

Amendment #6

August 10, 2017

RFP – Web Design Services for BRITE Bus Transit Services

1. Page 3, paragraph 2.2 General Scope; states that the vendor will provide comprehensive training for all staff involved in updating information and management of the entire website. Page 5 specifies a number of 3. **Is that a minimum number?** or is 3 in addition to another number of personnel. Can we expect to do on-going training and if so what is the expected duration. Is the training expected to be conducted on site or is there a required on-line training option?

Three is the required number of people to train. Section 2.7 contains the training requirements.

2. Will there be any travel or training requirement away for the office site (CSPDC)? and its expected frequency

All training is to occur at the CSPDC office.

3. Can you share the \$ dollar value of the RFP? and the type of contract Firm Fix Priced, variable etc.

This information is excluded from mandatory disclosure pursuant to the Virginia Freedom of Information Act, Virginia Code Section 2.2-3705.1(12), because it is information relating to the negotiation and award of a specific contract where competition or bargaining is involved and where the release of such information would adversely affect the bargaining position or negotiating strategy of the public body. It is the CSPDC's opinion that release of any budget allocation or cost estimate for budget purposes does not further full and open competition as required by FTA regulations. Therefore, the CSPDC declines to provide a budget allocation or not-to-exceed estimate.

4. According to the RFP the public launch date is 1 July 2018. For design and planning purposes when do you anticipate awarding the contract?

The projected date for contract award is October 30, 2017.

5. Is this a set-aside contract if so which side category is it?

This is not a set-aside contract.

6. As a prime can we outsource a portion or percentage of the contract, if so can we required to note the subcontractors name in the RFP?

Any use of subcontractors must be detailed in the proposal.

7. Does CSPDC prefer the use of custom photography for the website (recommended) or high quality stock images and footage?

See Section 2.6.

8. Can more detail be provided about the current interactive map available? How many endpoints or destinations are necessary for the trip planner to be complete?

The current interactive map is available on the britebus.org website.

9. Do we need to prove that we are a small business and woman owned? If yes, what paperwork would you like us to send to you?

Section 1.8, as well as the federal clauses section include language related to small and/or minority owned businesses. Certification may be included in the proposal.

10. Currently Britebus.org seems to be a section within the cspdc.org website. Is this new website an effort to branch this off into another separate website with a different look?

The new website is intended to be a separate website.

11. Since the current Britebus.org website seems to reside within the cspdc.org website, we are not sure what sections will remain part of cspdc.org and what will become part of Britebus.org. Can we get an approximate number of pages to give us a closer idea to the scope of work for the website?

The number of pages of the new website will be determined during this project.

12. Will the alert section only be in the website or will alerts be sent out as messages or emails?

Alerts are currently posted on Facebook and Twitter.

13. On attachment 1 | Cost Proposal Form: Can we add a section under CMS Design and Development aside from Wireframe and Design of the pages? We would like to add Frontend Development and Backend Development to make our pricing clearer and more accurate.

The format of the Cost Proposal Form allows for fair cost comparison during the proposal evaluation. Clarifying notes may be added to the form.

14. On attachment 1 | Cost Proposal Form: Under the "Additional / Specialty Features" can we simply indicate this is included in development costs. All of these requirements listed are common elements in the development of any modern website and is usually quoted along with development costs.

Yes.

15. For the Trip Planner: Will the hours and bus times change live depending on traffic conditions or will this data be fixed and changed manually when needed?

This data will be fixed and changed only when schedules/routes/stops change, which is infrequently.

16. For the Trip Planner: Is the Brite Bus service considered a “transportation service that is open to the public, and operates with fixed schedules and routes”? If so this would qualify to use Google Maps through <https://maps.google.com/landing/transit/>.

BRITE Bus is a public transit service.

17. For the Trip Planner: Can we present 2 options for development of this project?

Yes.

18. Re Section 2.4: "Eye-catching alert section to alert users to potential service changes and other important news

Will the Alert be on a single page only, ex. homepage; on multiple pages; or a site-wide banner?

The alert section is intended to be on the homepage only.

