



RFP #2019-05

Request for Proposal – Website Design & Development

Addendum #1

Vendors will be required to send a verification email to Ruth Reed that they have received Addendum #1 to be deemed responsive.

<i>Question</i>	<i>Answer</i>
<p>1. <i>The RFP states that design concepts will be presented by finalists however then later states that dynamic mockups of the homepage, route schedule, fares/ passes, and careers page should be submitted with the proposal. Can you clarify when design concepts should be submitted?</i></p>	<p>Live dynamic mockups of the homepage and route schedule will be required for submission with the proposal. Evaluation team encourages vendors to submit all capabilities of the vendor. During interviews, vendors will need to provide links to all required mockups.</p>
<p>2. <i>How many staff members will require training on the new CMS?</i></p>	<p>BCRTA will require training for four to six staff members as well as train-the-trainer materials that we can use to train other staff.</p>
<p>3. <i>Will all existing content be migrated to the new site?</i></p>	<p>It is our desire to evaluate all content for migration with the new vendor but understand that not all content will be migrated due to the new layout of the site.</p>
<p>4. <i>The RFP states that the launch date for the new site is October 4th has BCRTA identified a date for the start of the project?</i></p>	<p>BCRTA anticipates awarding the contract notice-to-proceed on June 24, 2019.</p>

<p>5. <i>Has a budget or budget range been identified for this project? If so, will that information be shared with vendors?</i></p>	<p>It is a matter of policy that BCRTA does not share budgets in the proposal phase.</p>
<p>6. <i>The RFP mentions multilingual capabilities, will BCRTA be providing translated content for the website or do you plan to continue utilizing google translate?</i></p>	<p>BCRTA will not provide translated content for the website. There is a strong desire for content to be text-based so it is functional with those tools.</p>
<p>7. <i>Will existing user accounts on the current store be migrated to the new site? If so, can you share how many existing accounts there are?</i></p>	<p>There is no requirement to migrate e-commerce accounts.</p>
<p>8. <i>The existing site links out to paycom for the employee self-service section, will the new site continue linking out?</i></p>	<p>Yes, BCRTA will need the new site to continue linking out to the Paycom employee portal.</p>
<p>9. <i>Will the new site continue to link out to http://bcрта.doublemap.com/map/?</i></p>	<p>BCRTA would like to see better integration if the vendor is able to do that with the BuzTrackr link.</p>
<p>10. <i>Where is the current website hosted?</i></p>	<p>This question is not relevant to the scope of the proposal.</p>
<p>11. <i>Can you share any analytics data including average monthly page views?</i></p>	<p>The current website does not have analytic capabilities for monitoring page views.</p>
<p>12. <i>Page 4 lists Style Guide as web design characteristics is there an existing style guide for the new brand that we will be updating for web or will this project include the creation of a new style guide.</i></p>	<p>A new BCRTA style guide is underway and will be finished and provided to the successful proposer.</p>
<p>13. <i>How many vendors will be awarded for this contract?</i></p>	<p>BCRTA anticipates a single award to the vendor who best meets the needs of the proposal.</p>
<p>14. <i>Is there an incumbent working in this contract?</i></p>	<p>BCRTA awarded a contract in 2013 for website design and development.</p>
<p>15. <i>What is the submission type of the proposal (paper copies, email or portal submission)</i></p>	<p>Submissions should be made by email to Ruth Reed (reedr@butlercountyrta.com) in electronic format (PDF) by the deadline. Any submissions submitted after the deadline will not be accepted.</p>
<p>16. <i>Is it acceptable for out-of-state companies to bid on this specific project? Do you prefer a local presence?</i></p>	<p>Consistent with FTA guidelines, BCRTA is not allowed to have local preference. As stated in the RFP, vendors must be able to provide support during EST.</p>

17. *How critical is this project? Is this something your organization must have or is this something you would like to have?*

This question is not relevant to the scope of this procurement.

18. *What is the budget amount defined for this project? Are you looking for lower cost bids or are you looking for bids that would maximize the budget value?*

See answer to question # 5. BCRTA issued this an RFP to identify the best combined value for our current needs. Please see the scoring criteria to better understand the value we are looking for.

