

Responses to questions regarding the San Francisco Bay Area Water Trail Website RFQ received as of November 11, 2016

Note: Website RFQ Proposals are due by November 18, 2016 at 5:00PM PST.

- 1. Can companies from Outside USA apply for this (like, from India or Canada)?**
Yes. However, Water Trail staff expect there to be regular communication available during normal Pacific Standard Time work hours.
- 2. Whether we need to come over there for meetings?**
In person meetings are desired, but not required.
- 3. Can we perform the tasks (related to RFP) outside USA?**
Yes, refer to response to question 1.
- 4. Can we submit the proposals via email?**
Proposals must be both electronic and hardcopy, as specified in the RFQ.
- 5. The submission requirements include a project budget. What distinguishes this from an RFP? Should the SOQ section of the response actually be a proposed approach to this specific project?**
Water Trail staff is seeking applicants to demonstrate an ability to complete all required services within the project budget identified in Section IV. The budget can be general, based upon the services required in Section II of the SOQ. Applicants do not need to provide a detailed approach.
- 6. The requirements section of the RFQ seems to suggest the request is for a single individual or sole proprietor. Firms are eligible for this opportunity, correct?**
Yes, firms are eligible for this contract.
- 7. Regarding state accessibility standards, much can be achieved for most of the site by using standards-compliant code. But there are no standards for alternative (non-visual) presentations of interactive maps. Must the map and routing functions be paired with text-only alternative content?**
No, the map does not need to be paired with text-only alternative content.
- 8. Is there any requirement for events/calendar functions, such as within the Volunteer tab?**
No.
- 9. The mapping component will be most efficiently built through the use of free or very low-cost external services (APIs for weather, map rendering, routing). Are there any contractual or other nontechnical limitations on such dependencies?**
No. It is anticipated and encouraged for the map to utilize these external services.

10. Are any map layers expected to be updated over time by Water Trail staff? At what frequency? (For example, seasonal hunting information or changes in habitat project locations.)

Yes. Water Trail staff will make quarterly updates to the map, at a minimum.

11. The requirements fall into basically two categories: First, generalized website pages and content best handled by a standard Content Management System. Second, specialized interactive mapping technologies best handled with custom development. Which is more important to the project? Why?

Both are important to the project. The interactive map will be a major component of the website for users; however, the majority of pages are anticipated to be handled by a standard CMS.

12. What is the preferred method of final delivery of code and assets, and what is the plan for ongoing hosting and maintenance? Should such costs be included in the proposal?

ABAG will provide support for technical maintenance, security, software updates, hosting, back-ups, connectivity and content maintenance. The consultant will be asked to train two ABAG staff members on website update procedures, but the applicant will not provide ongoing hosting or maintenance of the website.

13. How is sfbaywatertrail.org currently hosted?

The current website is hosted by the State Coastal Conservancy. The new website will be hosted by ABAG, which currently hosts the Bay Trail website.

14. Do you have an example of a map similar to what you are looking for (interactive "trip planner")?

Water Trail staff generally desire to combine the look of the Willamette Water Trail website map with the functionality of the BASK trip planner. Links are provided below:

- https://www.bask.org/trip_planner/
- <http://willamettewatertrail.org/map/>

15. Will there be a separate budget for the app, should ABAG choose to do one? Should information for the app be provided by the SOQ due date, or will the app be discussed with the consultant once one has been chosen?

The app budget would be separate and would be determined after the consultant for the website has been chosen.

16. Have any additional addendums been released along with the original RFP?

This response to questions is the only addendum to the original RFP.

17. Would you require us to meet with your team in person for kick off or major milestone meetings, or training sessions?

Refer to response to Question 1.

18. Are there multilingual requirements for the new site? If so, who is responsible for translating content?

There are no multilingual requirements.

19. How many pages does the current website currently include? Would you like the consultant to help you with content strategy and migration?

The current website has approximately 90 pages. Yes, the consultant would be responsible for helping with content strategy and migration.

20. Are you able to share traffic history (and other KPIs including Pages per session and average session duration, Click-through rate (CTR), Unique Visitors, Bounce Rate) for the existing website?

Yes, this information will be shared with the selected consultant.

21. What's the existing CMS solution in use? Do you have a specific CMS preference (open source or secure) and/or certain features/requirements in mind?

Word Press is the existing CMS. It is the preferred CMS, but Water Trail staff is open to other solutions.

22. Do you anticipate any social media integrations on the website?

Yes. Facebook, Instagram, and, potentially, Twitter and YouTube.

23. Do you have an interactive map solution in place or are you looking for the vendor to help you with the same? I ask because some GIS solution subscription costs are quite steep.

Refer to response to Question 14. A Google Map base is anticipated, but Water Trail staff is open to other solutions.

24. We had a question about the "Join a Club" page under "Get Involved" and wanted to know is the intention for the feature to allow the user to have a user account and profile or is it intended to be a guest set up where the user signs up to join a club and your team is notified via email of the user signing up?

The "Get Involved" link will just provide contact information for clubs or groups that people can join. There should also be a link to allow people to sign up for the Water Trail email list. There will not be a user account or profile for this site.