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Procurement Department
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October 31, 2025

Addendum No. 2

REQUEST FOR PROPOSAL NO. 26-0032

ORLEANS PARISH SCHOOL BOARD WEBSITE DEVELOPMENT

This Addendum and Clarification item forms a part of the RFP Documents and modifies the original RFP Documents issued September 25, 2025. Acknowledge receipt of this Addendum on the Addendum Form of the Request for Proposal. Failure to do so may subject proposal to disqualification.

This Addendum consists of 22 Pages.

CLARIFICATION:

1. Question: Current State & Goals

Which OPSB web properties are in scope (main site, subdomains, microsites)?

Answer: Just the nolapublicschools.com main site (no subdomains). During discovery, subdomains may be recommended for increased accessibility.

What are the top pain points with the current website, and the top priorities for families, staff, and students?

Answer: Outdated platform (Joomla + legacy plugins) → upgrade blockers, security risk.

Findability: too much outdated content; weak IA/search; cluttered mega-menus.

Accessibility gaps and inconsistent formatting.

Performance: slow pages, unoptimized media.

Storytelling: important news/features get buried; no clear editorial surfaces.

We will work with the contractor to identify the key tasks/resources for each audience (families, students, staff) and ensure the UI/UX user flows are obvious and accessible across devices.

Should we plan on a full brand/style refresh, or will existing brand guidelines carry over?

Answer: We have an existing brand guide, but we would UI/UX overhaul and new website style.

2. **Question: CMS & Platform**

The RFP references WordPress or a “closed platform.” Does OPSB have a preference?

Answer: We prefer U.S.-based hosting and backups and must meet legal content retention requirements. We need a process to ensure content is archived—not deleted—unless explicitly approved. We’ll define the backup/restore plan together (cadence, retention), with versioned backups and a straightforward restore process.

For WordPress, are there any required/forbidden plugins or frameworks?

Answer: Any plugins that aren’t likely to be maintained for at least 5 years. Any small/proprietary themes that have lots of documented bugs or other issues affecting maintainability.

For a closed platform, are SaaS options acceptable, and what are the IP/code ownership expectations?

Answer: Yes—SaaS is acceptable provided the entire site is portable (open-format exports + transition support), NOLA-PS owns all content/data and any custom work built for the District (with source or perpetual license), and the vendor retains only its platform code.

3. **Question: Security & Compliance**

What security standards are expected (SOC2, CIS, WAF, SSO/MFA)?

Answer; Use a managed, secure hosting setup with a WAF/CDN, routine security updates/backups, and admin MFA. Provide basic monitoring/alerts. SSO and formal certifications are nice to have, not required.

Any student privacy/FERPA considerations that affect analytics, forms, or content?

Answer : There might be student evaluation forms that are collected with FERPA considerations. We could consider moving these forms to a separate tool.

Hosting/data residency requirements for cloud services and backups?

Answer: We prefer U.S.-based hosting and backups and must meet legal content retention requirements. We need a process to ensure content is archived—not deleted—unless explicitly approved. We’ll define the backup/restore plan together (cadence, retention), with versioned backups and a straightforward restore process.

4. **Question: Accessibility & Translation**

Target accessibility level (e.g., WCAG 2.2 AA)?

Answer: Minimum Level A; target Level AA (WCAG 2.2) for all public pages.

Should translation rely solely on Google Translate, or should we plan for managed/human translations?

Answer: No, need for human translations.

5. Question: Content & IA

Estimated size of content inventory to migrate (pages, PDFs, news, events, forms)?

Answer: See previous answers for an estimate of size.

Required page types/templates (alerts, calendars, directories, board materials)?

Answer: Using the existing site nolapublicschools.com is the best way to determine the type of templates that will be necessary.

6. Question: Integrations

What third-party systems should integrate now or in the future (SIS, HR/Jobs, calendars, BoardDocs, etc.)?

Answer: Analytics like Google Analytics is critical. Calendars might be important. Additional integrations could be considered based upon recommendations.

Any SSO requirements (Google, Microsoft, Okta)?

Answer: No, SSO required.

7. Question: Features

For the “homepage takeover” during emergencies, what content/layouts are required?

Answer: Typical content that might make up any “blog” page – Text, images, videos, etc. The only stipulation is that this content should be highly visible and accessible. We should be able to edit this content the same way we would edit any other copy on the site.

Who should access the internal password-protected section, and should it tie into SSO?

Answer: 15 people, with varying permissions (e.g. ~5 Super Admin, 10 editors). SSO is nice, but not necessary.

8. Question: Operations & Support

- Desired SLA for uptime/response/restore times?

Answer: We’re looking for reasonable response/restore targets, such as critical issues: response within 4 business hours, restore same business day. For non-critical issues: next-business-day response. We can devise this SLA with the contractor.

Staging/dev environment requirements and change control process?

