

## MetroCOG Website Redesign Response to Inquiries 8-20-2019

### SCHEDULE & TIMING

1. What is the project start date? please provide us period of performance?
2. For the project's timeline, is there a target launch date?
3. What are the timelines for this solicitation? By when does the agency want the new website to be live?
4. What are the delivery timelines?
5. Is there a deadline for the launch of the new site?
6. Is there any timeline for developing and launching the new website?
7. What are the delivery timelines?
8. Any anticipation of launch date for new site would like to go-live? Or any off-dates (weeks) to launch.

**Answers to #1-8:** *MetroCOG's top priority is a well-designed site that the public can easily navigate. We envision a comprehensive development process between 6 and 9 months. However, if the vendor estimates a shorter or longer timeline that will achieve this priority, please do not hesitate to propose a different schedule. There is no specific targeted launch date. We do not want to launch during a holiday weekend.*

### BUDGET

#### **Website Development**

9. What is the budget for this project?
10. Do you have a rough budget in mind or specific budget constraints for this project?
11. Are you able to share any budget information?
12. Please provide your budget for the project?
13. What is the budget allocated for the current initiative?
14. What is the Max bid amount we want to propose for a RFP?
15. Do you have a budget in mind?
16. Do they have a budget in mind?
17. Any indication on budget allocated for this project.
18. Is there any budget limit for the project? What is the College's desired budget for the Project?

**Answers to #9-18:** *There is no budget or constraints for this project. We will be choosing the vendor who is the most fair and reasonable, and fulfills the requirements laid out in the RFP.*

#### **Previous Budget**

19. What was the cost for the design and development of the existing website?
20. Historical Budget spent on this RFP?

**Answers to #19-20:** *The cost for the design of the existing website was about \$22,000.00.*

#### **Other Services**

21. Who will bear the SSL Cost? Do you already have an SSL certificate?

22. Who will bear the cost of Third Party license services like Cloudflare?

**Answers to #21-22:** *MetroCOG will bear the SSL cost. There is an existing SSL certificate. Any required third party elements should be included in the cost proposal.*

23. Who will provide the hosting services? Is hosting cost included in the RFP bidding award money?

**Answer to #23:** *The vendor will propose various hosting solutions. Annual costs should be included in the proposal.*

24. What is your current annual budget for hosting & maintenance? Could this annual budget be extended for more than one year?

**Answer to #24:** *The current annual budget is \$350 per year, just for hosting. We do not have a maintenance service currently. We look forward to estimates for hosting and maintenance. Please provide estimates for 1, 2, 3 and 5 years.*

#### **QUESTIONS ABOUT OUR PREFERENCES FOR A VENDOR**

25. Is that mandatory to provide experiences with municipal/government clients? Or we can provide three private or public client references?

**Answer to #25:** *References are not limited to municipal/government clients.*

26. For this project do you more highly value a company that has fresh ideas from the outside or someone who has a proven track record in this niche?

**Answer to #26:** *MetroCOG values a company that will partner with our organization to develop a well-designed site that the public can easily navigate. We welcome companies with fresh ideas and/or past work on public sector websites.*

27. If contracted to a vendor, is that vendor eligible to compete for this solicitation?

**Answer to #27:** *An existing contract with a vendor does not preclude eligibility.*

28. How many On-site personnel are required for the project?

**Answer to #28:** *We do not anticipate daily, on-site personnel. We will require periodic on-site meetings with your company's project team at our offices in Bridgeport, CT to review deliverables at key project milestones. To ensure coordination and communication, we anticipate bi-weekly conference calls. As we get close to the launch date, we expect more frequent communication.*

29. Regarding workman's compensation insurance; I am a sole proprietor and have no employees. I will likely be working with a team of subcontractors, each of whom has their own business and will be working remotely. In lieu of this, could I waive the workman's compensation insurance requirement?

**Answer to #29:** *Please specify this in your proposal.*

**Location of Company**

30. Will agencies outside of Connecticut be considered? Will scoring be based on location or preference given to local candidates?
31. Are you comfortable working with a remote small business, Veteran-owned agency?
32. Can this project be performed from outside of the USA?
33. Any restriction on resource usage location wise for this project i.e can we have some of development done from our offshore facility? And probably supporting the website post go-live.

