diversity Practices score of the Technical Evaluation. The 1% in the evaluation applies to the Diversity Practices of the Bidder, assessed via the Diversity Practices Questionnaire submitted with the proposal. This is completely separate from the goals established on the contract. Once the contract is awarded, the winning vendor will be required to submit a utilization plan that lays out how they will meet the goals.
107	Website requirements	204, #18	Would the selected vendor continue to use the NYS translation services? How would this service be applied to migrated content?	The vendor is expected to develop the code necessary to allow a user to select a language, which will then redirect them to a language specific subdomain. Additionally, the vendor is expected to address issues that may occur during translation (often seen with RTL languages.)
108	Website requirements	204, #19	Is there any new map creation required, or simply embedding of maps created externally by ESRI?	The vendor is not responsible for map creation. All maps will be created and maintained by OPRHP. The Contractor will be responsible for embedding or linking to OPRHP created maps and apps.
109	Website requirements	207, #33	How many interactive web forms are there that will need to be reproduced?	There are two interactive web forms: Contact US: https://parks.ny.gov/about/contact-us.aspx Share your Story: https://parks.ny.gov/100/story

No.	RFP Section	RFP Page	Question	Response
110	1.3	7	What are the reasons underpinning OPRHP's desire/requirement for the website to be designed/implemented using the Drupal CMS?	See response to Question 136.
111	1.3	7	Will OPRHP consider a **government-only** non-Drupal CMS that features a robust set of tools designed to improve the customer experience, enable **in-house** website management, a user-friendly low-code/no-code CMS, address accessibility compliance, and which is **purpose-built for government** to help agencies transform processes, resulting in significant time and cost savings?	OPRHP declines this request. As provided in RFP Section 1.3, page 7, the purpose of this RFP is to develop a new site on a Drupal platform.
112	2.1-2.11	14	Would OPRHP consider the separating design/user experience services (2.3, 2.4.1, and 2.4.2) from the CMS development services (2.5-2.11) into different contracts?	OPRHP declines this request.
113	General	General	Are we limited to existing visual assets provided by OPRHP? If we recommend new visuals assets (photos and videos), will vendor be responsible for the creation/development of those assets or will Parks have the capability to create new assets?	See response to Question 76.
114	General	General	Does OPRHP maintain data for the features displayed in the PDF maps for the parks (equestrian, snowmobile and hiking trails, etc.)?	Yes.
115	General	General	Are KML files for park and other area outlines available?	Yes, KML files for park and other area outlines can be made available. It is the intention for the website to be standardized on ESRI maps; accordingly, OPRHP would need to know what the contractor would be using KML files for to determine long term support and maintenance of them.
116	Market Analysis and User Research (Section 2.3)	17	Does OPRHP have a name/contact list of site visitors that can be used for research interviews recruiting purposes?	This information is not available. Please see response to Question 59.

No.	RFP Section	RFP Page	Question	Response
117	Market Analysis and User Research (Section 2.3)	17	If OPRHP does have a database, what information does OPRHP have about its users (e.g., names, email addresses, phone numbers, what services of OPRHP they use, demographics, etc.)?	This information is not available. All visitors to the main public site are anonymous.
118	Market Analysis and User Research (Section 2.3)	17	Would OPRHP be willing to do an email "blast" to any visitors in its database to alert them to market research efforts (and that they might be contacted to participate in an interview, etc.)?	See response to Question 59.
119	Market Analysis and User Research (Section 2.3)	17	Does OPRHP want any mandated "quotas" of types of users for the research (e.g., at least n=10 research participants who have used the site to find hiking trails, at least n=10 research participants who have used the site to find information on nature education, etc.)?	Numbers of research participants and duration of focus groups are difficult to quantify. We are looking for quality data from a variety of user groups. We are seeking a better understanding of user behavior, journeys, interests and challenges and how that may influence the new website design and functionality.
120	Market Analysis and User Research (Section 2.3)	17	Does OPRHP expect research outings to include current site evaluation as well as exploration around how to best reach its audiences beyond the website (i.e., would both objectives be achieved in the same research "outings," which would impact the duration of research sessions – i.e. 45 minutes versus 75 minutes versus 90 minutes, etc.)?	See response to Question 119.
121	Market Analysis and User Research (Section 2.3)	17	Is it safe to assume that internal stakeholder interviews would be with no more than n=10 OPRHP stakeholders?	See response to Question 58.
122	Market Analysis and User Research (Section 2.3)	17	Can OPRHP provide statistics on the most "performed" tasks on the current site?	We do not currently capture those statistics.
123	Key Personnel (Section 2.14)	26	Will a response be deemed unresponsive if Project Management certification is not provided.	No, proposals will not be deemed non-responsive if Project Management certifications are not provided with the response; however, OPRHP reserves the right to clarify proposals and request proof of the Contractor's and/or Key Personnel's ability to meet the requirements as specified in the RFP, including associated certifications.

No.	RFP Section	RFP Page	Question	Response
124	2.5	19	Is the Acquia Cloud a Drupal multisite installation?	Acquia Cloud and Drupal can support multisite. The OPRHP website will not be hosted on Acquia Cloud Site Factory.
125	2	17	Are there any state park websites that you like or strive to be like?	There are well-regarded elements of multiple websites but we are looking for a customized, creative solution that reflects industry trends and best practices to meet our unique needs.
126	2	14	Is there or will there be any need to sign up for a Newsletter? If so, is there a CRM integration?	We offer subscription news topics through the GovDelivery platform. Links and snippets of code will need to be integrated on select webpages.
127	2	14	Are there any other pixel tracking that needs to be integrated into the new site?	No.
128			Is there a specific reason for choosing Drupal as your CMS of choice? We love working with Drupal but are curious to know what made you want to use it.	To better serve New Yorkers with a more efficient, effective, and modern digital government New York State's agencies are moving to a standard website platform.
129			What is your ideal workflow? How many different roles would be taking part in this editorial workflow?	To be determined during the discovery phase of the project.
130			Are there any restrictions to users adding certain content? Is there any kind of admin approval needed to be published?	See requirements in Exhibit 6: #26 & #34. Yes an admin approval workflow will be determined during the discovery phase of the project.
131			How do you currently update the data in question?	Updates are made via our CMS system by select staff that have permissions to update specific content or areas of content. Some updates require ITS support as certain website sections are not incorporated into the CMS. The future CMS system should account for all areas of the website.
132			Is user registration open to the public or are members added by admin staff or are there admin approval needed on user registration? Or some other workflow to add member users?	OPRHP does not understand the context for this question. CMS authorized users will be designated and authorized by OPRHP staff, as provided by RFP Exhibit 6 #26. If this response does not answer your question as intended, please resubmit as part of Q&A Round 2, making sure to indicate the specific RFP Section and Page with which the question is associated.
133			Are we dealing with any members only access to content?	See response to Question 132.

No.	RFP Section	RFP Page	Question	Response
134			Will the site need to be bi/multilingual?	See response to Question 107.
135			Can you share 3 examples of websites that you like and why? (Help us get a better, more tangible idea of the direction they want to go, and what features/tech needed to make that happen)	See response to Question 125.
136			Can you expand on the motivation for the project? Was there a particular turning point? A change in vision? Somebody had a great idea and we're going with it?	See response to Question 35.
137			Who are the people that will be actively involved in the project and the decision making process? Is this being overseen by a particular department or a particular person?	See response to Question 172.
138			Have you ever worked with any Canadian vendors? If not, are you opposed to the idea? Are there any potential funding issues that may make this impossible?	See response to Questions 3 and 45.
139			Are there budget constraints to be aware of? Certainly, organizations like to keep budget secret to elicit the "best value". But with a website project, it can make the difference in the technology, features, and solutions proposed. Is it appropriate to say the budget is under $25,000, under $50,000, under $100,000 or over?	See response to Question 5.
140			Could you elaborate on the specific user roles and permissions you envision within the new Drupal CMS? How will these differ from the current setup?	To be determined during the discovery phase of the project.
141			You mentioned a "mobile-first" approach for the new website. Can you specify the primary mobile functionalities and user interactions you expect?	We require an approach that prioritizes the mobile experience and ensures all content and features are accessible on smaller screens. User interaction examples include but are not limited to: searching for a park, checking the event calendar, finding and using a map, finding a safe boating course or camping information.

