

Project: Webmaster Services	Date: August 11, 2025
	Addendum 3
	Number of Pages: 28

The following responses are provided to substantive questions received by Battery Park City Authority (“BPCA”) by 4:00 p.m. on July 21, 2025, in connection with this RFP. The Responses are provided in italicized print immediately following the Questions. Please note that all capitalized terms shall have the same definitions as provided in the RFP:

1. We were unable to attend the pre-proposal conference. Is a recording available?

No

2. Where will real-time visitor data, such as hours, weather, transit information, and closures, come from?

Different sources, we have weather stations onsite and need to connect with API, hours and other info will come from other sources.

3. What systems do you currently use for events, calendars, permits, memberships, ticketing, payments, or maps? Are you looking to integrate with these systems or replace them?

We are currently using various systems which will be made available to the successful proposer upon contract award, and will welcome suggestions for integration and additional improvements.

4. Which social media platforms should be integrated?

All major platforms including but not limited to; Twitter, Facebook, Instagram, YouTube, LinkedIn.

5. What kind of backend tracking or reporting do you need for event registrations?

BPCA does not have a backend tracking system. However, proposers may suggest industry standard system(s) for such tracking and reporting.

6. How do you envision the interactive map functioning, and do you have an existing map available?

We envision the interactive map as a multifunctional tool that supports both public engagement and operational needs. It will serve as a navigational resource for visitors, provide real-time updates and news, highlight programming and events, and offer direct

access to permit information and applications as well as visitor information. Additionally, it will provide the GEO locations for reporting incidents and other purposes

7. Do you have a preferred payment processor for memberships, fee and invoice collections, and event ticketing?

No, we do not have a preferred method but would welcome suggestions.

8. Which features are critical for launch, and which can be considered for a later phase?

Feature prioritization will be determined collaboratively during the discovery and design phases.

9. Has BPCA completed a recent WCAG 2.1 AA audit of the current site? If so, can we review the findings?

The BPCA has recently had a WCAG 2.1 AA compliance audit performed and will share the results with the successful proposer in the discovery phase.

10. Should we include content services (strategy / writing / editing) in our proposal as well?

This option can be explored during the discovery phase with the understanding that all content published is subject to BPCA's approval.

11. Will BPCA work with us to create the final list of content to retain, archive, or rewrite, or are we solely responsible?

BPCA will work with the selected proposer on content retention and the overall buildout. All content published is subject to BPCA's approval. The selected proposer will assist in content design.

12. Are there pain points in terms of content, including information architecture?

While no specific pain points have been formally documented, BPCA recognizes the opportunity to improve overall user experience

13. What are other pain points users have expressed in terms of design?

While no specific pain points have been formally documented, BPCA recognizes the opportunity to improve overall user experience

14. Do you have a general estimate of the amount of content from the current website that would need migration?

Not at this time. This will be explored in the discovery phase.

15. Does BPCA require support for multiple languages on the site?

Yes, as required by the New York State Language access law and other relevant legislation. These include, but are not limited to, Spanish, Chinese, Russian, Yiddish, Bangla, Korean, Haitian Creole, Italian, Arabic, Polish, French and Urdu.

16. **Language & Multilingual Support** Does BPCA require multilingual support for the website (e.g., Spanish, Mandarin)?

See the answer to question #15 above.

17. Is there a preferred approach for archiving or displaying historical content, such as past events or reports?

BPCA does not have a preferred approach for archiving or displaying historical content at this time. The preferred method will be determined collaboratively during the discovery phase, based on usability, accessibility, and content management best practices.

18. Are there known usability issues on the current site BPCA wishes to address?

There are no major usability issues that currently stand out on the existing site. However, BPCA is seeking a more modern, user-friendly website that provides an improved experience for visitors and is intuitive, visually engaging, easy to navigate, and capable of presenting information in a clear and prioritized manner. We also aim for a site that is scalable, consistent, secure, legally compliant, and aligned with best practices in accessibility and design.

19. We see the NY State branding guidelines here (<https://esd.ny.gov/sites/default/files/rfp/2015-04-01-NYS-Branding-Guidelines.pdf>) . Can you confirm that you'd follow the Local & Regional branding category, and not the Recreation & Environment category?

This will be explored in the discovery phase.

20. Which stakeholders would be involved in the Design phase? Who provides design sign-off?

Stakeholder involvement in the discovery and development phases will be determined based on the needs of the project and the nature of the design elements being developed. BPCA anticipates that a cross-functional group of internal staff will participate in providing input and feedback.

21. How many unique page templates does BPCA anticipate needing?

The exact number of unique page templates will be determined during the discovery phase in collaboration with the selected proposer.

22. Are there any features that BPCA is interested in adding to the website that don't currently exist?

Payment processing, Interactive map and other features that will be fleshed out during the discovery phase.

23. Will BPCA provide all visual assets, or is the vendor expected to produce new media (e.g., photography, video, custom illustrations)?

BPCA has a graphic designer/photographer on staff who may provide existing visual assets when available. The need for new media—such as photography, video, or custom illustrations—will be determined collaboratively during the discovery process, based on project needs and available resources.

24. Is there any current user research or analytics that can inform our discovery?

BPCA has access to standard website analytics. Additional user research may be considered in collaboration with the selected proposer, based on the design.

25. Which and how many stakeholders would be involved in the Discovery phase?

BPCA anticipates engaging a cross-functional group of internal stakeholders to provide input during the Discovery phase. The exact number and composition of participants will be determined as the project and discovery process are further developed.

26. Is the Battery Park Conservancy website in scope for this project?

The Battery Park City Parks Conservancy no longer maintains a separate website, as its content has been integrated into the Battery Park City Authority's official website.

27. The RFP mentions a pool of ~1,300 business-hours per year. Does BPCA expect that to be fully consumed, or is it a ceiling for ad-hoc feature work?

The 1,300 business hours referenced in the RFP represent an estimated annual ceiling for ad-hoc feature work and support. Actual utilization may vary based on project needs, priorities, and the scope of work that arises throughout the year.

28. Are there specific SEO benchmarks (e.g., page speed, keyword strategy) BPCA wants to achieve or improve upon?

BPCA does not have specific SEO benchmarks established at this time, but we are looking to improve overall site performance.