19. *Who are the key audience groups that will use the new system?*

BCRTA has a variety of key audience groups including college students (international students included), veterans, low-income populations, Hispanic/Latino populations, visually and audibly impaired, and elderly.

20. *Please describe three major needs that this project will address. How is the old system not meeting these needs?*

Branding, ADA accessibility, and user friendliness/reorganization/mobile responsiveness.
The current website was built in 2013.

21. *What are your long-term (5 year) short term goals (1 year) for the website?*

Please see answer to question # 20.

22. *What do visitors tell you they like about your site? What do visitors not like about your site?*

BCRTA does not have any feedback from visitors about our site.

23. *How important is security? Are there specific security standards that the new website must meet?*

BCRTA asks vendors to comply with current security standards and protocols.

24. *What are the major considerations for your organization regarding choice of CMS? E.g. security, ease of use, cost etc. What's the single most frustrating issue/limitation with your current website platform?*

- a. Ease of use
- b. Flexibility of content is the most frustrating issue/limitation with BCRTA's current website platform.

<p>25. Are you looking for an open source CMS or for a licensed solution?</p>	<p>BCRTA does not have a preference and is looking for the best solution. Vendors are welcome to suggest options.</p>
<p>26. Are there any CMS tools you like?</p>	<p>We are not familiar with CMS tools besides the current tool CMS Made Simple which is not easy to use.</p>
<p>27. How many pages does the current website have? What percentage of existing content needs to be migrated to the new site? Who would be responsible for data migration from the old to the new site?</p>	<p>BCRTA currently has 61 active pages BCRTA will rely on the selected vendor to help evaluate all necessary content. BCRTA will provide assistance to create new page content when necessary.</p>
<p>28. Who will be responsible for initial content population of the new website? Do you require any content writing support from vendor?</p>	<p>BCRTA will expect the vendor to do the initial migration and create the new website. During page review, BCRTA will go page by page to determine any new content necessary. Vendors will be responsible for the creation of the timetable schedule tool.</p>
<p>29. How many pages do you anticipate the new website to have?</p>	<p>BCRTA would like to provide a web experience that is enjoyable for the viewer without having to click to many different pages; however, BCRTA does not have a minimum or maximum requirement.</p>
<p>30. What are your current storage needs for the website?</p>	<p>Please see answer to question #27.</p>
<p>31. If hosting is required, please provide environment requirements.</p>	<p>BCRTA is not an expert on hosting environment requirements and will leave this up to the vendors to use their best judgement.</p>
<p>32. What platform is your current website using (.NET, Linux, etc.)? What is your platform of choice for hosting the new website?</p>	<p>BCRTA does not have a platform of choice for hosting the new website. Vendors should use their best judgement in their decision. BCRTA is a Windows-based company.</p>
<p>33. Is the current website using any proprietary platforms? Do you have any special integration needs? a. Do we need to support any of those platforms? Do you</p>	<p>BCRTA does not have any proprietary platforms currently. In the future this might be a tool we will need.</p>

require using any third-party integrations for the new website?

34. *What forms do you currently have to be converted over and how many new forms will you need?*

35. *If on-site work is required, would all software and tools be provided?*

36. *Who supports the current site?*

37. *How many staff members need to be trained on using the website for ongoing administration?*

38. *How often do you require on-site presence from the vendor?*

39. *What was the annual website spending with the incumbent and what services were being offered?*

40. *What project management process will work best for this project: waterfall, agile, a hybrid of those, or something different?*

41. *Currently do you have any means of issuing rider alerts other than on the website? These alerts would be about delays, detours, interrupted services etc.*

42. *Are you looking for a new trip planner solution or are you looking to use the Google Transit trip planner?*

43. *In user accounts on the trip planner, how much personal information would you require? Would staff be able to view user information?*

44. *Are there specific types of services along with their tickets/passes you would like to promote? For example, student passes, weekend passes for tourists etc.*

45. *What is the extent of your geography served by the BCRTA bus system? Please be specific.*

The only form we current use is a contact us form which will need to be reconfigured. If vendors have a form builder they can provide that functionality.

BCRTA needs more information to answer this question.

Please see answer to question # 10.

Please see the answer to question # 2.

The vendor will be required to be on-site for the interview and training.

This question is not relevant to the scope of the procurement.

