

South Bay Cities Counsel of Governments/South Bay Environmental Services Center

Web Site Redesign RFP No. 2012 W-1 Questions and Answers

September 13, 2012

- 1. Will you want/need FTP capabilities (i.e. FTP client software, credentials, accounts, etc) for their users or are you really just asking for a section of the website that allows authenticated users a place to upload, store, and retrieve files via a web interface (i.e. can be Drupal filefields, nodes, and views instead of FTP).**

The South Bay Cities Council of Governments (SBCCOG) currently has a FTP site that allows authenticated users a place to upload, store, and retrieve very large GIS files via a web interface. The SBCCOG will continue to need this functionality.

- 2. Provide a portal to resources and tools including FTP site. Is an FTP site necessary? Will a document repository within the system serve the same function?**

The SBCCOG currently has a FTP site that allows authenticated users a place to upload, store, and retrieve very large GIS files via a web interface. The SBCCOG will continue to need this functionality. In addition, we also need a document repository. The SBCCOG has documents which, when current, are featured prominently, but as time passes, these documents are superseded by ones which are more current. It would be nice to be able to store these older documents in a searchable repository.

- 3. What is the preferred technology?**

There is no preferred technology at this time. The SBCCOG is looking to the selected firm to make recommendations. We do not want; however, a proprietary technology which will tie us to a particular consultant.

- 4. Is there a budget cap for this opportunity?**

No, however, funds are not unlimited and phasing may be required. It is the intent of the SBCCOG to use the agreed upon costs from the selected proposer to establish the budget for this project.

- 5. Is there a budgeted amount for this project that can be shared with interested bidders?**

There is not a set budgeted amount. Bidders should propose their best offers, with cost broken down by task, so that the SBCCOG can select the best cost effective options and has the ability to phase the project if needed overtime. It is the intent of the SBCCOG to use the agreed upon costs from the selected proposer to establish the budget for this project.

- 6. RFP Section Reference: Budget - Because the level of effort is unknown at this time there is no budget amount. Question: Is there a budget range, proposed budget amount, or do not exceed amount?**

Please see answer for question #5.

7. Is the key personnel expected to be deputed onsite for entire project duration?

The vendor is not expected to be onsite for the entire project. It is not anticipated that the selected firm would conduct work on site other than periodic meetings. In addition, some meetings can also be handled in web meeting format.

8. Will vendor be allowed to perform full / partial work remotely?

Yes, it is the intent of the SBCCOG that the vendor would work off site.

9. When we say "linking the two websites", does that mean bringing them on common platform?

Yes

10. Is there any preference for diversity suppliers?

There is no preference in suppliers.

11. What kind of reference would add more value; technology based, geography based, nature of work based?

It is at the discretion of the bidder to put forth their best effort in providing references. The SBCCOG does not have a preset idea of which of the items listed has more value.

12. Who was incumbent and will he bid again?

The SBCCOG site hosted by WAO.com a division of Blue Calico, Ltd and South Bay Environmental Services Center (SBESC) is managed by Blazonco. It is unknown if the original developers will bid again; all bids from all vendors will be on an equal footing for review and selection. The bidding process is confidential and the names of bidding firms will not be released.

13. Would hosting be part of opportunity or just the costing part is being analyzed?

Hosting should be listed as an option if the bidder is interested in providing the service. At this time, the SBCCOG is open to proposals with and without a hosting option. If hosting option is included in the proposal, the cost should be listed separately. If hosting option is not included, we may need assistance in obtaining hosting.

14. Other than a new "Look and Feel", what are the primary objectives of the new site?

The SBCCOG has a list of objectives which are included in the proposal starting on page 1.

15. What is the message that these sites are trying to convey?

The SBCCOG's goal is to:

- Be an information source for activities about our organization
- To promote the good works and achievements of our member cities;
- Be a reference site for our member cities for SBCCOG projects and initiatives;
- Share information sourced outside of our website which is of interest to our site visitors.

16. What capabilities do you see in the future for this site (in the next 3 years)?

Other than those listed in the RFP, document repository (or create in the current effort), video repository (or access video/agenda service)

17. From looking at the sites, you are integrating with Social Networking (Twitter, Facebook, LinkedIn). Do you foresee a need to manage your social presence with a single tool?

Yes, and we especially want to track the in-bound traffic to catch all Freedom of Information Act questions.