No.	RFP Section	RFP Page	Question	Response
142			What are the key performance indicators (KPIs) that you will use to measure the success of the new website?	In regard to RFP Section 2.5.7 Analytics Platform, KPIs that OPRHP are interested in tracking may include but are not limited to Our Goals as listed on Page 8 of the RFP.
143			Regarding the migration of existing content, how much content (in terms of data size and number of pages/files) needs to be transferred to the new system?	With the exception of images, all content, static and dynamic, will need to be migrated to the new website.
144			What specific outcomes are you expecting from the website analysis and research phase mentioned in the RFP?	See response to Question 119.
145			Can you provide more details on the flexibility and scalability needs of the CMS, especially concerning future functionality and module additions?	Beyond the functionality already outlined, we cannot predict future needs. Current scalability and flexibility needs are covered in the Services Sought section of the RFP.
146			The RFP mentions the need for compliance with WCAG 2.1 AA standards. Are there any particular accessibility challenges with the current website that you are looking to overcome?	See response to Question 267.
147			Are there any specific security protocols or standards that the new website must meet, beyond the usual best practices?	The website must comply with NYS and ITS policies as listed in the RFP. Note that ADFS/SSO integration is in the scope of work.
148			How often do you expect the website to undergo updates or major changes post-launch?	See response to Question 145.
149			How do you envision involving your internal IT team during the website development and post-launch phases?	OPRHP and ITS will be involved in all phases of this engagement.
150			Regarding the comprehensive review and user research, do you have specific target demographics or user personas already defined?	See response to Question 18.
151			What is the decision process for approving design and functionality during the project's phases?	When designs are proposed for approval they will be evaluated by OPRHP, ITS and NYS Digital Services.
152			Can you provide details on the internal or external stakeholders who will need to be consulted or involved during the project?	We have a team of individuals that span the Innovation, Marketing and Public Affairs Bureaus and other stakeholders as needed.

No.	RFP Section	RFP Page	Question	Response
153			What is the preferred communication protocol for project updates, issue resolution, and decision-making?	In accordance with RFP Section 3.2.1.5, the Proposer must outline a Communication Plan.
154			Are there any specific dates or events that align with the launch of the new website that we should be aware of for planning purposes?	See response to Question 84.
155			What are your specific requirements for data analytics and reporting capabilities on the new website?	See 2.5.7 Analytics Platform. We have Google Analytics G4 installed but no customization has been implemented.
156			How do you anticipate integrating the new website with your current digital marketing and social media strategies?	The new website will be a key component to the agency's current digital marketing and social media strategies. The agency will leverage its marketing and communications channels, firstly, to drive conversions and traffic to the website where users can learn more about Parks' properties, programs, and resources. The website will house the majority of content for future digital and social campaigns, enhancing the user's information-gathering experience by keeping them on one consistent platform. Along with this, the agency will look for opportunities to integrate and embed its digital and social media components onto the website – for example, leveraging UGC pulled from social media across the website where relevant and appropriate. Contractor recommendations will be considered.
157			Can you specify the types of content that will require dynamic updates and real-time interaction on the new site?	For example GIS based maps. See the RFP and Exhibit 6 for more examples and details.
158			Are there specific third-party applications or services that you expect the new CMS to integrate with that were not mentioned in the RFP?	See response to Question 145.

No.	RFP Section	RFP Page	Question	Response
159			What is your current workflow for content creation, approval, and publication, and how do you expect this to change with the new CMS?	We have a decentralized content submission and creation process where administrators or select subject matter experts have permissions to create, modify and upload content to select areas of the website or Explorer app. There is a reviewer option for events, but not other content. Portions of website content were not incorporated into the CMS and require developers to update simple requests. The future CMS system should account for access to all areas of the website and overall have a centralized content workflow with distinct staff roles and permissions.
160			Do you have a preferred technology stack or any existing licenses that should be considered when designing the new system?	Acquia Cloud Next utilizing Acquia Search and Acquia Edge (Cloudflare).
161			Could you detail the compliance and security standards required for user data handling and storage on the new site?	Web forms cannot collect personally identifiable information. All other data collection must follow NYS and OPRHP policies.
162			How critical is the website's scalability in terms of handling peak traffic loads, and do you have traffic statistics available from the current site?	We expect a 95%+ cache hit rate. Any proposed features that would not hit this target should be identified in your proposal.
163			What training and support expectations do you have for the vendor post-launch to ensure smooth operation and user adoption of the new CMS?	Please see the RFP, including Sections 2.7 Knowledge Transfer and Training and 2.10 Project Support and Maintenance.
164			Are there specific features or functionalities from your current website that you find essential and wish to retain or enhance in the new system?	Refer to Goals, Page 8 of RFP. The vendor is encouraged to propose innovative solutions that help meet OPRHP's goals.
165			How do you manage content archival, and what are your requirements for historical data on the new website?	As per Exhibit 6, Website requirements #8. The www.nystateparks.blog.com is managed on a WordPress platform and once moved to the parks.ny.gov website we require a solution for organizing and searching for past blog articles. If this does not meet your question's intent, please resubmit in round 2 with additional context and RFP Section reference.

No.	RFP Section	RFP Page	Question	Response
166			Could you provide more details about the expected content migration—specifically, are there formats or platforms that might pose challenges?	No challenges expected. The current website is available to be reviewed prior to submitting your proposal. See response to Questions 143 and 225.
167			What are your main goals for user engagement on the new site, and how should these be prioritized in the design?	See response to Question 164.
168			Are there specific legal or regulatory requirements that the new website must comply with, especially concerning digital accessibility and privacy?	The RFP covers all requirements of the website, please see Section 2.12 on State and Federal Requirements.
169			What are your expectations for custom reporting and analytics tools within the Drupal CMS?	Custom reporting within the Drupal platform is to be determined but an example would be extracting data on event listings (past and present) for specific location(s) and timeframes.
170			How do you foresee the future expansion or adaptation of the website features to accommodate new services or programs?	See response to Question 185.
171			Can you provide examples of issues you've faced with previous website implementations that you'd like to avoid this time?	Not applicable. There are no previous website implementations from which to compare.
172			What internal resources will be dedicated to this project, and what roles will they play throughout the development and post-launch phases?	Key staff for this engagement will include team members from OPRHP Innovation, Public Affairs, GIS bureaus, NYS ITS, Digital Services and select subject matter experts. Roles to be determined.
173			Do you require integration with any offline systems or databases, and what are the specific requirements for these integrations?	No integration is needed with offline systems or databases.
174			How do you plan to handle ongoing content and technical updates post-launch—are there expectations for the vendor to provide these services, or will this be managed internally?	Please review the RFP including Sections 2.10 and 2.11 for technical support; for content see response to Question 21.

No.	RFP Section	RFP Page	Question	Response
175			Can you describe the types of user interactions you expect to support through the website, such as reservations, registrations, or feedback submissions?	Examples of user interactions include but are not limited to: searching for a park, purchasing a pass, filtering events by location or theme, viewing a map, finding a safe boating course, downloading an application, feedback submissions and more. See response to Question 166.
176			How would you like the website to handle multilingual content and international users, if at all?	See response to Question 107.
177			What specific functionality are you expecting from the integration with the NY State Parks Explorer mobile app?	95% of the NY State Parks Explorer app data is served by the Content Management System (CMS). The new application must offer the same data to the NY State Parks Explorer app.
178			Are there any specific compliance requirements for storing and processing user data, particularly for users under 18?	No.
179			What are the performance metrics that the current website fails to meet, which you would want the new website to achieve?	See Exhibit 6, Website Requirements Background column for examples of challenges with the current system. See response to Question 142, 180
180			How do you currently handle emergencies or unplanned downtime, and what are your expectations from the new system in such scenarios?	The vendor will address downtime caused by the application as part of general support and maintenance. Additionally, the vendor will work with ITS to resolve platform-level issues where necessary.
181			Can you provide access to current user feedback or usage data to help us better understand user behavior and expectations?	Feedback will be gathered during vendor's marketing research. We can provide data to the Contractor via Google Analytics.
182			What are the specific roles of various stakeholders in the project, and how should the communication flow be managed?	Vendors should propose a Communication Plan per Section 3.2.1.5 Project Management. During project kickoff and project planning, roles and responsibilities and communication flow of the stakeholders (such as SMEs, project sponsor, BAs, etc.) will be determined.
183			Are there any specific protocols or standards for the audit trails, especially concerning changes to content or configurations?	At minimum, OPRHP would like to utilize Drupal revisions for content.

