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| **wsu-primary-horz-color-600-10-2017-small**  **Division of Finance and Business Operations** |  | **Procurement & Strategic Sourcing**  **5700 Cass Avenue, Suite 4200**  **Detroit, Michigan 48202**  **(313) 577-3734** |

**March 14, 2023**

**Addendum No. 2**

**RFP Website accessibility and SEO evaluation tool dated March 2, 2023**

**This Addendum must be acknowledged on Schedule D.**

Questions have been raised during the Pre-Proposal meeting held on **March 9, 2023**for the University's RFP for **Website accessibility and SEO evaluation tool** for the **Marketing and Communicators.** A summary of the questions asked, and the University's responses are as follows:

**Question:**

What are the primary goals of this phase of the project?

**Answer:**

This is in the RFP document.

**Question:**

What metrics would you like to improve in the next year?

* Short term
* Near term

**Answer:**

Overall site accessibility and SEO are both the goals of a desired tool for near, short and long term.

**Question:**

What kind of reports are required? Please help us with a list of KPIs or parameters.

**Answer:**

Reports that include level of importance, what needs to be fixed to be WCAG 2.0 A and AA compliant, as well as misspellings and broken links at a minimum.

**Question:**

“System must be secure and meet all local, state, and federal data security standards.” Please help us with the minimum criteria for this.

**Answer:**

WSU adheres to WCAG 2.0 A and AA standards outlined at <https://www.w3.org/TR/WCAG20/>

**Question:**

“The vendor shall include initial training for system administrators. Describe proposed training and detail any additional cost for future training.” Please share more details about the required training.

**Answer:**

Training on how to use the system for system administrators. From there the system administrators can train other staff on it. A company help center/knowledgebase would be ideal.

**Question:**

Is there a breakdown of the complexity of the in-scope 35000 pages - like X number as a small category, Y number of pages as a medium category; and Z number of pages as a complex category?

**Answer:**

Some sites may contain more text, files, images on their pages than others but all sites follow a consistent codebase and the priority is the top 20% of sites visited to first be in the system.

**Question:**

What kind of on-call support is expected?

**Answer:**

Help desk responses within a 24-hour turnaround time for response/investigation.

**Question:**

What is the technical/Project team structure within Wayne?

**Answer:**

The web team consists of an accessibility coordinator, project managers, senior director, web content team, web development team and web designers.

**Question:**

Can you share details on the number of interactive features/functionality on the web pages?

**Answer:**

These can be explored by visiting the site; there are embedded youtube videos and images throughout.

**Question:**

Can you share a high-level ballpark on the number of PDF files and share a sample?

PDF file for us to determine the content structure?

**Answer:**

There are many PDFs used throughout the site that are re-evaluated upon doing a redesign. You can search PDFs on our website to find a sample.

**Question:**

Can you share details of the significant business features planned iteratively for which the

continuous Accessibility support would be required - Are these planned every quarter or yearly?

**Answer:**

Please see our [priority of implementation outline](https://accessibility.wayne.edu/policy-guidelines).

**Question:**

What are the absolute non-negotiables for accessibility software requirements?

**Answer:**

According to our [policy](https://accessibility.wayne.edu/policy-guidelines), “Wayne State University will adhere to the technical standards of compliance identified in the Web Content Accessibility Guidelines (WCAG) 2.0, Level A and AA outlined at <https://www.w3.org/TR/WCAG20/> as recommended by the World Wide Web Consortium (W3C).” Thus, software should be identifying non-compliant issues at a Level A and AA at minimum.

**Question:**

What are the absolute non-negotiables for the SEO software requirements?

**Answer:**

SEO should be measuring load time, difficult pages to read, broken links, misspellings, etc.

**Question:**

Are you open to “accessibility” and “SEO” solutions being fulfilled by two commercial tools?

**Answer:**

Preferably all in one solution.

**Question:**

What is the total number of users, and please describe the roles.

**Answer:**

Likely over 100. Some users will have admin roles to add, remove, assign sites. Others will just be looking at the sites they are assigned to.

**Question:**

Please elaborate on “Support role-based user permissions and multiple roles per user.”? What kind of different permissions are currently available?

**Answer:**

At the very least, an admin role that multiple people can fulfill and user role for site admins. Ideally, it would be helpful for reporting purposes to denote someone as a site owner or site editor.