29. Can BPCA provide a complete list of required third-party integrations (e.g., CRM, ticketing, mapping services)?

A final list of third-party integrations will be determined collaboratively during the design and discovery phase, once BPCA and the selected proposer have aligned on overall functionality and system architecture. At that point, integration needs will be jointly reviewed and prioritized.

30. Are there specific performance metrics (e.g., uptime, load speed) that must be met under the SLA?

BPCA has not defined specific performance metrics at this stage, but we expect the selected proposer to adhere to industry best practices for uptime, load speed, and overall site performance.

31. Can you provide a complete list of external systems (CRM, ticketing, GIS/maps, alerts, payment, analytics, etc.) and their API documentation?

This cannot be provided and will need to be investigated and populated during initial design phase.

32. Will the new site need single sign-on (e.g., Azure AD, Okta) or role syncing with any BPCA identity provider?

Yes, Azure.

33. Should the vendor procure and manage hosting, or will BPCA supply its own infrastructure?

BPCA will procure the hosting.

34. How many environments (dev / QA / stage / prod) are required, and what SLAs apply to each?

BPCA requires at least 2 environments: 1 for development and 1 for production. BCPA would also like to discuss the need for a staging environment with the selected proposer during the discovery phase. Also, the SLA requirements for the production are included in Exhibit A – Scope of Work.

35. What is the current level of CMS usage by BPCA staff: How many content editors and what are their technical capabilities?

CMS usage by BPCA staff is currently limited, with a small number of users responsible for making content updates. Technical capabilities vary, and most users are not advanced CMS editors. As part of the redesign, BPCA is open to exploring a more streamlined and user-friendly content management experience to support future internal needs.

36. What is the current editorial workflow for content?

The current editorial workflow varies depending on the nature and complexity of the content being updated.

37. What third-party integrations currently exist? (CRM, ticketing, payment gateways, analytics platforms, etc.)

See question #29 above.

38. Are any payment processes like ticketing and registration required? How are promotions and waivers currently handled?

Currently, payment processes such as ticketing and registration are handled manually or through limited third-party tools, depending on the event or program. BPCA is open to exploring more streamlined and integrated solutions as part of the redesign, to be defined in collaboration with the selected proposer.

39. How are current backend event registrations tracked presently?

Manually.

40. Will content migration from the existing website be required? If yes, approximate number and types of pages?

Yes. There is no approximate page count; this can be exported calculated during design phase.

41. Does the site require real-time travel information to destinations (e.g., walking/public transit times)? Are you looking for trip planner implementation

BPCA is open to considering the inclusion of such features if they align with the goals of the new site and enhance the user experience. This will be further explored during the design phase in collaboration with the selected proposer.

42. Can you provide more details on the integrated platform needed for memberships, fee/invoice collection, and event ticketing?

The need for an integrated platform to support memberships, fee/invoice collection, and event ticketing will be further defined during the discovery phase. BPCA is open to exploring solutions that streamline these functions and may consider integration with existing or new third-party tools, depending on overall design.

43. We need more insight on the online registration forms required for programs or permits? Should they include waivers/intake features? the data captured should it be stored and accessible or emailed.

The specifics of online registration forms—including whether they include waivers, intake features, and how data is captured or stored—will be determined collaboratively during the design phase. For a general sense of our current approach, you may refer to the forms and ePermit system available on our website at bpca.ny.gov.

44. Please list all the WordPress plugins currently used:

The list of currently used WordPress plugins will be provided to the selected proposer.

45. Is multilingual support required? Is it currently handled through Google Translate or another method?

Please see the answer to questions #15 above.

46. Will BPCA be managing event details (registration, attendees, etc.) internally or via a third-party tool?

At this time, event details such as registration and attendee tracking are largely handled manually. The future approach to managing these processes, including the potential use of third-party tools—will be determined during the design phase in collaboration with the selected proposer.

47. Can you please elaborate on the Visual representation of park statistics and features that need to be represented. Would this be static or something that can be updated via CMS? ? Would this be static or something that can be updated via CMS?

We will need to be able to do it with both automation and manual adjustments for proper data update

48. Should the vendor provide hosting or coordinate with BPCA's existing host?

Please see question #33 above.

49. Are different user roles or personalization features needed (e.g., members, internal staff)?

The need for differentiated user roles or personalization features will be assessed during the discovery and design phases. BPCA is open to implementing such features if they support the site's functionality and user experience goals.

50. Will we receive access to historical site analytics or heatmaps to inform UX decisions?

BPCA can provide access to available site analytics to support the design process.

51. What current third-party integrations (e.g., CRM, analytics, ticketing) must be supported or migrated?

The need to support or migrate specific tools will be determined jointly during the discovery phase based on the final design and functionality requirements.

52. What monitoring tools are expected (e.g., Google Analytics, New Relic, custom dashboards)?

Monitoring solutions may be considered in consultation with the selected proposer.

53. Which external feeds or tools are currently used (e.g., calendars, ticketing, social)?

Google Analytics, Weather API, SSO, CalendarEvent, Google Calendar, and others.

54. Does the BPCA website currently support or intend to support event ticketing and registration functionalities, including features such as promotional codes, discount management, waiver acknowledgment, and digital signature capture? If so, please clarify how these are currently handled (internally or via third-party platforms) and whether integration or custom development is expected in the new solution.

At this time, the BPCA website does not have robust built-in functionality for event ticketing or registration features such as promotional codes, discount management, waiver acknowledgment, or digital signature capture. The future approach to these features—including whether they will be supported through integrations or custom development—will be determined during the design phase in collaboration with the selected proposer.

55. Are the 1300 hours for maintenance for a year, the first 3 years of the contract, or the base and option years?

The 1,300 hours referenced in the RFP represent an estimate for maintenance and support services. Any future allocation across the base and option years will be determined as part of contract amendments and ongoing needs.

56. To be clear, does BPCA expect your partner to make content updates to the site? If so:

- a. How frequently are you requesting content updates?

As needed or requested by BPCA. BPCA anticipates that the selected proposer may support content updates as needed. The frequency and volume of these updates can vary based on organizational needs and active projects.