No.	RFP Section	RFP Page	Question	Response
184			Are there particular third-party services or platforms for which you require API development or custom integration?	Yes. Examples from the RFP include Google Analytics, NYS Universal Navigation, and GIS Maps.
185			What is your vision for future-proofing the website? Are there anticipated technological advancements or trends you want to be prepared for?	While hard to predict future needs, OPRHP would like a theme as far separated from the logic and content as reasonably possible. Additionally, OPRHP desires a clean information architecture that will not hinder future migrations.
186			What types of security tests and clearances will be necessary before launch?	NYS ITS will perform tests that include security, accessibility, and code audits. See the Auditing and Compliance section for more details.
187			Are there any specific user roles that require enhanced security measures, such as administrative or content management roles?	To be determined during the discovery phase of the project.
188			How would you like the new system to handle large media files and other resource-intensive content?	The vendor is encouraged to propose an innovative solution as videos and large media files (>10MB) cannot be stored on the website. If additional services or tools are required for the solution to meet this requirement, they should be addressed in the written technical proposal and contemplated within the Not To Exceed Financial Proposal. See response to Question 194.
189			What are your requirements for real-time content updates and notifications within the CMS?	OPRHP expects real-time or reasonably near real-time (within a few minutes) content updates when an update has been committed to publish.
190	3.3.1 Hardcopy Bids	37	Can you confirm whether or not the Administrative, Technical, and Financial Proposals can be on the same flash drive, or three separate? And, can you confirm that for the hard copies, for each volume you need 4 total versions (two original and two hard copies)?	Within a Hardcopy Bids submission, the Administrative, Technical, and Financial Proposals may be on the same flash drive. It is confirmed that four (4) total versions of each Administrative, Technical, and Financial proposal are required as part of Hardcopy Bids submissions: two (2) original and two (2) copies.
191	3.3.2 Electronic Submission / E-mail Bids	38	Do Vendors need to submit both a Hardcopy and electronic bid? Is just submitting an electronic bid via email sufficient?	See response to Question 7. Submitting an electronic bid via email in accordance with RFP Section 3.3.2 is sufficient.

No.	RFP Section	RFP Page	Question	Response
192	1.3 Purpose	7	In what ways does the state expect the vendor to customize the design of the site while still adhering to the NYS Branding Guidelines? For example, is there flexibility with color or layouts? Or, are we limited to redesigning information architecture?	OPRHP has a strong presence in the travel and tourism space. We expect a vendor to align with the branding guidelines while proactively seeking opportunity through design, layout, functionality and other elements that will showcase our brand and enhance the website user experience.
193	1.3 Purpose / Technical Environment	8	Does the State require the preservation of existing infrastructure or architecture utilized today, including the NetApp Share solution or the Akana API service?	This has not been decided and will likely be a conversation early in the project.
194	1.3 Purpose / Technical Environment	8	Will the State consider utilizing an external Digital Asset Management (DAM) solution to manage access to documents and media?	OPRHP will consider the use of a DAM product; however, use of a DAM product provisioned by the Contractor will be at OPRHP's sole discretion.
195	1.3 Purpose / Technical Environment	9	Can the State provide examples (via URLs or screenshots) on the Parks website of the following integrations listed in the RFP:	Samples of website integrations include the following but not limited to: **ESRI maps**: https://parks.ny.gov/historic-preservation/business-registry/default.aspx **YouTube Videos**: https://parks.ny.gov/100/default.aspx **Event Calendar**: https://parks.ny.gov/events/ **Web forms**: https://parks.ny.gov/about/contact-us.aspx **Homepage: Universal Header, Translation services, User Generated Content displays, GovDelivery sign-up overlay**: https://parks.ny.gov/
196	1.3 Purpose / Technical Environment	9	According to the NYS-S05-001 NYS Universal Navigation instructions, code for the universal navigation is to be pulled from the referenced Github repository, https://github.com/itsITS/universal-navigation. Is this still accurate?	Yes.

No.	RFP Section	RFP Page	Question	Response
197	1.3 Purpose / Technical Environment	9	Does the State wish to maintain the existing search solution, including the federated "NYS Search" (https://search.its.ny.gov/search/search.html) and the site specific search bar (https://parks.ny.gov/site-search/)?	The NYS search is incorporated into the Universal Navigation bar and required.
198	2.1 Scope of Work / Out of Scope	16	What entity is going to be developing the NY Parks Explorer App? What amount of collaboration will the separate development of the app and site entail?	The NY State Parks Explorer app launched in 2020, developed and maintained by NYS ITS and OPRHP. The resultant Contractor of this RFP is not responsible for development within the Explorer app. There is API in the current iteration of the website. The new website is expected to use Drupal's Content API or similar functionality to call the Parks Explorer app to consume select content from the website.
199	Exhibit 7	209	The RFP identifies the shop.parks.ny.gov as a component of the existing Parks architecture. Can the State confirm that this is out of scope of the Scope of Work? What considerations will the winning bidder need to have, if any, as they pertain to the Shops platform?	Yes shop.parks.ny.gov is out of scope but if during review of user journeys it's found that some light integrations (embedding an external form, embedding a map, embedding a snippet of code, designing special CTAs to OHRHP applications, etc.) will benefit the user, OPRHP expects the bidder to accommodate the need.
200	Appendix B / 46. Employees, Subcontractors and Agents	75	Can the state describe any requirements or processes related to security background checks or systems access?	See response to Questions 88.
201	1.3 Purpose / Technical Environment	8	Does the state expect the vendor to continue developing alongside the Akana API service for the NYS Explorer application? Would the State consider other services or the possibility of exposing content via an API from a CMS?	OPRHP would like the appropriate content exposed via Drupal's Content API. Whether that API will be fronted by Akana or by another method that is to be determined.

No.	RFP Section	RFP Page	Question	Response
202	1.3 Purpose / Technical Environment	8	The RFP states that the current website contains over 300 pages - this does not appear to account for structured content pages that may be dynamically generated including those detailing information regarding Events and Parks. Can the state confirm all content that is to be migrated to the new website? Is there any content the State anticipates changing significantly due re-writing or deprecation that would not be migrated to the new website? If so, will the State or Vendor be responsible for the content development?	With the exception of images, all content, static and dynamic must be migrated to the new website. OPRHP has begun an initial phase of a ROT analysis, the amount of content removal and rewriting has not yet been determined. OPRHP will develop written content internally and review new copy that may be recommended by the Contractor (including the Content Specialist noted within Key Personnel) as part of the marketing analysis results and/or design. Please see response to Questions 21, 228 and 35.
203	3.2.1.5 Project Management	35	Can the state expand on their expectations for KPIs? Are these KPIs for the project or for the website's success? What is an example of a KPI OPRHP currently used to track the website's success?	Project KPIs: per RFP Section 3.2.1.5 (9) the proposer should describe KPIs and how they will be tracked. More details: KPIs related to the project may include schedule, quality, risk management metrics, etc. Vendor should propose KPIs based on their understanding of the scope of work and project objectives. Current website KPIs may include: performance, engagement, UX, technical, etc.
204	2.3 Market Analysis and User Research	17	Has there been any significant brand, audience, and/or market research completed by/for your organization in the last 5 years? If so, can this be shared to help inform the proposal and cost estimates?	No.
205	2.3 Market Analysis and User Research	17	An outcome of the market analysis and user research is to identify "how to create and display accessible and informative content on OPRHP's websites and outreach materials." Are there specific outreach materials that should be included in this, or is it more general?	There are no specific outreach materials that should be included, this is more general but recommendations would be considered.
206	2.3 Market Analysis and User Research	17	Have OPRHP's target/priority audiences already been identified through existing strategic communications goals?	See response to Question 18.

