CITY OF HOUSTON

FINANCE DEPARTMENT
Strategic Procurement Division

Annise D. Parker
Mayor

Calvin D. Wells
City Purchasing Agent
P.O. Box 1562
Houston, Texas 77251-1562

F. 832.393.8755
https://purchasing.houstontx.gov

October 12, 2015

SUBJECT: Letter of Clarification No. 1
Bulk Email - Mass Mailer Application

REFERENCE: RFP No.: S17-T25555

TO: All Prospective Respondents

This Letter of Clarification is issued for the following reasons:

- **The following questions and City of Houston responses attached are hereby incorporated and made a part of the Request for Proposal:**

When issued, Letter(s) of Clarification shall automatically become a part of the solicitation documents and shall supersede any previous specification(s) and/or provision(s) in conflict with the Letter(s) of Clarification. All revisions, responses, and answers incorporated into the Letter(s) of Clarification are collaboratively from both the Strategic Procurement Division and the applicable City Department(s). It is the responsibility of the respondent to ensure that it has obtained all such letter(s). By submitting a proposal on this project, respondents shall be deemed to have received all Letter(s) of Clarification and to have incorporated them into their proposals.

If you have any questions or if further clarification is needed regarding this solicitation, please contact me.

Sincerely,

Murdock Smith III

Murdock Smith
Senior Procurement Specialist
Strategic Purchasing Division
832-393-8725

END OF LETTER OF CLARIFICATION 1

No.	Type	Reference heading	Page No:	Questions	Responses
1	Infrastructure	NA	NA	Current environment specific requirements	
				a. Current OS used in CitizensNet- Linux (or) Unix (or) NT Domain	NT Domain
				b. Current Server used in CitizensNet - Jboss (or) WebLogic (or) WebSphere (or) IBM Iplanet	IIS
2	Infrastructure	NA	NA	Would City of Houston like to migrate to any new servers (or) existing configurations would hold good?	New
3	Infrastructure	NA	NA	Would it be possible to share us the Current Interfaces (or) External API's used in City of Houston web application? Would they will be relevant to the new system or do we need to upgrade the API's from the external interfaces.	GIS
4	Infrastructure	NA	NA	Will there be any concerns in rolling out with any cloud systems like Azure / Amazon / Zoho etc?	No
5	Infrastructure			Whether the infrastructure like mail servers, database servers, location servers or any other such equipment's shall be provided by City of Houston's IT services group? If not can the solution provider use Public Infrastructure services like AWS?	A cloud solution is acceptible
6	Generic			how many visitors visit on an average per day to the CitizensNet website? What days of the week are the peak volume expected and what is the historic number of visitors per day / month / Year ?	CN is an archive site, so the statistics aren't reflective of who receives the actual emails and reads them via their inbox. Between January and September of this year monthly visits ranged from a low of around 400 to nearly 900. We do not track on a daily or weekly basis.
7	Generic			Will City of Houston need multilingual support for CitizensNet? If so, is that on the web content alone or in the email too?	No
8	Generic			Should the CitizensNet website be Section 508 Compliant?	This question is not appropriate at this time
9	Generic	Part II, B - 1.2		Does the proposal target the CitizensNet website to be rebuilt entirely with latest Technology and features? This include design, architecture change too	yes
10	Generic	NA	NA	Is there any Location specific contents / accessibility restrictions for the webpages and also for its contents?	No
11	Generic			What is the GIS system that is been used currently? Can we look forward on changing this existing one, if we have a better system?)	
12	Generic	Part II, D - 1.6	5	What are the formats in which the dynamic lists needs to be exported?	HTML
13	Generic			What is the current DBMS used for storing the existing robust user database? This is for planning migration activities if required.	This question is not appropriate at this time
14	Generic			API sharing requirement - Is it safe to assume that the database shall not be used simultaneously by the mass email system and the City's emergency notification system? Yes / No	MS SQL DB
15	Generic			Do we have scope (confined) of how many of Live RSS Feed sites required & to be integrated (example: Twitter) ?	This question is not appropriate at this time