- b. How many individuals will request updates?

This will be explored in the discovery phase.

- c. Is all content finalized when content update requests are made?

No, final content is subject to BPCA approval, but the initial request may require the selected proposer's input.

57. Do BPCA content authors provide creative assets (i.e., pictures, videos) for the posts? If not:

- a. Do you have a subscription to a stock service?

No, we have an in-house graphic designer/photographer in-house who currently provides imaging.

- b. Is it a normal procedure for your team to provide creative asset recommendations?

BPCA does have internal creative assets, including photos, videos, and graphics, that are used in web content as appropriate. Additional asset needs are evaluated on a case-by-case basis. While BPCA does not currently maintain a subscription to a stock service, we are open to considering creative asset recommendations from the selected proposer as part of the content development process.

58. Please list the platforms BPCA uses for:

a. Ticketing

On occasion we use 3rd party application like EventBrite and MindBody

b. Events & Permit Registration

BPCA has a custom application referred to internally as ePermit.

c. CRM

None at this time.

d. ERP

Not Relevant at this time. May be discussed in Discovery Phase.

e. Weather

Licor Cloud

f. Waiver/intake system

BPCA uses its custom ePermit system.

59. Where does BPCA host the website?

AWS

60. What level of third-party system integration is anticipated, particularly with CRM, ERP, or payment platforms? Are any proprietary APIs involved?

The scope of third-party system integration, including CRM, ERP, and payment platforms, will be defined during the discovery and design phases in collaboration with the selected proposer. At this time, no proprietary APIs are confirmed, but the use of such integrations may be considered depending on project needs.

61. Could you describe the user persona breakdown for the site, especially in terms of high-traffic user types (residents, tourists, vendors, internal staff)?

While no formal user persona study has been conducted, the website serves a diverse audience that includes, but is not limited to, residents, local visitors, program participants, vendors, permit applicants, individuals seeking business opportunities with BPCA (such as procurement or contracting), and those interested in viewing live streams of public meetings. The site is also used by people looking for information about BPCA's services, programs, and initiatives.

62. Where is the current website database hosted, and are there any known legacy structures or schema challenges we should be aware of for content/data migration?

Currently AWS with no legacy structures known.

63. Are there any digital asset management (DAM) systems currently in use, or is there interest in integrating one for scalable multimedia management?

Not at this time

64. Regarding accessibility compliance (ADA/WCAG), are you currently leveraging automated monitoring tools or relying on periodic manual audits only?

Accessibility is currently managed by BPCA's contracted webmaster. We are open to exploring enhanced accessibility monitoring solutions and practices as part of the redesign.

65. Do you anticipate needing a headless CMS architecture to support multi-channel content delivery (e.g., kiosks, mobile apps, or smart signage in the future)?

We would like to explore this option and decide if this will suite our needs

66. What is your roadmap for multilingual or translation-ready support on the website, especially considering tourism-heavy engagement?

This can be discussed during design phase.

67. Could you describe any challenges or technical constraints encountered with your current CMS platform, especially around scalability, plugin stability, or security patches?

Given the simplicity of the current website, we are not experiencing challenges.

68. Do you expect the designs for the new site (not the wireframes) to be created during Phase 2?

Yes

69. Does BPCA require background checks for everyone supporting the project? If so, can you explain the process?

All proposers must submit the Vendor Responsibility Questionnaire in Exhibit as part of their background check. If additional information is required, BPCA will contact the selected proposer.

70. Does BPCA require background checks or a background check process for certain contractors providing support for the project? If so, what functional areas (i.e., developers, designers, Project Manager)? If so, can you explain the process?

The selected proposer's subconsultants are subject to BPCA's approval and BPCA may request additional information on such firms at its discretion.

71. Does BPCA require only personnel based in the US to work on the project?

No. However, data cannot be hosted overseas or copied locally overseas. In addition, the successful proposer must adhere to Eastern Standard Times. Proposers must identify in their proposals any overseas staff and explain how they will comply with the requirements above and how their remote work environment is secured. BPCA may require IP address information for overseas staff to allow system access.

72. If a proposer is dual-certified as both an MBE and a WBE by New York State, and intends to serve as the prime contractor, can this prime contractor count its participation toward fulfilling both the MBE and WBE participation goals set forth in Exhibit C of the RFP?

The selected proposer can only use one certification towards the goals. For instance, If the prime chooses to use the MBE certification for the contract, they will still be expected to meet the WBE goals via subcontracting.

73. If the prime contractor is a certified MBE and/or WBE, will they automatically receive the full 10 points available under Evaluation Criterion F – "Response to Diversity Practices Questionnaire"? Or is the score solely based on responses to the questionnaire regardless of certification status?

The evaluation will only be based on the responses submitted in the Diversity Practices Questionnaire.

74. The pricing sheet requests a Not-to-Exceed (NTE) structure for Phase 2: Website Redesign, Rebuild & Enhancement. Could BPCA please clarify:

- a. Is the NTE intended to represent a total Phase 2 amount across all titles, or is BPCA requesting NTE hourly rates by title (e.g., Title 1, Title 2, etc.)—in effect, a rate card?

The selected proposer shall invoice for actual hours worked at the hourly rates for that title up to the not-to-exceed price. Thus, BPCA requires the proposer's most competitive hourly rates.

- b. If the NTE refers to a total cost for Phase 2, is BPCA expecting proposers to internally estimate hours by title to arrive at that amount? Or will BPCA provide guidance on expected effort or a task breakdown following completion of the Phase 1 Discovery process?

BPCA would like each proposer's most competitive rates. The NTE Amount for the contract will be based upon the agreed upon rates and estimated hours.

75. Section VIII(C)(1)(D) includes "Level of Effort and Resource Allocation" as an evaluation criterion. Can BPCA clarify:

- a. Whether this evaluation apply only to Phase 1 (Discovery & Strategy), or also to Phase 2 (Website Redesign, Rebuild & Enhancement) and ongoing maintenance?

It applies to Phase 2.

- b. If Phase 2 is included, how should proposers demonstrate the level of effort, given that the RFP requests only a rate card and a not-to-exceed price without defined deliverables or hours? Would BPCA prefer we include a narrative or table of assumed hours by title/task to support our pricing?