**Question:**

For better clarity, please explain the following statement: "Allow for custom user roles.”

**Answer:**

See above answer.

**Question:**

What are your critical parameters for evaluating a “health check”?

**Answer:**

WCAG 2.0 A and AA compliancy, as well as SEO (hard to read, misspellings, broken links, etc).

**Question:**

The Automated Software Solution will not be able to cover Cognitive skills, Accessibility for seizures and physical reactions and will need manual effort for the findings and recommendations - Is the expectation to cover the above findings within Sep 2023 or have it as an iterative approach?

**Answer:**

An iterative approach is acceptable.

**Question:**

Except for the proposal response document, can we include other supporting documents as part of a zip file?

**Answer:**

The electronic submission should be limited to no more than one of each of the following file types: 1 Word Document and/or 1 Excel Workbook and/or 1 PDF document, with a total file size less than **20 megabytes**. ***ZIP Files containing separate sections of a proposal are not acceptable, drop box submissions are not accepted either.*** If your submission was sent correctly, you will receive an auto-reply message acknowledging receipt of your Proposal

**Question:**

Should the schedule C “cost” be submitted as a separate excel duly signed or included in the proposal document?

**Answer:**

You will want to do both.

**Question:**

Should APPENDIX 2 be submitted electronically to [purchasingdocs@wayne.edu](mailto:purchasingdocs@wayne.edu) be done before the proposal submission or after the proposal submission? If so, would you like us to use any reference mentioned in the proposal to have completed it?

**Answer:**

You can submit them before the proposals are due and just indicate that you have completed it.

**Question:**

Appendix 3 on the wage rates with the link provided is not applicable for the technical requirements as per our understanding; please let us know if it is applicable for this scope of the RFP.

**Answer:**

As we indicated in the prebid meeting, this is not applicable to this project.

**Question:**

Are you open to partnering with offshore companies (US registered entity, but the engineering team is in India) who are set up remotely?

**Answer:**

We will consider it, but you must show us in your proposals how your company is prepared to meet our needs even if you are offshore.

**Question:**

Do you anticipate any onsite campus presence of the Accessibility consultant to work collaboratively with the Wayne IT teams?

**Answer:**

It is possible you may be required to be on campus.

**Question:**

Are you looking for a value add proposition on the Webops platform where we could discuss further optimizations and streamlining the CMS workflows?

**Answer:**

Not at this time.

**Question:**

Be a member of the IAAP (International Association of Accessibility Professionals) Does this need to be the entire organization or a single employee?

**Answer:**

If you have single employees that are members, that is fine.

**Question:**

Upon request, VENDOR must agree to provide a list of *significant accounts that the VENDOR has lost during the past three (3) years.  "Significant" for this purpose shall be construed to mean accounts representing billings by the VENDOR in the range of $25,000.00 or more each year.  A lost account can be defined when the vendor has been terminated on a job because of performance or default.  Contact names and telephone numbers of affected Companies must be provided.*  Will vendors be disqualified if they do not provide this information?

**Answer:**

If we ask for this information and you choose not to provide it, you will be disqualified.

**Question:**

Scan at least 35,000 pages with the ability to expand in the future. Our pricing is based on page count – is this the starting page count needed?

**Answer:**

As stated in the RFP yes, 35,000 pages is the starting point.

**Question:**

Can you please submit all URL(S) that will be part of the project?

**Answer:**

All schools and colleges (13) plus many of their subsites and core business departments that impact enrollment (ex: Financial Aid).

**Question:**

Are PDF’s part of this project? If so, how many? Pricing will be impacted by the total amount.

**Answer:**

Scanning PDFs would be a nice feature; please provide pricing for this service.

The Deadline for project related questions is **March 14, 2023*,*** **12:00 noon**.

**Bids are due by electronic submission on** **March 24, 2023 no later than 2:00 p.m.** The link for bid submission will be posted with the bid details at **http://go.wayne.edu/bids** beginning **March 2, 2023**.

Should you have any questions or concerns about this Addendum or on any other aspects of the Request for Proposal, please send them by email to **Valerie Kreher**, **Senior Buyer**, Email; **rfpteam2@wayne.edu.**

Thank you,

**Valerie Kreher**

**Senior Buyer**

*Attachments:*