Answer: Staging (no need for an additional Dev server) environment with an easy path to restore from staging would be ideal, but is not mandatory. If this will incur extra costs it should be itemized.

Preferred backup/restore frequency and retention?

Answer: Staging (no need for an additional Dev server) environment with an easy path to restore from staging would be ideal, but is not mandatory. If this will incur extra costs it should be itemized.

9. **Question: Analytics & Governance**

Is GA4 sufficient, or should we plan for dashboards/Tag Manager/Search Console as well?

Answer: GA4 and Search Console are likely sufficient.

Any cookie consent or privacy banner expectations?

Answer: Cookie or privacy banners should be in accordance with industry standards and any legal obligations.

How many editors will need training, and do you prefer live, on-demand, or train-the-trainer?

Answer: 15 editors, with 3-5 requiring training, ideally onsite. Train-the-trainer is acceptable.

10. **Question: Migration**

Will OPSB provide a cleansed content set, or should the vendor inventory and remediate legacy files (including PDF accessibility)?

Answer: All content currently on the existing site will need to be accessible for a legally predetermined amount of time before being officially archived, but this content doesn't strictly need to be hosted on the new site. Determining how and what content to transition will be a critical component of the effort of migrating content and will be a joint effort with NOLA-PS.

11. **Question: Timeline & Cost**

Proposal limit is 20 pages — do required forms and appendices count toward that?

Answer: No, required forms and appendices do not count towards proposal 20-page maximum limit.

Is OPSB open to phased launch (MVP + enhancements) or expecting a single go-live?

Answer: OPSB is open to phased launch and enhancements, but this will have to be a discussion based upon the advice of the contractor.

For the cost form, should one-time implementation vs recurring hosting/support be separated?

Answer: Yes, please separate one-time implementation vs recurring from ongoing maintenance / support.

12. Question: DBE Participation

Please confirm eligible certifications (LAUCP/SLDBE) and whether out-of-state DBEs are acceptable if working locally.

Answer: Proposers/Respondents must partner with a firm must be certified via the following five (5) agencies conducting DBE certification within the City of New Orleans. These five agencies are: The City of New Orleans, Sewage and Water Board of New Orleans, New Orleans Aviation Board (NOAB), New Orleans Regional Transit Authority (RTA) and Caesar's Casino DBE Program. The lists are not an endorsement of the quality of performance of the firm listed therein but is simply an acknowledgment of the firm's eligibility as a DBE, once a certified DBE letter is submitted as form of verification. Also, certified Small Business Entities from out-of-state, submitting a proposal as a Prime, must first seek a letter of "Reciprocity" from said five agencies.

Are letters of intent required with submission, and how will DBE participation be calculated?

Answer: Yes, an official copy of the DBE Certification Letter is required.

13. Question: References & Submission

The RFP requests school district references — are comparable public sector projects acceptable if fewer district examples are available?

Answer: School districts and your serving organizations are preferred. Commercial client references are allowed.

For submission: is a single PDF required, and are there file size/email subject line conventions to follow?

Answer: A single PDF submission is required

Will OPSB confirm receipt of proposals by return email?

Answer: Yes, receipt of proposals will be confirmed by email.

14. Question: Please confirm if all these references need to be from **School Districts** only, or if commercial client references will also be acceptable?

Answer: Please See Answer to Question No.13.

15. **Question:** Can you please provide details on the DBE requirements % for this RFP and how they can be met (i.e. can a DBE Prime satisfy all the DBE requirements or only partially satisfy)?

Answer: A DBE Prime (with an official copy of DBE Certification letter) can satisfy all the DBE requirements, or partially, depending on the equitable distribution of services.

16. **Question:** Related to RFP Section 7.1, References, do all 5 references need to be from school districts or can some of them be from work of similar nature?

Answer: Please see Answer to Question No. 13

17. **Question:** Regarding "3rd party ADA compliance features" May we ask, are they for implementation of or for validation / scanning of ADA compliance? Also, are they pre-selected, and if so, what are they? Additionally, has the District considered pros/cons of alternative solutions or should the contractor propose and recommend such?

Answer: We have not pre-selected a 3rd-party tool. We want the site built to WCAG 2.2 AA, and if possible, a simple way to scan/verify accessibility. The contractor can propose a recommended approach.

18. **Question:** Regarding the "password-protected section exclusively for internal use", is this for file management / sharing, or an intranet with content pages for the internal audience, or other?

Answer: This is for file management / sharing and not for intranet content or internally shared pages.

19. **Question:** Would you need any copywriting or content migration services?

Answer: As previously answered, we have a communications team for copywriting and media generation. We will likely need assistance migrating content in a manner to conform with an updated style and UI/UX plan.

20. **Question:** Would you need any original or stock videography or photography?

Answer: As previously answered, our communications team can likely generate necessary videos and photography.

21. **Question:** Is there a CMS that you have a preference for over the other?

