Purchasing Department
530 Water Street
Oakland, CA 94607

Date: May 22, 2015

ADDENDUM No. 1

RFP No. 14-15/31 – Websites Redesign and Maintenance

This Addendum modifies the original RFP Documents for the above mentioned RFP. Acknowledge receipt of this addendum in the space provided on the RFP Acknowledgement and Signature Form (Attachment 3). Failure to do so may disqualify your proposal.

The following questions were submitted by the deadline and are answered in this addendum:

1. **Supplier Question**: Can Proposers provide a portfolio of design work/samples separate from the 18 (one sided or 9 page double sided) page count for the proposal?

   **Port Response**: Yes. Proposers may also reference on-line portfolios which would not count towards the 18 page limit (9 double sided).

2. **Supplier Question**: Do the 18 pages include the required attached pages from the RFP? There are at least 8 that need to be returned with the proposal.

   **Port Response**: No, the required documents referenced in the Table of Contents marked as “Yes” in the column titled “Must be Returned with Proposal” do not count against the 18 pages (9 double sided).

3. **Supplier Question**: Are Proposers required to have any type of government license or certification in place prior to project kickoff?

   **Port Response**: No special government licenses or certifications are required. However, a general business license or documented doing business as (DBA) along with complying with our insurance requirements (see RFP Attachment 11, Section 22 “Compliance with Laws” and Appendix C “Insurance”) is required. In addition if you would like to be certified as a Small Local Business, please follow the instructions in the RFP Attachment 5-A and 5-B. (see RFP Table of Contents, Attachment 5)
4. **Supplier Question**: Can companies from outside the USA submit a proposal for this RFP? And/or can companies perform the tasks (related to RFP) outside USA (from India or Canada)?

   **Port Response**: Yes, companies from outside of the USA may submit a proposal for this RFP, but all work and materials must be done/reside in the USA.

5. **Supplier Question**: Is it permissible for the selected supplier to work outside the state of California? If so, will there be any on-site meetings that the vendor will be required to attend, and whether contractors will need to come over there for meetings? If yes, how many?

   **Port Response**: Yes, work may be done outside California as long as all work and materials reside inside the USA. As for number of on-site meetings, we defer to your expertise for situations like this. It would be very helpful for meetings to be in person. Web or tele-conferencing can be used if effective.

6. **Supplier Question**: Can companies submit their proposals via email?

   **Port Response**: No. Proposals must follow the “Instructions for Submitting Proposals” as stated on page 2 of 3 of the Invitation.

7. **Supplier Question**: What is the definition of “medium” and “large” companies?

   **Port Response**: It’s not in terms of specific personnel or revenue size, but instead the companies must have multiple business units and be large and sophisticated enough to understand business process flows and interactions.

8. **Supplier Question**: Can respondents use government entities as references? Will the Port consider suppliers who don't have specific experience with public sector projects, but that have significant experience with other sectors and large companies?

   **Port Response**: Yes to both questions.

9. **Supplier Question**: How many people/companies attended the non-mandatory pre-proposal meeting?

   **Port Response**: The sign-in sheet for RFP 14-15/31 Websites Redesign and Maintenance non-mandatory pre-proposal meeting on May 12, 2015 has been posted to the Port website at: [http://www.portofoakland.com/opportunities/bidsrfpsrfqs.aspx](http://www.portofoakland.com/opportunities/bidsrfpsrfqs.aspx)

10. **Supplier Question**: How many firms have expressed interest in this RFP? And Will the Port be assisting in partnership opportunities? We are a team of creative and user-experience designers that can't satisfy all the requirements of the RFP.

    **Port Response**: Many companies have expressed interest please refer to the sign-in sheet for those interested suppliers who attended the non-mandatory pre-proposal meeting on May 12, 2015 (see question 9 above). In addition the Port does not directly assist in partnership opportunities. The Port has posted a list of people who participated in the non-mandatory pre-proposal meeting for your reference.
11. **Supplier Question:** Should Attachments 5C and 5D not be filled out at the time of proposal but only if contract is awarded?