18. Is there a need to integrate social media? (Facebook, Twitter, Linked In)

Yes

19. Are you looking for the site to be available from mobile devices?

Yes

20. Can the proposal include a mobile-friendly version, or a site that is optimized for mobile devices?

Yes

21. Please provide information on specific capabilities that may need to be purchased or created?

The SBCCOG does not know what specific capabilities are needed to be purchased or created. We are looking to bidders to propose best options.

22. What are your Search engine requirements (SEO)?

All SEO strategies focus on ranking the website as high as possible on Google. In addition, the SBCCOG would like to also rank highly when our member cities are searched on Google.

23. How do you see managing the content on this site? For example: Are you going to have your IT group manage the content?

The content on the web sites will be managed in-house, by nontechnical staff.

24. Are you looking to implement a workflow to handle a content approval process?

Yes, the SBCCOG is looking to the proposers to make recommendations on the most effective approval process.

25. What is the Web Redesign Process at SBCCOG?

The SBCCOG does not have a predetermined process. We are looking to bidders to propose a plan.

26. How often do you change the overall design of a site?

The last web design for SBESC was done in 2009. SBCCOG web design was done in 2005. It is not the intent of the SBCCOG to change the site design often.

27. How often do you publish content changes?

Several times a day.

28. Which browsers are you expecting to be supported?

The SBCCOG expects the following browsers to be supported: IE 8, 9, n; Firefox, Chrome, Safari, Mobile Safari, Lynx screen-reader. Please note that all must be ADA 508 compliant.

29. Are you looking for tracking information on how often the site is access, how long viewers stay on a page, how often the abandon the site after looking at a page?

Yes

30. What are your current statistics?

For SBCCOG please see <http://www.southbaycities.org/files/SBCCOG%20Web%20site%20Analytics.pdf>

The SBESC Statistics over the Past Year:

- **10,992** Visits
- **29,704** Pageviews
- **218** Max Pageviews/Visit
- **2.70** Pages/Visit
- **3.35** Avg Minutes on Site
- **5,506** Bounce Count

SBESC Popular Keywords:

- south bay environmental services center(265 visits)
- sbesc (225 visits)
- luv car (99 visits)

- south bay energy (39 visits)
- luv cars (36 visits)
- bottom line utility solutions (35 visits)

SBESC Top Content / Pages:

- Environmental Services Center (5,724 visits)
- Green Events Calendar (1,477 visits)
- Event Registration - South Bay Environmental Services Center (SBESC)(1382 visits)
- Staff (631 visits)
- Job Opportunities (542 visits)
- Residential Energy Saving Programs, Synergy Companies (513 visits)

31. Peak number of Site visitors?

For SBCCOG see (link). For SBESC - 114 (over the past month).

32. Average Daily/Weekly & Monthly visitors?

For SBCCOG see (link). For SBESC - Day - 54, Week - 138, Month - 496

33. Expected growth in next 3 years?

The goal is to triple the averages of visitors on a daily, monthly and yearly basis.

34. What is your positioning on E-Government and how does this concept fit into your future?

<http://en.wikipedia.org/wiki/E-Government> E-government describes the use of technologies to facilitate the operation of government and the dispersment of government information and services. E-government, short for electronic government, deals heavily with Internet and non-internet applications to aid in governments. E-government includes the use of electronics in government as large-scale as the use of telephones and fax machines, as well as surveillance systems, tracking systems such as RFID tags, and even the use of television and radios to provide government-related information and services to the citizens.

The SBCCOG is interested in incorporating all of the e-government concepts that are appropriate and fit into our goals and use for the site.

35. From looking at the sites, we can see that you have many committees. Are you looking at using this site for collaboration and then dissemination to the public?

Yes.

36. What are you using for Email, Instant Messaging and online communications?

Any communication channeled through the SBESC website comes to in-house staff via this email address: info@sbesc.com. This email address is synced into Outlook and administered through Webmail.

Any communication channeled through the SBCCOG website comes to the Executive Director via this email address: sbccog@southbaycities.org

37. Page 4 Scope mentions 'Design site to accommodate Mobile version', are you expecting a completely different design to fit smart phone screens?

A completely different design may not be needed if one design can accomplish both standard screen and mobile phone screen size.

38. Page 4 "Self-Service Account Maintenance interface with potential link to Constant Contact" - is constant contact an existing system that new website needs to be integrated with?