Answer: As previously answered, we're open to CMS proposals, although WordPress is likely a good fit for our large, multi-page district site. All-in-one platforms (e.g., Wix) are attractive for low maintenance, but they may lack the portability/export we require. We're also open to a headless approach if you demonstrate clear benefits. Most importantly, we need a solution that prioritizes ease of updates, content editing, security, accessibility, and migration/export plans.

22. **Question:** What CMS platform do you use currently?

Answer: Joomla

23. **Question:** How much content do you currently have on your website?

Answer: Our current site contains ~30 GB of content (videos and other media included; backups excluded) and ~400 live pages. Not all content will be migrated—streamlining, consolidation, and archiving are core objectives. We're open to alternate storage/delivery for large media. These figures are estimates; vendors should review the existing site to validate scope.

24. **Question:** Could you let us know what the budget is for this work?

Answer: The budget for project is \$225,000.00.

25. **Question:** Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

Answer: There is no local preference. Yes, we are open to any company that has done similar work.

26. **Question:** We recognize that this proposal has a page limit. Could you please clarify if pages such as cover pages, table of contents, section dividers, and appendixes count within the page limit. Will the proposal be deemed unresponsive if the page limit is exceeded if not what are the repercussions of exceeding the limit?

Answer: Cover pages, Table of contents, section dividers and appendices do not count within page limit. Yes, the proposal will be deemed non-responsive if it exceeds 20 Page maximum limit.

27. **Question:** Will data migration be required from the existing website?

- a. If so, will the data need to be edited/cleaned/revised for publishing on the new website?
 - i. Will this be the responsibility of the awarded agency?

Answer: Data migration of existing content will be required, and this data, particularly active pages, will need to be revised and cleaned. This will be a joint effort between the contractor and NOLA-PS. Providing an itemized per-page remediation price would help the District estimate how to share this responsibility.

28. **Question:** Can you provide the current website traffic, storage and other details to determine hosting requirements?

Answer: Storage is about 300 GB including media and backups. Each month there are about ~5K unique visitors, ~10K visits.

29. **Question:** Is there a preferred website builder/theme you'd like to have integrated into the website (ie. Divi, Elementor, WPBakery) for ease of use with the OPSB staff?

Answer: We don't require a specific builder. Priorities are broad support, ease of updates, accessibility, performance, and low lock-in.

30. **Question:** Is there a current budget that can be shared for this project?

Answer: Please see Answer to Question No.24.

31. **Question:** Will ongoing maintenance of the website be required by the agency? If so, should this be submitted as an optional/add-on or additional line item in the cost proposal?

Answer: Yes—please include ongoing maintenance as optional/add-on line items in the cost proposal.

32. **Question:** Ideally, once awarded, when would OPSB prefer the new site to launch (ie. Within 3, 6, 12 months)

Answer: As soon as practical—polished, tested, and ready—but within 12 months from award

33. **Question:** Is the agency only allowed to provide references of other school districts websites or can other corporate and commercial website references be shared as references?

Answer: Please see Answer to Question No.13.

34. **Question:** Integrate 3rd-party ADA compliance features.

First, by “3rd-party ADA compliance features,” do you mean accessibility widgets like UserWay or accessiBe? Or an independent accessibility audit to ensure compliance?

Second, what level of compliance is required for this project? (Ex: WCAG 2.2 AA)

Answer: We mean accessible implementation + verification, not a required overlay. Please build to WCAG 2.2 AA and include basic verification (manual checks + free/low-cost automated scans). Any toolbar/overlay may be proposed as an optional add-on.

35. **Question:** Choose a closed platform solution to minimize the risk of malware attacks.

By “closed” platform, do you mean not using a shared hosting solution (as opposed to VPS hosting, dedicated server, etc.)? Or do you mean no open-source web software? (Which would preclude WordPress for this project.)

Answer: By “closed platform,” we mean a managed, hardened hosting environment with strong isolation and security controls—not “no open-source.” WordPress is acceptable. A dedicated or VPS/containerized environment is likely ideal, subject to the recommendation by the contractor regarding cost vs. security tradeoffs.

36. **Question:** Develop a password-protected section exclusively for internal use, ensuring that confidential internal information remains inaccessible to the public.

First, I want to confirm if any sensitive information will be available on the site (ex: PHI, SSNs, banking details, etc.)

Second, would the password-protected content be unique to each user, or would everyone access the same or similar content when they login? Any additional info on what information you'd want to disseminate to users is helpful.

(WordPress can natively password-protect pages, but it uses a single password for each page. If this is sufficient, then no additional programming is needed for this.)

OR does this project require that various members of NOLA-PS have their own user accounts to login and view protected content?

If so:

How is account creation handled? Does NOLA-PS want to: (1) create accounts for them and give login credentials to the user, or (2) have users be able to register for an account themselves?

If option #2, how do you want to validate users who register for an account? (i.e. how do you want to control who's allowed to register for an account and who's not?)

