

Question and Responses for Website RFP

Question 1: Whether companies from Outside USA can apply for this? (like, from India or Canada)

Answer 1: It is acceptable for companies outside the United States to respond to this RFP.

Question 2: Whether we need to come over there for meetings?

Answer 2: It will be required that the initial meeting be in person to discuss layout and design of website. It will also be required for staff training to be done at Council's offices in Stuart, Florida.

Question 3: Can we perform the tasks (related to the RFP) outside the USA? (like, from India or Canada)

Answer 3: Yes.

Question 4: Can we submit the proposals via email?

Answer 4: Yes. Please see page 6 of the RFP for delivery of RFP responses.

Question 5: Can you please let us know that it is mandatory to have at least three local or public clients? We have public clients outside the USA, are they accepted?

Answer 5: Strong consideration will be given to past experience with development of website for public agencies and a company's understanding of compliance with applicable Florida Statutes and American with Disabilities Act requirements. Please see Section B8 (page 8) of the RFP for reference requirements.

Question 6: Kindly confirm if this is an international bid or limited to USA registered companies only.

Answer 6: It is acceptable for companies outside the United States to respond to this RFP.

Question 7: How many vendors will be awarded this project?

Answer 7: One.

Question 8: What is the estimated budget?

Answer 8: A budget amount has not been established for this project.

Question 9: Is there an incumbent working on this project?

Answer 9: No.

Question 10: How many non-technical content editors do you want to allow to edit the new website?

Answer 10: 2-3

Question 11: How many pages and documents are on the websites today?

Answer 11: We cannot provide an exact amount, but it is quite significant. However, not all of these documents and pages will be integrated into the new website.

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Question 12: Would you like for (Consultant) to migrate all the content into the new one?

Answer 12: Not all content will be moved to the new website. The Consultant, Council staff and Council's IT consultant will coordinate on this task.

Question 13: A majority of government agencies, like Regional Councils, are moving off WordPress (like Emerald Coast Regional Council FL) because over the last 6 months there has been a 394% increase in government agency website hacking. All open source (free) cms' like WordPress, Drupal, & Joomla are the first targets because everyone knows how to break inside. Is security a concern for you? Do you still prefer WordPress?

Answer 13: Yes, security of our data is important. WordPress is still our preference. However, it is acceptable for proposals to offer alternatives.

Question 14: What are public document drafts?

Answer 14: These are documents and reports related to Council's work program.

Question 15: Procedure or system for archiving (requesting further explanation).

Answer 15: All documents and postings to Council's website will need to be archived in order to comply with public records requests. Consultant, in conjunction with Council's IT Consultant, will create a system for archiving these documents.

Question 16: Agenda and minutes links for calendar (requesting further explanation).

Answer 16: We would like to have a calendar feature (shown monthly) that will allow a user to click on a particular day, then a particular meeting and obtain the agenda and minutes of that meeting.

Question 17: Press Release Integration (requesting further explanation).

Answer 17: This is simply a way to display current information (maybe as a banner or link on home page).

Question 18: What is the anticipated launch date for the new website?

Answer 18: There is currently no exact launch date. This will be determined working with the selected consultant.

Question 19: Who will provide the photos for the website, TCRPC or the website developer?

Answer 19: TCRPC will provide all images.

Question 20: After analyzing your requirements in the RFP, we are planning to use Drupal Content Management System. From a technical perspective, do you have any concerns if the site is developed using Drupal?

Answer 20: WordPress is still our preference. However, it is acceptable for proposals to offer alternatives.

Question 21: What traffic are you expecting on the website?

Answer 21: Traffic will be minimal. We do not have customers or sell any products.

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Question 22: Can you share the budget allocated for this project?

Answer 22: A budget amount has not been established for this project.

Question 23: May we do oral presentations remotely or do we have to be on-site?

Answer 23: It will be required that the initial meeting be in person to discuss layout and design of website. It will also be required for staff training to be done at Council's offices in Stuart, Florida.

Question 24: Can you please provide the Google Analytics report of your current website for monthly and daily basis traffic?

Answer 24: We do not have this report.

Question 25: Is your existing vendor bidding on this project?

Answer 25: We do not currently have a vendor that provides web design services.

Question 26: Are there preferred vendors?

Answer 26: No.

Question 27: Security of data and compliance with State of Florida Records Retention requirements, including archiving and accessibility of page freezes upon public request. Can you give more detail around what is needed for this? There are several standards for electronic records associated with the State of Florida Records Retention requirements, but pages can be de-activated when necessary. What is meant by "page freezes"?

Answer 27: Council must follow all public records retention requirements, which includes deactivated webpages. Page freezes refers to screen shots.

Question 28: We can do a training, however, we would plan for it to online via Web Ex or supported online learning format. Is the expectation that we would travel to FL to do in-person training? If in-person training is needed, are travel expenses billable?

