QUESTIONS & RESPONSES #01

RFP or RFQ / TITLE	071118 | Website Design, Development, Maintenance & Support Services
CONTACT	Heather Shadko, PROCUREMENT
EMAIL	procurement@portoftacoma.com
PHONE NUMBER	253-428-8697
SUBMITTAL DUE DATE	May 15, 2019 @2:00 PM (PST)
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PROPOSER QUESTIONS	PORT RESPONSES	RFP/ RFQ Section
What is the current average volume of users hitting the websites per day?	www.portoftacoma.com = 2,100 average daily users | www.nwseaportalliance.com = 4,000 average daily users	
What is the current authentication provider for the two websites? Active Directory, O365 or email/password?	email/password	
Is there an external system that provides the Vessel & Port Schedules?	Yes	

Are there any existing 3rd party web application/API integration? If so, what are those?	Twitter, Facebook, GovDelivery, SFTP, utility to read, parse and display Vessel and Award Contracts for Port SFTP site	
Are there any procurements data that needs to be imported for continuity? Do you expect to refine the existing Procurement process as part of the migration?	Yes. All current procurements will be migrated. Many past procurements may also need to be migrated. Any older than 12 months will likely not.	
Is the expectation to migrate all the existing News, Cargo Stats blobs or just the most recent ones?	The selected firm would facilitate a decision process whereby we review what content is worthy of migrating.	
Do you expect to migrate all the archived content as well?	The selected firm would facilitate a decision process whereby we review what content is worthy of migrating.	
How many vendors will be awarded for this project?	One	
What is the estimated budget?	$100,000 per website per year.	
Is there an incumbent working in this project?	Yes -- Interpersonal Frequency	
With regard to non-proprietary CMS, is there a willingness to move to Wordpress?	Yes	
What third-party integrations/apps they are currently using?	Twitter, Facebook, GovDelivery, SFTP, utility to read, parse and display Vessel and Award Contracts for Port SFTP site	
ESRI maps– will this require the creation of custom maps or placing existing ESRI ArcGIS maps?	ESRI maps can be created in-house; website should allow integration with ESRI for interactive web experience	
Who currently provides updates to the website?	In-house staff in conjunction with Interpersonal Frequency	
Who currently provides website maintenance?	In-house staff in conjunction with Interpersonal Frequency	
Who is currently hosting the websites?	Interpersonal Frequency, Amazon AWS	

Is this a fixed resources project with flexibility on the timeline?	Yes	
Is the support expected for the website to be provided in real-time or can we have a Tiered support model i.e. critical issues responded to in 12 hours/ Analyzed in 24 hours and fixed in 72 hours or is it expected to be addressed in real-time	Proposals should outline recommended approaches to prioritize response times.	
Are the Hosting costs of the website exclusive to the proposal or they included?	Hosting should be included in $100,000/website annual budget	
List of problems that you expect to be solved with migration? Challenges you are currently facing with Drupal implementation?	See RFP document; open to further discussion during interview phase	
In the document, it was mentioned that cost should NOT exceed $100000, is that a hard limit? Is there any chance of variation, if yes, how much of percentage?	Current budget is set at $100,000 per website per year. Services and pricing above the budget can be recommended by the proposal and would be subject to Managing Member/Commissioner final approval.	
Why is Port looking to redesign its website and nwseaportalliance.com at this time?	As a Public Agency contracts must be put out for bid periodically.	
Is there any specific issue with your current website or CMS that you are unhappy with, and wish to correct?	No	
Are we correct in assuming that Port would like to keep the brand guidelines currently in use across both sites? Or is there a desire for a stark deviation from the current look-and-feel of either website?	Brands should remain intact. NWSA website look-and-feel is unlikely to vary significantly; Port of Tacoma website could benefit from more visual and functional updates (it is an older site).	
Does Port wish to heavily modify its information architecture (e.g., content types, page organization) for both sites, or would you prefer to mostly keep the current information architecture for each site in tact?	NWSA website architecture is unlikely to vary significantly; Port of Tacoma website could benefit more from updates (it is an older site) but will contain less functionality than NWSA site.	
Does Port have an idea of how many content types it would like to see for each of the websites upon redesign?	No	