No.	RFP Section	RFP Page	Question	Response
207	1.4 Minimum Bidder Qualifications	9	Does the requirement that "Bidders may not use subcontractor's or any other entity's qualifications to meet these requirements" mean that all project references must only come from the prime contractor?	This has been modified as part of RFP Amendment 1. Bidders may use Subcontractors to meet these requirements.
208	2.10 Project Support and Maintenance	25	Does the OPRHP currently use any on-site metrics software?	OPRHP uses Google Analytics.
209	3.2.3.3 Completed Forms Due Upon Tentative Award	36 and 45	Should the "Encouraging Use of New York State Businesses in Contract Performance" be submitted upon tentative award, as stated on page 36, or upon proposal submission, as could be interpreted from 5.18 on page 45 "Each Bidder must complete and submit Encouraging Use of New York State Businesses in Contract Performance?"	The form Encouraging Use of New York State Businesses in Contract Performance need only be submitted upon tentative award. RFP Section 5.18 has been amended to clarify this.
210	2.2 General Product Requirements/Deliverable Acceptance	16	Can OPRHP expand on which deliverables require hard copy, and how this translates to digital work?	Please see RFP Amendment 1. Hard copy submittals have been removed.
211	RFP Timeline; Cover Page	1	If a hardcopy submission is required, can the timeline for the proposal be extended five business days? We are concerned that the one week turnaround between the second round of Q&A being answered and the due date will impede on our ability to provide a thorough proposal response that considers the round two Q&A, given the extra time we need to print and mail the proposal.	See response to Question 7.
212	RFP Timeline; Cover Page	1	Can one subcontractor satisfy all of the contract goals, or does the State prefer a separate Vendor for each socioeconomic goal?	See response to Question 1.
213	General, Budget	-	Can NYS share any budget insight for this project? We find the cost estimates can vary significantly for this work, and budget ranges can ensure both the State and Vendor's time and resources are best spent.	See response to Question 5.

No.	RFP Section	RFP Page	Question	Response
214	1.11 Contract Signing and Term	11	The period of performance says this is a three-year contract. The SOW says the site should be launched in 1 year. 2.10 Project Support and Maintenance says that we should provide two (2) months of post launch support. This brings us to 14 months of work. Is it correct to understand that the 800 hours for 2.11 is all we should estimate for the final 22 months of the project including post-launch support and maintenance including regular updates and patching? If not, please clarify how the budget accounts for the three-year contract.	In accordance with RFP Section 2.10 Project Support and Maintenance, "The Contractor must provide support and maintenance for the new website during the Contract, including but not limited to…" the elements specified in this Section. It is correct to understand that Section 2.10 is the Section requiring two (2) months of post launch support as well as support and maintenance for the term of the contract, and Section 2.11 sets the requirements for Ongoing Enhancements, satisfied by the allocation of 800 developer hours.
215	3.2 Proposal Format	32	Can font in tables, graphics, headers and footers be smaller than 10 point font as long as it's still legible?	This is allowable for the Bidder's Proposal; however, legibility must be maintained if an electronic version of the Proposal is printed.
216	1.11	11	What are your expectations in terms of milestones for launch date, and are you taking into account iterative testing / compliance in that timeline?	In accordance with RFP Section 1.11, the launch of the new website must be completed within one year of the contract start date. Iterative testing, compliance, and all other elements specified by this RFP and integral to a successful launch must be contemplated in this timeframe.
217	1.3	9	Regarding integration with the NYS Language Translation Service, can you go into more detail on what will be needed from an integration perpective with the website, the CMS, and any content authoring workflows.	At minimum, the site needs the ability to present a drop down that allows a user to pick a language. At that point, the user should be redirected to a subdomain/path that is a machine translated version of the page the user was on.
218	1.3	7	Can we assume that the scope of work is limited to https://parks.ny.gov/ for initial build and excludes all other linked domains and related sites?	Yes. See response to Question 49 and 199.
219	2.14	28	Your RFP states that user experience designers must have experience working with external UX teams, could you provide a response on the level of participation, structure, and roles associated within this external UX team?	The Contractor will be required to work with ITS and NYS Digital Services UX team.

No.	RFP Section	RFP Page	Question	Response
220	2.3	18	To clarify the bullet on "Use NYS ITS's JIRA to develop user stories and develop personas..." - Could you provide more detail on the documented information you currently have on your audiences? What kind of detail is included on each audience type in terms of their needs related to NYS parks (both offline and online)?	See response to Question 18.
221	2.3	18	Has NYS Parks conducted any qualitative or quantitative market research previously in the last 3 years on audiences & their needs (online or offline), and if so, will we have access to this information at the start of the project?	No.
222	2.3	18	What quantitative data on current website behavior and preferences does NYS Parks already have / will provide the selected vendor access to at the start of the project (Google Analytics data or similar, A/B testing results, other)?	The vendor will have access to parks.ny.gov Google Analytics at the start of the project.
223	2.3	18	Does NYS Parks have any existing methods for recruiting end user audiences for research? Or should the vendor be responsible for recruiting NYS end user audiences for user research / usability testing?	See response to Question 51.
224	2.3	18	Has there been past efforts to "identify who uses and who does not use OPRHP's site" and if so, is there any insight that can be shared on the current knowledge on who does **not** use the site?	No, there have not been any past efforts.
225	2.6	21	Re: Scripted migration. Is the current site in a CMS ? Is it database driven? Would the winning vendor have access to legacy systems and content models? Would an internal IT person be available to assist if needed?	Parks Website uses three types of pages: Dynamic, Static, External links. Dynamic pages are database-driven and generated from CMS. Access to CMS TEST can be provided to Contractor if necessary. Yes, ITS staff are available to assist.

No.	RFP Section	RFP Page	Question	Response
226	2.7	23	Re: Training. Would "the creation and implementation of content governance compliant page copy" exclude external content workflows (the writing of content) and focus on just Drupal CMS workflows (entering/editing/approving/publishing of content)?	The Contractor is expected to help design content creation workflows that may extend beyond the CMS and include things like content best practices.
227	4.1	39	In line with providing the "best value" for OPRHP, can an alotted or target budget be shared for this project?	No, see response to Question 5.
228	2.4.1	18	Our Information Architecture workflow as it relates to content inventory assumes some level of collaboration with clients to conduct and complete a ROT Analysis of content. What level of participation can we expect stakeholders to be part of this analysis?	OPRHP has begun an initial phase of a ROT analysis and the vendor can expect appropriate collaboration and participation as part of the process.
229	2.4.1	19	Relating to key artifacts of Information Architecture (such as, wireframes, prototypes, navigation schema) our team uses Figma, Smartsheets, and other digital tools that enhance real time collaboration. Does State Parks/Parks/OPRHP have any specific requirements around how key artifacts are created or delivered (such as preferred format or tools for distribution)?	OPRHP will work with Contractor on a mutually agreed upon method for creation and delivery of artifacts. There are no specific tools required but if the Contractor utilizes software that requires a license to access, all costs shall be borne by the Contractor.
230	2.4.1	18	For the purpose of clarification, we consider Content Strategy as it's own workflow as a sub-set of Information Architecture work. We take a content-centric approach to crafting wireframes by incorporating page-level content strategy into this process. This is provided as a point of clarification rather than direct question.	The Contractor is required to adhere to all requirements of the RFP and resultant contract.
231	2.4.1	18	Related to content, as a baseline, we plan on staffing a copywriter to provide UX copy during the wireframing phase. Should we propose copy services to cover long-form copywriting of web page content sections? Or will any new copy be handled by OPRHP?	See response to Question 21.

No.	RFP Section	RFP Page	Question	Response
232	2.4.2	19	Relating to adherence to brand guidelines, does the OPRHP have 1. a stakeholder responsible for brand involved in this initiative, 2. designers or user experience designers involved in this initiative?	Yes, OPRHP and NY Digital have designers, stakeholders, and subject matter experts that will be involved in both branding and UX design for this initiative.
233	2.4.2	19	Does the OPRHP maintain an imagery library or repository that may be accessed and utilized for the purposes of this redesign, or will placeholder (directional stock photography) be sufficient to communicate design intent.	Yes, OPRHP maintains an image library and will select image and media assets for the redesign. Contractor recommendations and placeholder imagery will be sufficient to communicate design intent.
234	2.4.2	19	We do not believe this RFPs calls out design documentation, specifically an updated styleguide specific to this project implementation of the brand. Should we include the development of a design styleguide for this project?	Yes, in coordination with OPRHP.
235	2.4.2	19	Could you explain how your currently go about sourcing photography and media?	Photography and media is sourced through in-house and professional photographers, partner agencies, user generated content and select stock imagery.
236	2.5.3	20	Is Search limited to Drupal core? Per Exhibit 6: Content, Search, and Filter (including Event Search and Listing Pages) requirements may transcend the core functionalities. May the vendor suggest other solutions with more advanced capabilities for faceting and filtering, relevancy tuning, etc?	The vendor is encouraged to propose innovative solutions that help meet OPRHP's goals. However, additional services or tools required for the solution must be called out in the proposal and must be considered in the Financial Proposal.
237	2.6.1	21	In regards to using "comment codes" to facilitate automated content migration, is this referring to comment tags such as the following to indicate the beginning and ending of page content? <!-- === Page Content === --> <!-- === End Content === -->	Yes.

