RFP/003/17/RA Questions

1. Can companies from outside of the USA apply for this? *No*

2. Does the vendor need to be physically present for meetings? *Yes, some on-site meetings are required as stipulated in the RFP.*

3. Can the tasks be performed outside of the USA? **The company must be based in the U.S.**

4. Can proposals or drafts be submitted via e-mail? *Yes, proposals may be submitted via email (See page 9 of 15 of the RFP document); website design concepts may be submitted via email or via a link to a demo site showing the various concepts. However, on-site follow-up meetings pertaining to the submittals may be requested.*

5. What are the overall objectives and goals of the website? *Please refer to RFP document sections starting on page 5 which discusses the requirements of the new website.*

6. What does success look like for the launch? *The agreed-upon timeline and milestones are met, the anticipated go-live date is met, website launches with no issues with everything functioning as it should. In a nutshell, all requirements of RFP have been met, website is fully functional, and staff is fully capable of updating site by themselves.*

7. Who is the target audience(s) for this project? *City residents, people who are researching places to live who may wish to move to the City, City businesses, companies who may wish to move their business into the City (Economic Development), etc.*

8. Will the selected agency receive detailed brand guidelines, or is there an opportunity to further refine and evolve brand standards? *Yes and Yes*

9. What are some of the limitations of the current website? *Current website is of an older, narrow page style, static, not mobile friendly. ADA compliance is not 100% on all pages.*

10. Do the required third party applications have iFrames or APIs? **iFrames are not available. APIs are available on Google Maps, Google Photos, Facebook and Nixle.**

11. Per the RFP, the City notes that the number of "active" pages on the site will be significantly less than the current 720 pages. Can you provide guidance on how open the City is to the selected agency streamlining these pages? **The City is very open to "trimming the fat" on the website while still maintaining the most accessed or requested information.**

12. The RFP notes that the selected vendor should have experience in SEO--is SEO included in the project scope? *Yes (refer to page 8 Search Engine Optimization)*

13. Can you provide the City's recent Google Analytics report? *Yes, it will be provided as an addendum.*

14. Can you provide more details on what the City is looking for in terms of archiving site pages? *The City is subject to public records laws as stipulated by Chapter 119 of Florida State Statutes. If a public records request is made for something that was posted 2 months ago, but is no longer on the website, we must be able to provide that information. There may be a request for an entire web page as it was several months ago and so we must be able to provide that information to the requestor.*

15. In regards to section D.) of the scoring criteria (page 4 of the RFP)--is the City grading previous experience of work on public sector client websites only (i.e. city governments, non-profits, etc.)? Or will work on private sector clients also be considered? *All work (both public and private sector) will be considered. However, prior experience with public sector clients is preferred.*

16. Is there a preferred date for the website launch? *No, we do not have a specific date in mind; however, as soon as reasonably possible is preferred. We do not wish to rush the process but would rather take the time to make sure that all requirements of the RFP have been met, that all aspects of the website are functioning as per the City's requirements, and other pieces such as archiving (if we choose to proceed with that piece) and the new CMS are in place and working as they should.*

17. Can you provide guidance on the budget for the project? *No, proposers must provide their best and most complete price for the project.*

18. What is to be supplied by provider in "warranty support"? Can you define "minor modifications"? **If any pages or functionality stops working after the go-live, those bugs are covered under warranty support. Minor modifications are defined as changes to existing pages such as layout changes or color scheme changes.**

19. Is content creation being supplied by Winter Springs? Are we integrating from the current site? Same question goes for images/photo's. **The majority of the content will be provided by Winter Springs. This includes images, photos and text. Existing integrations with other sites must be brought over from the current site. Some content such as buttons, layout and design elements will be provided by the vendor.**

20. SEO: typically, because of search engine's constantly changing their algorithms, is WS looking for an ongoing SEO maintenance or just initial coding of the website? **Just the initial coding of the website.**

21. Is the provider responsible for fixing WordPress software programming 'bugs'?
    a. If a WordPress update 'breaks' a website component, who is responsible for that fix?
    b. Would this be considered a WARRANTY issue, or part of an hourly (or maintenance) fix? **Vendor is responsible for fixing this. This will be considered as a warranty issue for the first year.**

22. The CMS that is desired by the City is said to be 'Wordpress'. We have good experience of building / designing Websites for various Federal Departments, whom we can showcase in our Proposal standing in support of our experience. But, we do not have any Past Performances of working on 'Wordpress' CMS in particular. Does the City consider our experience of other CMS, OR, is the Wordpress experience is only considered to be qualified? *Only Wordpress experience will be considered.*

23. Could the City let us know the tentative expected duration of this Contract? *We will not be entering into any Contract. The duration will be set at the start of the project during the planning phase.*

24. Can we know the Budget Set-Aside that is Approved for work under this Solicitation? *No, proposers must provide their best and most complete price for the project.*

25. Providing Warranty Support for 12-months Post-launch of the Website is one of the points under Vendor's Scope. Does this Post-Launch support requires a dedicated Full-Time resource to the City? Or, is it an As-Needed support? *It is As-Needed support.*

26. Could we know the location of Atlantic.net – where the Website is presently (and planned to be) hosted? *Atlantic.net has data centers in New York, London, Toronto, San Francisco, Dallas and Orlando. We will continue our business with Atlantic.net for the new website.*