For option #2, solutions include uploading a CSV file of approved user details (email address, employee IDs or #'s, etc.) to the site or pulling this information from an external source like Google Sheets or a hosted XML file (these would need to be accessible URLs for the site to read them) or from a hosted SQL database (can be login-protected).

Or does NOLA-PS want to bypass the WordPress account creation process entirely? It's also an option to allow users to login and see password-protected content using login credentials contained in an external source (XML file, SQL file, etc).

Answer: We do not store banking data. There may be a need for student PHI collected via forms, but we could consider moving this data to another platform based upon the contractor's recommendations.

We don't need user-specific protected content. “Password-protected section” refers to the standard admin area. About 15 editors and ~5 super admins will need access. NOLA-PS will create/manage accounts; no public self-registration, CSV imports, or external directories required.

37. Question: *Integrate Google Translates as is currently implemented on the existing website.*

The Google Translate widget for websites was discontinued in 2019, then brought back in 2020 specifically for “... government, non-profit, and/or non-commercial websites (for example, academic institutions) that focus on COVID-19 response.” ([Source.](#)) New installs of the Google Translate widget are blocked and Google migrating new sites to its [Google Cloud Translation API](#).

If a Google Cloud API key is needed, is NOLA-PS or the vendor responsible for providing a credit card and/or necessary payment for this?

Answer: Yes, NOLA-PS can provide payment for necessary APIs.

38. Question: **Migration of all existing data to the new platform**

Will NOLA-PS provide FTP access and/or access to its Bluehost (Oracle Cloud) account? Will it also provide login access to its current Joomla site?

Answer: Yes, NOLA-PS can provide FTP access, Bluehost access, and login credentials to the Joomla site.

39. Question: Fully hosted platform delivered as a managed cloud service with all infrastructure, OS, database, and application layers maintained off-premises—automatic security updates, backups, scaling, and 24/7 monitoring with zero on-site server management required.

First, does this include the cost of hosting during development time? Does NOLA-PS want ownership of the hosting account during this time, or will the vendor control (and pay for) the hosting? How is payment for hosting handled: by the vendor or by NOLA-PS?

Second, is it allowed to provide hosting options/recommendations? There are some hosting options that are appropriate yet more cost-effective solutions for NOLA-PS, but do not explicitly meet all of the requirements stated in this RFP. (Ex: 24/7 support, or daily malware scans) And then there are the “Cadillac” plans that offer everything, but they are quite pricey.

Answer: The district is open to various hosting options and recommendations. Providing tiered hosting options (from cost-efficient to premium) is helpful for evaluating trade-offs in support, security features, and performance.

Hosting costs should be clearly separated from build/maintenance.

Managed platforms (e.g., WP Engine or comparable) or vendor-managed VPS environments are appropriate paths; ownership/control during development can follow either model.

Cost-effectiveness is a priority. Around-the-clock “white-glove” support is not required if reliable uptime, routine backups, and basic monitoring are in place.

Low-tier shared hosting with inconsistent support, e.g. Bluehost, is not preferred as it has given past challenges.

40. **Question:** Finally, concerning migration of the content from the existing site to the new site, can you specify how many pages exist in the current site? Do you have a sitemap for the new site that specifies which pages on the new site either need to be sourced from the old site or created new?

Answer: Our current site contains ~30 GB of content (videos and other media included; backups excluded) and ~400 live pages. Not all content will be migrated—streamlining, consolidation, and archiving are core objectives. Transitioning videos to streaming sites like YouTube to reduce storage space could be considered; we’re open to alternate storage/delivery for large media. These figures are estimates; vendors should review the existing site to validate scope. NOLA-PS will assist the vendor in creating a site map of content that should be transitioned.

41. **Question:** Also, someone on the Zoom call said it may be acceptable that a clone of the current (soon-to-be old) site is hosted separately so that any content that needs to be referenced can be accessed there instead of having to exist on the new site. Can you verify this?

Answer: All content currently on the existing site will need to be accessible for a legally predetermined amount of time before being officially archived, but this content doesn’t strictly need to be hosted on the new site. Determining how and what content to transition will be a critical component of the effort of migrating content and will be a joint effort with NOLA-PS.

42. **Question:** On the RFP, it asks for five school system references. Do these references have to be schools specifically, or will other commercial clients suffice?

Answer: Please See Answer to Question No.13.

43. **Question: Business License / State Registration:**

Could you please confirm if a business license or state registration is required to participate? If so, should the registration be submitted with the proposal or only upon contract award?

Answer: Proposals are accepted from Vendors who are licensed to do business in the State of Louisiana.

44. **Question: Key Personnel Location:**

Are we permitted to include key personnel based outside the United States (e.g., in India)

— such as developers, QA specialists, or project managers — to support project delivery?

Answer: Yes, you are permitted to include key personnel based outside the United States.

45. Question: Meetings and Coordination:

Will there be any in-person meetings required during the project? If yes, could you please clarify the expected frequency? Alternatively, will virtual meetings be acceptable for project coordination and review?

