

### Set 3 Website RFP Questions and Answers for the week of April 29

Note: Under Proposal Contents #5 – It read “two” instead of “one” page for the Sustainable Business Practices. I apologize for this mistake. We will not penalize anyone for submitting two pages, but one is preferable.

Does the district require support and maintenance? If so, for how long? What type of support and maintenance does the district expect from the vendor? Is it on an as-needed basis, 24/7, or 5 days a week support?

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

How many design concepts are you expecting the vendor to deliver?

We are not prescribing a design process. Proposals should include an approach that will result in a design that accomplishes our scope of work and goals for the completed website.

Do you have brand guidelines and/or a style guide that you could share with us? What design assets will be provided? (e.g. logo, images, iconography)? Where can the district’s brand guide be referenced in the statement “Site design is an extension of existing District branding.”?

We do not have brand guidelines or a style guide, but we will provide logos and possibly images.

Are appendices allowed outside of the 18 page maximum limit for the proposal?

No. Proposals with more pages than the allowable number will be deemed non-responsive and removed from consideration.

Can you please clarify which section you would like the Primary Contact information to be included. Is it section 1 or 2 ?.. both are referred to in the RFP.

Please include in section 1. Proposers will not be penalized for including in both sections but will be deemed non-responsive if it is in neither section.

There is an extensive [document library](#) on the site today. This appears to be a currently unsupported plugin. Are documents currently uploaded and managed in WordPress? Or is this pulling from a separate file system or application?

Our documents are currently uploaded and managed in WordPress.

Are there legal or compliance requirements associated with how long you keep documents or can older files be removed?

We maintain paper records for the majority of documents on the website, a negligible number of documents are required to be kept.

Though not mentioned, we assume the site should be compliant with the 2023 Oregon Consumer Data Privacy Act (OCDPA)?

As mentioned in the RFP outcomes, proposals will result in a site that is “compliant with Government regulations including accessibility.” OCDPA is a government regulation that the proposer should be prepared to meet with the District’s website, especially since the timeline for contract commencement falls after the law takes effect on July 1, 2024.

Are you using an email marketing tool for newsletters today? If yes, would you like to keep or change that tool?

We currently use MailChimp. Proposers may include a different solution in their proposal.

When reviewing the website we came across subdomains. Please confirm these are not in scope.

Information from the subdomains will be incorporated into the new website and have been included in the counts for current content that has been provided. Proposers will provide a solution for content transfer from the old site to the new site based on counts provided in question and answer set 1.

Would you like to keep all old articles and events or do you have a cut off date in mind? Some articles go back to 2012 as well as many old events.

Old events and posts that the District deems no longer relevant will be deleted.

From a functionality perspective, what are your top priorities for this project?

All requirements for functionality have been included in the RFP Scope of Work and are expected to be met with the completed site.

The ADA does not include guidelines for websites, however WCAG is often used as a standard in ADA web accessibility court cases. There are 3 levels of WCAG and Level 2 seems to be the most commonly used in court. Is this what you are aiming for? Are there existing assessments of the current site's accessibility that we can review?

We are not prescriptive in how accessibility should be addressed. Proposals should include an approach that meets or exceeds standards for website accessibility and requirements for government entities. We do not have an assessment of the current site for review.

"A place to recruit staff or volunteers-" is this just a single page or is there an expectation in regards to functionality?

At a minimum we want a dedicated page to post job openings or volunteer opportunities.

Can you please specify what languages you would like to have in the website?

Our base language is English. According to demographic data 7 languages are most spoken within Clackamas County.

For the point "Available for different languages" do you have any additional information? Are you creating content in different languages? Are translations needed for all pages? Modern browsers include auto-translation features so it's not usually needed on a website, though some sites still use Google translate. Using a translate plugin could interfere with your ADA goals because auto-translate changes how text appears and functions.

We are not prescriptive in how accessibility should be addressed. Proposals should include an approach that meets or exceeds standards for website accessibility and requirements for government entities.

What specific analytics frameworks or reporting tools does your district currently utilize for environmental and conservation impact assessments? Do you require integration with platforms like Tableau for data visualization or Google Analytics for user engagement metrics?

How do you envision these tools interacting with the new website to facilitate seamless data capture and report generation, particularly for detailed metrics such as visitor behavior patterns or program participation rates?

What specific functionalities are you seeking to enhance content management and streamline your outreach efforts? For instance, are you looking for advanced editorial workflows, multilingual support, or integration capabilities with external databases within platforms like WordPress or Drupal?

How critical are user roles and permissions in managing your content, and could you benefit from customized dashboard features tailored to different team roles?

What specific SEO objectives are critical for your new website to achieve? For instance, are there particular conservation-related keywords or phrases that you are targeting to enhance your visibility in search engine results?

Are there any local SEO strategies you wish to implement to increase engagement within the community you serve, or performance metrics such as page load speed and mobile responsiveness that are priority for your SEO efforts?