**Answers to #30-33:** *We do not give preference to companies based on location and are looking to hire the vendor who is the best fit for the project. However, we will require periodic on-site meetings with your company's project team at our offices in Bridgeport, CT to review deliverables at key project milestones. With the exception of pre-approved mileage, there is no budget for travel. Vendors should consider if off-shore staff will need to attend on-site meetings and the limited travel budget.*

#### QUESTIONS ABOUT THE EXISTING WEBSITE

34. Who designed the existing website? Was it by your internal staff or was any vendor contracted?

**Answer to #34:** *Susan Rubinsky Marketing Consulting, <https://www.rubinsky.com/> designed the initial site. Staff update the site and adds new pages as needed.*

35. What items have been most troublesome to update/change with the current site?

**Answer to #35:** *The calendar, news/announcements, uploading documents and styles.*

36. To assist in scoping the content migration and strategy, can you provide a rough estimate of the number of pages on the site? Do you know approximately how many documents and images are on the site? Will MetroCOG staff be available to assist with content removal/update decisions? Does MetroCOG request that the vendor quote content migration services for all pages?

**Answer to #36:** *See the response to questions 80-85. We do not know the number of documents and images on the site.*

37. How big is the current site?

**Answer to #37:** *Long term document storage and organization will be accomplished through Laserfiche. Planning documents are fairly large and will not be hosted in the proposed environment.*

38. The RFP mentions that the new design should reflect the MetroCOG's branding. Are there specific elements on the current site that specifically conflict with the branding?

**Answer to #38:** *There are no elements that conflict with our branding that we are aware of. Some of the graphics are out of date.*

39. what's behind the login on the current site and if those screens and that functionality are to be included in the redesign estimates. If they are, is there a way we can see those pages in order to best estimate what is required to update them?

**Answer to #39:** *The screens and functionality of the current site will not included in the redesign. We hope to have a site designed that is significantly easier for the public to navigate and staff to update.*

40. Where can we see the existing running application? Please provide any credentials if possible.

**Answer to #40:** Please see [ctmetro.org](http://ctmetro.org). Credentials will be provided to the vendor upon selection and full execution of a contract.

### **CMS**

make certain types of updates to the website – such as the calendar, news and uploading pdfs. Further, the formatting has become inconsistent due to malfunctions in this version of CMS.

41. What CMS is the current website built upon?

42. Do you currently use a CMS? If so which CMS do you employ and what have been the limitations / frustrations with it so far?

43. Is the current website built using a CMS? If so, what CMS has been used?

44. What issues are you encountering with the current CMS?

**Answers to #41-44:** CMS Made Simple 1.10.2 "Casa Pilote." The CMS is out of date and we are unable to

### **Traffic**

45. What is your traffic like on a monthly basis for each site?

46. What is your traffic like on a monthly basis by device? (mobile, tablet, desktop)

47. Do you currently have Google analytics or other tracking enabled on the site? Will that data be available as part of the discovery process?

48. How many visits current website gets per year? Can you provide available data points?

**Answers to #45-48:** This information is not readily available. We will post the information at a later date. Please keep an eye on MetroCOG's vendor page.

### **QUESTIONS ABOUT METROCOG STAFF/USERS & TRAINING**

49. What are the most frequent tasks that need to be completed on the site by groups of users?

50. What is the workflow that is used for website updates internally?

**Answers to #49-50:** The calendar, news/announcements, uploading documents and adding pages.

### **Number of Users**

51. How large a team updates the website frequently?

52. What is the size of your team that will need access to the admin side of the sites?

53. How many individuals at your institution will need to use/log into the CMS?

### **User Roles**

54. Which content needs to be managed by permissioned roles? How many different roles will need to exist?

55. We create User security based on the roles. Any Role specific grouping information would be helpful.

**Answers to #51-55:** We currently have one user dedicated to updating calendar, news/announcements, uploading documents and adding pages. A minimum of two logins will be required. We do not anticipate

levels of users and various permissions, with the exception of the party responsible for maintenance and CMS updates.