Answer 28: Training must be done on site. Expenses for providing that service should be reflected in the proposal.

Question 29: Will hosting remain with the same vendor and will we be granted access? Are you looking for recommendations for WP hosting?

Answer 29: Yes. We are not looking to change vendors for web hosting.

Question 30: Storage and retrieval of various drafts of many public documents all must be designed with formats appropriate for mobile devices in addition to desktop and laptop viewing. What kind of documents will be provided? Will they be PDFs?

Answer 30: PDFs.

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Question 31: After our initial scan of your current website, we estimate around 3,000+ pages of content. Have you reviewed all of this content, and is it all being brought over to the new site?

Answer 31: Not all content will be moved to the new website. The Consultant, Council staff and Council's IT consultant will coordinate on this task.

Question 32: What timeframe has been discussed internally for this project? Are there any dates that have been socialized that we need to be aware of, or a launch date that you are looking to make?

Answer 32: There is currently no timeline for the project. This will be determined working with the selected consultant.

Question 33: Will TCRPC provide imagery for the new website?

Answer 33: Yes.

Question 34: Public notice area. What is included in this area? Will it just be dated posts, perhaps be its own blog section of the site?

Answer 34: This is simply a way to display current information (maybe as a banner or link on home page).

Question 35: Newsletter Integration - Can you expand on this? Does this mean a sign up area? What platform is used for emails?

Answer 35: Consultants should provide information on how to integrate a newsletter into the website.

Question 36: Staff directories, program directories, event calendar. Can these be provided in list/excel spreadsheet if needed?

Answer 36: This information will be supplied to the selected consultant.

Question 37: Storage and retrieval of various drafts of many public documents; all must be designed with formats appropriate for mobile devices in addition to desktop and laptop viewing. What are the formats?

Answer 37: PDF.

Question 38: On Page 8, B "Number of clients" : Are you requesting the number of current clients or total clients while in business? Would you like counts on web clients only, web-related clients (ex SEO, social media), or all clients?

Answer 38: Total number of clients where you have done their web design.

Question 39: On Page 4 "Minimum required portable device compatibility is IOS 6 and Android 4.0." Is this a typo? As of February 2019, Apple's numbers show that iOS devices running versions lower than iOS 11 account for 8% of all devices. Of that, iOS 6 is likely a tiny fraction. Likely 0.5% or less. The only reason for users to be on a version of iOS that low is that they have an old, unsupported device. We suggest targeting iOS 11 and later. Is this acceptable?

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For Android, due to the variety of manufactures and browsers available, we suggest targeting specific mobile web browsers over Android versions. Chrome and Samsung Internet account for 90+% of non-Safari mobile web traffic. Those two are the default browsers on nearly every Android device sold. We suggest targeting those two (Google Chrome and Samsung Internet) for Android. Is this acceptable?

Answer 39: This is listed as a minimum requirement. Consultant proposals should include recommendations where necessary.

Question 40: For ADA compliance, are you looking to meet the WCAG 2.0 AA guidelines?

Answer 40: TCRPC's website needs to be ADA compliant. Proposals should provide information on how best to achieve this.

Question 41: *"Public notice area" / "Scrolling announcement capability"* Could you clarify the difference between "Public notice area" and "Scrolling announcement capability"?

Answer 41: This is simply a way to display current information (maybe as a banner or link on home page).

Question 42: Could you clarify what you mean by a recommendation of hardware and software? Is this in relation to web hosting?

Answer 42: The hardware and software recommendations are just what is needed to do the maintenance of the website.

Question 43: Will the order forms for publications continue to be done through a downloadable form? Will PHP 7 and MySQL be available on the hosting provided by your outside vendor?

Answer 43: Order forms will continue to be through a downloadable form. Our webhost does support PHP 7.0 and MySQL.

Question 44: – Will the vendor: Configure the hosting infrastructure to support WordPress? Provide SFTP, SSH and database access to the web development company?

Answer 44: WordPress will run without issue. The webhost supports SFTP, SSH, and MySQL access.

Question 45: Does TCRPC currently have a newsletter solution (such as Mailchimp, Campaigner, etc)? If not, is the TCRPC looking to have the web development company recommend and set up a solution?

Answer 45: TCRPC does not currently have a newsletter. Recommendations should be included in the proposal submission.

Question 46: Would the TCRPC like to incorporate reporting and analytics tools such as Google Analytics?

Answer 46: Not at this time.

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Question 47: Is there a preferred launch date for the new website?

Answer 47: There is currently no exact launch date. This will be determined working with the selected consultant.

Question 48: What do you want to achieve with the new website (what are your top goals in order of priority)?

Answer 48: See page 2 of the RFP.

Question 49: What would you like to see carry over to the new website – i.e. what pages/documents will migrate to the new site?