Please refer to question 4 on page B-5 of Exhibit B of the RFP and respond accordingly. Your response should be based upon your understanding of the Scope of Work. Also, please note, the estimated hours included are for evaluation purposes only and will not be considered binding.

As noted in question 4, please do not include the hourly rates themselves in response to this question. Such rates should be included separately in your Cost Proposal.

76. For question 4, we don't know the estimated hours until we do Phase 1, but we will give it our best guess, is that what you are expecting?

Based on your understanding of the scope of work and the performance requirements included therein.

77. Section VIII(C) of the RFP outlines the evaluation criteria but does not assign a specific percentage weight to the Cost Proposal. Can BPCA clarify how the Cost Proposal will be evaluated and weighted relative to the technical criteria? Will lowest cost receive the highest score, or will a best value or cost reasonableness approach be used?

The Contract will be awarded to the highest technically rated Proposer whose Proposal is determined to be responsive and in the best interests of BPCA, subject to a determination that the

Cost Proposal is fair, reasonable, and provides the best value to BPCA given the requirements of the project.

78. For purposes of evaluating the Cost Proposal, how will BPCA normalize or assess rate differences between onshore and offshore resources? Since offshore firms often propose significantly lower hourly rates but higher hours—particularly during the Website Redesign, Rebuild, and Enhancement (Phase 2)—how will BPCA evaluate total cost realism and normalize proposals with different resource mixes and levels of effort? Will BPCA apply any standardized assumptions or evaluation models to ensure a fair comparison?

The Contract will be awarded to the highest technically rated Proposer whose Proposal is determined to be responsive and in the best interests of BPCA, subject to a determination that the Cost Proposal is fair, reasonable, and provides the best value to BPCA given the requirements of the project.

79. Section A.3.d of Exhibit A lists response times for Business Hours, Outside Business Hours, and Emergency Requests. Can BPCA confirm that these response times refer specifically to acknowledgement of the request, not full resolution?

BPCA requires response and active support within the timeframes listed therein but acknowledges that full resolution may take longer. Selected proposer must provide updates on issue and resolution as requested by BPCA.

80. While the RFP specifies a mix of fixed firm pricing (Phase 1) and not-to-exceed hourly billing (Phase 2 and support services), would BPCA accept an alternate pricing proposal that offers a fixed price for the entire scope of work, including Phase 2 and ongoing maintenance? If so, how should proposers submit this alternate structure—within the Cost Proposal or as a supplemental attachment?

BPCA requires of the cost proposal be submitted in accordance with the RFP's requirement. However, Proposers may also submit an alternative cost proposal in addition to the requested cost proposal.

81. Can the selected vendor propose an SDVOB subcontractor after contract award, assuming a good-faith effort is being made to identify a qualified and capable partner? Or must all SDVOB subcontractors be named in the proposal at the time of submission?

The proposer may identify and include MWBE and SDVOB businesses as part of the proposal in the utilization plan. If MWBE and SDVOB businesses are not identified in the proposal, the proposer will need to submit a plan on how it intends to meet the established 36% goals upon selection.

82. Can proposers satisfy the Vendor Responsibility Questionnaire requirement by submitting a link to the electronic form filed via the New York State VendRep System (maintained by the NYS Office of the State Comptroller), or is BPCA requiring proposers to complete the paper version included in Exhibit B of the RFP.

Yes, the proposer may submit electronically on the NYS VendRep system in lieu of the Vendor Responsibility Questionnaire in Exhibit B. Please note, that proposer's NYS VendRep submission must have been certified within 6 months of the proposal due date.

83. Are there existing design frameworks, style guides, or branding guidelines that must be followed? Can the UI Designer create a new design direction, or should the visual design stick closely to the existing brand guidelines?

BPCA will provide access to relevant branding guidelines, including the New York State Branding Overview. While these will serve as a foundational reference, there is flexibility to explore a refreshed design direction that aligns with the goals of the new site. The final approach will be developed collaboratively with the selected proposer during the design phase.

NYS branding requirements can be found at: <https://ocfs.ny.gov/ohrd/assets/docs/omtv/NYS-Branding-Overview-and-Guidelines-2022.pdf>

84. What design and prototyping tools are currently being used (e.g., Figma, Adobe XD, Sketch)?

BPCA does not currently use a specific design or prototyping tool in-house. Proposers are welcome to propose and use industry-standard tools.

85. Is there an established design review process, and who will be involved in approvals or sign-offs?

The design review and approval process will be determined as the project unfolds. The individuals responsible for reviewing and approving design deliverables will be designated by BPCA based on the needs of each phase.

86. How many rounds of review are expected for each design deliverable to be approved?

The number of review rounds has not been predetermined.

87. Can the UI Designer expect consolidated feedback from all stakeholders after each design review within a set period of time (i.e. 48 hours) so that the project can remain on schedule?

BPCA will work with the selected proposer to make this process as efficient and projects may be extended if such delays are due to internal BPCA processes.

88. What is the expected level of iteration and feedback cycles for UI designs?

BPCA will work with the selected proposer to make this process as efficient as possible and deadlines may be extended if delays are due to internal BPCA processes.

89. We are a small application design and implementation NYS Certified MBE, who is primarily interested in the Discovery & Strategy phase and design portion. We are looking to partner with a prime who is interested in this project. Our primary contact is: samuel.belujohn@seinanalytics.com. Is such a partnership permitted for this RFP?

Yes, interested subcontractors may reach out to other firms. Attached is our attendance list for the pre-proposal conference with attendees' contact information.

90. As per the description mentioned in the RFP and based on our review of the existing website, we believe WordPress CMS would be a suitable platform for rebuilding the site. Please confirm if this aligns with your expectations.

We have to look at all options and what each option can provide for further build out before we make final decision.

91. We also noticed that the current site includes redirections to domains beyond <https://bpca.ny.gov/>. Could you please clarify whether our scope should cover only the pages and functionalities under <https://bpca.ny.gov/>, or if we also need to address the content and redirections from these external links?