### **Training**

56. We typically provide a library of video trainings to our clients. Would an in-person training also be helpful? Do you require training in any format to meet your needs?

**Answer to #56:** *The training library will be very helpful. We also prefer an in-person training for a maximum of two 1/2 days. A contact should be made available for as needed assistance for the website administrator for the first three months of the launch date. Please provide an estimate for ad-hoc support after the launch has been completed.*

57. We provide training to add content to the site and maintain web pages. How many content authors are present currently?

**Answer to #57:** *Currently one, but we may want additional staff trained on a few specific tasks. The maximum number of trainees is 8.*

### **FUTURE FUNCTIONALITY & OPERATIONS**

58. We should use optional new website functionalities in project plan or not?

**Answer to #58:** *Yes.*

59. For testing and development, is there a formal list of devices and browsers MetroCOG deems “modern?” For browsers, what versions?

**Answer to #59:** *Computers, tablets and smartphones. We expect the website to be compatible with all commonly used browsers.*

60. What are your Mobile requirements?

**Answer to #60:** *The website should perform seamlessly on tablet and smartphone browsers.*

61. We will provide maintenance and website updates but how many years you are required?

**Answer to #61:** *Please provide estimates for 1, 2, 3 and 5 years.*

### **CMS**

62. Does MetroCOG have any have any CMS preferences?

**Answer to #62:** *The CMS should be easy for the host to upgrade as newer versions are released. For the website administrator, the CMS should be intuitive.*