19. Will the Alert content be controlled by an RSS feed from a 3rd party system or managed manually by a BRITE content manager?

The Alert content was proposed to be managed manually. However, proposals may include alternate recommendations for this feature.

20. Re Section 2.4: "Ability to update across website and social media platforms."

Do you mean that if there is a new post on the BRITE Facebook or Twitter account, an embedded feed on the website is automatically updated?

The post on the website could automatically update Facebook or Twitter.

21. Are you looking for a custom feed for Facebook and/or Twitter, ex. <http://www.depauw.edu/> (click on the yellow quote icon in the site header)? Would the feeds be on a single page or site-wide?

Yes, and single page.

22. How important is it for the BRITE website to have a social media activity feed, vs links/icons to the external social media pages?

The alerts are the most important social media activity feed.

23. Re Section 2.4: "Offer consultation, direction, and training to staff for integration of social media feeds..."

Are you looking for assistance on how to manage embed code, or consultation on best practices for social media content?

Looking for guidance on integrating social media feeds and the website.

24. Re Section 2.4: "Development of a user-friendly trip planner..."

Do website visitors need to have the ability to create user logins in order to save trips, review past trips, etc?

No. User logins and ability to save trips is not a requirement.

25. Re Section 1.6: Does BRITE have a not-to-exceed budget for this project (not including the custom trip planner)?

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26. Where do you plan to host this website?

The website will be hosted by LCC Computers.

27. For the Custom Trip Planner:

Where is the data coming from for the route identification?

The GPS data on routes and stops and the timetables are maintained in house.

Are you anticipating a 3rd party software solution, or something completely custom built using an API?

Looking for best solution which could be 3rd party or custom.

Do you have any more specific requirements on the Custom Trip Planner?

Seeking a user-friendly and accurate tool.

28. Is the content you want us to evaluate for this proposal the Transit page on cspdc.org, or are other parts of cspdc.org (Commissioners, Programs & Services, Member Localities etc.) needed on the new site?

No. Only britebus.org (transit page) is included in this proposal.

If yes: Regional Data Center: is this provided by a 3rd party? Is it hosted on the website itself?

Does not apply.

Does the Regional Data Center need to be built into the Brite Bus site OR will it continue to be hosted/provided by the CSPDC website?

Does not apply.

29. In your RFP, there is a section that speaks to the converting of PDF to HTML pages. Is this a common practice that you are currently doing? Or is this a new requirement for the new site.

This is a new requirement.

30. For the website design, is any new branding needed or will the selected agency be utilizing existing BRITE (or CSPDC) brand standards and guidelines to build the creative look for the new site?

The existing BRITE standards and guidelines will be utilized. No new branding is required.

31. What software package or website will BRITE use to test 508 compliance? Will the selected agency have access to this software as well?

The successful vendor will include 508 compliance testing in their proposal that meets the Federal requirements.

32. Beyond the home page, all of the other menu links of the current site point over to the cspdc.org web site. Will the new site copy and merge that content in, or will some/most/all continue to live on cspdc.org and link there?

The new site will be linked from the cspdc.org website or can be accessed directly.

33. If any BRITE content will continue to live on cspdc.org, will those pages need to be styled like the new BRITE site or remain in cspdc.org styling?

It is not intended that BRITE content will remain live on the cspdc.org website. There may be a stagnant page to access the link. The cspdc.org website is not part of this project.

34. Can you confirm that the On-Demand feature mentioned in section 2.1 is strictly available via telephone and not via the BRITE web site?

On-demand reservations are not available via the BRITE Bus website.

35. Are there examples of other websites showcasing similar functionality and scope that you are desiring for the Custom Trip Planner?

Proposers are asked to offer/recommend a user-friendly solution.

36. Would you expect to use ArcGIS for the mapping of the Custom Trip Planner, or other technologies, such as Google Maps?

Proposers are asked to offer/recommend a user-friendly and reliable solution.

37. Are there currently any paid digital marketing efforts for the site such as SEO, PPC and if so, who manages this?

Not currently.

38. Is SEO, PPC management or other digital marketing support needed as part of the ongoing site maintenance?

No.