You will not be working on externally redirected content or pages, but will need to create proper secure redirects and/or work with external vendors to make sure redirects work properly.

92. If any documentation is available for the current site, such as feature lists, content architecture, or technical specs, we would appreciate it if you could share that. It would greatly help us in ensuring all existing features are accurately implemented.
This information will be shared with the selected proposer during first phase.

93. Regarding the redesign, we anticipate the need to update or replace some of the existing images on the site. Please confirm whether we are expected to create new images, or if you will be providing updated visuals for the redesign.

BPCA anticipates providing updated visuals for the redesign where available, including existing internal assets. That said, we're open to working collaboratively with the selected proposer to identify where new images may be needed and to determine the best approach for sourcing or creating them as part of the design process.

94. Would BPCA consider granting a two-week extension to the proposal submission deadline to allow proposers additional time for thorough preparation and review?

Please refer to Addendum No. 2.

95. Can BPCA clarify the requirements for MWBE and SDVOB participation during the proposal phase - is a respondent required to identify MWBE and SDVOB subcontractors and commit to subcontracting 36% (15, 15, 6 % by subgroup) upon submission of a bid?

The proposer may identify and include MWBE and SDVOB businesses as part of the proposal in the utilization plan. The MWBE and SDVOB goals (36%) are part of the contract and mandated by state law (Article 15A and Article 3). If MWBE and SDVOB businesses are not identified in the proposal, the proposer will need to submit a plan on how it intends to meet the established 36% goals upon selection.

96. Can BPCA clarify the requirements for MWBE and SDVOB participation during the contract?

Primes are required to meet 15% MBE, 15% WBE, and 6% SDVOB goals as per Article 15A of the Executive Law and Article 3 of the NYS Veterans Law

97. Are non-MWBE/SDVOB firms who do not intend to subcontract at a formal disadvantage in the evaluation?

The contract will require subcontracting to meet the established 15% MBE, 15% WBE, and 6% SDVOB goals. The evaluation process will consider responses submitted in the Diversity Practices Questionnaire.

98. Who are the key stakeholder groups in this engagement?

The key stakeholder groups for this engagement will be identified as the project progresses. BPCA anticipates involvement from relevant internal teams, and participation may vary depending on the specific phase and focus area of the project.

99. What is the current website CMS?

WordPress.

100. Who currently produces copy and content for the website?

BPCA Internal Staff.

101. Who or what systems currently produce non-english content for the website?

Translation services are currently outsourced.

102. Is any copywriting or content creation included in this scope?

BPCA will provide the content to be implemented in the website design.

103. In Deliverables i.i.2 Site map, is this a site map of the current website or the new website?

The new website.

104. Does BPCA have an existing solution or data feed for 2.o “Real-time visitor information: hours of operation, weather, public transit, alerts on closures”, if so can you describe?

Refer to response to question #52.

105. What data feeds will the calendar integrate with, are these currently operating?

We will have multiple calendars with different calendar feeds, google, events and more, such as ticketing and registration, including promotion & waiver functionality.

106. Does BPCA currently have a solution for “ticketing and registration, including promotion & waiver functionality” and “Integrated platform for memberships, fee & invoice collections, and event ticketing” and “backend tracking for event registration” AND does this system process payments?

- If so, is it the authority's intent to keep this system in place?
- If so, can BPCA describe the existing system?
- If not, is the procurement of this system in scope for the engagement and who is responsible for licenses?

At this time, BPCA does not have a single, comprehensive solution that covers all listed functions—such as ticketing and registration with promotion and waiver functionality, integrated platforms for memberships and payments, or backend tracking for event registration. These needs are currently addressed through a combination of manual processes and limited third-party tools, depending on the event or use case. The future approach to these systems, including whether to integrate or procure new solutions, will be determined collaboratively between BPCA and the selected proposer during the design phase. Any discussions around licensing responsibilities will also be addressed as part of that process.

107. What are you expecting in terms of answers to your questions? Do you want one paragraph? one or two paragraphs? as much information as we can give you? Bullet points? Do you want to know what distinguishes us or to see that we know the basics?

Provide clear answers to the questions in Exhibit B in an understandable format to the best of your abilities.

108. Do you want the executive summary to summarize what we say in our answers to the questions, respond directly to the RFP's scope of work, or focus on the important aspects of what our firm brings to the project?

The proposer may include any information they determine is relevant. Please limit your executive summary to 10 pages.

109. How many pages are on your current website, and do you plan to keep them all?

Refer to response to Question No. 40.

110. What are the third-party APIs and integrations available in your existing website?

Refer to response to Question No. 105.

111. Do you want any custom functionality on the website?

BPCA is open to exploring custom functionality as needed to meet the goals of the redesigned website. Specific features will be identified and prioritized during the discovery and design phases in collaboration with the selected proposer.

112. Any SSO integration available on your website?

Yes, Azure.

113. Are there any paid plugins or modules you are considering for your website?

BPCA is open to vendor recommendations and will consider paid solutions if they provide meaningful value and align with project goals.

114. What is the average user visit count on your website?

We will export information from google analytics during Discovery phase.

115. Do you have any branding guidelines or existing brand assets (e.g., logos, color schemes, fonts)?

*NYS branding requirements can be found at:
<https://ocfs.ny.gov/ohrd/assets/docs/omtv/NYS-Branding-Overview-and-Guidelines-2022.pdf>*

116. Do you have any specific design preferences?

BPCA is aiming for a clean, modern, and user-friendly design that enhances the overall visitor experience. We are seeking a layout that is intuitive, accessible, and aligned with current best practices. Design preferences will be further refined during the discovery phase, with input from internal stakeholders and in collaboration with the selected proposer. The final design should also support long-term performance, consistency, and future scalability.

117. Do you need any additional features like an advanced search function?

The need for advanced search functionality and other enhanced features will be evaluated during the discovery phase in collaboration with the selected proposer. BPCA is open to exploring solutions that improve site usability, performance, and content accessibility. Features such as advanced search, filtering, tagging, and improved navigation may be considered to help users more efficiently find relevant information. Any new features will be assessed not only for their immediate value, but also for their long-term stability, scalability, and alignment with a future-proof site architecture.