63. Does the Agency have a preference towards any CMS like Drupal or WordPress?

**Answer to #63:** *No.*

64. Do you provide API's to make the integrations into the new CMS?

**Answer to #64:** *No.*

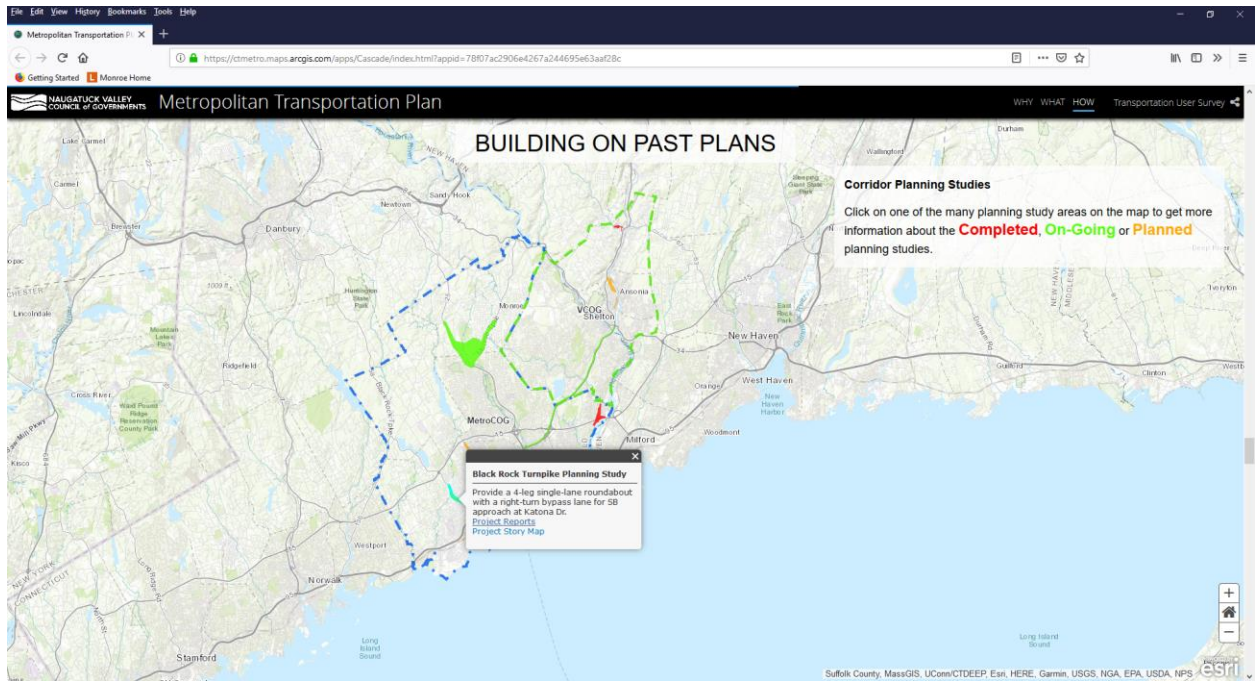
## Integration

65. Is the current implementation ESRI Web-Based Mapping and Laserfiche (doc management) meeting your needs? If they were essentially implemented the same way they are now does that meet MetroCOG's use cases?

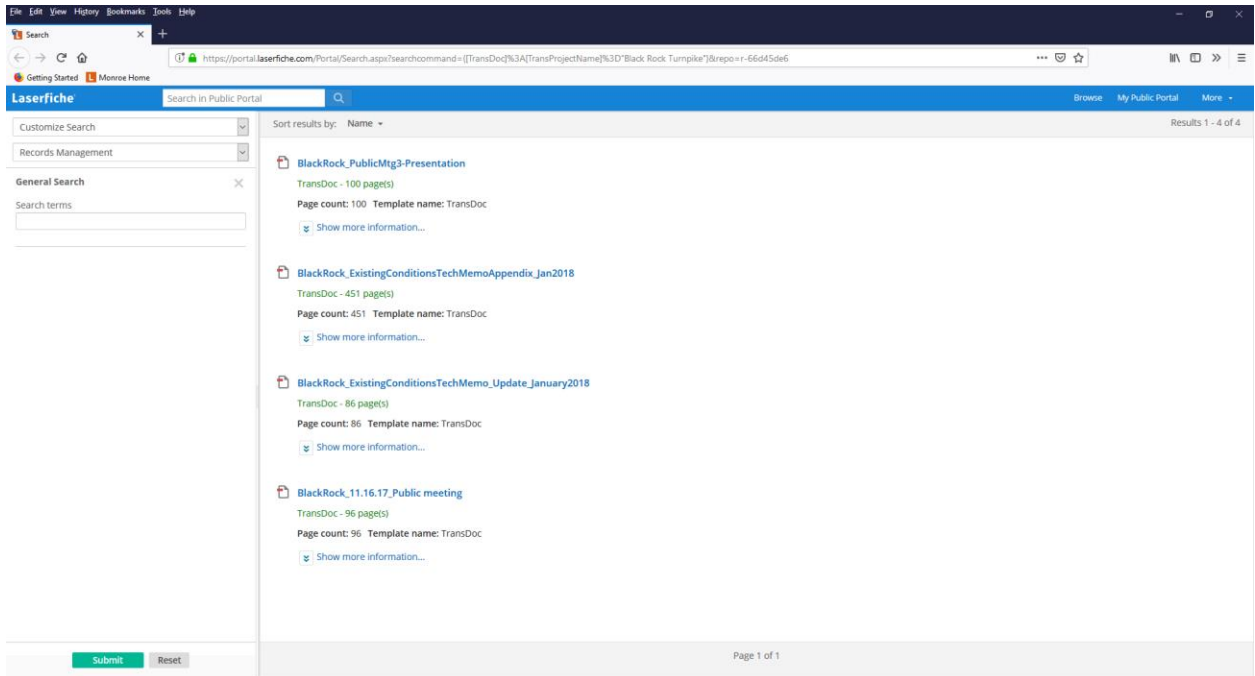
**Answer to #65:** Yes and Yes.

66. Can you provide a link to a page where the Integration with document management system (Laserfiche) can be explored? The addition of Laserfiche is unusual and we want to ensure we're clear about the needed functionality.

**Answer to #66:** <https://arcg.is/1XufyD> ArcGIS Online StoryMap. Scroll down to the BUILDING ON PAST PLANS section. Several of the colored areas have a popup with a link to documents stored in Laserfiche.

