NW Oregon Transit Alliance Website Development RFP
Questions and Responses
(September 13, 2016)

	Question	Response
1.	In 3.1, the background section describes "website templates, design features, and related data infrastructure and tools that will be to develop similar websites for other transit agencies." Are there other transit agencies in Oregon, or perhaps elsewhere in the country, that have already expressed interest to NOWATA/ODOT in making use of these products once the project has been completed?	Yes
2.	In 3.2, under discussion of Task 1, the RFP indicates that the work plan "shall address website hosting or platform, website maintenance and ongoing website funding." Is NOWATA willing to consider a solution in which portions of the functionality offered on the website (e.g. trip planning and/or display of real-time data) are hosted, maintained, and supported by a vendor on an ongoing basis?	Yes
3.	In 3.2, under discussion of Task 2, the RFP indicates that the website template(s) "shall include features and design elements common to or required by public transportation providers." Are there any particular transportation provider websites that NOWATA staff would suggest as good examples for the project to follow?	Mendocino Transit
4.	In 3.2, under the section describing basic core functions, the RFP lists "Trip planning functionality that addresses the current absence of NW Connector routes showing up as the prioritized routes in Google Maps." Is the intent to assist with improvement of GTFS data for the routes such that Google Maps trip planning functionality works correctly, or to introduce an alternative to Google's trip planner such as OpenTripPlanner?	Both proposals would be considered
5.	In 3.2, under the section describing customized features, the RFP lists "Real time bus locators." Are the buses operated by members of NOWATA already equipped with AVL, and are real-time bus location data feeds available? If not, when will they become available?	The buses are operated by five separate agencies. None have fully implemented AVL. Some agencies may be individually implementing AVL in the near future.
6.	In 3.2, under the section describing customized features, the RFP lists "E-ticketing." Are any of the NOWATA members already offering e-ticketing services, and if so what technologies / products are being used to support this.	No. Some individual agencies are interlined with Greyhound or Amtrak
7.	What are some of the triggers which initiated this RFP?	The existing website does not meet the group's needs. We received funding in summer 2016.
8.	Does NWOTA have a Digital Strategy for the northwest connector and if so, how does the website re-development fit into this strategy?	No
9.	Do you have an AOR (Agency on Record) or existing relationship with a development firm and if so what is preventing you from working with them on this project?	No
10.	What is the impact of not proceeding with this project at this time?	Unknown

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11.		What are the risks or impediments we should be aware of that would impact the success of this project?	None known at this time
12.		What project planning or requirements gathering has been done to date (other than those on page 8 "Specifications" section of the RFP?	Worked as group to prepare funding applications and RFP statement of work.
13.		How was NWOTA's last web development project experience with an outside firm and what insight would you give the vendor to ensure a better outcome?	New website will focus on a new primary market, so previous experience not applicable
14.		In general terms, what would be the top 3 indicators that the website project is successful?	To be determined in Task 1.
15.		In addition to the above, what are your project success criteria/metrics/KPI's?	To be determined in Task 1.
16.		Your RFP 3.1 "Background" (Page 10) states: "The project is intended to also create website templates, design features, and related data infrastructure and tools that will be able to develop similar websites for other transit agencies" Question: Are the "transit agencies" those which compose the NWOTA? Are these "similar websites" sub-domains of the existing nwconnector.org website or separate domains?	The website tools (or templates) created in this project must be accessible and available to other public transit agencies in the state of Oregon, should they want to create their own websites using the platform we select.
17.		RFP 3.2 "Develop a Work Plan" (Page 10)" Consultants shall include meetings with NWOTA website advisory committee..." Question 1: Is NWOTA advisory committee the same as the Oregon Transit Alliance Coordinating Committee (references on your title page). If not, who are the members of this advisory committee? Question 2: Would NWOTA welcome a high level Critical Path which outlines the main tasks we would go through during the 5 stages of DevOps (project development)? (Project Initiation, Planning/Requirements Gathering, Design, Development, and Launch)? Is this valuable?	Yes Up to developer

18.		RFP 3.2 "Consultant Scope of Work - NWOTA Customized Features/Functionality" (Page 11") As budget allows, NWOTA is looking to have additional measures included in the website design:
		  1. Stop names and stop code information
		  2. Real time bus indicator
		  3. Tracking of trip planning requests
		
		Question 1: How are bus stop names/stop codes recorded digitally (system/database. Overview of ODOT consolidated General Transit Feed Specifications may answer this and question below)
		
		Question 2: What vehicle tracking technology is your fleet quipped with currently for real time bus indication?
		
		Question 3: Does NWOTA have any privacy regulations preventing user driven tracking to determine geo-location of transit riders (so true real time trip planning can be provided)?
			ODOT vendor supports transit agencies in maintaining and creating GTFS data.
			
			No AVL to date.
			
