

Set 2 Questions and Answers for the Website Design RFP - week of April 22, 2024

If selected for an interview, do you see this requiring an in-person meeting or do you see any part of this project requiring in-person meetings or will online formats (e.g., Microsoft Teams, Zoom) be sufficient?

Online meetings will be sufficient.

Do you require more than 2 Calendars (with the one master calendar counting as one)?

We require only one calendar.

Do you require eCommerce and Registration as Calendar features or as a Forms feature? Can you describe the functionality that you would like available on your website that the integration(s) would support?

We do not generally engage in broad eCommerce. We are interested in accepting payments for specific purposes, but not on a large scale. We do not need these solutions to integrate with our calendar, but there may be times where we would want to collect information through a form as part of a payment transaction. If this can be accomplished through the payment process, there likely would not be a need to integrate into our forms processing. We are expecting the winning proposer to guide us to a solution that meets our need. We are not currently integrating payments on our website now. It is a desire that if it isn't extremely expensive or challenging, we would like to have access to payment acceptance through the site.

Can you provide the name of the application, vendor name, and version that is in use for all third-party solutions where integration is required? Can you provide any documentation available for the APIs or other supported integration options for the solutions where integration is required? Can you indicate if a direct integration via APIs/web services is required? For each of the third-party solutions the site will be required to integrate with can you indicate if the solution is installed on-premises or is it a cloud hosted solution? Which platform do you use for email newsletters?

We do not have any APIs, web services, or integrations established on our current site. We use embedded maps and videos from larger providers like Google Maps and Vimeo to integrate outside content. We are currently using Mailchimp to publish regular newsletters from blog posts. We are

not tied to our current website in either form or function, nor to the suite of plug-ins currently employed.

We expect the winning proposer to offer a website solution that addresses our scope of work criteria, and if there are integrations that are required to do so, the proposer should account for the estimated cost of those in their proposal. Please refer to the previous answer for a description of our payment processing integration needs.

Do you require more than 50 Online Forms? More than 200?

We currently have 23 forms on our main website, so it seems likely that we would need less than 50. We are expecting the winning proposer to design a site that meets our needs as outlined in the RFP. If more forms are required to achieve the goals as laid out in the scope of work, proposers should account for that in their proposal.

Under 'Features', when you mention an attractive staff page and a page for Board Directors and Associates, are you referring to a page that provides an overview of the staff, Board Directors & Associates or are you hoping to have a separate space with a unique login and password for staff, Board Directors, and Associates?

We would like a basic directory of the staff, Board of Directors, and Associate Directors that is accessible to customers.

Under 'Features', the first item is "easy access to information and program pages". With this in mind, we highly recommend that instead of migrating your existing web content, we create a new sitemap for your website that is built to today's best practices in web navigation inside a services-oriented structure, rather than the staff-first departmentalized navigation. Would the District be open to the idea of new site mapping services (with the District to create new content for the new sitemap) as part of the website design services project instead of content migration services? The choice is completely up to the District, but I wanted to ask. If you decide you'd prefer a new sitemap, we will also provide you with Writing for the Web and Accessibility Training as part of this project at no cost to help facilitate the writing of new content by your staff after training. As you know, your website is usually the first and primary point of interaction for your users, so we believe that content strategy is highly important. The navigation should be simple and smooth, and the content should be new, easy to find and understand, and kept current, which we can achieve together through site mapping and new content writing.

The District has listed its desired outcomes in the Scope of work document. The winning proposer will demonstrate how their approach to redeveloping our website will result in achieving the vision and goals in the Scope of Work. We will select the proposal that we feel best achieves our goals for the stated cost. We are not tied to our current structure and are open to other approaches.

To address the question of content, we have invested significant time and energy in the development of information and educational materials for our customer base. While we are open to creating new content that fits the proposed winning structure, we are hesitant to commit to recreating all content from scratch. The winning proposer will propose a workable balance between new and migrated content that allows us to transition to the new site as efficiently as possible and that allows the repurposing or permlinking to important content.

What is the timeline? What is the total duration of this project?

Please read the RFP and scope of work where our timelines are prominently shared.

In order to properly quote hosting:

Can you provide the number of page views per month, currently, for the site? What is the average bandwidth usage per month? Can you provide current storage requirements for both database and files?

The average monthly page views for 2023 was 5,110. The 30 day average bandwidth usage is 4.0 GB. The current storage requirements for files are 7640 MB and for the database is 608 MB.

How many people will be administering content?

There will be up to four administrators, but potentially several more content creators.

Who supports the current site?

This is irrelevant to the RFP. The winning proposer will provide a technical support solution within their proposal.

Is subcontracting allowed?

Please see: ATTACHMENT 2 - SAMPLE PROFESSIONAL SERVICES AGREEMENT in the RFP document under AGREEMENT Sections 3 and 4.

Will the agency consider references provided by both the prime contractor and subcontractors included in our proposal? Could you accept the commercial references?