BCRTA does not specialize in project management processes and will defer to the vendors for the best option.

BCRTA has availability through the BuzTrackr mobile application to issue rider alerts.

BCRTA has a preference for good trip planners such as Google Transit or Transit App. Vendors are allowed to propose their own trip planner if it can function with GTFS.

BCRTA does not require any user accounts for the trip planner function on the website. Please view the Sound Transit trip planner for an example of an ideal planner.

BCRTA would like to have passes viewable on the website in a creative way. Please see <http://butlercountyrta.com/fares-passes> for information on our current fares.

Please view <http://bcrtadoublemap.com/map/> for a map of our entire service area. BCRTA was incorporated in 1994 to cover the entire geographical area of Butler County.

46. <i>What are the other languages that redesigned website must support?</i>	BCRTA currently utilizes the Google Translate tool. The cultural diversity of Butler County includes Hispanic/Latino, Nepali, and others. Please refer to U.S. Census data for other languages spoken.
47. <i>Do you have a preferred content management system (CMS)?</i>	Please see answer to question # 26.
48. <i>Do you use any third-party tools for developing current site? If so, do you want us to continue to use these tools with the new CMS?</i>	No, BCRTA does not use any third-party tools.
49. <i>Are there any third-party integrations required for the redesigned website?</i>	Please see answer for question # 33.
50. <i>How many users will log into the CMS to make content changes at a given time?</i>	BCRTA would like to be able to have more than one person access the CMS at a given time. BCRTA anticipates no more than two will likely be in the CMS at a time.
51. <i>How are internal and external users authenticated?</i>	BCRTA would like to be able to have a connection with Office 365 if possible for internal authentication.
52. <i>What type of service alerts do you need? (Email alert / SMS alert on mobile / Voice alerts)</i>	BCRTA is only requiring service alerts to be on the website but would look at other options vendors may be able to provide.
53. <i>Is the member login side of the portal a separate section of content and is it driven by the CMS system?</i>	The member/employee login side of the portal is currently linked to Paycom.
54. <i>Are you looking for any workflow process where content needs to be approved before being published?</i>	BCRTA does not currently have this option. If vendors are able to provide workflow process please describe in your proposal.
55. <i>Is your current hosting environment a Windows based environment or Linux?</i>	Please see answer to question # 31 and 32.
56. <i>How many unique visitors does the BCRTA website receive per day, per week, per month?</i>	Please see answer to question # 11.
57. <i>Does BCRTA have any Microsoft license agreements (Server licenses, SQL Server licenses)? Can we use these licenses if we were to provide hosting services?</i>	BCRTA does not have any license agreements for vendors to use.
58. <i>Do you expect us to provide backup services as part of the hosting services?</i>	BCRTA does expect to be provided backup services as part of the hosting services.
59. <i>What is the submission mode of the proposal? is it a hardcopy or email?</i>	Please see answer to question # 15.

<p>60. Does the County expect the entire work to be performed onsite? If not, which parts of the work can be performed remotely?</p>	<p>BCRTA does not expect the work to be done onsite. Training must be completed onsite.</p>
<p>61. Is the County open to some of the work (e.g. development, testing) being done offsite?</p>	<p>Please see answer to question # 61.</p>
<p>62. Is the County open to some of the work being done outside the U.S. (offshore)?</p>	<p>Please see answer to question # 16.</p>
<p>63. Does the County give preference to vendors local to your area for award of contract?</p>	<p>Please see answer to question # 16.</p>
<p>64. Does the County have an incumbent vendor? If yes, would the incumbent be given preference for award of contract?</p>	<p>Please see answer to question # 14. BCRTA is not permitted to give preference for award of contract under federal regulations.</p>
<p>65. What is the budget for this project?</p>	<p>Please see answer to question # 5.</p>
<p>66. Whether companies from outside USA can apply for this?</p>	<p>Please see answer to question # 16.</p>
<p>67. Whether we need to come over there for meetings?</p>	<p>Please see answer to question # 61.</p>
<p>68. Can we perform tasks (related to the RFP) outside USA?</p>	<p>Please see answer to question # 16.</p>
<p>69. Can we submit the proposals via email?</p>	<p>Please see answer to question # 15.</p>