   **Port Response:** Attachments 5-C and 5-D are required only of the awarded Proposer after contract award and final completion of project.

12. **Supplier Question:** Is there a budget the Port has in mind: and what is the Port's ongoing budget for hosting, maintenance and support services?

   **Port Response:** Yes, there is a budget for this project. Budgets are not disclosed at this time.

13. **Supplier Question:** Is this a fixed fee project or a T&M with a cost not to exceed type project?

   **Port Response:** The websites redesign and maintenance is time and material (T&M) with a not-to-exceed cost. The not-to-exceed amounts should be listed in the “Total expected cost for website maintenance (per month)” section in the Proposal Worksheet, Attachment 4.

14. **Supplier Question:** Would the Port be amenable to an allowance for expenses (compared to foreseeing all expenses over a 3-year project)?

   **Port Response:** Yes, subject to negotiations.

15. **Supplier Question:** Should the budget be a total cost of project and retainer contract combined? If the need for new third party vendors are identified during the analysis phase/requirements gathering, would there be flexibility for this?

   **Port Response:** Yes, the cost for this project includes the “Total expected cost for website redesign” and the “Total expected cost for website maintenance (per month)” as indicated in the Proposal Worksheet, Attachment 4. The monthly maintenance cost will be multiplied by 36 months for the initial three (3) year term. If you anticipate using any third party suppliers for website design, please make sure to include their costs in the “Total expected cost for website redesign” section of the Proposal Worksheet.

16. **Supplier Question:** There is no mention about disaster recovery or high availability, should we include pricing/costs for these scenarios? This will drive infrastructure design and scope.

   **Port Response:** As stated in Scope of Services Item G 9 (page 3 of 11), the chosen company will recommend three hosting providers. Port will enter into a separate agreement with the hosting provider. The hosting provider may or may not include disaster recovery or high availability, so it is chosen company’s responsibility to make sure that disaster recovery/high availability per the SLA is included. The chosen company will also be responsible to interact directly with the hosting provider to make sure that sites are running properly per the SLA.

17. **Supplier Question:** Proposal worksheet is limited. Can we expand it?

   **Port Response:** You can expand on the worksheet as needed as long as the expanded items tie back to the various elements in the worksheet.
18. **Supplier Question:** Who will decide which company will be chosen?

**Port Response:** All proposals received by the deadline which meet the RFP’s requirements will be presented to the evaluation committee comprise of Port of Oakland staff and possible external members. The evaluation committee will evaluate the proposals and score all submissions according to the evaluation criteria noted. Recommendations will then be made to the Port’s Board of Port Commissioners who ultimately approves the vendor selection for this RFP. (see RFP Section V, B Selection Procedure on page 8 of 11.)

19. **Supplier Question:** Was there a reason that the current firm wasn’t retained?

**Port Response:** As a public agency, the Port needs to have a competitive process on a regular basis. It’s not a performance issue of the current firm.

20. **Supplier Question:** Are there going to be interviews as part of selection process?

**Port Response:** The selection process may include interviews (at the discretion of the evaluation committee) for the top scoring submissions. If interviews are to take place, the Port will notify the top scoring Respondents. Interview details and scoring requirements will be provided to selected respondents prior to the interviews. (see RFP Section V, item B, on page 8 of 11.) If all short listed companies are within the San Francisco Bay Area, all interviews will be in person. Otherwise, all interviews will be done via a service such as Lync or GotoMeeting.

21. **Supplier Question:** For the maintenance retainer software license agreement (SLA), there is no mention of who is responsible for costs related to hardware/software upgrades/replacement. Should this be estimated and included in the total project cost? If so, based on what schedule/parameters (like frequency and type of hardware)?