Question 49: Not all content will be moved to the new website. The Consultant, Council staff and Council's IT consultant will coordinate on this task.

Question 50: Who currently manages the website?

Answer 50: TCRPC staff.

Question 51: Who currently manages/edits the website in-house, and what are their permission levels?

Answer 51: TCRPC staff, with full permission.

Question 52: Do you have a completed site architecture for the new website or will this be part of the scope of work?

Answer 52: This will be part of the scope of work.

Question 53: How many pages will the finished website be (estimated)?

Answer 53: This will be determined after meeting with the selected consultant.

Question 54: Can you list all Florida Statutes that the website must comply with?

Answer 54: This is something that needs to be determined by the Consultant, as the expert.

Question 55: For American Disability Act (ADA) Compliance, do you need the website to be WCAG 2.0 AA or WCAG 2.0 AAA?

Answer 55: TCRPC's website needs to be ADA compliant. Proposals should provide in their proposals information on how best to achieve this.

Question 56: Can you elaborate on Press Release Integration? How do you envision this working?

Answer 56: This is simply a way to display current information (maybe as a banner or link on home page).

Question 57: Can you elaborate on why the website is obsolete? Why is it no longer working for your organization?

Answer 57: See page 3 of the RFP.

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Question 58: Do you have any specific requirements regarding the performance of your website that we should take note of?

Answer 58: No.

Question 59: Are you open to transfer the web hosting to our servers with the new build?

Answer 59: No.

Question 60: Can you elaborate on newsletter integration – i.e. what 3rd party software are you currently using, and will this software change?

Answer 60: TCRPC does not currently have a newsletter. Recommendations should be included in the proposal submission.

Question 61: What event calendar are you currently using, and will this software change?

Answer 61: Web page is updated. Do not currently have working calendar on website.

Question 62: Can you elaborate on scrolling announcement capability?

Answer 62: A Banner on the home page that can be edited with current information.

Question 63: Can you describe the current hosting and DNS setup for the site and what do you see change with an updated website?

Answer 63: Hosting is coordinated with our IT consultant. This will not change.

Question 64: Can you provide us the traffic report for the website for the last 12 months? And what do you project traffic will be for the next 12-24 months?

Answer 64: We do not track this information.

Question 65: Will you be writing the content or are you looking for Search Engine Optimization (SEO) optimized content?

Answer 65: TCRPC will write the content with some help from Consultant.

Question 66: How many pages of content will need to be developed?

Answer 66: It has not yet been determined what will be migrated from the website. Please see pages 4 and 5 of the RFP to see a list of basic pages.

Question 67: Will there be any cross promotion of content within the site – please provide details?

Answer 67: There is the possibility that there will be links between pages.

Question 68: What is your time frame for total project completion?

Answer 68: There is currently no timeline for the project. This will be determined working with the selected consultant.

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Question 69: Are you leaning towards a custom site or a template site?

Answer 69: The site will need to be customized with our logo, images, etc. However, there will need to be templates created that can be edited and duplicated by staff when the need arises to add pages to the website.

Question 70: Do you have specific company colors that need to be used?

Answer 70: No.

Question 71: Can you provide the Pantone numbers for your company colors?

Answer 71: Yes.

Question 72: Do you have any other materials that the site needs to match in some way (brochures, press materials, marketing collateral, etc.)?

Answer 72: No.

Question 73: Do you have specific photos you plan to use?

Answer 73: Yes.

Question 74: Can you provide high-res files for us to use?

Answer 74: Yes.

Question 75: Will video or audio be a part of the new website?

Answer 75: No.

Question 76: Can you elaborate on the Florida Records Retention requirements and how it relates to the design of the site?

Answer 76: This is something that needs to be determined by the Consultant, as the expert.

Question 77: Is there any compliance we MUST meet such as the PCI compliance for processing online payments? If you process payments, how does this currently work?

Answer 77: We do not process payments through our website.

Question 78: Do you need your website to integrate with 3rd party software? If so, we will need very detailed technical documents regarding the level of integration you require.

Answer 78: No.

Question 79: Who is your target audience? Can you group them into socio-economics profiles? Please be as detailed as possible.

Answer 79: Our audience is the local governments, agencies and residents in our four-county region. Please see agency overview on page 2 of the RFP.

Question 80: Can you build the personas for your target audience?

Answer 80: Anyone from the public is our audience.

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Question 81: How does your target audience use your current website? What do they want to see change?

Answer 81: We do not have this information.

Question 82: On page 3, it references the State of FL records retention. Can you elaborate on how TCRPC handles this now as well as how it expects it to be handled?

Answer 82: TCRPC retains all records, email, reports, etc. It is expected that all information that will be posted on the website, and all information that may be deactivated, will be accessible in order to fulfill records retention requirements.