In redesigning the websites, does Port have a preference for staying on Drupal 7 vs. Drupal 8?	Port's preference is to utilize the latest release.	
Where does Port currently host the two websites?	Interpersonal Frequency, Amazon AWS	
Can Port tell us about the current content approval workflow configuration (e.g., modules used, number of different user roles, total number of users)	There are currently about 5 user roles, 20 users. Most content goes through a single approval point. A couple of roles have the ability to approve content.	
How does Port anticipate the use of automatic alerts (page 4 of RFP) on select pages of the site? Is this functionality currently in use on either of the sites?	Functionality currently used on sites allows visitors to subscribe to receive automatic email alerts when content on the selected page changes.	
Can Port share a list of third-party web applications that it expects to integrate with each of the two websites?	Twitter, Facebook, GovDelivery, SFTP, utility to read, parse and display Vessel and Award Contracts for Port SFTP site	
What kinds of functionality do you expect to be provided through integrations with third-party systems through this scope of work?	BI Dashboards, potetentially others that are undefined at this time.	
How does Port anticipate that it will use Esri/GIS services on either or both of the new websites?	ESRI maps can be created in-house; website should allow integration with ESRI for interactive web experience (helping users find public access sites, location identification, etc).	
In which ways would the redesigned websites integrate with GIS and ESRI ArcGIS sources?	ESRI maps can be created in-house; website should allow integration with ESRI for interactive web experience (helping users find public access sites, location identification, etc).	
Can Port specify what it means by "audit trail and recall to comply with public records regulations"? Is there a specific type of functionality that you would like to see on either or both of the sites?	The current site uses a version history to track changes over time. Something similar will be required.	
How many content administrators does Port anticipate would need training under this engagement?	8 to 15	
Would Port consider limiting this opportunity to businesses with a physical presence in Washington state?	No - we do not have a requirement nor see the need for firm to have a physical presence in WA state.	

Is there an incumbent currently providing website design services to Port for either of these websites?	Yes - Interpersonal Frequency	
Can Port share the name of the vendor who designed and developed each of the websites under scope for this engagement? Will that vendor be considered for this engagement?	Interpersonal Frequency is the current web services provider for both websites. Should the vendor opt to respond to this RFP, they will be evaluated in the same manner as every other proposal submitted.	
Does your organization have any experience with the WordPress CMS? Would you consider a WordPress CMS solution for both the NWSA and Port websites?	Yes	
Are there specific webmaster services that your organization expects the selected vendor to provide?	Webmaster services would augment existing in-house capacity for on-call needs like creating new pages, new page functions, etc. on a case-by-case basis.	
Is there a specific level of ADA compliance that the websites are required to meet?	ADA compliance must align with WA State and federal regulations governing public sector accessibility.	
How much content on your existing sites would need to be migrated to the new websites? I.e. number of nodes, number of images, etc…	The selected firm would facilitate a decision process whereby we review what content is worthy of migrating.	
Is there a required or anticipated launch date for the new NWSA and Port websites? Are there any factors driving the desired launch dates?	There is no set launch date at this time.	
Page 2 of the RFP states: "The work for each contract shall not exceed $100,000 per year per website, including hosting and maintenance services." Is the expectation that each website would be completed in their entirety year one and year two would be for maintenance and support? Would a phased approach work where each site is launched with the highest priority requirements in year one and the remaining requirements developed and launched in year 2?	A phased approach to the redesigns over two years is preferred.	Pg 2