Because the proposing contractor shall be solely responsible for the performance of subcontractors or employees, we require 4 references for the proposing contractor. Proposers may include references for any subcontractors they propose to use but must abide by the page limits as defined in the RFP. The District reserves the right to consider references or not, at its discretion, in selection of the winning proposal.

It is in the proposer's interest to provide references that can support their proposals and inform the District's decision in selecting a winning proposal.

Who is an incumbent?

We are unable to determine the meaning or context of this questions as posed.

Do you also want us to provide hosting?

We do require a hosting solution in the proposal, but there is no requirement that the proposer host our site. Third party hosting solutions are allowable, but a reliable hosting technical support solution must be included in the proposal.

What do you mean by proposing entity's information? Do you want us to provide a sample resume or the actual resume of the candidate?

RFP instructions do not mention resumes, nor are they required. Please follow instructions in the RFP regarding "Contact information and staffing"

Do you want cost in hourly ranges?

Please follow instructions for the Cost Proposal as provided in the RFP. Time related itemization is best reported in hourly increments.

I am interested in learning more about how these proposals are expected to reflect CSWCD values and goals, particularly in terms of serving the Clackamas County communities. Could you please provide further information or direct me to the relevant materials? I'm eager to ensure that any contributions align closely with the organization's objectives.

We shared our values and vision so that you will better understand who we are as an organization. We expect the winning proposer to use this information to create a proposal that reflects the values we've shared. Proposers can refer to our current site to become more familiar with our organization.

Would you like to have the site page count streamlined, i.e. cut a number of pages that may be outdated, or have 'old' pages/records archived as PDFs?

Proposers should do their best with the information we've provided to offer a solution within their proposal to address the transition of current content based on their experience and the criteria we've provided.

Please elaborate on the feature of having multiple sticky posts.

The District often has more than one post of current importance that we want to remain at the top of the home page.

Would the library of documents, brochures, videos, etc be accessible to all visitors or restricted to specific group, like members, etc?

The library will be accessible to everyone.

For e-newsletter, are you looking for integration with an email marketing tool, like Mailchimp or Constant contact?

Yes

Is there any limit to the no. of pages a proposal can have?

Please refer to the RFP document where this question is clearly answered.

"Good library for easy access to documents, brochures, videos, and tools." - **Will this be a backend CMS item or a designed frontend resources page?**

The winning proposer will propose a solution that will satisfy this requirement. The District will not be prescriptive in how this desired feature is accomplished.

"Long-term hosting, security, and maintenance of the site." - **Should this be included in the proposal? How long of a commitment to maintenance and support are you looking for?**

See question and answer set one where this question was previously addressed.

The following subdomains seem to have their own unique home page look and feel, unique colors, etc. Are you looking to have a unique homepage look and feel for those subdomains when you move to a new platform? <https://weedwise.conservationdistrict.org/>; <https://farm.conservationdistrict.org/>; <https://forest.conservationdistrict.org/>

No. Our goal is to support District programs while providing a consistent look and feel and offering users a seamless and meaningful experience.

If you had to provide a rough estimate what % of content on your current websites do you plan on moving to the new platform? I noticed your page count was referenced in the most recent

addendum. We do our page crawls a little different and our results eliminate duplicate pages, account for content that will be better suited within one of our modules, etc. Having a % will help ensure the amount I'm including is consistent with the numbers you referenced.

How much of the current content is to be rewritten vs moved over vs. new content created from scratch?

We estimate 60% of our media files, 50% of our posts, and 50% of our documents need to be transferred. Proposers should use these figures when developing their approach and cost proposal. Once a winning proposal is selected, the District reserves the right to negotiate with the winning proposer both before and after a contract is signed based on best practices and guidance from the proposer to more clearly define the scope of content transfer.

In the RFP there's reference to showcasing videos and there is also mention of a library for videos, documents, etc. Most of our clients embed videos from things like YouTube, vimeo, etc. however we do have a video storage option as well. Would you like this option to be included in the scope of your project or something listed as optional?

Embedding of video is preferred. No video storage is required, nor is needed as an option in the proposal.

One of the requirements is "e-newsletter capability". Our platform allows visitors to sign up for text and email alerts when different modules and areas of the website are update and they can sign up for the specific categories of interest to them and that functionality is included with the platform. We have a separate feature we offer as an optional enhancement that allows you to create a newsletter similar to constant contact. I want to be mindful of cost, since e-notification functionality is included with the platform would you like the newsletter builder scoped into the main project or would you prefer we list that as optional so you can decide once you're able to review the functionality of both?

For the purpose of consistency among proposals, we ask proposers to please include the ability to automatically send an email newsletter based on site content to subscribers. This feature can be listed as an optional cost if a different solution is offered in the project approach.

On your list of desired functions, we see: "Guidance on legal archiving is needed." Can you provide any more detail on what you mean by this? Are you looking for ways to comply with open government and public record laws by making documents available for members of the public to view and download? Or, are you referring to a need to archive old website content to comply with record retention laws? Could you provide more information about the types of archive functionality you will be needing for the new site?

Could you provide more information about the types of archive functionality you will be needing for the new site?