As we are not web experts, we understand that there are features that we are unaware of that may improve our efficiency or user/customer experience. We do not have specific functionality in mind if it is not mentioned in the RFP Scope of Work. The RFP Scope of Work describes the required functionality for the purposes of the proposal. Proposals may include recommendations for services to improve all aspects of our site above and beyond the RFP Scope of Work requirements to increase efficiency and productivity. If these come at an extra cost, they should be presented as add-on services and listed separately in the cost proposal as add-on services. Cost proposals should include all RFP Scope of Work requirements to be deemed responsive and proposals will be evaluated based on the cost to meet requirements.

Could you specify which social media platforms require direct integration for automatic updates from your website? Are platforms like Facebook, Twitter, or LinkedIn a priority for instant content sharing? Do you need advanced scheduling or analytics features to track engagement from these posts? Moreover, how might these integrations support your overall social media strategy in terms of outreach frequency and content type variations?

Currently, web posts are uploaded to our Facebook page. See the previous answer regarding additional functionality above and beyond the RFP Scope of Work.

Could you detail the compliance standards and regulations that govern the archiving of your digital content, particularly focusing on conservation data? For instance, are there specific state or federal mandates such as the Freedom of Information Act (FOIA) or environmental record-keeping laws that influence how you manage and store digital records?

How do these requirements impact the retrieval and security features needed in your archival system?

As a government entity in Oregon, we are subject to both public records disclosure laws, and record retention laws. Little, if 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.

Could you define the specific parameters you wish to apply to sticky posts on your website? Are there particular conditions under which posts should be featured as sticky, such as based on tags, categories, or content significance? Moreover, do you require the functionality to automate the duration these posts remain highlighted (e.g., a time-based rule where posts automatically

unstick after a certain period) or should this be manually controlled? Furthermore, how do these sticky posts integrate into your overall content strategy in terms of visibility and user engagement?

We are not prescriptive in how this requirement should be addressed. Proposals should include an approach that allows us the ability to promote multiple articles to the top of our main news feed on the site.

What types of documents, media, and tools are you planning to store in your website's library, and what specific management features are required for these assets? For instance, are advanced search capabilities, tagging systems, custom metadata fields, or document version control necessary to facilitate easy access and organization? Are there specific security measures or access controls needed to protect sensitive content within the library?

Our library contains meeting minutes, educational documents, and information about our programs in pdf or MS Word formats. We are not prescriptive in how this requirement should be addressed. Proposals should include an approach that makes these documents readily accessible to the general public and that is easy to use and maintain by staff.

Could you detail the specific content elements from your current website that are essential to retain in the new design, especially focusing on SEO elements like permalinks, meta tags, and structured data? Moreover, are there high-traffic pages or specific content features such as downloadable resources or historical data archives that must be carefully migrated to maintain user access and search engine visibility during the transition?

We've answered many variations of this question in the RFP Scope of Work, this question-and-answer document, and the prior two question-and-answer documents. We do not have the specifics of what you are asking for if we have not already provided them. Please use your professional judgment based on the information provided to develop a proposal that meets the requirements as stated in the RFP Scope of Work.

Is your organization willing to negotiate a project deposit? Is your organization willing to negotiate a net 15 or net 30 payment?

Once the winning proposal is selected, contract negotiations will occur. Probable terms for the contract have been provided as ATTACHMENT 2 - SAMPLE PROFESSIONAL SERVICES AGREEMENT in the RFP document. It should be expected that the District will not negotiate widely from those terms. Please review these terms carefully prior to submitting a proposal.

Could you elaborate on the type of content (text, multimedia) that will predominantly feature on the new website? How frequently do you anticipate content updates? How often do you push new content through your website? What are the types of content you publish (educational, updates for community, etc.)

We post content of varying types approximately 5 times per month. Please review current content to better understand likely content types.

What are the main challenges with the current site in terms of user experience, and what improvements are most critical from your perspective? Are there specific websites you consider as benchmarks or inspirations for the design and functionality of your new site? How do you see the existing District branding translating into the new website? Are there elements of the current branding that are particularly important to preserve? Are there any specific design elements or styles you want to avoid in the new website?

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.

What is your preferred method of project management and communication during the redesign process?

Email and Zoom meetings will be important. In-person meetings are not required, but not unwelcome.

Are there any known constraints or critical dates (such as events, grant deadlines) that we should consider in planning the project timeline?

No constraints other than a start and end date for the project have been identified at this time, but future constraints may arise. We expect the winning proposer to work with the District to reasonably adjust timelines to navigate unexpected scheduling issues that occur. Scheduling will be one of the factors that will be considered while evaluating proposed project approaches.

When was the last time you had your website updated and designed

This will be the first major overhaul since our website migrated to WordPress around 2013.

Who currently pushes content for your current website? Do you have subject matter experts that we can work with on the content that will be on the website? Is there an internal team currently monitoring the performance of your current website or is it through an external vendor that you are working with?

All website management and content development are conducted in-house with staff. We may seek content from outside experts on occasion.