Question	Answer	
Could you provide any background information on the NWSA and Port stakeholders that would be involved in the redesign process? Will there be separate stakeholders for each site? Are there different review and approval processes for each website?	The teams/stakeholders and processes for redesigning each website would be largely similar but not identical.	
Does this RFP scope include maintenance of the current website before redesign & migration to new platform?	Yes	
What are the major pain points in the current website?	No major pain points; dozens of good reasons why a refresh is in order; always opportunities to improve.	
Can you share the high-level workflow of the current website?	There are currently about 5 user roles, 20 users. Most content goes through a single approval point. A couple of roles have the anbility to approve content.	
What are the functionalities for the users with various Roles if any?	Creator (specific to various functionalities), editor, publisher/approver (again specific to various functionalities)	
Please describe the different Roles in your Editorial team for content moderation/workflow?	Tiered access: Creator (specific/limited to various functionalities), editor, publisher/approver (again specific/limited to various functionalities)	
What is the current search mechanism used?	Drupal-based search function	
Please elaborate on Photo-forward design functionality?	The port has acquired a vast library of visual assets in recent years. Website design could benefit from these assets. We look forward to creative design ideas that would highlight these assets.	
is there any 3rd party used for Survey functionality?	Drupal-based surveys built as webform; open to recommended alternatives	
what are the 3rd party integrations in the current website?	Twitter, Facebook, GovDelivery, SFTP, utility to read, parse and display Vessel and Award Contracts for Port SFTP site	
What are the new 3rd party integration expected in the redesign/migration project?	Power BI Dashboards	
Is there any CRM integrated with the website or is there any scope for CRM integration in this redesign project?	Not currently; may move to CRM model, to be decided later this year.	
Is there any CRON job configured to pull contents from any 3rd party Service?	Yes	

Describe about the current Search functionality? Is it implemented using Apache Solr?	Both sites have CMS created content indexed by Solr, making the content fully searchable by users.	
Is CDN integration expected? is it AWS CDN?	No	
Can you provide details about the current hosting platform in AWS (annual/monthly cost, H/W & S/W specs)?	These specifications are proprietary. In general, it uses commonly available AWS components across multiple Amazon availability zones to create a highly-available, security-first architecture.	
What is current maintenance strategy followed and What is the average number of hours monthly that is spent for the website maintenance?	10-20 hours per site per month with additional services budgeted as separate projects	
Please elaborate the kind of team structure that you are envisioning for the website redesign.	To be defined as redesign processes commence. Department involvement to include IT, Communications, Operations, Commercial and others on an as-needed basis.	
What are the GIS tools integrated in the current system like Mapbox?	No GIS tools are currently implemented.	
What version of Drupal are you currently on?	7	
Are you open to other open source CMS solutions such as WordPress?	Yes	
Where are you currently hosted? If you're currently hosted on premise, would you open to cloud hosting?	Currently hosted through Interpersonal Frequency, recently moved to cloud, Amazon AWS	
What do you mean by, "Audit trail and recall to comply with public records regulations" – can you please expand on this?	All previously published version of webpages must be preserved and able to be recalled for public disclosure. Drafts do not have to be preserved.	
For ADA compliance there are three levels of WCAG compliance – Level A, AA, and AAA. The higher the level, the more complex the design and development. Which level is Port of Tacoma aiming for?	We could benefit from recommended approaches that comply with existing best practices in the public sector.	
You mention Google Translate in the RFP. However, Google Translate is no longer supporter and has been replaced by in-browser technology. Is this new approach ok with the Port of Tacoma team?	Please recommend your preferred translation option as part of your response.	