As a government entity in Oregon, we are subject to both public records disclosure laws, and record retention laws. Little, in any content on the website is protected from disclosure. We will potentially need to archive content from our current site if it will no longer be available after transitioning to the new site. Winning proposers will demonstrate the ability to address the needs

of the district to meet state retention requirements. For this RFP, please assume we'll need help transitioning 10% of total content (media, documents, pages, and posts) that will not be moved to the new site into some form of storage, most likely as pdf or printed documents.

You noted that you want to offer content syndication. Can you tell us more about this requirement? Would this syndication make your content available for other sites to publish, or are you looking to publish syndicated content from outside sources yourself? What types of content are you looking to syndicate?

Please disregard the phrase "content syndication" as it was left in by error. We are looking for the ability to publish on multiple platforms with a single post.

For the calendar integrations, is the intent to let users add events from the site's calendar to their personal calendars on iOS, Google, etc.? Does the calendar need to integrate the other way as well (for example, pulling events onto the site from a connected Google calendar)?

We do not allow others to add or change events in our calendar. We would like to have the possibility of others adding our events to their calendars.

Will the registration forms need to connect to any third-party systems?

We are not currently integrating registrations on third party sites and have no plans to change that unless we are compelled to do so by the winning proposal.

What qualities have worked well or made a project successful with past vendor partners?

Our values are listed in the RFP scope of work and reflect qualities we are looking for.

How many stakeholders will there be from the client-side, and will a project lead be appointed?

A workgroup of 4-8 individuals will work with the winning proposer to develop the new site. There will be a lead for site design and content and a lead for technical aspects of site hosting and support.

Please describe some main pain points to your current platform.

Our dissatisfaction with our current site centers more on content organization and presentation and less on the platform. However, we expect the winning proposer to develop a project approach and to select a platform that allows us to achieve the vision and goals for the site including ease of use for staff. We would like to have as simple a backend interface as possible knowing that current CMS systems require plug-ins to gain needed function.

Is the organization's team open to selecting a CMS platform during planning vs. just a direct recommendation during the RFP process? (This would allow you to review more than one platform through both demos and trial accounts to ensure fit, along with clear visibility into each platform's total cost of ownership.)

We are asking proposers to address this in their project approach. There is no mandate that a proposal identify only one CMS in their approach. We will select the approach that we feel will result in the site meeting the desired values, functions, and specifications laid out in the RFP scope of work.

Is there any organizational predisposition to a specific CMS platform or technology stack, i.e. .NET or PHP?

Our current site is WordPress, which we know is PHP based. However, because we are asking for a fully supported site, we are not prescribing the use of a specific platform or language.

Are there specific Service Level requirements around uptime and resolution response times?

We have not specified uptime requirements, and our services are not considered critical infrastructure. Site disruption should be resolved within industry standard timeframes, and technical support should also be provided to industry standards.

How many firms are responding?

We will not know how many proposals are received until after the deadline and during the formal proposal opening. As soon as possible after the opening, we'll post a list of proposers and lump sum totals.

Is your current provider submitting as part of this RFP? If not, why are you moving away from the current provider?

Staff developed and currently manage the District's website and as such we don't have a provider.

Will Q&A addendums be made available to all registered vendors?

Yes, all questions and answers before the May 6 question deadline will be addressed and shared on our current website for any vendor to access. Questions after the May 6 deadline will be disregarded. Any addendums will also be posted on the current website here:

<https://conservationdistrict.org/2024/request-for-proposals-website-design-services.html>

What are the key performance indicators (KPIs) that the organization would like to track post-launch?

At a minimum we will need industry standard metrics for the new site. No Key Performance Indicators (KPIs) have been specified. Proposers are free to suggest KPI targets within their proposals to help the District track post implementation engagement.

We want to conduct a full audit of traffic and page analytics on the organizations website; does the organization have previous analytics that will be made available? Can we review any user feedback or data as part of the UX/UI design process?

Proposers will not be allowed access to our current site statistics. We've provided some basic analytics in this Q&A document that will be the extent of what proposers will be provided preproposal. The winning proposer will be given access to the current site after a contract is fully executed, but we will allow viewing of analytic data by the winning proposer during contract negotiation if needed.

Is there a need for a content audit to identify outdated or irrelevant content?

We have provided estimates of the amount of relevant content through a preliminary audit that may need transferred either to the new site or to pdf or paper format. The District reserves the right to negotiate with the winning proposer the amount of content that will be transferred to the new site both before and after a contract is signed.

Can you further define what you mean by "search strategy"?

This term is not in the RFP document. However, we did refer to "A good search engine for ease of use," which we intended to be a means by which the site content could be reliably searched so that clients can easily find the content they are seeking.

What types of vendors have you asked for proposals from? What type of vendor are you looking for to partner with? Do they need to be local? Be industry-specific? What does your "dream" vendor look like?

Vendors who demonstrate the ability through their proposal to deliver on the Scope of Work provided in the RFP, and who can meet all requirements of the sample contract and RFP specifications are encouraged to submit a proposal. We've posted the RFP on our website, posted it on the Daily Journal of Commerce website, and shared the RFP as widely as possible.