



RAPPAHANNOCK-RAPIDAN REGIONAL COMMISSION
REQUEST FOR PROPOSALS | RFP # RRRC-2019-001

ADDENDA #1: FREQUENTLY ASKED QUESTIONS

Questions in response to the above-referenced RFP were due by 1:00 p.m. on April 22, 2019. Questions and answers are provided below.

PROJECT INFORMATION/SCOPE

- 1) Do you have a budget in mind for the project?

Our fiscal year budget included \$7,000 for the project, but this amount may be amended. We are seeking best value through the RFP process.

- 2) The current website has greater than 60 pages. How many do you expect to transition to the new site?

One goal of this redesign is to have a more streamlined website. We expect that there will be fewer static pages, but greater ability of staff to add/remove pages for short-term projects.

- 3) Does the RFP require past experience and references for municipal or county government related sites?

No. While local/regional government websites most closely match our organization, non-governmental website references may also fit our needs.

- 4) Will in-person meetings be required?

We would expect the offeror to determine whether to include site visits/meetings as part of its proposal.

- 5) How many decision makers will be involved in the development of the website?

Several staff members may be involved in review of proposals. There will be one primary point of contact identified in any resulting contract with a selected offeror.

6) How many vendors will be awarded for this project?

We expect to contract with one vendor.

7) Is there an incumbent working in this project?

No, there is not an incumbent presently.

8) Can you provide reference sites for a better understanding of required design?

We expect to work with the selected offeror to determine similar sites. In general, websites of other regional planning organizations may be considered as references.

9) Who are the intended audiences for your website?

Broadly, our audience is the citizens of our five-county and eight-town region. However, our website audience also includes officials and staff from local, state, and federal government agencies, and non-profit and regional partner organizations.

10) Is there a preferred time for the site to launch between July 1, 2019 and June 30, 2020?

We will work with the selected offeror on timing but anticipate that the project will not last for the entire period.

11) Will preference be given to local firms?

The evaluation criteria in the RFP does not identify preference to local firms as a specific criteria.

ATTRIBUTES

12) Will RRRC provide translated content or will the Google Translation API be utilized?

We expect to utilize the Google Translate function, or other translation solution that may be recommended by the selected offeror.

13) What level of ADA compliance is requested?

Our goal is to provide all users with access to the website and files to the extent possible, or offer other alternatives such as the availability of staff contact information and/or printed versions of downloadable materials, when the highest level of accessibility is not achievable. In general, we would anticipate using the W3C Web Accessibility Initiative, or other similar source, as a guide to improve the ADA-compliant accessibility of the current website.

14) Will RRRC utilize Google Calendar or another solution?

The embedded Google Calendar function is acceptable. However, we are open to other solutions if an offeror determines an alternative.

15) Can you clarify what is required for social media interface?

In general, we are looking for guidance on incorporating existing social media accounts managed by RRRC staff on specific pages and/or allowing users to share pages to social media.

16) Is your email currently tied to your hosting services?

Our email is not routed through our hosting service, although our hosting service does have MX, SPF/DKIM/DMARC records to route through our provider. We do not anticipate changing our current email setup, but do want to ensure that there will minimal interruption should our hosting service change through this process.

17) Will RRRC provide all additional content or will copywriting services be required?

We do not anticipate copywriting services to be necessary.

18) How many documents will need to be migrated over for the Archive Center/Document Library?

The current website includes a number of studies/plans/reports and archived agendas, minutes, and other materials related to the RRRC Board and various committees and workgroups. We do not anticipate moving all of these materials to the new site but would work with the selected offeror to determine an acceptable number of years for which older materials would be migrated.

19) Can you clarify the searchable archive functionality?

In general, we are looking for a method to search archive documents by title, date, or other method for end user purposes.

FUNCTIONALITY

20) Will RRRC provide images or will the vendor need to purchase images in collaboration with RRRC?

RRRC has a number of images available for use and will work with the selected vendor to determine how to best incorporate into the website.

21) Can you clarify what is meant by, and the expected function of, the audit trail?

The expected function would be to show changes to web pages for internal tracking of changes.

22) What content management system are you currently using?

The existing website was designed in 2004 and requires manual HTML updates.

23) Is there a preferred content management system for the new site?

We do not have a preferred content management system. Current staff have used WordPress, but we are seeking a long-term solution that maximizes ease of update and low barrier for staff to learn the update process.

24) How many staff members will require CMS training?

This number is not yet determined, but will likely be fewer than 5 staff members.

25) Will RRRRC provide the vendor with data and list of pages that need to be migrated prior to beginning the project?

We expect to work with the selected offeror to determine a method of reducing the number of pages from the existing website, but also ensuring that critical data, documents, and information from the existing website remain available on the new website.

26) Will your site pages need to announce that they use cookies?

We expect to work with the selected offeror assist in this determination.

27) What other program logos need to be included in design? Is there a brand standards for the RRRRC logo? Does RRRRC have a style guide for us to follow?

We do not have brand standards presently. Other program logos for RRRRC programs are available, but we are not looking for branding services through this RFP. We do not have a style guide. The RRRRC logo is fairly simple and provides the basic color scheme elements that we would expect to build off.

28) Will third-party tools need to be integrated with the website?

At this time, we are not aware of any third-party tools, other than referenced tools such as Google Analytics, Google Site Search, social media, etc.

OTHER QUESTIONS

29) Will hosting be expected as a component of this RFP?

Hosting is not a requirement. However, we understand that it may be useful to include hosting and term maintenance as part of proposals. If such services or other other ongoing costs are proposed, we request that these are clearly identified as ongoing or term costs.

30) Will companies outside of Virginia be considered for this project?

Please see items J and P under 'Other Terms and Conditions.'

31) Can companies outside the USA apply through this RFP?

Please see items J and P under 'Other Terms and Conditions.'

32) Can tasks related to the RFP be performed outside the United States?

Please see items J and P under 'Other Terms and Conditions.' We would expect the offeror to identify where and how the work will be completed as part of its proposal.

33) Can proposals be submitted via email?

Please see RFP cover page for submission instructions.

34) Does RRRC have an internal marketing team?

No, we do not have an internal marketing team.

35) The RFP refers to 'grant period.' Is the project based on an awarded grant?

Funding for the project is not based on an awarded grant.

36) Are you interested in other digital marketing services, such as search engine optimization, social media package, etc.?

We expect the offeror to determine whether to include these services. If such services are proposed beyond a base design proposal, we request that the costs be clearly shown as additional services.

37) Can you provide the current site load/number of visits?

We will provide to the selected offeror. The website is primarily for information sharing and does not have a high number of page visits.

38) Does RRRC have an estimated level of effort for this work?

We do not have an estimated level of effort for the project. Generally, we are seeking a vendor to work with our staff to determine the organization's needs for a redesigned website, including reducing the number of pages from the current website, and allowing for a simpler method for updating the website content and improving/enhancing the usefulness of the website for end users.

39) Can you clarify the term "cooperative services?"

Cooperative services refers to the Cooperative Procurement section on page 5 of the RFP, and is intended to allow other public bodies in Virginia to enter into a contract with the selected offeror based off of this procurement process.