Question 83: On page 3, it references 'provision of information, fee schedule, and plan for ongoing maintenance of the new site' yet this is not mentioned in proposal format response-only project budget by task. Should this be added to the instructions or will that be a separate RFQ?

Answer 83: There will not be a separate RFQ. In responding to the current RFP, submittals will need to include a scope of work that will be performed that includes the tasks to be performed and the cost for each of those tasks, and an estimated timeline of when each of those tasks will be completed.

Question 84: On page 3, it references 'easy updating of photos'; who is this by? TCRPC staff or someone browsing?

Answer 84: TCRPC Staff.

Question 85: On page 9, it references "2. Service Approach and Methodology". Which section of the proposal format would this be within? Is this under the Letter of Intent, #4? If so, please define what a 'brief statement' is?

Answer 85: Yes. This should be included in the letter of intent and outline how the company will proceed with the tasks outline in the scope of work.

Question 86: On page 9, it references "9. Overall aesthetics and functionality of end product". Again, which section of the proposal format would this be within? Is there a section missing in the proposal format that would include this information? Or, is this under the Letter of Intent, #4? If so, please define what a 'brief statement' is?

Answer 86: Yes. This should be included in the letter of intent. What we would like to see is examples of websites you have designed in order to see if they are set up in a way that is easily navigated by the end user, is aesthetically inviting, and can be customized for TCRPC.

Question 87: Are there any page limits for the response?

Answer 87: No.

Question 88: Are there any format requirements for the response (ex font and size)

Answer 88: No.

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Question 89: Is the only pricing information in C. Timeline/Budget?

Answer 89: Yes.

Question 90: What is TCRPC's expectations on when the new website should go-live?

Answer 90: There is currently no exact launch date. This will be determined working with the selected consultant.

Question 91: How long is the maintenance period?

Answer 91: This will be determined working with the consultant.

Question 92: Do we need to adhere to the current design branding for the new website?

Answer 92: No.

Question 93: Have you forecasted the growth that you are hoping to achieve via the website redesign? Can you share those metrics?

Answer 93: This has not been done.

Question 94: Do you currently have analytics for your website? If so, can you share the data with us?

Answer 94: No.

Question 95: Have you received any feedback on the current site that you can share?

Answer 95: No.

Question 96: Do you have user profiles of your target audience?

Answer 96: No.

Question 97: Is there a desire to confirm and validate the listed audiences to ensure targeted messaging?

Answer 97:No.

Question 98: For the directories, where will the information be stored? In an Excel spreadsheet or in a third-party system?

Answer 98: This will be stored within our files.

Question 99: Along those lines, please confirm that there is not any integration required with third-party systems.

Answer 99: There will be no third-party systems.

Question 100: How many internal developers & resources do you have to support this project, and what is their anticipated role in the initial development of the solution, ongoing maintenance, and future enhancements to the website?

Answer 100: There are not internal developers on staff. Staff will work with the selected consultant to design the website, then take over the maintenance once the site goes live.

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Question 101: Could you provide more detail on the level of interoperation with other software applications, databases, and platforms you desire?

Answer 101: This will need to be something that is provided by the consultant, as the expert.

Question 102: What internal systems must the site be connected, and can you provide the technical details / programming languages / database for each?

Answer 102: The site will not be connected to any internal systems.

Question 103: If there is a database, will the database schema of the existing site be shared?

Answer 103: Staff is unaware of a current database for the existing site.

Question 104: Will the vendor have access to the server control panel?

Answer 104: This will need to be decided in conjunction with TCRPC's IT consultant.

Question 105: How many internal users will be interfacing with the site?

Answer 105: 2-3 TCRPC staff members

Question 106: Is there a need for Single Sign On (SSO) needs?

Answer 106: No.

Question 107: Do you need social media integration for the new website?

Answer 107: Not at this time.

Question 108: Do you have a current branding guide?

Answer 108: No.

Question 109: What are the SEO requirements for this project (if any)?

Answer 109: No.

Question 110: Content migration: what are the needs, requirements and resources for this?

Answer 110: Not all content will be moved to the new website. The Consultant, Council staff and Council's IT consultant will coordinate on this task.

Question 111: Do we need to consider Page meta information and URL structure for migration. For example, some pages currently have .html extensions while others have the .htm extension. Do we need to maintain different page extension formats?

Answer 111: No.

Question 112: Do you have existing photography and photographs?

Answer 112: Yes.

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Question 113: How is the team currently addressing compliance with government records retention and public access?

Answer 113: TCRPC retains all records, email, reports, etc. Records can be obtained by the public through a Public Records Request.

Question 114: Have there been any security issues with the current website?

Answer 114: No.

Question 115: What are some current usability issues on the website?

Answer 115: See page 3 of the RFP.

Question 116: What is the intended launch date?

Answer 116: There is currently no exact launch date. This will be determined working with the selected consultant.