No.	RFP Section	RFP Page	Question	Response
238	Exhibit 6	205	For In-Page Search, the current search engine is Google Search. Is it anticipated this will remain, or are you looking to leverage SOLR Search which is provided by Acquia, or are you looking to leverage a third-party search provider with more advanced capabilities for faceting and filtering, relevancy tuning, etc?	Leveraging the existing Google Cloud Search is OPHRP's preference.
239	Exhibit 7	209	Will Akana still be used to manage the web services between Drupal and the Mobile App?	To be determined.
240	Exhibit 7	209	Will the NetApp Share continue to host Images/PDFs or will the new website be adopting a DAM like Acquia DAM, or will these be migrated into Drupal's media library?	To be determined.
241	1.2 Overview	7	Could you describe the team that would interface with the vendor on this project?	See response to Question 22.
242	1.3 Technical Environment	8	What are the main limitations / weaknesses of your current CMS?	Some limitations of our current CMS include but are not limited to: inconsistent work flow, lack of reporting features, not all website content can be accessed through CMS, unable to schedule content publishing or expiration.
243	2.3 Market Analysis and User research	17	Who would be responsible for creating the new content that may be needed or updating the existing content?	See response to Question 21.
244	2.3 Market Analysis and User research	17	Who are your common market competitors?	Bidders should review Sections 1.3, Purpose, and 2.3, Market Analysis and User Research to familiarize themselves with the scope of the project and expectations regarding market studies. OPRHP will work with the successful bidder to provide feedback throughout the project regarding its desired user experience and business needs in line with the project scope.

No.	RFP Section	RFP Page	Question	Response
245	2.3 Market Analysis and User Research	17	In terms of research methods, do you have a projection (or constraint) for how long the initial research phase of this initiative can be (for example, 3 months, 6 months, 12 months)?	Bidders should review Sections 1.3, Purpose, and 2.3, Market Analysis and User Research to familiarize themselves with the scope of the project and expectations regarding market studies. OPRHP will work with the successful bidder to provide feedback throughout the project regarding its desired user experience and business needs in line with the project scope to effectuate a successful launch within one year of contract approval.
246	2.3 Market Analysis and User Research	17	What websites - other than parks.ny.gov - would be in scope for this analysis?	Bidders should review Sections 1.3, Purpose, and 2.3, Market Analysis and User Research to familiarize themselves with the scope of the project and expectations regarding market studies. OPRHP will work with the successful bidder to provide feedback throughout the project regarding its desired user experience and business needs in line with the project scope that is appropriate for the project/scope of work to effectuate a successful launch within one year of contract approval.
247	2.4.1 Information architecture	18	What types of content may need to be shared across multiple pages and websites?	Examples include a program or priority (such as the Parks' Centennial) that is highlighted on the homepage, featured on a landing page, and included in the Explorer App and the blog, as well as elements of our parks and historic sites (fees, hours of operation, amenities, etc.) that occur on each facility page.
248	2.5.5 Responsive Design and Mobile Compatibility	21	Re: the requirement: "General recommendations for content as it relates to mobile engagement" - What metrics are you currently tracking? Are there any that are underperforming that you would like to see improve?	We are currently not tracking these metrics.
249	2.5.7 Analytics Platform	21	What are your current website performance KPISs? Do they differ by audiences?	See response to Question 203.

No.	RFP Section	RFP Page	Question	Response
250	2.11 Ongoing Enhancements	25	Please elaborate on the requirement: "The Contractor must allocate 800 senior developer hours to develop and implement OPRHP-specific additional enhancements… at no additional cost to OPRHP."	The 800 senior developer hours required by Section 2.11 Ongoing Enhancements are payable through Deliverable 11 on the Financial Proposal.
251	3.2.2 Bidder's financial Proposal	26	What is your anticipated budget range for this project?	See response to Question 5.
252	1.3 Purpose	8	The RFP mentions needing to follow the "NYS Branding Guidelines" and the need to create a complete component set. Is there an existing component set or design system in place? If so, which design technology does it use (i.e. Sketch, Figma, Adobe Photoshop/Illustrator etc…)? Our team uses Figam for creating UI layouts and components, can we use Figma for all UI design deliverables?	There is no design system currently available. As long as the design tool is capable of exporting to a common format (jpg, pdf, etc.), it should acceptable.
253	2.5.5 Responsive Design and Mobile Compatibility	20	This project requires responsive web design for desktop and mobile (at defined breakpoints), but do we need to design for native mobile apps including the iOS and Android versions of the "Parks Explorer App"? How many design directions is OPRHP looking for?	No, the Contractor will not need to design for the Parks Explorer app. The design direction is focused on parks.ny.gov.
254	1.3 Purpose	14, 16	Will this project require content creation or copywriting, or will OPRHP rely on existing content and OPRHP staff to create and write content?	See response to Question 21.
255	2.6.3	22-23	Can we use Jira for project tracking research, design and development? We already have an active Jira account. Can we use it for this project?	The Contractor is required to use NYS's Jira.

No.	RFP Section	RFP Page	Question	Response
256	2.6.3	22-23	We usually assign an in-house Project Manager (PM) for all assignments. Is it OPRHP's vision during the project to partner with our in-house PM to ensure proper documentation and timely deliverables throughout the project? If so, can the PMs coordinate and have PM meetings to discuss project updates.	Yes, see RFP Section 3.2.1.5 Project Management and 2.14 Key Personnel.
257	2.5.6	21	Is OPRHP currently using Google Analytics? If so, what version? Or will this be a new implementation?	Yes, G4 analytics.
258	2.1	14	Can you provide previous examples of user research, market analysis or user segmentation to help us understand what work has already been done?	No, this work has not been performed.
259	2.1	14	Does OPRHP currently have a user research recruitment firm they prefer or would they expect the chosen vendor to recruit for both qualitative and quantitative user research?	See response to Question 51
260	2.1	14	Is OPRHP comfortable using tools such as www.usertesting.com, dscout.com or www.qualtrics.com for usability testing?	OPRHP is not familiar with these tools and has no preference as long as it meets our policies stated in the RFP. If the Contractor utilizes software that requires a license to access, all costs shall be borne by the Contractor.
261	2.5.5	20	OPRHP requires a responsive website redesign that must be responsive. Is it expected that a Design System will be part of the Scope of Work?	Creating a design system is not a requirement but may be proposed.
262	2.5.5	21	To meet OPRHP's requirements for a fully responsive website, is a rewrite of the CSS code included in the Scope of Work?	Yes.
263	2.1	14	To prevent the creation of custom code will OPRHP be open to using a Javascript framework such as React or VueJs for functionality?	Please include in your proposal, the benefits and drawbacks of your proposed approach.
264	1.4.2	9	In our proposal can we include professionals who we intend to work with on the project for references and qualifications?	Due to the potential for a conflict of interest, a Customer Reference cannot be a subcontractor on this award.

No.	RFP Section	RFP Page	Question	Response
265			Can you elaborate on how many people from your team (including their roles) will be involved in approving visuals,wireframes, and other deliverables?	See response to Question 22.
266			Will you also need content writing support to create FAQs?	See response to Question 21.
267			Can you clarify whether your new site needs to meet WCAG 2.1 or 2.2 guidelines?	The current standard is 2.2, but laws and policies are subject to change.
268			How many pages do you expect to migrate? Have you already begun the process of auditing content?	Existing copy is undergoing an initial ROT (Redundant, Outdated, Trivial) analysis.
269			When was the last user research conducted for this site and what findings and or data can you share that would help inform design of the new site?	Not applicable. There is no user research to share.
270			Are bidders limited to providing just one case study?	Yes.
271			Do you have available staff to support some manual aspects of content migration?	Yes.
272			What is your overall budget for this project? With so many parts to this RFP, having this context will help us provide a proposal that focuses on priorities while staying within your overall budget goals.	See response to Question 5.
273			What is working well with the current site that you want to ensure remains on the new site?	Breadth of information, high web traffic, functionality of our current CMS for updating both the website and Explorer app.
274			What are the biggest pain points that need addressing in the new site?	Improved navigation and organization of content, updated functionality, SEO, responsive design, a visually engaging layout, digital accessibility, overall better user experience.
275			Can you elaborate on what needs to be integrated with regard to "ESRI Maps, all GIS data or linkages to GIS data."	The new website will need to integrate ESRI data and maps, as service URL's from ArcGIS Online.
276			Can you specify what languages need to be accounted for? Also, would you be looking for every page of the new site to be displayed in each required language?	See response to Question 107.