			No privacy issues identified to date

19.		RFP Task 4 Project Documentation Report (Page 11) "Write guidance or instructions in the report regarding open source	

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	website platform...that can serve as prototypes for other organizations." And "Report shall include a summary of NWOTA partner decision making processes, and comparable website design tools and resources." Question 1: What are the internal technical and design capabilities of the respective agencies. Question 2: Do the respective transit agencies have the internal skills and budget to develop based on the recommendations in the report or will the successful vendor be expected to provide consulting/development/design services to them as part of the scope of this project?	The technical capabilities are low. The project purpose is for vendor to create and implement the website.
20.	RFP 3.6 "Timeline" (Page 12) Question 1: Is the March 31, 2017 a critical deadline that includes all feature/functions of the website (including the "Customized Features/Functions"?). Question 2: Is the NWOTA willing to entertain a Phased approach to delivery?	NWOTA will consider a phased approach where optional features are not implemented by the March 31 due date.
21.	RFP 4.1 "m": Submission Instructions (Page 13) If the proposal length makes stapling unfeasible, will NWOTA accept spiral bound submissions?	Yes. However, the document needs to be easily shared with five partner agencies, and understood by a non-technical audience.
22.	Proposal responses Are to be Submitted in Two Separate Sealed Envelope (Page 14) Please confirm that based on the instructions in Page 14, how we present and organize information in each respective Sections 5.1 - 5.4 is up to the respective respondent as long as it meets the response criteria and follows the key headings of: - Project understanding and Approach - Relevant Experience - References - Cost	Yes
23.	Affidavit of Non-Collusion. As we are an out-of-state vendor will you accept an affidavit that is modified (changing STATE OF and COUNTY OF to appropriate references). If not, should out-of-state respondents: a) complete an alternate form? Please provide. b) sign form in presence of notary/lawyer that can certify signature.	Yes
24.	Do you have any preferences regarding the project management framework used (waterfall / agile)?	No
25.	Are there any limitations to the tools used during project planning/ development / monitoring & control? (ie: JIRA on private cloud)	Unknown
26.	Are there any limitations on the hosting of the project during development?	Unknown
27.	Do you have any user behavior data for the proposed website that can be used for UX or UI design? (ie: personas, user surveys, web	No

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	server analytics, google analytics data (stakeholder feedback, etc.) Are you able to share those with us?	
28.	Are there any offline business processes that you would like migrated online and if so, have you mapped those already (please list)? If not, do you require support with this process?	Only some of the processes/ website features listed in Task 3 of the Scope of Work are on NWOTA's current website.
29.	Do you have existing brand guidelines which we can use for the redevelopment?	Yes
30.	Do you have multimedia database of images/stock imagery/video/typography that supports your brand guidelines? Is the creation of new media part of the scope of the project and are they considered part of the web development budget?	NWOTA does not have a multimedia database. New media not required in this project.
31.	Will NWOTA be hosting the website with current host, move to another or do you require hosting recommendations with successful vendor? Should hosting be included as a budgetary item?	NWOTA will move to the recommended hosting situation that meets the project needs.
32.	Are there any preferred hardware/software/OS or other technical requirements that hosting should fulfill?	Unknown
33.	Are there any 3rd party tools/services/systems the website(s) interact with that are outside of the IT hosting environment of ISU that you want migrated internally?	Unknown
34.	Are your backup requirements being met internally or do you require recommendation/ support/ implementation/costing from the proponent? If so, do you have any requirements regarding backup that must be met?	Each partner agency manages their own back-up system.
35.	Does your IT/DevOps use existing best practice models (ie: ITIL) that the successful proponent should follow. Are you able to share any of these with us?	Agencies do not have IT staff.
36.	Do you have any security protocols or compliance requirements on how personal data is handled? Please provide reference to publicly available resource or attach to this response set	No
37.	Are there any other certifications or compliance requirements not listed? (ie: ADA, W3C, Pagespeed, OWASP, etc.)	No
38.	Will NWOTA be developing new content for the site?	Yes
39.	Can we assume that all of the existing content will be migrated to the new CMS environment and that the successful vendor will be responsible for this migration? Will there be any addition of current offline/not mentioned content that will also be migrated?	Vendor will be moving new content as needed.
40.	Will you require training/support from us on how to align any new content with UX/UI for your web staff?	Unknown
41.	Do you require multiple language support and if so, is an automated language translation matrix acceptable (versus human translation).	Yes
42.	Are there any other projects which will be competing for time or resources in conjunction with this project?	Yes
43.	Does your critical deadline of March 31, 2017 represent a critical organizational milestone? (please elaborate)	Yes, this is the start of seasonal travel to the Oregon coast.
44.	What is the expected short-list date of vendors / oral presentation?	TBD depending on number and quality of proposals received.
45.	What is the expected contract award date?	Goal is to award no later than mid-November 2016