**Port Response:** As stated in Scope of Services Item G 9, the successful Proposer will recommend three hosting providers. The successful Proposer may be one of the 3 recommended hosting provider. Port will enter into a separate agreement with the hosting provider. The hosting provider will provide hardware and possibly the software. If the software is not provided by the hosting provider, then the Port will purchase and license the software directly, but will not perform updates or upgrades. The successful Proposer will also be responsible to interact directly with the hosting provider to make sure that sites are running properly. Software updates and upgrades will be performed either by the hosting provider or the successful Proposer depending on how the contract is structured.

22. **Supplier Question:** Should Proposers include pricing estimates for the future services listed on in the Scope of Service Item F 21 on page 3 of 11 - Online transactions and Moderated customer interaction portal?

**Port Response:** Not necessarily. If you want to include an estimate, please do so.

23. **Supplier Question:** How many people from the Port will need training?

**Port Response:** 15 - 20 people initially from about 10 different divisions. Looking for vendor to perform the initial training on the selected CMS, and train the trainer is a possibility. Port
trainers will probably be from the Port’s IT division. (see RFP Section II, item H. 5, on page 4 of 11, and Section IV, item 5. E on page 7 of 11.)

24. **Supplier Question**: For Scope of Services Item H 5, what are the documentation requirements for training? Is an Employee Training Manual considered part of the deliverables of the RFP?

   **Port Response**: There should be sufficient training documents so that the people trained can refer back to it to have their questions answered.

25. **Supplier Question**: Does the Port have a strong preference for onsite training or webinar (remote) training?

   **Port Response**: On-site is always best, but we’re open to remote training as long as it’s effective.

26. **Supplier Question**: Can the Port describe more about the maintenance work? Type of work, frequency of requests, etc.

   **Port Response**: Maintenance/Management of new websites is discussed in the Scope of Service, item H, on page 3 of 11 please refer to the RFP for details. Note that simple changes in content of the website should be done by the various content owners at the Port without requiring non-Port staff to engage to publish or remove from publications after the redesigned website has been launched. Also, please refer to Section II Scope of Work to the table, item D., on page 2 of 11 for additional details.

27. **Supplier Question**: Can Proposer review the current development and maintenance contracts that cover this same list of web properties listed in the Scope of Services, item A. Background?

   **Port Response**: No, the contracts are not available for review for the purposes of this RFP.

28. **Supplier Question**: What are the maintenance schedule expectations for non-security related content management system (CMS) core updates?

   **Port Response**: The Port is open to recommendations in terms of CMS core and other software updates. When updates are released, the expectation is that the chosen company will analyze them and give the Port a recommendation.

29. **Supplier Question**: For support and maintenance, are Proposers expected to provide services 24 x 7?

   **Port Response**: The vast majority of support and maintenance will happen during normal business hours. However, there will be times when the Port will need support after hours because of various events (e.g. emergencies at the Port). The websites will also need to be functional 24x7. (see RFP Section IV, item 5, B, 2) & 4), and F, on page 7 of 11.)

30. **Supplier Question**: Does the Port want the two websites designed/developed simultaneously or one at a time?

   **Port Response**: The Port is open to suggestions on how best to proceed.
31. **Supplier Question:** I do not understand Scope of Services Item F1. "Websites will have 3 instances: one production, one test, and one development." Please explain.

   **Port Response:**
   - The production instance is what the public sees
   - The test instance is a version of the websites that is used by the Port to test out changes to the websites before the public sees it
   - The development instance is the version that the consultant uses to develop the websites

32. **Supplier Question:** Do Proposers need to keep the development site live post-launch?

   **Port Response:** Yes. There may be future development post-launch.

33. **Supplier Question:** Do Proposers need six instances? (3 for Port of Oakland & 3 for Oakland Airport?)

   **Port Response:** Probably, but it may be different depending on the architecture implemented.

34. **Supplier Question:** I do not understand Scope of Services Item F. 2. -- "Include dark sites for crisis communication." Also what are the typical crises what will require specific templates?