Can you please talk more about your needs with regard to the business intelligence dashboard requirement. What do you wish to display here?	We wish to display PowerBI dashboard and reports in the future	
Can you please be more specific with the type of insurance requirements you're aiming for regarding Cyber liability/IT professional liability insurance policy?	See Terms & Conditions #11 Insurance-Assumption of Risk.	Attachment B
We noticed that the Port of Tacoma brand is different on website and social media. Is there a reason for this?	Last year, we celebrated the Port's centennial and updated social accounts with a temporary logo. We will be moving back to our normal brand in the coming months.	
For both nwseaportalliance.com & portoftacoma.com-Does the Port of Tacoma have publishing workflow, and if so, please define?	There are currently about 5 user roles, 20 users. Most content goes through a single approval point. A couple of roles have the anbility to approve content.	POT & NWSA ref for Q84-100
How many backend users, editors, and managers are there planned to be?	About 20	
How many stakeholders will be involved in the overall projects?	Number of stakeholders is likely to vary depending on the project, usually 2-3 but on some projects 5-8.	
Does Port of Tacoma expect a specific level of ADA, Section 508 and/or WCAG 2.1 standards for this project? A, AA, or AAA?	We could benefit from recommended approaches that comply with existing best practices in the public sector.	
In addition to ADA, Section 508 and WCAG 2.1, does the Port of Tacoma wish to become compliant to GDPR international standards?	We could benefit from recommended approaches that comply with existing best practices in the public sector.	
In order to accurately estimate the time and effort needed to migrate all content of nwseaportalliance.com & portoftacoma.com, could you please provide the amount of HTML/text pages, PDFs, and Excel/Word docs that each site maintains?	Not all content would be migrated. Please provide estimates based on your recommendation for the size of an effective website aiming to reach audiences as outlined in the RFP.	
How many forms are there on the sites currently?	9 on NWSA site; 15 on Port of Tacoma (not all are currently active)	
Do any forms submit to a 3rd party database or solution?	Yes	

Will these forms be simple text fields or need more complexity?	Moderately more complex	
Is Port of Tacoma looking for a Social Media campaign or a PPC campaign?	No	
What type of marketing materials is Port of Tacoma looking for?	None - this RFP is for website design and maintenance, not marketing materials.	
Does Port of Tacoma need digital collateral to accompany social media posts or for an email marketing campaign?	No	
What is the current space and bandwidth allocation For both nwseaportalliance.com & portoftacoma.com?	500,000 page views per month; 5GB space (total for both sites)	
What is the annual or monthly traffic For both nwseaportalliance.com & portoftacoma.com?	www.portoftacoma.com = 2,100 average daily users | www.nwseaportalliance.com = 4,000 average daily users	
Please provide a list of all third-party applications that are integrated with the sites. (These third parties can be all small as Twitter or as large as a CRM, ecommerce solution or payment gateway, or email marketing platform.)	Twitter, Facebook, GovDelivery, SFTP, utility to read, parse and display Vessel and Award Contracts for Port SFTP site	
What other systems or solutions push and/or pull data from the web applications; for example, Vimeo, as a video solution, or Career Job Board, or Financial/Accounting solution.	None currently	
Will there need to be any translations or other third-party translation applications integrated with the site?	Google Translate	
Are the Northwest Seaport Alliance and the Port of Tacoma currently satisfied with Drupal as their website CMS?	Yes -- open to other options as well	
What do you like or dislike about Drupal currently?	Drupal works well. We are open to other non-proprietary CMS options as well.	
How are the current websites handling GIS integrations, including with Esri ArcGIS sources?	GIS is not currently integrated into the websites.	
And/or how do you envision the new websites leveraging these mapping tools?	Location identification, real estate listing searches, interactive storytelling (like history projects), etc.	

For the "Content approval workflows": Do you envision an editor role who will have sole responsibility of publishing new content created by an author role? c. Will content need to go through the approval process each time an edit is made? Will content creation roles only be allowed to create/edit content they have created?	This will vary depending on the content type.	
Regarding the automatic alerts (email/text) feature, is there a specification or requirement established for this feature?	No. We are open to recommended specifications and requirements.	
Are the alerts for internal use (e.g. admins and editors) or for visitors to the website?	Internal and external use	
Is there any existing or planned procurement software that the new websites will need to integrate with?	No	
Regarding integrations of multiple third-party web applications: Is there a comprehensive list of desired services that new websites should integrate with? Is there a specification or requirement set detailing functionality which needs to be available for third party system integrations?	Twitter, Facebook, GovDelivery, SFTP, utility to read, parse and display Vessel and Award Contracts for Port SFTP site, Power BI Dashboards	
In order for the audit trail and recall to comply with public records regulations, can you share the relevant regulation(s) so that we can review specific requirements? What website content does this apply to?	Chapter 42.56 , WA State RCW, applies to all published website content	
For ADA compliance is the goal full WCAG v2.1 (June 2019) adherence? Do you need to meet this requirement for the administrator side of the website?	We could benefit from recommended approaches that comply with existing best practices in the public sector.	