Constant Contact is an e-mail marketing service that is use for e-blasts. Constant Contact has APIs which can possibly be utilized to allow a user to log in to our website and sign up for a (Constant Contact-based) mailing list. Current process is that SBCCOG staff receives a request to add somebody to a list (the request comes in via email) and then staff takes that information and retypes it into Constant Contact. It would be nice to have the system take that information and load it into Constant Contact for us. The SBCCOG also uses Sales Nexus to manage contact data base.

39. What software is used for this (Constant Contact) and does it provide API's (web services) to pull & push data from it?

Constant Contact is a web-based application and e-mail marketing service that is use for e-blasts. The SBCCOG does not know what software is used by this company; however, it does provide API to pull and push data.

40. Is there need to migrate existing contacts?

No.

41. Is there need to migrate current mailing list subscriptions? If Yes, How are these stored currently?

No, the SBCCOG mailing list is within Constant Contact and we do not need to migrate it.

42. How many contacts are there in the system?

We have approximately 9,500 contacts in Constant Contact; however the number of contacts in Constant Contact is not relevant for the website project.

43. How many mailing lists are there?

Please see answer to question #42.

44. RFP Section Reference: Self-Service Account Maintenance interface with potential link to Constant Contact. Question: What types of self service are you seeking?

The SBCCOG is looking for the following:

- Create account – tell us if submitter is a jurisdiction member/staffer or a public person. Captures Name and email at minimum, ideally also address
- If new account is a jurisdiction member/staffer, then it must be approved by Site Admin before account has access beyond public pages.
- Reset password
- Forgot username (if we use username other than email address)

45. Is there any need for integrating with any other system?

Yes, potentially an event-registration system which is meant to be part of this effort. Rather than developing one from scratch it may make better sense to buy/rent one already built. The SBCCOG needs in this area are not extensive and if the cost becomes prohibitive this option may not be exercised. The SBCCOG is looking for bidders to propose the best option.

46. Provide number of pages that need to be migrated for each site?

The number of pages needed for migration is unknown at this time. The redesign may consolidate some pages, and the visioning process outcome may call for creating new pages and new page-sections. It is unlikely that the new sites will be less than half the size of the current ones, and unlikely they will be more than double the size of the current ones.

47. On Page 5, Schedule section mentions that Phase 1 completion in 3 months by Dec 31 2012; however notice to proceed is expected on Oct 29. Therefore, for Phase I expected completion date would be Jan 31, 2013 and Total project completion by May 2013, is that correct?

Sorry, that is a mistake in our part; the Phase 1 time is, 2 months not 3 months with a start date on Oct 29. and completion by Dec. 31, 2012.

48. Regarding delivery of Phase 1 by end of 2012, is your expectation that planning, wireframing, design and development of the home, subpages and event management be accomplished by that time--in other words, a new live site by end of year? We know that there will be future enhancements and builds following Phase 1, but need to understand if development time is included in Phase 1.

The SBCCOG has a major event in February 2013 and would like to use the new site for promotion, attendees' registration, exhibit registration, and sponsorship management. We understand that December is a short timeframe for the entire project; therefore we are asking that at least Phase I be completed in time to be useful for the February event.

49. RFP Section Reference: Schedule - Work start October 2012 / Phase 1 done - December 31, 2012. Phase I shall at a minimum consist of: home page, second level pages, event management for our General Assembly, self-service account management, and security / project completed by end of April 2013. Are you looking to have a completely redesigned live website by December 31, 2012 or April 2013? Or are you seeking Phase 1 (planning, consulting, design, and approach for the home page, second level pages, event management for our General Assembly, self-service account management, and security) to be completed by December 31, 2012 and completely redesigned website live by April 2013?

The SBCCOG would be pleased if the project could be completed in full by Dec. 31, 2012. If not, then at a minimum, the tasks described in phase I would be completed by Dec. 31, 2012.

50. Do you have third party tools in mind or currently in use for event planning, event promotion, forms, and eCommerce? If so, can you list them?

The SBCCOG does not have a tool in mind, but is looking to bidders to make recommendations.

51. Does the ArcGIS version 9.3 have an API to allow third party tools to share and manipulate data?

The SBCCOG intends to post maps developed by our ArcGIS system as well as expose interactive maps we have created. Please see link for more information: <http://www.esri.com/software/arcgis/eval-help/arcgis9>

52. RFP Section Reference: Interface with ArcGIS version 9.3 GIS functions and interactive maps developed by our GIS team. Question: What type of functionality are you looking for between ArcGIS and the website?

