

## **Responses to questions regarding the San Francisco Bay Trail Website RFQ received as of 6-10-15**

**Note: Additional questions will be taken through close of business on Monday, June 15<sup>th</sup> with responses provided by Noon on Tuesday, June 16<sup>th</sup>.**

- 1. Is this project the development of one website, three or something else? The RFQ mentions a request for the preparation of a website, but also references two other websites as part of the project, the Bay Trail website and the Water Trail website.**

It is for the development of one website, the San Francisco Bay Trail. The Water Trail website was recently created and since both trail projects are administered by ABAG, we'd like them to have a similar look and feel.

- 2. Is there a reason why only the 'Bay Trail' website is requested to be on the WordPress platform? What about the Water Trail website?**

The Water Trail website was done in Word Press and is complete.

- 3. Can ABAG further define the idea of the website being 'accessible'? Does that mean multilingual? Large font sizing?**

Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.

- 4. What exactly is the request for a 'mobile optimized' feature of the website? Does that feature request refer to a mobile app, responsive design, SEO, a redesigned mobile version of the website, or something else?**

Responsive design.

- 5. Is this position for a web design consultant or UX consultant to manage a team, that'll be producing the work? Or, will the chosen candidate be someone who'll be hands-on designing and developing the website with the WordPress platform?**

Hands-on designing and developing the website with the WordPress platform.

- 6. In regards to the specific request for building the site with WordPress... Is the RFQ referring to the WordPress.com option or the WordPress.org (self-hosted) option? If it's the self-hosted option, has the hosting configuration/provider been decided; or, are you wanting the consultant to advise ABAG on this?**

WordPress.org. Hosting provider not decided, advice desired.

- 7. Is this \$15k budget only for the set up labor? Or is it for setup labor, software, hosting, cyber-security, back-ups and connectivity?**

The \$15K budget is comprehensive.

- 8. Is there a plan/budget for long-term technical maintenance for security, software updates, hosting, back-ups and connectivity? If so, can I get an idea what it is? Or is this the type of advice you'd like to see from the WordPress consultant? And also, is there a long-term plan/budget for content maintenance? Do you want the consultant to train others on specific aspects of WordPress tasks at the conclusion of the project?**

ABAG will provide support for technical maintenance, security, software updates, hosting, back-ups, connectivity and content maintenance. No specific budget has been identified. The consultant will be asked to train two ABAG staff members on Word Press tasks.

- 9. Are there other website functionalities and design technologies that are "must-haves" and "wants"? For example, will the website be integrated with a blog?**

No

- 10. An email marketing platform?**

No

- 11. Interactive calendar?**

No

- 12. CRM?**

No

- 13. Google Analytics?**

No

- 14. Google Adwords?**

No

- 15. What level of SEO is ABAG needing?**

Likely branded SEO, but will seek consultant's counsel.

**16. Will the site be an English-only website, a bilingual English/Spanish website, or some other combination?**

English only at this time.

**17. Is the integration of parallax design desired?**

No.

**18. Will there be videos and what's the vision for their incorporation?**

Yes.

**19. Will there be pdf downloads?**

Yes.

**20. Is payment to the selected vendor for this four month project at the end of the project or paid at the end of each month?**

Either.

**21. Our firm is interested in submitting a bid for the San Francisco Bay Trail website, but we wanted to make sure that the statement, "Consultant must be a bona-fide independent Consultant" includes companies, rather than just individuals.**

Yes.

**22. Can companies from outside USA apply for this (From India or Canada)?**

No prohibition on outside submittals.

**23. Would we need to be present for meetings?**

Desired but not required.

**24. Can we perform the tasks (related to RFP) outside USA?**

No prohibition on tasks being performed outside the USA.

**25. Can we submit our proposals via email?**

Yes.