SaaS Checklist Questions: For the requirement of 15-minute downtime for users (RTO Recovery Time), does this require a hot standby website, or is an emergency downtime page enough? For example, in the case of unexpected downtime, is it acceptable to fail over to a single page with key information? For the requirement that the system maintain audit logs, if using a containerized cloud provider, is the expectation that the cloud provider would also need to provide this if they don't have direct access to the container(s) running the code and database but do have access to the physical hardware underneath?	A 15 minute RTO is a preference for the entire site, but will be based on the agreed SLA. How this is achieved is up to the proposing vendor, and any assumptions made should be included in the proposal. Regarding Audit logs, this is not the expectation.	
For the data centers / disaster recovery requirements, is a SOC report/FedRAMP attestation sufficient?	Yes	
For SSAE18 audits, does the agency partner needed to be SSAE18 audited, or is it sufficient for just the technology services vendor (the underlying web host, e.g. Amazon Web Services, etc.) to be SSAE18 audited?	This audit is required of the hosting service provider.	
Are you happy to continue using Google Translate to satisfy multilingual requirements?	Yes	
Large File Capacity: In terms of file size, how large are you referring to?	As large as 70 MB	
Subscriptions: Do you currently have a subscription system? If so, how many subscriptions will need to be migrated? Will there be different levels of subscriptions? Will any be paid subscriptions? Please provide examples of subscription options.	Yes, current subscription system is Granicus (GovDelivery). Appx. 27,000 subscriptions would need to be migrated from Port of Tacoma; 22,000 from NWSA. Specific page watch subscriptions availble but no other levels. No subsciptions are paid.	

We think we are misreading / misunderstanding the structure of the solicitation relative to the fix-fee maintenance & support elements and project-based design, migration and development requirements. Is it the expectation that all of these facets are to be incorporated into the same $100,000 cap per site? (Some of the questions below speak to specific questions on this point)	Current budget is set at $100,000 per website per year. Services and pricing above the budget can be recommended by the proposal and would be subject to Managing Member/Commissioner final approval. Phasing recommendations are encouraged.	
What is the vision of the NWSA and the POT relative to changing the branding of the current sites? The NWSA site is fresh and seemingly-current. The POT site is less-so. What is the expectation for branding and site design in the context of a fixed-fee support agreement?	This RFP does not seek branding services.	
What are the 3rd Party integrations that are anticipated? How can these be scoped and priced without clarity about the specifics?	Twitter, Facebook, GovDelivery, SFTP, utility to read, parse and display Vessel and Award Contracts for Port SFTP site. State any assumptions made in pricing services.	
What is your vision for the design and development of new features, e.g. mobile experience, new photos, etc., as it relates to a fix-fee support agreement? There are features noted that speak to unscoped project work, versus support and maintenance work.	Design vision and features as well as how the work would be budgeted will be part of discussions with the selected firm.	

What is your vision for how a potential migration from Drupal to a more supportable environment will be handled. For example, Wordpress WP engine would be an excellent alternative to Drupal, but the migration to such an environment may consume the entire first year's maintenance budget. How do you anticipate blending migration with hosting and support and new design and feature development? Said differently, how do you anticipate blending project work with a fixed maintenance and support budget?	Please recommend your preferred approach in your response. We value your expertise.	
Do you have personas and use cases developed for the mobile experience? If not, how do you anticipate blending those unscoped discovery tasks, and resulting design and UX tasks, into a fixed-fee support agreement?	Yes, we have personas.	
What level of ADA Compliance is required, WC3 Level A, AA or AAA? Most commercial organizations seek AA compliance.	We could benefit from recommended approaches that comply with existing best practices in the public sector.	
What is your vision for what will be done with the Google Analytics integration, and is there an expectation of services from the winning vendor to provide reporting and insights?	No reporting required, open to recommendations on how to partner on analyzing insights from backend data.	
How do we scope and estimate the effort to migrate existing websites into the new website, and do so within a fixed-fee budget?	Firms should submit proposals reflecting the level of work they can accomplish within the budget provided.	
Are site visitors required to log into the sites to view content? If so, are there requirements which can be shared?	No	
The RFP mentions "GIS integration, including with Esri ArcGIS sources". Could you define this further?	GIS is not currently integrated into the websites. Requirements to that end have not yet been defined.	page 4
Are there specific GIS integration requirements which can be shared?	GIS is not currently integrated into the websites. Requirements to that end have not yet been defined.	