Please see answer to question #51.

53. Does Blazonco provide an export to XML tool to allow their version to be moved to a different location/platform?

Blazonco does not have a site export tool. They can provide access to the admin. or they can provide a site rip of static html / css / images / files.

54. If you discontinue email services with your current provider, do you have a plan in place for transferring mailboxes to the new provider?

We do not intend to discontinue email services with our current provider.

55. How are documents currently archived on the SBCCOG site?

Currently, SBCCOG staff uploads documents and they are stored in Drupal "behind the scenes" as links on our pages and people retrieve them "on-click".

56. Are the current website assets available in EPS, PSD or AI formats?

When the SBESC site was created, Blazonco did produce PSDs for the homepage and calendar page of sbesc.com that can be provided.

57. Is there a set time requested for the testing and go live process?

No, bidders should propose their best recommendation.

58. Will the Council consider "Java-based, open source solutions for its new content management system, (e.g. systems that are not PHP - Drupal based)?

Yes, the SBCCOG will consider all proposed options for content management system.

59. RFP Section Reference: allow sponsors and exhibitors to complete forms and obtain information. Question: Are these PDF forms or web-based forms? If web-based forms, approximately how many forms and form fields are included in the scope?

These are web based forms to complete registration. The SBCCOG does not know how many forms or form fields are needed as it may vary by event or activity.

60. RFP Section Reference: conduct monetary transactions. Question: Are these monetary transactions payment of events, or does this also serve as an e-commerce platform for the website? There are differing considerations for various types of transactions.

At this time, the SBCCOG is anticipating the transactions would be for events, trainings, and obtaining sponsorship donations.

61. RFP Section Reference: Create ability for member cities to provide input and data on projects. Question: How many users from member cities are expected? Is this self-registration, or does SBCCOG staff manage and administer users?

Yes, this should be Self Service Account Management with approval for users who indicate they are members of one of our jurisdictions or sister-organizations done by site admins. Public who register in order to receive email newsletters or attend events would not need to be reviewed.

62. RFP Section Reference: It is envisioned that the new site(s) would be dynamic and visually interesting and have individual microsities or robust pages for major programs such as SBESC, Electric Vehicle programs, Climate Action Planning, and Measure R. Question: What is the exact number of "microsite" pages that will be included in the scope for this proposal? Will creation of future or upcoming "microsites" be included in the scope?

The SBCCOG wants to have robust web pages for its major programs. It is not clear what the best option is to accomplishing this goal - whether microsities are needed or how many. The SBCCOG is looking to the bidder to propose options.

63. RFP Section Reference: Gather requirements for website components (sections of websites, microsities, features) from users with assistance and facilitation from SBCCOG; Question: Are you seeking a vendor to conduct user research services to determine the content? We typically conduct user research on the design and usability of the website, and take directive on content from client subject matter expert and/or stakeholders (SBCCOG Project Team).

No, the SBCCOG is not looking for research services. The content will come from the existing web sites and the SBCCOG staff. The SBCCOG is looking to the selected firm to gather requirements for website components and to make recommendations on the best tools, design, and functions for the content.

64. What web technology is used to display content on the Measure R Program?

Current website which contains preliminary information on Measure R is on the SBCCOG Drupal site; however the bulk of the Measure R site has yet to be created - we are working on it. The SBCCOG may not keep this in-process site. The Measure R site needs to communicate with Metro's project management system (PMIS).

65. RFP Section Reference: Migrate or replicate South Bay Hwy Measure R program web site. PMC Question: Will this be a replication of this website? <http://www.metro.net/projects/measurer/>

No, the Measure R program web site has not been completed yet (please see answer to question #64).

66. Migrate or replicate South Bay Hwy Measure R program web site. Are there other sites included in this project? How many?

There is only one website for the Measure R program; however the SBCCOG is looking to bidders to propose how the SBCCOG and SBESC websites should be linked or combined (see page 2 of RFP).

67. Monthly and Quarterly Reports may be requested by inputting - Project ID or "Summary", Month, or Year. Do these reports need to be housed somewhere other than a local document repository? What kind of functionality is needed here?

Please note that you are referencing the Measure R program site that will have this functionality. The reports are housed in Metro's PMIS computer system and are produced from that data base as reports or PDF.