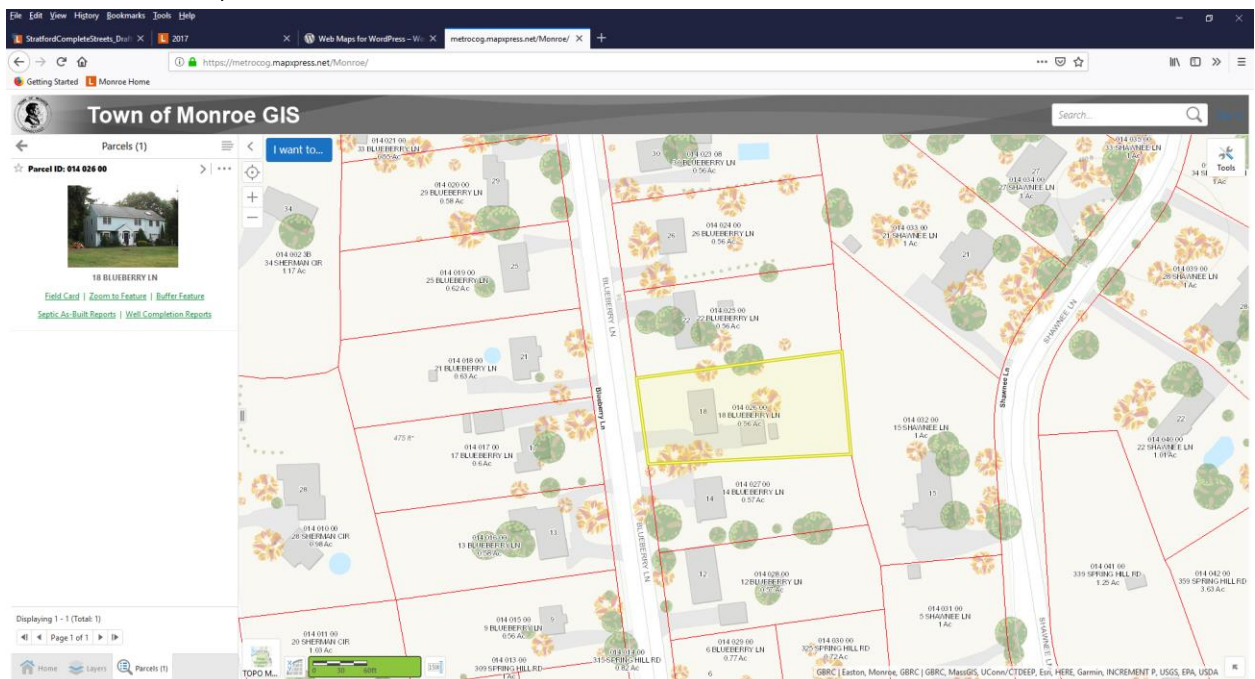


Clicking on the Project Document in the map popup will bring up Laserfiche. If there are multiple documents the results will be listed in the Laserfiche Public Portal.