What are the high-level workflows the sites will need to support?	There are currently about 5 user roles, 20 users. Most content goes through a single approval point. A couple of roles have the ability to approve content.	
Is there a list available of reporting dashboards and business intelligence systems with which the sites will need to integrate?	Integration will be with Microsoft Power BI.	
What types of business intelligence data will the sites need to be able to consume?	Microsoft Power BI Dashboards, through an iFrame or similar mechanism.	
In their current form, both websites serve the organization well, and though redesign services are included in this RFP, the redesign work may be phased or sequenced such that hosting and maintenance services for the existing Drupal-based sites will be necessary." Please clarify. Does this mean you may not embark on the redesign for both sites at the same time, and the selected vendor may need to provide hosting and maintenance services for the existing site before the redesign project begins? Do you have an estimated timeframe for the redesigns?	Correct: The redesigns are unlikely to launch at the start of the contract and will not be pursued simultaneously. Hosting services may be needed in the meantime. Estimated timeline: Port of Tacoma website redesign in Year One; NWSA website redeisgn in Year Two of contract.	pg. 2
A typical budget for websites of this size, for implementation and support, is normally above $100,000 - between $150,000-$250,000. Are you open to this size budget?	Current budget is set at $100,000 per website per year. Services and pricing above the budget can be recommended by the proposal and would be subject to Managing Member/Commissioner final approval. Phasing recommendations are encouraged.	pg. 2
We have reviewed your SaaS agreement (Attachment / Appendix D). We have an SLA for our hosting and analytics services and would like to include this as an exhibit to the master agreement. Is this acceptable?	Yes. Proposers may include their SLA for consideration. However, we do not recommend making the proposal conditional upon acceptance of SLA terms lest the proposal be deemed non-responsive.	pg. 3
Does the 30 page limit exclude the compensation information, which is submitted as a separate .pdf document? Does it include the SaaS checklist?	Compensation and SaaS agreement is NOT included in the 30 page limit	pg. 5

Please clarify which documents should be responded to in this section of the proposal. The attachments/appendices are lettered inconsistently. Is this referring to the SaaS terms and conditions, and the SaaS checklist?	Addendum #1 with corrected Attachment "D," "E" and "F" was posted to website 5.2.19	pg. 7
The RFP states that, for the final evaluation phase, we should "Ensure completion of a minimum of 3 maximum submitted using Attachment C." Attachment C contains compensation tables. Is there a missing attachment for reference information? Please confirm that this is not required with the initial bid. Section C.1, bullet 5, on page 5 also appears to request reference information, as it requires we provide a list of similar projects in the last 3 years including point of contact and contact information. Will this listing be treated as references, the same as required for the final evaluation phase?	Attachment C was posted to the website 4.30.19. The list of similar projects is separate from references, which are only required for firms invited for an interview. Addendum #1 with corrected Attachment "D," "E" and "F" was posted to website 5.2.19	pg. 7
The RFP states to submit the "proposal, including all appendices and compensation in separate Adobe Acrobat PDF format." Please clarify what this means. Are you looking for two separate .pdf documents – the main proposal with appendices, and a separate compensation document? Or should the appendices be submitted as a separate document as well? If the main proposal is more than 9MB, may we divide it into separate documents and send via multiple emails?	Two separate pdf documents.	Attach A, Submittal Process, pg. 2