118. Do you have any feedback or specific pain points with the existing CMS?

While the current CMS has supported basic content management needs, there are several areas where BPCA sees opportunities for improvement. These include enhanced performance, greater stability, more intuitive content editing, and improved scalability.

119. Will you need any new features or functionality that are not present on the current website?

BPCA is open to exploring new features and functionality that improve the user experience, streamline internal processes, and enhance accessibility. While some existing tools may be retained or upgraded, the discovery and design phases will help identify

additional features that could add long-term value. Final functionality will be shaped in collaboration with the selected proposer based on strategic goals and user needs.

120. Would you like to improve SEO and site speed during the redesign?

BPCA is looking to enhance overall site performance as part of the redesign.

121. What is the main focus of the website after the redesign?

The redesigned website should serve as an accessible, user-friendly, and informative platform that effectively communicates BPCA's mission, programs, and services. Key goals include improving navigation, modernizing the visual experience, enhancing content clarity, and ensuring long-term scalability. The final focus areas will be shaped during the discovery phase in alignment with organizational priorities and user needs.

122. Do you have any specific branding or design preferences for the redesign?

Branding and design preferences for the redesign will be developed during the design phase in conjunction with the New York State Branding Overview, Guidelines, and Architecture. NYS branding requirements can be found at:
<https://ocfs.ny.gov/ohrd/assets/docs/omtv/NYS-Branding-Overview-and-Guidelines-2022.pdf>

123. Is your website mobile-friendly, and would you like any enhancements for mobile users?

The current website is mobile-responsive; however, BPCA is looking to improve the mobile user experience as part of the redesign. Enhancements that support usability, accessibility, and performance across devices will be explored during the design phase.

124. Do you have any analytics or reports about how users interact with your current site?

BPCA has access to basic web analytics for the current site.

125. What tool do you use to manage the accessibility of the website?

BPCA does not currently use a dedicated accessibility monitoring tool in-house. Accessibility management is handled by our contracted webmaster, who addresses compliance through ongoing updates and reviews.

126. Are there any specific security requirements or compliance standards for hosting?

BPCA will procure the host, however, proposers must adhere to best practices that are safe, legal, and compliant with NY State Guidelines.

127. Do you need regular backups, security patches, or content updates?

Yes.

128. Do you have a timeline in mind for the project completion?

The full project schedule, including key milestones and deliverables, will be developed jointly during the discovery and strategy phase. The project must be completed as quickly as possible in accordance with industry standards. Time will be of the essence for phase 2 work based upon the schedule agreed to in Phase 1.

129. Are you targeting any specific date for Go Live of your new website?

No specific Go Live date has been set at this time.

130. Is there a defined target go-live date for the new website or any hard deadlines for key milestones (e.g., before end of fiscal year)?

See the response to question #129, above.

131. Which tool are you using for ticketing system?

BPCA does not maintain a formal internal ticketing system for webmaster service requests. Instead, our contracted webmaster uses their own system to manage and track incoming requests submitted by BPCA. The approach to service request management can be revisited and refined in collaboration with the selected proposer as part of this engagement.

132. Are you going to provide any specific format for Change Request Approval or we can use our own standard template?

BPCA does not have a predefined format for change request approvals. The process for submitting and approving change requests will be developed collaboratively as part of the overall project workflow.

133. Are there known technical debt, system limitations, or security risks requiring early attention?

None that are currently known.

134. Sample Work Submissions: Are password-protected or staging site demos acceptable for submission if public URLs are not available due to NDA restrictions?

Yes, any reasonable best practice will be considered by BPCA.

135. Security & Compliance Testing Should we include third-party penetration testing costs in the Cost Proposal, or will BPCA procure these services separately?

BPCA will procure penetration services separately. Also, other governmental oversights provide penetration.

136. The RFP specifies quarterly security audits and penetration testing. Can you clarify whether these tests must be conducted by a third-party firm to ensure objectivity? If so, would a cybersecurity subcontractor on the project still qualify as an independent party for the purposes of conducting these tests?

Refer to response to question #135.

137. Event Registration & Ticketing Systems: Does BPCA currently use any preferred CRM or ticketing solution that the new system must integrate with? If not, is the vendor expected to recommend one?

BPCA does not currently use a preferred CRM or centralized ticketing solution that the new system must integrate with. As part of this engagement, BPCA is open to vendor recommendations for platforms that align with project goals and can support future event registration, ticketing, and user engagement needs. Final decisions will be made collaboratively during the discovery and design phases.

138. Content Migration Responsibility: Will the actual migration of legacy content to the new CMS be performed by BPCA, or is the selected vendor responsible for both planning and execution?

The selected proposer will be responsible for this.

139. UX/UI Redesign Direction: Are there any brand guidelines, design systems, or prior UX research reports BPCA will share to guide the redesign process? If not, should the vendor include user research and testing in the proposal?

While we do not have formal UX research reports to share at this time, we welcome vendors to include user research and testing as part of their proposal to support a thoughtful and user-centered design approach.

NYS branding requirements can be found at:

<https://ocfs.ny.gov/ohrd/assets/docs/omtv/NYS-Branding-Overview-and-Guidelines-2022.pdf>

140. Website Design Inspiration or References: Does BPCA have any design references or websites that serve as inspiration for the desired look and feel of the new site?

BPCA does not have specific reference sites formally identified at this time. However, we are aiming for a clean, modern, and user-friendly design that reflects the Authority's mission and values. Design inspiration and direction will be further developed

collaboratively during the discovery phase, and BPCA is open to proposer suggestions that align with best practices and project goals.

141. CMS Platform Expectations Is BPCA open to modern, custom CMS solutions, or is preference given to established platforms like WordPress, Drupal, or Joomla?

BPCA is open to evaluating a range of CMS solutions, including both established platforms and modern, custom options. The final selection will be based on functionality, ease of use, long-term maintainability, and alignment with project goals.

142. Hosting Responsibility: Does BPCA intend to retain ownership of the hosting infrastructure, or is the vendor expected to provide hosting and include associated costs in the proposal?

BPCA will own the hosting and all tools will be procured by BPCA and will have BPCA ownership.