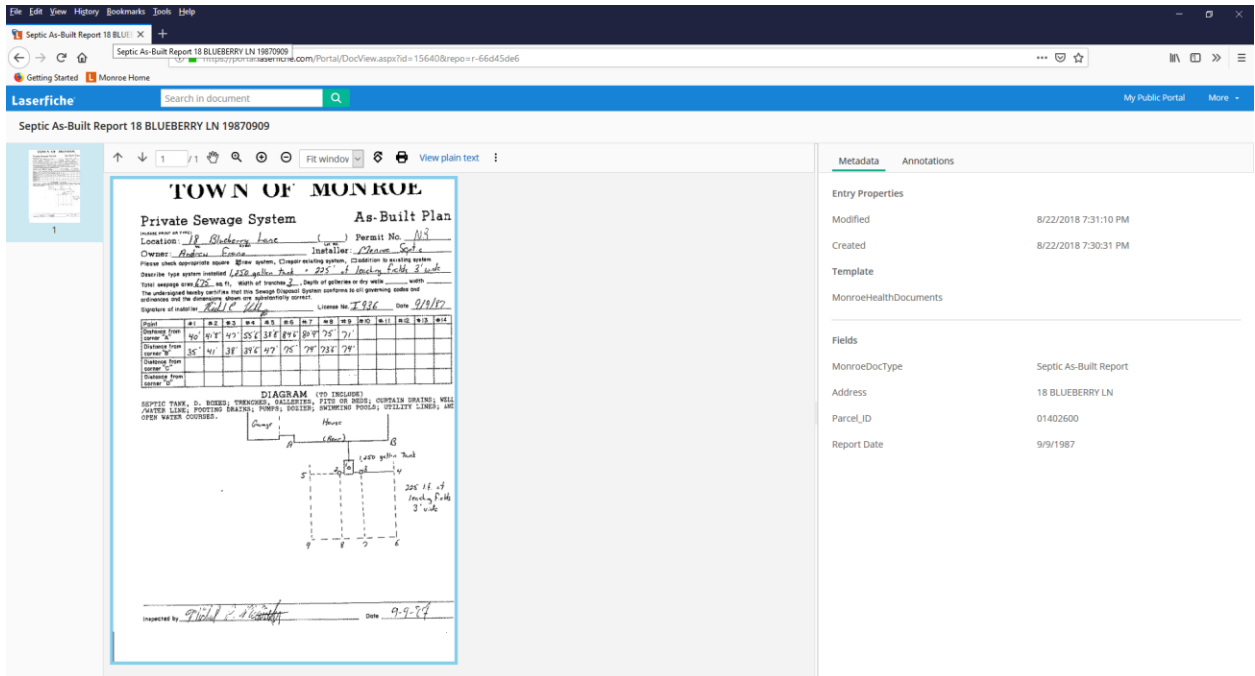


Another example is one of our municipal GIS Viewers for the Town of Monroe.

<https://metrocg.mapxpress.net/Monroe/>. On the opening page, select Search Owner by Address, then search on 18 Blueberry Ln



Then click on Septic As-Built Reports. This will retrieve the available Septic As-Built Report for this property. For those searches with a single result, the document will load in the Laserfiche Public Portal.



67. What level of integration needs to occur with Laserfiche? Do there need to be links to log into Laserfiche, or does there need to be direct integration with the site that allows for viewing, editing, uploading, and removing documents?

**Answer to #67:** We are utilizing the Laserfiche Public Portal for access to publicly available documents which would be read-only for viewing. We envision direct links to Laserfiche documents or embedded search tools that can be configured to leverage the Laserfiche Public Portal API to retrieve documents.

68. In the New Website Functionality Requirements, the integration with a document management system (Laserfiche), how will the website use the system?

**Answer to #68:** See Answer #67.

a. Will this be a document retrieval function?

**Answer to #68a:** See Answer #67

b. Who will have access to the documents on the system?

**Answer to #68a:** See Answer #67

c. Will this be read-only or will users need to be able to modify documents from the website?

**Answer to #68a:** See Answer #67

69. For the ESRI integration, which of their products do you use?



**Answer to #69:** We use ArcGIS Server/Portal for data storage, management and publishing map services. We use ArcGIS Portal, ArcGIS Online and VertiGIS Geocortex for application development and app hosting. Examples of the applications are listed in the Answer for #66.

70. What level of integration needs to occur with ESRI Web-Based Mapping? Is it just a link to the apps (as it is on the current site)?

**Answer to #70:** Linking would be acceptable. Embedding utilizing plugins would also be acceptable. Wordpress plugins do exist for ArcGIS Online applications. We have not explored the functionality and usability of these, Drupal modules may also be viable but we are not aware of any that may apply to the proposed site. <https://wordpress.org/plugins/embed-webmap/>, <https://wordpress.org/plugins/web-maps-for-wp/>

71. Is the site is connected to 3<sup>rd</sup> party systems? If so, can you please name them with functional purposes of each integration required.

**Answer to #71:** No

72. Can you please list and briefly describe any third-party integrations which may be included in this project?

**Answer to #72:** None at this time but we welcome any suggestions.

73. Do you require more integrations to be added in later?

**Answer to #73:** None at this time but we welcome any suggestions

74. Do you maintain server with you for documents/ videos or looking for 3<sup>rd</sup> party services for saving and retrieving those?