Answer: We can conduct meetings electronically. In-person trainings are preferred over online trainings.

46. Question: Project References:

Are private-sector project references acceptable, or is prior experience specifically with school districts required?

Answer: Please See Answer to Question No.13.

47. Question: DBE / SBE Eligibility:

Is DBE certification mandatory for this solicitation? We are a certified Small Business Enterprise (SBE) based in California and would like to confirm if we are eligible to compete for this opportunity.(DBE will answer)

Answer: Proposers/Respondents are not required to have a DBE Certification, to submit a proposal/response to any solicitation advertised by OPSB. However, certified Small Business Entities from out-of-state, submitting a proposal as a Prime, must first seek a letter of “Reciprocity” from: the City of New Orleans, Sewage and Water Board of New Orleans, New Orleans Aviation Board (NOAB), New Orleans Regional Transit Authority (RTA) or the Caesar's Casino DBE Program.

48. Question: For the Disadvantaged Business Enterprise Goal (DBE) of 35%, is this 35% of the entire contract or 35% of the professional services portion of the contract?

Answer: The DBE Participation goal is 35% of the entire contract.

49. Question: The Evaluation Criteria section of the RFP lists “Innovation of Design to integrate with current system” as worth 15% of the total score. Is this referring to the WordPress portion of your current system, or are there other systems that will require integrations?

Answer: This refers to the new public website—i.e., the site you’re building (expected on WordPress, or your proposed CMS).

50. Question: The RFP states, “To be qualified as a DBE, a firm must be certified as a DBE by

the Louisiana Unified Certification Program or any of the following 5 agencies: The City of New Orleans, Sewage and Water Board of New Orleans, New Orleans Aviation Board (NOAB), New Orleans Regional Transit Authority (RTA) and Harrah's Casino DBE Program.” Would a business certified federally by the U.S. Small Business Administration and/or the National Minority Supplier Development Council qualify

Answer: No, a business certified federally by the U.S. Small Business Administration and/or the National Minority Supplier Development Council would not qualify.

51. **Question:** During the Zoom meeting on Friday, I heard someone mention the contract term was for one year. Does this mean one year *after* the site is approved and is pushed to production? What kind of maintenance is included in this contract? And what falls under the category of maintenance? Strictly bugs and errors ? Handling updates to plugins and WP core? Adding new features to the site?

Answer: Proposals should include standard post launch Maintenance (90 days) that should include minor bug fixes, as well as updates to plugins, WP core, PHP, or any other architecture updates necessary for the site to remain up to date. The agreement begins on the Effective Date after the contract is signed; that contract is for one year. Proposals for an additional year of maintenance, separate from implementation, would help to clarify ongoing expenses.

52. **Question:** If an entity is registered is a **New York–registered entity (UEI: TD66F4G3GXE3, CAGE: 13TA1)**, does OPSB require any **Louisiana state or local vendor registration** prior to award?

Answer: Please See answer to Question No.43

53. **Question:** Should **insurance certificates** (GL, E&O, Auto, Workers’ Comp) be provided with the proposal or only after award notice?

Answer: Insurance certificates are only required after the selection of vendor(s).

54. **Question:** Is signing OPSB’s **standard contract form** required at the proposal stage or post-award?

Answer: The signing of OPSB’s standard contract form is required after post-award.

55. **Question:** Does OPSB have a preference between **AWS GovCloud, Azure Gov, or commercial U.S. cloud environments**, and are there any **data-sovereignty or localization requirements** (U.S.-only or Louisiana-based servers)?

Answer: There are no specific hosting requirements. US-East servers are ideal. Whatever is cost-effective.

56. **Question:** Will OPSB provide any specific **DNS, domain, or email configuration guidelines** for migration to the new platform?

Answer: OPSB can assist in DNS changes, purchasing new domains, and configuring email at the appropriate time.

57. **Question:** Should the new platform support **Single Sign-On (SSO)** with **Google Workspace** or **Microsoft Azure AD** for staff authentication?

Answer: SSO is not necessary. There are no currently planned integrations with district-level applications.

58. **Question:** Are there any planned integrations with **district-level applications (HR, ERP, SIS, or document management systems)** that should be considered in future phases?

Answer: There are no currently planned integrations with district-level applications.

59. **Question:** Please confirm the **approximate content migration scope** (number of existing pages, documents, or media assets).

Answer: Our current site contains ~30 GB of content (videos and other media included; backups excluded) and ~400 live pages. Not all content will be migrated—streamlining, consolidation, and archiving are core objectives. Transitioning videos to streaming sites like YouTube to reduce storage space could be considered; we're open to alternate storage/delivery for large media. These figures are estimates; vendors should review the existing site to validate scope.

Additionally, pages that are transferred will need to be revised and cleaned. This will be a joint effort between the contractor and NOLA-PS. Providing an itemized per-page remediation price would help the District estimate how to share this responsibility.