143. Can you clarify whether BPCA has a preferred cybersecurity framework or baseline (e.g., NIST, CIS Controls) that the website must comply with?

BPCA does not require adherence to a single cybersecurity framework for 100% of the website build. Different frameworks may be applied to different components or sites within the overall website build, as appropriate, to ensure proper cybersecurity controls are in place.

144. Will BPCA provide access to its existing cybersecurity infrastructure or tools (e.g., SIEM, endpoint protection, IDS/IPS), or is the selected vendor responsible for implementing all protective measures independently?

This will be provided to the successful proposer.

145. Is there an expectation that the website environment integrates with BPCA's broader enterprise security operations (e.g., incident response, centralized logging, or SOC reporting)?

BPCA's expectation is that WAF will perform those reports and the selected provider and BCPA shall ensure we stay up to date with security updates and more.

146. Can you elaborate on the depth and scope of the required quarterly security audits and penetration testing? Will this include code-level review, network scans, or API testing?

To be discussed but penetration will be completed annually or twice a year. There is also external penetration completed by NYS Office of Information Technology Services.

147. If the subcontractor is not considered independent, would BPCA consider a separate agreement or direct award for penetration testing services to preserve third-party status?"

No subcontractor penetration testing is required.

148. What is BPCA's current incident response workflow, and would the subcontractor be expected to participate in incident containment, forensics, or post-mortem analysis?

Consultant will be expected to participate and provide proper status updates if the website will be compromised or attacked.

149. The RFP outlines extensive cybersecurity responsibilities, including quarterly security audits, penetration testing, WAF deployment, IDS, encryption, and real-time monitoring. Can BPCA clarify:

- a. Whether the selected vendor is expected to perform all of these functions directly, or if the use of third-party security tools or partners is acceptable (e.g., for penetration testing or managed WAF/IDS)?

The selected proposer is not responsible to perform penetrations.

- b. Whether BPCA and/or its current or future hosting provider will provide any support or shared responsibility for penetration testing, incident response, or audit reporting?

Not relevant per above.

150. Does BPCA require formal documentation such as a System Security Plan (SSP), Data Flow Diagrams, or a Privacy Impact Assessment (PIA)?

No.

151. Beyond ADA, WCAG, and Section 508, are there additional regulatory compliance obligations (e.g., NY SHIELD Act, GDPR, NYS ITS policies) that the security team should be aware of?

BPCA abides by New York State Laws and Procedures.

152. Will the hosting provider be selected by BPCA, or is the webmaster responsible for proposing a secure hosting solution? If so, are there hosting or cloud platform restrictions (e.g., must be hosted within the U.S.)?

BPCA will provide hosting.

153. Can you confirm if BPCA currently uses or expects to use a Web Application Firewall (WAF), and if not, should the proposer include one?

Yes, BPCA is currently using Amazon WAF.

154. Are there any restrictions on using third-party plugins or custom code libraries from a security standpoint?

BPCA is not aware of any at this time, but will have to analyze each one.

155. Are there expectations for integration of logs and monitoring with BPCA Cybersecurity Operation Center (CSOC) and who would be responsible for providing Incident Response and

Forensics investigation? Is the webmaster responsible to integrate IR staff into the existing BPCA IR team and/or plan.

Both. BPCA will provide an IR for our end and the selected proposer must provide an IR for the backend.

156. Can you confirm whether this engagement is a complete rebuild from scratch or a phased enhancement over the current WordPress-based system?

This engagement is intended to be a complete rebuild of the current website.

157. Will the redesign involve migrating data/content from legacy systems or databases, and who will be responsible for data validation and integrity?

The selected proposer is responsible for migration.

158. Is there a requirement for FedRAMP, NYS ITS, or other government-specific hosting and security certifications?

No.

159. Will BPCA allow separate subcontractor teams for specific domains (e.g., cybersecurity, UX, development), or must all roles be managed under the prime?

Subcontracting is allowed for the different domains mentioned. However, the Prime contractor will ultimately be responsible for all Work.

160. Who will be the system owner for ongoing cybersecurity oversight post-launch—BPCA IT or the selected vendor?

Both.

161. Is WordPress or another CMS platform currently in use? Are you expecting to retain that platform or explore new alternatives?

WordPress is currently in use. BPCA will consider if an alternative is a better solution for the agency.

162. Are there preferred cloud service providers (e.g., AWS, Azure, Pantheon, WP Engine) or existing BPCA-hosted infrastructure we need to consider?

Existing AWS should be considered. Pantheon can also be considered.

163. Are there any current third-party API dependencies or legacy systems (e.g., event ticketing, permit systems) that require secure integration?

This cannot be provided and will need to be investigated and populated during initial design phase.

164. Can you clarify the expectations around after-hours and emergency support; is this primarily for uptime or also for cyber incident response?

Both for up time and cyber incidents if any.

165. Will response and resolution SLAs be measured against tickets initiated by staff only, or also by public-facing issues (e.g., performance alerts, security vulnerabilities)?

Both.

166. Will support hours and emergency coverage be expected from all team members, or can the cybersecurity function remain on-call only for defined threat categories?

On call only for emergencies.

167. Will the website store or process any regulated PII, payment data, health data, or sensitive internal documents requiring heightened security classification?

BPCA does not anticipate this.

168. Are there any requirements for logging and auditing end-user interactions for forensic or compliance purposes?

This must be part of the CMS to be utilized.

169. Will the BPCA cybersecurity team be responsible for monitoring the analytics platform for anomalies (e.g., behavioral analysis, fraud detection), or is that part of the webmaster's scope?

Part of Webmaster's scope in coordination with BPCA's team.

170. What monitoring tools are currently in place for infrastructure, application, and security events (e.g., New Relic, Splunk, Cloudflare, etc.)?

This function is currently outsourced to BPCA's current Webmaster.

171. Should the cybersecurity support be priced hourly or fixed fee within the maintenance allowance?

Proposers should include this within the flat hourly rates for maintenance.

172. Is there flexibility in billing models for cybersecurity support, such as retainer-based threat monitoring vs. ticket-based response?

Yes, support, developments, and other items are billed separately.

173. Should risk assessments, audits, or penetration testing be scoped as separate deliverables or wrapped into general website support?