**Answer to #74:** Currently large documents/video are uploaded to AWS S3. We will use Laserfiche for all/most documents and will continue to use AWS S3 for any videos or other large format content.

## HOSTING/DOMAIN

75. Who currently hosts your website?

76. Where is the current website hosted? Does the Agency want the vendor to provide hosting also

77. Who will provide the hosting services? Is hosting cost included in the RFP bidding award money?

78. We host applications in Bluehost or AWS. Do you have any preferences?

79. Do they want a new domain or deploy the application on an existing domain?

80. Do you want a new domain or deploy the application on an existing domain?

**Answers to #75-80:** Mediatemple hosts the website. MetroCOG wants the vendor to provide hosting or provide a suitable third party to host the site. We will continue to use the existing domain, [ctmetro.org](http://ctmetro.org). We do not have hosting preferences.

## CONTENT

81. How many webpages needs to be redesigned?
82. Is the plan to migrate all of the content over to the new designs within this budget? Or do you plan to write new content?
83. If migrating of content is required, do you plan on continuing with your current sitemap for the site?
84. Is the content going to be 1:1 from the existing website or will it be rewritten? For areas where new content may be required will be that be written internally or will you need support?
85. Is there any content migration effort? If yes, how many pages?

**Answers to #81-85:** *The entire site needs to be overhauled and totally redesigned.*

*The current sitemap is confusing; we will work with the vendor to develop a sitemap that is easy for the public to navigate.*

*Limited content will migrate to the new site.*

*MetroCOG staff anticipates writing most of the content internally but welcomes the vendor to offer editorial/organizational advice.*

### **Visual Preferences**

86. Do you have a list of inspiration sites/sites you like the style of?
87. Can the agency point us to any other websites that are good models or examples of what you hope to achieve with the new site?
88. Do you have any recommendation the new product would look like?

**Answers to #86-88:** *We do not have examples of what we'd like. We recommend that the new website is easy for the public to navigate and simple for staff to update.*

89. Please explain us about the style guide mentioned in the RFP. It says that "Schedule B: MetroCOG Style Guide" for more details but the page is blank.

**Answer to #89:** *The pdf was been updated to include the style guide, it is available at*

*<http://www.ctmetro.org/uploads/PDFs/About-Us/For-Vendors/RFP-Website-MetroCOG%20-%202019-07-26.pdf> we apologize for the inconvenience.*

### **Graphics**

90. Will imagery be provided or will you require assistance in procuring imagery for the website?
91. Who will provide the Graphics, Logo Images?
92. Are there new data visualizations that need to be created or will the site just embed already existing ones?

**Answers to #90-92:** *We will need to procure new imagery for the website, either through the selected vendor or a third party. Most of the data visualizations will need to be recreated. This will depend on the experience of the selected vendor in developing graphics. The logo will be provided by MetroCOG.*

### **Translation**

93. (page 9 – Compliance with title VI) Will you provide the content in other languages for the website?

94. Is there any multi-lingual translation required for website?

**Answers to #93-94:** *MetroCOG will provide translated materials for specific pages. We encourage vendors to suggest automated solutions as well.*

#### MISCELLANEOUS

95. Who is your email newsletter service provider? Is there an interest in changing this provider?

**Answer to #95:** *If you company provides this service, please provide an estimate.*

96. Are there any other third-party or technical needs or requirements outside those listed in the RFP? Such examples may be CRM tie ins or existing infrastructure, server needs.

**Answer to #96:** *Not at this time but we welcome any suggestions.*

97. Have any measurable goals been set that will allow you to determine if this project is a success? What are they?

**Answer to #97:** *We have not established official goals. However, we look forward to the public being able to find information quickly, and fewer complaints from our government partners.*

98. Do you have a need for an e-commerce or a shopping cart for selling swag, products, services or any type of premium content? Memberships? Subscriptions?

**Answer to #98:** *Not at this time.*