No.	RFP Section	RFP Page	Question	Response
277			Is there a multilingual expectation as it relates to ESRI Maps and GIS Data?	The vendor in not expected to translate ESRI Maps and GIS Data. The content of the map is controlled by ESRI and OPRHP will determine when and how to develop and translate those assets.
278			How many stakeholders approve deliverables like wireframes and designs, and what are their roles on the project?	OPRHP and NYS Digital Services will approve wireframes and designs.
279			What websites do you admire and what do you like about them?	This information is not available. See response to Question 320.
280			How many people make additions and updates to the site?	See response to Question 12.
281			What is driving the target launch date?	OPRHP's operating schedule; we are avoiding launch during peak operating season.
282			Can you detail the custom modules used on the current site and their purpose?	Not applicable. The current website is not built with Drupal.
283			Can you list out the content types and number of taxonomies used on the current site?	Not applicable. See response to Question 66.
284			What is the expectation around frequency of data syncs between databases as detailed in Exhibit 7 - OPRHP Website Architecture?	NYStateParks and ParksStore database are two separate databases and does not have any sync. Parks Explorer app reads data from NYStateParks and ParksStore database. Parks Website reads data from NYStateParks database.
285	Contract		Noting the given Contract Start Date is "Upon OSC approval," can you share the typical timeframe for similar contracts to begin following the award (for example "within two months"). Or, can you share the general timeframe you expect the contract to start (for example "in Q3 2024" or "January 2025")?	The contract start date is expected to be in Quarter 3 of 2024.
286	Contract		Can you share a high level budget range for recent projects migrating comparable legacy websites to the Acquia Site Factory infrastructure (for example, "between $200k and $800k" or "between $1M and $2M")?	See response for Questions 5.

No.	RFP Section	RFP Page	Question	Response
287	Contract		In previous projects migrating comparable legacy websites to the Acquia Site Factory infrastructure, was launch successfully accomplished within one year of the contact start as required in this RFP? If not, what types of challenges were encountered?	There are no previous OPRHP projects to compare.
288	Research		Has OPRHP conducted any audience research that would inform this project, or will all relevant research be conducted by the selected partner in the scope of the engagement?	OPRHP has not conducted audience research. Contractor will conduct relevant research per Scope of Work and Service Requirements, 2.3 Market Analysis and User Research, pages 17-18.
289	Research		Should indicative budget for audience recruiting and incentives be included in the quote?	All costs must be contemplated and included as part of completion of the Financial Proposal. Any costs not accounted for in the Financial Proposal shall be borne by the Contractor.
290	Research		Has OPRHP conducted a recent SEO audit?	No.
291	Research		Are there tools in addition to Google Analytics currently in use that can be leveraged in the research and analysis phase of the project (for example, for surveys, a/b testing, heatmaps, etc.)? If yes, what are they? If not, should an indicative budget for employing recommended tools be included in the quote?	No, there are no additional tools. The Contractor should decide what is the best method to include in their proposal.
292	Content		If the user research and content audit leads to recommendations for revisions to content to improve the experience and better serve park visitors, will OPRHP subject matter experts collaborate on copywriting? If not, should indicative budget for potential copywriting be included in the quote?	See response to Question 21.
293	Visual Design		It was noted that OPRHP will request a branding review from NYS Digital Services to verify branding guidelines as part of the audit process. Would stakeholders from NYS Digital Services be available or involved earlier in the process to ensure they're bought in on the look and feel ahead of visual design sprints?	Yes, OPRHP and NYS Digital Services will be involved early in the design process to ensure the successful vendor is compliant with brand guidelines.

No.	RFP Section	RFP Page	Question	Response
294	Visual Design		"Maps were produced by and are provided through OPRHP's ArcGIS Online interface" (pg 204); is the appearance and stylization of all/any maps already determined, or is the frontend execution of maps something we would have flexibility on?	Appearance and stylization of the maps is standardized to NYS Branding guidelines; if flexibility is needed, it would have to be in coordination with the branding guidelines and OPRHPs design choice for the website. Mapping standards can be updated to the new website branding standard, if necessary. This would require agency and GIS Bureau approval.
295	Visual Design		In section 2.5.5, Responsive Design and Mobile Compatibility, "Highly performing mobile interface(s) with low page load times (e.g., bandwidth and processing)" is noted. When it comes to page load and processing, we're curious to the degree we should factor this into design decisions. Beyond being a best practice to optimize load time, is there a more specific need for this site; are users frequently accessing while in parks/on trails with potentially poor mobile service?	"Highly performing mobile interface(s) with low page load times (e.g., bandwidth and processing)" are included as best practices to adhere to. We expect a portion of our users may be trying to access the website from areas with poor cellular service. While we do not have a specific requirement for this the Contractor may want to consider this factor.
296	Visual Design		In Exhibit 5, NYS Branding Overview Guidelines, "Please see page 95 for link to full web guidelines" is mentioned on pages 66-67 of the guidelines (page 174-175 of the full RFP), but brand guideline cuts off on page 92 of the guidelines. Are there additional pages to these guidelines or other content we should reference/consider?	Please disregard this reference to Page 95 of the Branding Overview Guidelines for the full web guidelines. This particular referenced resource is not available at this time.
297	Features and Requirements		The RFP makes reference to language access requirements. Could you elaborate on what these requirements are?	See response to Question 107 and 217.
298	Features and Requirements		Will OPRHP conduct its own automated and manual accessibility testing in addition to the testing performed by the selected partner?	Yes, in coordination with NYS ITS.

No.	RFP Section	RFP Page	Question	Response
299	Technology		The RFP mentions that the CMS serves content to the NY State Explorer App via 23 REST APIs. Could you share any more information about what content is exposed by those APIs? Should we assume that the specification of these APIs should stay exactly as they are now?	Examples of content that is exposed via API includes park and historic site descriptions, hours of operation, phone number, maps, events, fees and rates, amenity listing, Know before you go, images. See response to Question 208.
300	Technology		Who maintains the Explorer App from a technical standpoint. Will we be able to collaborate with this team? Are there any changes planned to the Explorer App that would happen during the redevelopment of the website?	The NY State Parks Explorer app was developed by NYS ITS and is maintained by OPRHP and NYS ITS. The mobile team will be available to collaborate on this engagement. Changes to the Explorer app during the development of the website have not yet been determined but if applicable will be coordinated with the vendor.
301	Technology		What is the source of data for the Event Calendar? Will the new site continue to integrate with this system or are you looking to manage events within Drupal going forward?	The event calendar is an ASP.Net page. The calendar reads data from the CMS database based on users search criteria and displays results on Parks Website. OPRHP admin staff create events in the CMS application. We require this to be developed within Drupal.
302	Technology		Regarding integration of the NYS Universal Navigation, please confirm this will employ the module documented here (https://www.drupal.org/node/2646048) and here (https://github.com/itsITS/universal-navigation).	It is not a requirement to use the module hosted on Drupal.org to implement the universal navigation.
303	Technology		If there is a similar existing module or documented solution to integrate with NYS Search please share that link. Will the Drupal site employ Acquia Search?	The NYS search is included with the NYS universal navigation. Acquia search is available if needed.
304	Technology		If there is a similar existing module or documented solution to integrate with NYS Language Translation Service please share that link.	Not available to be shared.
305	Technology		Will the New York State Office of Information Technology Services be a collaborator in this project for the integration requirements in their purview?	Yes.