Separate.

174. Could you please provide details on the existing website's technical stack, including the platform (CMS or custom-built), programming languages, frameworks, and database technologies in use?

WordPress

175. With regard to social media, does the BPCA expect full integration of live social media feeds directly on the website, or simply the inclusion of links/icons directing users to the agency's social media profiles?

The approach to social media integration will be determined based on the proposed design and overall user experience strategy. BPCA is open to exploring both direct feed integration and standard link/icon placements, depending on what best supports the goals of the new website.

176. We would like to propose Drupal as the CMS for this project, given its flexibility, scalability, and strong security features. Would the BPCA be open to a Drupal-based solution?

We will take it into consideration but have to weigh the proper ability and future support as well as cons and pros.

177. Approximately how many content pages and media assets are expected to be migrated to the new platform?

This will be determined as part of the Phase 1 Discovery.

178. Are there any anticipated integrations with third-party tools or systems (e.g., CRMs, analytics platforms, social media tools)?

Yes, all social media.

179. Are there existing brand guidelines, color palettes, fonts, or design systems that should be adhered to?

Please refer to the following guidelines: <https://ocfs.ny.gov/ohrd/assets/docs/omtv/NYS-Branding-Overview-and-Guidelines-2022.pdf>

180. What is the expected duration and scope of post-launch support and maintenance?

Post-Launch Support is required to the end of the contract. Refer to Exhibit A for Scope. The resulting contract is anticipated to be 3 years with 2 one-year extension options.

181. Are there any example websites that align with your design goals or visual preferences?

BPCA has not identified specific example websites at this time. However, we are aiming for a clean, modern, accessible, and user-friendly design that reflects the organization's mission and priorities. Visual preferences and design direction will be further developed collaboratively during the discovery phase, and we welcome vendor suggestions that align with best practices and project goals.

182. Are there specific tools or processes the BPCA uses or recommends for testing ADA and WCAG compliance?

ADA and WCAG compliance testing is currently managed by BPCA's contracted webmaster, who incorporates accessibility considerations into ongoing updates and maintenance. While BPCA does not mandate specific tools at this time, we are open to evaluating recommended solutions and processes as part of the redesign to ensure continued alignment with accessibility best practices.

183. Does the BPCA have a specific timeline or target completion date in mind for the Information Architecture (IA) restructure, UX modernization, and visual web design phases of the website redesign?

BPCA does not have a fixed timeline for the completion of the Information Architecture (IA) restructure, UX modernization, or visual design phases at this time. The timeline for these components will be developed collaboratively with the selected proposer during the discovery and planning phases, based on project scope, priorities, and resource availability.

184. What is the place of performance for this work?

It is anticipated that the work will be performed remotely, however, the selected Proposer may be called upon to come in person to BPCA's office for meetings.

185. Will remote work be permitted under this contract?

This is all expected to be remote work with no permanent work performed on site, although a few onsite visits are expected. interstate international and so on travel not covered.

186. Page 3 of the RFP states that the New York State-certified Minority-Owned Business Enterprises ("MBE"), Women-Owned Business Enterprises ("WBE"), and Service-Disabled Veteran-Owned Business Enterprises ("SDVOB") are encouraged to submit Proposals. And on page 54 of the RFP states that BPCA hereby establishes the following MWBE participation goals, based on the current availability of MWBEs:

- Overall goal for total MWBE participation: 30%
- NYS-Certified Minority-Owned Business ("MBE") Participation: 15%
- NYS-Certified Women-Owned Business ("WBE") Participation: 15%

Can the BPCA clarify if there are any mandatory set-aside goals for this proposal?

Yes, this contract has 36% MWBE and SDVOB goals. Here is the breakdown:

- 15% MBE

- 15%WBE
- 6% SDVOB

We encourage MWBE and SDVOB to submit proposals as prime vendors. The contract goals would not change; however, the vendor's certification will count towards the overall goal. For instance, if a prime is an SDVOB, they automatically meet the 6% SDVOB contract goal. This SDVOB vendor will still be required to meet the 15% MBE and 15% WBE goals via subcontracting.

187.Has a budget been established for this contract? If yes, could you kindly share the budgeted amount?

BPCA does not provide this information as part of the procurement process.

188.What are your expectations for website accessibility and SEO?

BPCA is committed to ensuring the redesigned website is accessible and search-engine optimized in alignment with modern best practices. While specific benchmarks have not been defined, the site should meet applicable accessibility standards (such as WCAG) and support strong SEO fundamentals to improve discoverability and user experience.

189.What are your requirements for the development and testing environments?

Requirements for development and testing environments will be determined in collaboration with the selected proposer. BPCA expects a structured approach that supports quality assurance, version control, and secure deployment processes. Specific tools and environments may be proposed by the vendor and refined during project planning.

190.What are your expectations for website performance and speed?

BPCA expects the redesigned site to offer improved performance and load times across devices and browsers. While no formal benchmarks are in place, performance optimization is a priority, and the selected proposer should apply best practices to ensure a fast, stable, and reliable user experience.

191.Our team is currently preparing a proposal in response to the BPCA RFP and has a quick formatting question. We noticed the RFP specifies an 8.5 x 11 paper size, but we wanted to check with you whether your team needs proposals to be submitted in portrait orientation, or if landscape PDFs are acceptable. For context, we typically build our proposals in Google Slides using a 17 x 11 (landscape) format. When exported to PDF, they can easily be scaled or adjusted to print on standard 8.5 x 11 paper if needed. Please let us know if landscape orientation is acceptable, or if you'd prefer portrait format.

Landscape format will be acceptable as long as the final PDF is legible, clearly formatted, and can be printed or viewed easily

192.Also would you be publishing the companies that were the pre-proposal meetings? We also wanted to see if there are prime contractors which we can be a sub.

Yes, please see attached Pre-Proposal Attendance sheet included herein.

Please ensure that all proposal submissions include acknowledgment of this addendum.

By signing the line below, I am acknowledging that all pages of this Addendum #3 have been received, reviewed and understood, and will be incorporated into the Proposal submitted. This document must be attached to the Proposal for consideration.

Print Name

Signature

Number of pages received: _____