60. **Question:** Should event and academic calendars integrate with **existing district calendars (Google/Microsoft)**, or be managed **natively** within the CMS?

Answer: Ideally the CMS would work with existing district calendars, but the contractor can present options for calendars.

61. **Question:** The RFP confirms WCAG 2.1 AA compliance; can OPSB clarify **which audit tools and acceptance thresholds** (e.g., AXE, Lighthouse scores) will define compliance at UAT sign-off?

Answer: We haven't pre-selected a tool. Use manual checks plus free/low-cost automated scans (e.g., axe, Lighthouse). The contractor can suggest an approach.

62. **Question:** What is the expected **UAT process and reviewer participation** from OPSB's side (number of testers and duration)?

Answer: OPSB can co-develop the UAT plan with the contractor, but the development process should use interim checkpoints to monitor and approve development in stages. A final UAT might be approximately 1 week, 3–5 reviewers.

63. **Question:** Beyond the stated 99.9% uptime and <2s load target, will OPSB require **formal Service Level Agreements (SLAs)** including **monthly uptime/performance reports** or **service credits** for non-compliance?

Answer: We expect ~99.9% uptime and fast load times. No formal service credits required; a basic monthly summary (uptime/incidents/perf) is sufficient..

64. **Question:** Should the post-launch monitoring include a **24/7 dashboard** accessible to OPSB administrators?

Answer: Ideally, there should be an uptime / error alert dashboard that is accessible to OPSB administrators.

65. **Question:** How many **training sessions** does OPSB expect (for administrators and content editors), and should these sessions be **recorded or documented** for future use?

Answer: Ideally, at least two training sessions of internal admin and NOLA-PS IT staff on-site with key website administrators that are recorded for future use. The contractor can propose off-site training or an alternate cadence.

66. **Question:** Please confirm the required **post-launch support hours (CST)** and expected **response/restore times** for critical issues.

Answer: We're looking for reasonable response/restore targets, such as critical issues: response within 4 business hours, restore same business day. For non-critical issues: next-business-day response.

67. **Question:** For the **35% DBE goal**, could OPSB confirm which **specific service categories** (design, QA, accessibility audit, content migration, hosting support) are eligible toward credit?

Answer: All scopes of services/work identified within the specifications of this solicitation are eligible for DBE participation.

68. **Question:** Should **DBE Form-1 and Form-2** be submitted **with the proposal** or only after shortlisting/award?

Answer: The Proposer shall submit the following forms located within this solicitation:

- DBE Responsiveness Form 1 (for each selected firm)
- DBE Responsiveness Form 2
- DBE Certification Letter (for each selected firm)
- DBE Professional Services Compliance Certification Checklist (notary required)

69. **Question:** Although this RFP focuses on website design, could you share who your current mass notifications vendor is?

Answer: Constant Contact is the mass notification vendor.

70. **Question:** We noticed the district has an app for career-prep resources. Would you be open to exploring a district-branded app to keep families and the community informed, as a complement to the website?

Answer: Not at this time.

71. **Question:** The RFP describes a “fully customized, custom built” website. Would you like us to include pricing options for both a highly customizable template-based design and a fully custom-coded design?

Answer: We do not prefer a fully custom-coded site. Our priority is a well-supported CMS (e.g., WordPress) using maintainable themes/blocks and minimal custom code, to ensure ease of updates, editor usability, accessibility, and long-term support/portability. You may price a highly customizable template/block-based design as the primary option. A fully custom build is not desired unless you can demonstrate clear benefits and equivalent supportability

72. **Question:** The Evaluation Criteria mentions a DBE goal of 35%. Does this refer to 35% of the vendor’s staffing resources qualifying as DBE?

Answer: Please see Answer to Question No.48.

73. **Question :** In the Business Resources page that lists the solicitations ([Solicitations - NOLA Public Schools](#)), there are two updated RFPs with varying numbers of forms. Is OBSP able to clarify which updated RFP document should be used for submissions? Is it RFP 26-0032 Orleans Parish School Board Website Development.(9.25.25) or RFP 26-0031.SUPPORTING STUDENTS WITH DISABILITIES WITH THE TRANSITION FROM MIDDLE TO HIGH SCHOOL(9.25.25)?

Answer: It is the Vendor’s obligation to select the appropriate RFP to prepare a proposal.

74. **Question:** To ensure we can provide the most appropriate recommendations and align with your expectations, is OPSB able to provide the anticipated/approximate budget for the project?

Answer: Please see Answer to Question No.24.

75. **Question:** What is your anticipated/approximate budget for annual hosting/licensing?

Answer: OPSB is currently hosting the NOLA-PS site on Bluehost – roughly 1TB of space with a dedicated server. We are hoping for a solution that has additional support beyond what Bluehost offers. A budget for hosting should likely be informed by our existing plan, which can be estimated through Bluehost.