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46.		Please list the staff (or positions) that will require training including positions / responsibility and specifically, **level of technical knowledge** or web knowledge so our response can include accurate training overviews. (ie: need for multiple training sessions with different user groups).	Unknown. Partner agency staff have no technical web knowledge.
47.		Will your staff require training in configuring/using google, omniture or other analytics platforms (setting up A/B tests, filters, etc.)	Unknown
48.		Which is acceptable: on-site, off-site or remote training? Which is preferred?	On-site
49.		Are your facilities equipped with A/V equipment?	Yes
50.		What level documentation will you require for this project as part of its delivery and training (ie: user guides / feature/function overview/ database diagrams/user test scenarios, etc.)	Minimum requirements are listed in Task 4 of the Scope of Work.
51.		Is your support/maintenance requirement: a) proactive in nature? (ie: monthly review/ PEN security tests/ module/plugin updates/ recommendations/core functionality or design changes / report creation); or b) reactive in nature (you send support requests as they arise periodically)?	Reactive. Note that this project does not include ongoing maintenance.
52.		Do you require an SLA and if so, what are the boundary conditions that are important to you as an organization? (ie: response time)	Unknown
53.		Do you have a digital marketing strategy/plan to promote the website post launch? Is there any information that you can provide us regarding this strategy so we can include recommendations/impact for the website build?	No
54.		Will alt / meta / image etc. tags and other on-site SEO content requirements be created as part of the scope or will your marketing team/staff do them?	No, RFP does not require them.
55.		Do you require support in introducing the website to your community/partner/civic stakeholders to ensure the best transition and alignment?	Will depend on the quality and ease of use of the site.
56.		Are there any 3rd party tools which need to be integrated?	Unknown
57.		Will any of the tools listed above (or in the RFP) go through version upgrades/changes or be replaced within 24 months of the website being launched? Please list.	Unknown
58.		What is the budget **range** allocated for this project?	To be determined.
59.		Is the budget allocated for the ongoing maintenance and support separate from the Discretionary Fund Grant? If so, what is the budget range?	Yes. This project does not include maintenance. Agencies have very limited funds for website maintenance.
60.		Does your development budget include 3rd party licensing, support, media (images/videos) and other fees?	No
61.		Are payment terms which are milestone based acceptable? ie: project initiation, requirements gathering/planning, development, training/launch, project close)	Minimum requirements listed in the RFP are compensation is based on time and materials.
62.		What do you think a vendor should know about working with and communicating with your organization, that can help create the most beneficial outcome for this project and for you?	Partner agencies provide transit service and are thus not familiar with website development. The successful firm will understand the partners needs and distill those needs into effective and

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			efficient communication venue.
63.		Do you have a code of conduct, code of ethics or similar document you require vendors and partners to review, agree to and sign? If so, please provide.	No
64.		Who will be involved in the decision making process for the vendor selection and what is their area of expertise?	Staff from the partner agencies
65.		Who (position and/or name) will make the determination of whether the metrics for the project are met?	Staff from the partner agencies
66.		Which of these stakeholders will be participating in the project (visioning/development/launch)? If none, then who will part of the core team?	Staff from the partner agencies
67.		Will the vendor need to coordinate with any 3rd parties? (other departments, agencies, firms, stakeholders) other than ODOT? Please list.	To be determined. Potential partners include ODOT, chambers of commerce, Greyhound, Amtrak, customer service staff, and customers.
68.		Website maintenance and ongoing website funding. Can you please elaborate NWOTA's ideas/expectations regarding ongoing website funding	NWOTA Partners annual administrative fees include website funding
69.		What type/level of public outreach is NWOTA expecting?	NWOTA is expecting to utilize the website to market the NW Connector transit system and incentives to ridership
70.		Real time bus locators. Please elaborate.	See response to Q.5
71.		Are there examples or links that show the functionality that you are looking for under the "NWOTA Customized Features/Functionality"? If so, can you send some examples? This could affect the cost of the project.	The NWOTA partners like the functionality of the Mendocino Transit website
72.		Will you need to have maps graphically streamlined for the same look and feel? Or will you be providing all maps and can be dropped in "as-is"	No decision at this time, open to recommendation from the consultant
73.		Will the copy be provided to the consultant placement ready to follow site map? Or will there be copy editing or writing needed? If so on how much of it?	Some copy editing or writing will be needed
74.		Will you need any stock images/photos or will you be providing all of this ready for placement?	NWOTA will be providing the stock images/photos
75.		Will you need training on how to use the back-end of the website?	Minimum requirement is to provide written guidance or instructions as described in Task 4 of the Scope of Work.
76.		Will in-person attendance be required for the final consultant selection or will a teleconference suffice?	The initial interview could be done via teleconference or Skype. If a 2nd interview a second interview is needed it will be likely in-person.
77.		Will out of state licenses satisfy this RFP if we are not located in Oregon?	Yes
78.		If the proposed CMS isn't "open source" but is extremely flexible, easy to integrate with and satisfies all the functionality you're looking for would you recommend that CMS be proposed still?	Yes. Function is key. The website needs to offer functions to NWOTA, and to other transit agencies looking to leverage the

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		work/templates for their individual websites.