68. RFP Section Reference: GIS & Data Applications – Portal-type presentation. Question: What type of data is presented, are there examples of this on the current website?

Excel format for the data and maps for the GIS information. This information currently does not on our websites.

69. RFP Section Reference: Document Library – necessary elements of security. Question: What type of security are you seeking?

The SBCCOG would like to have N levels of security, example using "Jurisdiction members" as a middle-level:

- Site Administrators – R/W access to all content (admin functions & pages, Jurisdiction pages and public pages)
- Jurisdiction members – read-only access to public pages, R/W access to Jurisdiction pages – able to perform updates which would be reviewed by Site Admins before going live.
- Public – read-only access only to Public pages.

By implementing role-based security, we will have the ability to extend and expand our ability to collaborate.

70. RFP Section Reference: Access to parts of the information are password protected allowing cities to input data in a member only area, while other areas are available for public view. Question: Are you looking for intranet functionality from these pages, or simply password protection?

If intranet functionality is defined as role-based security, then Yes. The SBCCOG is looking for something more robust than page-password protection. By assigning each extra-access-user a password, we can also revoke privileges if the user's password is compromised. (Please see #69 for more information.)

- 71. Provide security for different member groups to access different areas of the web site (a windows live ID tool would be acceptable) Access to parts of the information are password protected allowing cities to input data in a member only area, while other areas are available for public view. Are multiple intranets requested? What groups need access? Do they just need access to certain pages/modules?**

Please see answer to question #69.

- 72. RFP Section Reference: The major programs of the SBCCOG should be presented in their own page or microsite. Question: How many "microsites" are currently desired? Would SBCCOG prefer the ability to create new "microsites" based on templates created, or budget for microsite creation on a case by case basis?**

The SBCCOG is looking to bidders to propose their recommendations and is open to the possibility to have the option to create new "microsites" based on templates if the technology is user friendly.

- 73. RFP Section Reference: A clickable street and freeway map of the South Bay area as the entry screen showing project limits and project IDs. Question: Are you looking to replicate the type of functionality seen here: http://www.metro.net/interactives/measurer_projectmap/**

Yes, this would be good. Google Maps would be an acceptable implementation which we could collaborate on. Our project lists change once or twice a year, but details on the projects would be updated monthly. Perhaps the detail could be stored in the website data and the map could link to that? We would need our consultant to "connect the dots".

- 74. RFP Section Reference: Additionally, the overall planning and architecture will be completed for future expansion including additional microsities, mobile content and distribution, and enhanced data/information access and visualization tools. Question: Are there particular data/information sets SBCCOG is looking to enhance with visualization tools?**

Yes, the SBCCOG would like to enhance maps and static images. Different types of image carousels would be nice. Our quantitative data does not lend itself to graphs or charts. We like these examples from an allied organization: <http://www.scag.ca.gov/> and <http://rtpscs.scag.ca.gov/Pages/default.aspx>

- 75. Interface with ArcGIS version 9.3 GIS functions and interactive maps developed by our GIS team. Will a dynamic page work for this?**

Possibly; please bear in mind that we must be ADA compliant; thus all images must have alt-text.

- 76. Provide branding advise and graphic expertise for the website launched applications including deliverables of before-and-after screenshots/mockups. Is logo development and tag line creation requested or does existing branding need incorporated into the website design?**

Existing branding could be incorporated into the website design, depending on whether or not the new design works with it. The SBCCOG is open to exploring other visual representations of a logo.

77. A clickable street and freeway map of the South Bay area as the entry screen showing project limits and project IDs. Is this map a static map? Will staff be updating content? Does content need to be dynamically updated from another source?

Please see answer to question #73. SBCCOG is creating the clickable map. We need consultant to integrate and to assist in linking map-points to URLs that would bring up dynamic content.

78. Do the new platforms have to be done in Drupal? Or are you open to a new system?

The SBCCOG is open to looking at different options and is looking to bidders to propose "best fit" for the new system knowing that there are limited technical resources on staff in-house.

79. When you mention that you want to drive traffic to the website, do you want Search Engine Optimization (SEO)?

Yes.

80. When you mention that you want to create the ability for member cities to provide input, does that mean they can self-edit the site with their own username and password?

It is the intent of the SBCCOG to have a web site that would provide the function for member cities to access and provide data on projects for only specified areas of the site - not access for editing on all of the site just the portions that we designate as "collaborative". Site admin would have approval authorization before publishing.