No.	RFP Section	RFP Page	Question	Response
306	Technology		Are all ESRI Maps, all GIS data and linkages to GIS data currently managed in a standardized manner, or is there variation in how maps are implemented in the site currently? If the latter, is the goal to clean up and standardize map integrations within this scope, or to port the existing integrations as is?	All GIS maps and data are standardized; if any clean up is needed, it will be the responsibility of OPRHP. Example URL string: Experiences: **https://experience.arcgis.com/experience/68d5464 ea4734f5e9ae4cb4a91277b9c** (this is not publicly viewable, but to give you an idea of what the URL string looks like) Bold portion is standardized, GUID at the end of each URL string is the variable for each unique map. a portion of maps will need to be embedded, the rest will be linked to and redirected to a new web page outside of the Parks website.
307	Technology		Are there other integrations with web tools not listed above? If so, what are they?	See response to Question 11.
308	Technology		What are examples of use cases that will require unique-to-each-user pages and authenticated sessions?	None in scope of this project.
309	Technology		Regarding the additional functionality and enhancements noted, such as API exposure for mobile app integration, can you prioritize these enhancements? What future functionalities are you considering that we should account for in the system architecture?	All website requirements listed in Exhibit 6 are a priority and cannot be ranked. We cannot predict future needs, current scalability and flexibility needs are covered in the Services Sought Section of the RFP.
310	SEO		Could you share any previous keyword research or market analysis that has informed your current SEO strategy? How do you plan to update or expand this analysis for the new website?	See response to Question 15.
311	SEO		How does SEO compliance intersect with your accessibility and regulatory requirements? Are there specific guidelines or standards (e.g., ADA compliance) that must also be met in your SEO practices?	In accordance with RFP Section 1.3 Purpose, "OPRHP expects the site not only to pass automated and manual accessibility tests but to provide an engaging user experience regardless of accessibility needs." In accordance with RFP Exhibit 6, requirement #14, websites are subject to the WCAG 2.2 AA requirement, as amended in Amendment 1 to the RFP.

No.	RFP Section	RFP Page	Question	Response
312	SEO		How do you envision using the CMS to proactively promote content? Are there particular features or tools you require, such as content recommendation engines or automated alert systems for trending topics?	OPRHP has not identified specific tools and will consider solutions on how best to leverage our new CMS to proactively promote content. All proposed solutions must be considered as part of the Bidder's Financial Proposal.
313	SEO		How does SEO compliance intersect with your accessibility and regulatory requirements?	See response to Question 311.
314	Analytics		What is the current state of your web analytics implementation?	We have Google Analytics G4 installed but no customization has been implemented.
315	Analytics		What are your primary objectives for using Google Analytics and Google Tag Manager? Are there specific user behaviors or interactions you need to track to measure success?	To measure overall traffic and trends for the entire website and select page groupings to help inform future website decisions, marketing campaigns and identify issues.
316	Analytics		Do you have a data layer implemented on your current website? What key data points should be included in the data layer for optimal tracking and analysis in Google Analytics?	Yes. The website application data layer is CMS, all dynamic page content is generated from CMS data layer. Key data points will be determined though this engagement.
317	Analytics		What specific reports do you need from Google Analytics? Are there custom reports or dashboards that need to be set up?	We have Google Analytics G4 installed and dashboards need to be set up. Reporting examples include but are not limited to report for marketing campaigns, reports for peak operating season segmented by specific facility webpages, as well as overall website acquisition, pageviews, mobile usage, userflow and search terms.
318	1.12 Glossary	11	Can you clarify difference between Contractor, Vendor, and Proposer?	In simplest terms, a vendor is a firm targeted by this RFP; Proposer is a respondent to the RFP; and Contractor is the successful Proposer of the RFP. Except for requirements where Proposer is called out specific to development and submission of a proposal, and Contractor is called out specific to a contractual term that only applies after contract award, the terms can be used synonymously.

No.	RFP Section	RFP Page	Question	Response
319	1.3 Purpose	7	Except for buying passes, reservations are handled on "https://newyorkstateparks.reserveamerica.com/". Are we considering integrating these functions into the new experience to create cohesive services, or are we treating parks.ny.gov as merely a doorway to https://newyorkstateparks.reserveamerica.com/?	The Contractor is not expected to integrate these functions. If during review of user journeys it's found that some light integrations (embedding an external form, embedding a map, embedding a snippet of code, designing special CTAs to OHRHP applications, etc.) will benefit the user, OPRHP expects the Contractor to accommodate the need.
320	1.3 Purpose	7	In thinking about the current market and "competition" - who would you say are the top 3 companies / attractions / destinations OPRHP "competes" against, and if not true competition, who do you look to for inspiration or who you think is "doing it well today"	Bidders should review Sections 1.3, Purpose, and 2.3, Market Analysis and User Research to familiarize themselves with the scope of the project and expectations regarding market studies. OPRHP will work with the successful bidder to provide feedback throughout the project regarding its desired user experience and business needs in line with the project scope.
321	1.3 Purpose	8	Besides finding information, which areas of customer service would you like to improve or add to for the new experience?	See pages 7-8, RFP Section 1.3 Purpose; Goals
322	1.3 Purpose	8	Aside from the website, what other digital touchpoints do you currently have? And what are the primary digital channels that directly impact customer service? Which channels drive the most traffic?	Aside from the website, OPRHP digital touch points include but are not limited to our social media channels, the NY State Parks Explorer app, nystateparks Reserve America website, targeted email subscriptions through GovDelivery, foreUP, Park Store, and the NY State Parks BLOG. Channels that drive the most traffic include: Social media, Reserve America, park store, targeted email.
323	1.3 Purpose	8	*"To increase website visitation"*: Could you provide the data/info below: - Traffic Sources - Unique Visitors - % New Visitors - Bounce Rate - Goal Completion Rate: Users successfully find information (e.g., parks) through current filtering and search functionalities.	The following sample data is for 2022: Traffic sources include: Google, Direct, Bing, Yahoo, Facebook, GovDelivery, I Love NY. Unique visitors: 5.8 Million, 81.8% New visitors, 70.5% Bounce rate, Goal completion rate: Not applicable.

No.	RFP Section	RFP Page	Question	Response
324	1.3 Purpose	8	*"expects the site to pass automated and manual accessibility tests"* - Are there specific accessibility tools you currently use today? Would you expect our team to use the same tools?	The Contractor will be expected to be responsive to Site Improve reports. Other tools used during development, QA, or design are up to the Contractor.
325	1.3 Purpose	8	In response to your goal of *"To improve customer service and provide exceptional user experience across all digital touchpoints…"* - can you share any issues users may be facing / have reported with their current customer experience with OPRHP?	Contractor will conduct Market Research as part of RFP Section, 2.3 Market Analysis and User Research.
326	1.3 Purpose	8, 9	Do you have a comprehensive list of all web tools you're looking to be integrated into the new website?	See response to Question 11.
327	1.3 Purpose	8, 9	In response to the statement about tools and applications - do the tools and applications need any enhancement or revisions (mainly around the Design, UX, Content, features and functions) in advance of integration, or can they be integrated as is? (e.g. the Event Calendar, NYS Universal Nav, NYS Search, etc.)	There are no enhancements or revisions anticipated, they can be integrated as is.
328	1.3 Purpose	9	Is the event calendar built on top of a 3rd party software or is it built from scratch?	See response to Question 301.
329	1.3 Purpose	8	Will the development team need to have special access or laptops in order to commit code to your environment?	See response to Question 88.
330	1.3 Purpose	8	Are you looking for a headless implementation of Drupal?	No. Only exposing certain content via API.
331	1.3 Purpose	8	Will the Acquia environment be leveraging Site Factory?	No.
332	2.1 Scope of Work	14	*"must advise OPRHP staff in applying branding and templates to each application"*: Are you expecting content authoring guidelines, design training for content/ assets creation, and brand governance services?	OPRHP expects guidance from the Contractor related to applying branding and templates, and recommendations should be in the format that best conveys the guidelines.

No.	RFP Section	RFP Page	Question	Response
333	2.1 Scope of Work	15	"Exposing certain content via API" - should we assume the number of APIs to be the same as current?	To be determined. See response to Question 358.
334	2.1 Scope of Work	15	Is there an API schema/documentation and/or sample API requests that we could review?	ITS: Not available to be shared.
335	2.1 Scope of Work	15	"Creation of a robust set of automated testing tools." - are you referring to tools such as unit testing, or only referring to functional testing? do you have any other types of automated testing tools in mind?	The robust set of automated testing includes visual regression testing of important pages and features, hitting a range of components to reduce the need of manual resting. See response to Question 336.
336	2.1 Scope of Work	15	What automated testing tools are you looking for from a front-end, back-end, and content/SEO perspective?	No specific tool or tools have been identified as a requirement. Automated tests should be integrated into the build and deployment processes wherever reasonable to catch issues before reaching QA testers.
337	2.1 Scope of Work - Auditing and Compliance	16	Can you ballpark the general durations of all major reviews by NYS Digital Services team + others? This will help with timeline estimations	Durations of reviews by NYS Digital Services may vary. The team will aim to comply with the project plan timeline.
338	2.3 Market analysis and user research	17	*"Familiarize themselves with the existing data and IA structures in use with other ny.gov branded sites to help inform the content plan":* Are there preferred existing ny.gov branded sites that we should be reviewing?	The Contractor should be familiar with ny.gov sites while understanding that OPRHP is more experiential driven than product or service driven that are more typical of state government sites.
339	2.3 Market analysis and user research	17	Have you completed any previous personas or segmentation strategies and if so, are there any master segments / cohorts we can be made aware of? Can the previous research be shared with the agency during the RFP process to better inform the response? Additionally, are there any specific user groups / personas you believe we'd need to interview throughout the RFP process?	See response to Question 18.