76. **Question:** Standard website practices are that the designs, graphics, content, and CSS/HTML will remain the property of the Client. The source code for the proposed software solution remains the property of GHD, and GHD will grant an annual license for a maximum of 50 (100 if premium) monthly active users to the Client for the use of the CMS. **Please confirm if this requirement is satisfactory to your requirements.**

Answer: Our preference is an open-source CMS with perpetual deliverable rights, unlimited users, and full exportability. Proprietary, annually licensed platforms are generally not aligned with our needs, but we will review alternatives if they eliminate user caps and ensure migration/portability.

77. **Question:** Is OPSB able to provide the approximate number of pages that will need to be migrated?

Answer: The current site has ~400 live pages. Not all content will be migrated—streamlining, consolidation, and archiving are core objectives. We are legally required to maintain records, but not all content will need to be moved to the new site (just accessible if requested). Determining which pages need to be transitioned will be a joint effort with NOLA-PS. These figures are estimates; vendors should review the existing site to validate scope. Providing a per-page cost estimate would help NOLA-PS determine how to share this responsibility.

78. **Question:** The RFP mentioned WordPress several times. Is OPSB able to confirm if WordPress is preferred or open to other solutions?

Answer: We're open to CMS proposals, although WordPress is likely a good fit for our large, multi-page district site. Joomla has declined in user base and with it, support. All-in-one platforms (e.g., Wix) are attractive for low maintenance, but they may lack the portability/export we require. We are also open to a headless approach if you demonstrate clear benefits. Most importantly, we need a solution that prioritizes ease of updates, content editing, security, accessibility, and migration/export plans. We do not want to get strapped with components that are not updated.

79. **Question:** Do companies that are not DBE need to fill out, notarize (when applicable), and submit all the forms in Appendix B? If so, what information and which form, if not all, must be completed?

Answer: DBE documents are required with every proposal submitted whether or not DBE applies to vendor. Appendix B states all required DBE documents that must be submitted with the proposal.

80. **Question :** Can you please elaborate on which features and capabilities are expected from the item "- Integrate 3rd party ADA compliance features."

Answer: Build the site to WCAG 2.2 AA. Include a simple accessibility scan (Lighthouse) to verify. Provide translation/language access for key pages.

81. **Question :** Can you please elaborate on the features and capabilities expected from the mobile app?

Answer: We need the site to be responsive on mobile since many people access it on mobile; otherwise, there are no mobile-specific app needs currently.

82. **Question:** Our copy shows conflicting due dates/times and an RFP number reference to 26-0031 in one place, can you confirm the correct RFP number and the official proposal due date/time?

Answer: DELETE PAGE 4

OVERVIEW

1.1 Introductions to Proposers

One signed original proposal shall be submitted electronically and clearly marked: REQUEST FOR PROPOSAL NO. 26-0031 ON October 28, 2025 AT 11:00 A.M. to Mr. Paul A. Lucius, Executive Director of Procurement: procurement@nolapublicschools.com.

The Orleans Parish School Board will not be responsible for the opening of, post-opening of, or failure to open a Proposal not properly addressed or identified.

The Orleans Parish School Board will not assume the responsibility for any delay as a result of failure of any entity to deliver Proposals on time.

The Proposal Submission Checklist is provided in Appendix A of this RFP. The checklist contains the required documents needed to be submitted with vendor proposal. All vendors shall refer to the checklist while preparing their proposals to ensure all required documents are submitted (See Appendices A & B). Failure to submit required documents shall result in rejection and proposals will not be reviewed by the Evaluation Committee.

No Proposal will be accepted after October 28, 2025 @ 10:00 A.M. under any conditions unless in the best interest of NOLA-PS by an addendum notification.

Pre-Proposal Meeting (via Virtual)	Friday	October 10, 2025 @ 11:00 A.M.
Last Day for Questions @ 4:00 P.M. (CST)	Wednesday	October 15, 2025
Last Day for Addendum	Wednesday	October 22, 2025
PROPOSAL SUBMISSION DEADLINE no later than 11:00 A.M.		October 28, 2025
Oral Presentations (if applicable)		November 6 - November 7, 2025
Evaluation Committee Meeting		November 6 - November 7, 2025
Award Notification (approximate)		TBD
Execution of Agreement (approximate)		TBD

CODE OF SILENCE:

From the date the RFP is issued; through the time the Agreement is finally awarded by NOLA-PS Elected Officials, Proposers shall not contact any Representatives of NOLA-PS, nor the District Staff, nor their Advisors or Consultants with respect to this RFP, or RFP process, other than to submit questions or protest in accordance with the Instructions to Proposers therein. This prohibition does not apply to questions or comments sent in writing to the Executive Director of Procurement, or questions made at Pre-Proposal conferences, in presentations before evaluation committees, or during contract negotiations. Proposers who violate this Code of Silence may be deemed non-responsive, and their proposal may be rejected for cause.