16	Generic			Does the existing DBMS has an archival mechanism, if yes, Retention period? If no, any scope to be included in the Proposal?	N/A
17	Generic			What is the Archival Strategy and its frequency followed today for the data & its content	N/A
18	Generic			We have seen many static pages and very few dynamic pages on the current website. Do we have to go with the same strategy or would there be any more pages added for the dynamic contents in this proposal.	This question is not appropriate at this time
19	Generic			What is the data model being used in the current system. We are seeing many government announcements / notifications / events being displayed as PDF files. Are they stored as physical files and retrieved or is the dynamic data rendered on the PDF template at run time?	This question is not appropriate at this time
20	Generic			API sharing requirement - Is it safe to assume that the database shall not be used simultaneously by the mass email system and the City's emergency notification system? Yes / No	Yes
21	Generic	Part II, D - 1.4		Can City of Houston provide list and details of search options that is preferred	Not at this time.
22	Generic	Part II, D - 1.9		Can City of Houston provide the number of templates on which the data needs to be presented to the end Users? Any specific requirements , if possible.	Not at this time.
24	Generic - Email	Part II, D - 1.9	5	What are the formats in which Email's be sent? Is it a plain text or HTML with images? What would be the usual size of an email?	HTML, Images
25	Generic - Email			How many emails are sent today? what is the current system used to send emails? Any reference would be helpful.	SMTP,exchange
26	Generic - Email			How frequently emails, social media triggers(like facebook, twiter, whatsApp) will be pushed to all 2 million users?	Every CN notice should be sent out via social media.
27	Generic - Email			This RFP has indicated the limit of 2 million users, however is there any scope for future expansion? Should the proposal address future increase in the users	Not anticipated at this time.
28	Generic - Analytics	NA	NA	Is there any need for analytics for Social Feedbacks and for mobile accessed contents?	This would be helpful.
29	Generic - Analytics			Does City of Houston have any webpage profiling and Navigation analytics for understanding various User Behavior done today? If so how?	yes
30	Generic - Analytics			Does City of Houston have any Single Page Web Tracking mechanism for Static and Dynamic pages?	yes, Google analytic
31	Generic - Analytics			We also wish to know if there are any analytic reports needs to be generated based on the mails that comes to the City of Houston server?	This question is not appropriate at this time
32	Mobility / Social Media	Part II, D - 1.2		Should the current website be changed to mobile friendly? Or should we look at rebuilding the complete site with latest features with Responsive Web Design feature that would help the websites to be viewed in Mobile and Tablet devices too?	Online archive is fully responsive from June 15 archive email to present
33	Mobility / Social Media			What are the types of Mobile OS and its min / max versions to be supported? We believe we have to use only mobile OS native browser	This question is not appropriate at this time

34	Performance / Security			How much of user load in parallel should be considered?	This question is not appropriate at this time
35	Performance / Security			Is there any performance benchmarks for the current site? Share the details if any	This question is not appropriate at this time
36	Performance / Security	NA	NA	What are the Security Mechanisms in place today for the website? How are the malicious attacks and unwanted user activities are prevented today?	This question is not appropriate at this time
37	Performance / Security			What is the level / grade of security that is expected for the solution?	This question is not appropriate at this time
38	Generic			What would be acceptable maintenance down time (in case of planned maintenance)	This question is not appropriate at this time
39	Generic			In case of server failure, what would be maximum acceptable resolution time?	This question is not appropriate at this time
40	Generic			Are there any timelines defined for executing this solution?	This question is not appropriate at this time
41	Generic			Will City of Houston accept integration with a third party, market ready solution which support bulk email?	This question is not appropriate at this time
42	Generic			Will City of Houston expose their current system architecture? If so, will there be any Knowledge Transfer and how long will it be?	This question is not appropriate at this time
43	Generic			The City of Houston expectation from this RFP, is for vendors to develop an end to end solution that include bulk mail interface, responsive web pages, template and the databases and NOT just the interface to the bulk email component?	Yes
44	Generic			Is a budget set aside by the City for this project?	This question is not appropriate at this time
45	Generic			The working model will be implementation only with a complete handoff via training or Implementation + Support (5 yrs)	This question is not appropriate at this time

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