No.	RFP Section	RFP Page	Question	Response
340	2.3 Market analysis and user research	17	*"Conduct a complete website review with a focus on the design, reliability, and usefulness of the content that will be presented to OPRHP"* How are you currently defining and measuring Reliability and Usefulness?	Reliability relates to accuracy of information; usefulness will be best determined in research and focus groups.
341	2.4.2 Design and Branding	19	It's always helpful to know who you see as inspiration - can you list a few reference sites (in-industry or out) that you find best in class? Any site experiences you admire from a design perspective? Please detail which sites and what exactly you like.	See response to Question 320.
342	2.5.2 Scope of Work	20	*"Provide a demo of functionality to OPRHP and allow up to three business days of user acceptance testing at the end of each development sprint;"* Can you define user acceptance testing? Are we responsible for user acceptance testing or are we just sharing a staging link with the client? Is the user acceptance testing of demos an internal or external activity?	OPRHP will perform UAT for each sprint and release, using an Agile workflow that is mutually agreed upon.
343	2.5 Development	20	In order to better align with OPRHP cadence, can you let us know what length your sprints are, and any signification sprint ceremonies we should be aware of?	The Contractor shall follow a formal Agile project management approach and propose the length of sprints that is appropriate for the project/scope of work to effectuate a successful launch within one year of contract approval in accordance with the RFP.

No.	RFP Section	RFP Page	Question	Response
344	2.5.2 Development	20	*"Work with OPRHP project manager to align sprints and project plans, including providing weekly status updates for reporting;"* Are the ways of working defined currently? What's the working relationship between OPRHP project manager and our own team? Are we working on a daily basis or week-by-week throughout the planning and grooming phase of sprints?	RFP Section 3.2.1.5 Project Management and 2.4. vendor's PM. Yes, the working relationships are clearly defined. We will be working on daily and weekly basis. OPRHP PM will manage the project schedule and other project documentation, will facilitate weekly project status meetings. Vendor's PM is responsible for managing vendor's team and coordinating activities with the OPRHP PM. Vendor is expected to facilitate sprint planning, daily stand ups, backlog management, development, integration and testing, review and demo, retrospective, incremental delivery.
345	2.5.7 Scope of Work	21	What are the tools you are currently using to track metrics? Do you need us to build a dashboard for it?	We use Google Analytics. Yes, we require dashboards.
346	2.5.7 Development	21	"Provide dashboard and reports that will be used to inform OPRHP executives… about website performance on an ongoing basis." What is the frequency of these reports? Are you looking for just the data or insights as well? - Monthly? - Bi-weekly? - Quarterly Reporting? When you say dashboard, are you looking for an automated business intelligence tool?	The frequency of analytic reports could range from weekly and monthly to OPRHP's operating season(s) and yearly. Reporting options should include both data and insights. Custom dashboards are to be set up through Google Analytics.
347	2.6.1 Content migration plan	21	*"OPRHP currently has over 300 web pages, with most using one of three templates."* What are the "one of three" templates currently used?	All templates are currently being utilized. Among the five samples noted in Exhibit 1 the three most common templates are: a Park page, Bureau Page, and Landing Page. See Current Webpage Coding Samples Page 104, Exhibit 1.

No.	RFP Section	RFP Page	Question	Response
348	2.6.1 Content Migration Plan	22	*"Develop and provide a content migration plan that describes in detail the most reasonable option for existing site content (including, but not limited to, page copy, links, documents, and media files) ..."* (This is very important for estimation purposes) Of the existing page count, what % of the effort would you say is: 1) Lift & Shift of content as is 2) 80/20 Revisions 3) Net New Content Creation *If the majority of the effort is truly Lift & Shift, you will maximize your time & cost efficiencies. **We do not see any asks around bespoke content creation, but would like to be 100% sure	While this estimate is not final, we currently anticipate 60-70% to be a lift and shift. Approximately 20-30% as revisions and 10% new content that OPRHP will be responsible for creating.
349	2.7 Knowledge Transfer and Training	23	"Provide OPRHP with training materials for review before sessions are held." Any expectation of the Contractor to attend the sessions? If yes, how many and how frequent do you anticipate these to be?	Yes, Contractor shall attend the sessions at least virtually. Number and frequency to be mutually and reasonably determined.
350	2.11 Ongoing Enhancements	25	Please clarify your statement "In addition to Contractor's improvement cycle, the Contractor must allocate 800 senior developer hours to develop and implement OPRHP-specific additional enhancements. This is to be above and beyond any of the updates and improvements defined in Section 2.10 and elsewhere in this RFP, at no additional cost to OPRHP." What is the rationale for these hours being at no cost.	Please see response to Question 2.

No.	RFP Section	RFP Page	Question	Response
351	2.14 Key Personnel	26	Is the expectation that these 9 roles are at 100% on the business, or are we to make assumptions as to how many hours we allocate towards each?	The Contractor shall allocate staff and resources to ensure they will meet the requirements of the RFP and Contract, including the launch of the new website using Drupal that must be completed within one year of the contract start date.
352	2.14 Key Personnel	26	If the roles are required to be at full time, please provide rationale for why these roles are needed post Year 1? These are specific roles for the website redesign and under our assumptions, have no to limited needs post launch. Roles in question post Year 1: - Wed Designer - Content Specialist - User Experience Specialist - Marketing Specialist	OPRHP expects the Contractor to be able to support future new features in accordance with the RFP, which may require such resources. The roles do not need to be dedicated, just available to the Contractor's post launch development team if needed.
353	3.2.1.5 Project Management	35	"Key Performance Indicators (KPIs)": What are the successful KPIs when the new site launches, and which KPIs are you currently tracking?	See response to Question 203.
354	5.18 Encouraging use of New York State Businesses in Contract Performance	45	Does this apply to individuals as well, does the personnel and/or key personnel need to live in NY State, or can we consider out of state and/or offshore talent as well?	Utilizing New York State businesses is encouraged but is not a mandatory requirement of the RFP and will not factor into the evaluation of the proposals.
355	Exhibit 5 NYS Branding Overview Guidelines	124	What are the digital guidelines for NY Parks vs NY State? Outside of color, typography, and logo usage, how closely do we have to follow overall branding layouts and guidelines?	See response to Question 192.
356	Exhibit 5 NYS Branding Overview Guidelines	174 + 209	Which design program are you currently using for site design (e.g., Figma)?	We are currently using Microsoft Visual Studio for design and development. No external tools used.
357	Exhibit 5 NYS Branding Overview Guidelines	209	Is there a universal 404 page for all NY State sites or are we responsible for making one specific for Parks?	No, the Contractor is responsible for creating a 404 page.

No.	RFP Section	RFP Page	Question	Response
358	Exhibit 6 Website Requirements (Website & Drupal Content Management System Implementation)	208	*#40: Content Management System | NY State Parks Explorer App:* In order to maintain both the CMS for the site and the app, the content entry fields need to be matched on both sides to display the information consistently. When we redesign the site, the content structure might be adjusted for a better user experience. Are you open to revisiting some parts of the app's content structure, or should we follow the existing app content structure?	Yes, we are open to revisiting the app's content structure to align with the new website and provide a better user experience.
359	Exhibit 7 OPRHP Website Architecture	209	As part of the content migration, do you intend to have the images and pdfs from NetApp Share migration into the new Drupal CMS as well?	All PDF's will need to be migrated. Current images will not be migrated. We are in the process of identifying new, high-quality imagery to be used for the future website.
360	Attachment 1 – Financial Proposal	101	Please confirm that the fixed price deliverable cost we are inputting is the total of the three year contract, and not annual costs.	The fixed price deliverable costs on the Attachment 1 - Financial Proposal are one-time payments billable upon completion of the subject deliverable.