Replace With :

OVERVIEW

1.1 Introductions to Proposers

One signed original proposal shall be submitted electronically and clearly marked: REQUEST FOR PROPOSAL NO. 26-0032 ON Tuesday November 4, 2025 AT 11:00 A.M. to Mr. Paul A. Lucius, Executive Director of Procurement: procurement@nolapublicschools.com.

The Orleans Parish School Board will not be responsible for the opening of, post-opening of, or failure to open a Proposal not properly addressed or identified.

The Orleans Parish School Board will not assume the responsibility for any delay as a result of failure of any entity to deliver Proposals on time.

The Proposal Submission Checklist is provided in Appendix A of this RFP. The checklist contains the required documents needed to be submitted with vendor proposal. All vendors shall refer to the checklist while preparing their proposals to ensure all required documents are submitted (See Appendices A & B). Failure to submit required documents shall result in rejection and proposals will not be reviewed by the Evaluation Committee.

No Proposal will be accepted after November 4, 2025 @ 11:00 A.M. under any conditions unless in the best interest of NOLA-PS by an addendum notification.

Pre-Proposal Meeting (via Virtual)	Friday	October 10, 2025 @ 11:00 A.M.
Last Day for Questions @ 4:00 P.M. (CST)	Wednesday	October 15, 2025
Last Day for Addendum	Wednesday	October 22, 2025
PROPOSAL SUBMISSION DEADLINE no later than 11:00 A.M.		November 4, 2025
Oral Presentations (if applicable)		November 17 - November 18, 2025
Evaluation Committee Meeting		November 17- November 18, 2025
Award Notification (approximate)		TBD
Execution of Agreement (approximate)		TBD

CODE OF SILENCE:

From the date the RFP is issued; through the time the Agreement is finally awarded by NOLA-PS Elected Officials, Proposers shall not contact any Representatives of NOLA-PS, nor the District Staff, nor their Advisors or Consultants with respect to this RFP, or RFP process, other than to submit questions or protest in accordance with the Instructions to Proposers therein. This prohibition does not apply to questions or comments sent in writing to the Executive Director of Procurement, or questions made at Pre-Proposal conferences, in presentations before evaluation committees, or during contract negotiations. Proposers who violate this Code of Silence may be deemed non-responsive, and their proposal may be rejected for cause.

DELETE Page 28

9.0 Cost Form



ORLEANS PARISH SCHOOL BOARD

**Procurement Department
2401 Westbend Parkway, Suite 5055
New Orleans, Louisiana 70114**

RFP NO. 26-0032

ORLEANS PARISH SCHOOL BOARD WEBSITE DEVELOPMENT

The total **ANNUAL** fee for providing: _____

Fee: _____
(in figures)

Fee: _____
(in words)

NAME: _____ **TITLE:** _____

COMPANY: _____

SIGNATURE: _____ **DATE:** _____

ORLEANS PARISH SCHOOL BOARD (NOLA-PS) reserves the right to consider/approve additional products/services available during the life of this agreement that have yet to be developed but would enhance the products/services provided under this agreement. Such considerations should be made available as part of the routine products/services included in this agreement and made available to client similar to ORLEANS PARISH SCHOOL BOARD (NOLA-PS) at no additional fee.

Should additional fees be required for products/services not yet developed, ORLEANS PARISH SCHOOL BOARD (NOLA-PS) shall receive a cost justification proposal for the added product or service and shall have the right to accept or reject any such offer independent of the original agreement, to negotiate with the successful vendor for additional value and to counteroffer additional value, which may include pricing, additional warranty, technical support and/or training.

REPLACE WITH:
9.0 Cost Form



ORLEANS PARISH SCHOOL BOARD

**Procurement Department
2401 Westbend Parkway, Suite 5055
New Orleans, Louisiana 70114**

RFP NO. 26-0032

ORLEANS PARISH SCHOOL BOARD WEBSITE DEVELOPMENT

Item Description	Unit Cost	Quantity	Cost
Development and Implementation			
Training			
Maintenance Service Plan (Annually)			
Total Cost			

NAME: _____ **TITLE:** _____

COMPANY: _____

SIGNATURE: _____ **DATE:** _____

ORLEANS PARISH SCHOOL BOARD (NOLA-PS) reserves the right to consider/approve additional products/services available during the life of this agreement that have yet to be developed but would enhance the products/services provided under this agreement. Such considerations should be made available as part of the routine products/services included in this agreement and made available to client similar to ORLEANS PARISH SCHOOL BOARD (NOLA-PS) at no additional fee.

Should additional fees be required for products/services not yet developed, ORLEANS PARISH SCHOOL BOARD (NOLA-PS) shall receive a cost justification proposal for the added product or service and shall have the right to accept or reject any such offer independent of the original agreement, to negotiate with the successful vendor for additional value and to counteroffer additional value, which may include pricing, additional warranty, technical support and/or training.

Signature _____ Date _____

End of Addendum No.2