   **Port Response:** Dark sites are offline Web page templates that can be customized and placed online by non-technical Port staff when a disaster occurs. The dark sites enable communications staff to provide the public and Port employees with current and accurate information they need to stay safe and do their jobs. Typical crises are catastrophic in nature such as a major earthquake. It does not need to be password protected.

35. **Supplier Question:** For Scope of Services, Item F. 9, Please provide more details on the specific level of compliance required for Section 508 with the Americans with Disabilities Act (ADA). (see RFP Section II. Scope of Services, item F. 9. page 2 of 11)

   **Port Response:** The website needs to be compliant so that it can be certified compliant by a software testing tool or company.

36. **Supplier Question:** The proposal mentions other websites that may be worked on in the future. Can you provide information?

   **Port Response:** Besides portofoakland.com and oaklandairport.com, the Port owns targeted websites such as flyquietoakland.com and iflyoakland.com. These types of websites are what the Port is referring to.

37. **Supplier Question:** Section II, A (Background) the RFP lists portofoakland.com, oaklandairport.com and other smaller, targeted websites... Can you list the full suite of web properties that are covered by the RFP?

   **Port Response:** This RFP is only for the redesign and maintenance of the Port’s 2 main websites – portofoakland.com and oaklandairport.com. The Port may want elements of the smaller Port owned websites incorporated into either of the two websites.
38. **Supplier Question:** When were the current websites last completely refreshed?

**Port Response:** Portfoakland.com was last refreshed 2 years ago. Oaklandairport.com was last refreshed over 10 years ago.

39. **Supplier Question:** Are both existing sites basically in HTML?

**Port Response:** Yes both websites are in HTML.

40. **Supplier Question:** Is there a Content Management System (CMS) currently used on the existing websites?

**Port Response:** There is a rudimentary, custom CMS in place.

41. **Supplier Question:** Does the Port want all the sites in one CMS or a separate CMS’s for each site?

**Port Response:** One CMS for all of the sites. In the future, we envision the smaller Port websites eventually be incorporated into that CMS.

42. **Supplier Question:** Does the CMS need to be commercial off the shelf?

**Port Response:** The CMS can be open source or commercial off the shelf. It should be chosen so that it can be used and maintained by someone other than the people that deployed it.

43. **Supplier Question:** It looks like all videos except for Board Meeting videos are streamed via YouTube. In the Scope of Services Item G. 8, are you asking for a stand-alone media server?

**Port Response:** Yes. Preferably this would be part of the CMS’ capabilities.

44. **Supplier Question:** Scope of Services, item G 2 on page 3 of 11, please define mainstream, open source/COTS. Is this an absolute requirement? We’ve built an open source CMS. Would the Port of Oakland be in favor of using our software?

**Port Response:** If the occasion arises where the Port needs to change the company who maintains the website, we need to have a CMS that can be used and supported by the new company without migration issues. Websites must be maintainable by other firms.

45. **Supplier Question:** How many people would need to make updates in the future?

**Port Response:** Probably about 15 to 20 non-technical Port staff that are involved with posting and approving content. Updates for the existing websites are not currently done by Port staff.

46. **Supplier Question:** Can we get a listing of all URLs associated with the websites?

**Port Response:** Proposers may check out the existing websites right now to get an idea of all of the URLs.
47. **Supplier Question:** Who will provide branding for the new websites? Should the Proposer include some budget for branding? Is the Port open to changing the existing website contents to go into the new website? Should we include a copy writer? Will the Port provide any graphics materials (logos, color palette standards, etc.) or will graphic design/rebranding be considered part of the scope of this project? Will Port provide all copy, including text and images?

**Port Response:** The Port will provide existing branding guidelines, graphic materials in vector and other formats, and Port-related imagery. It is anticipated the selected provider will work closely with the marketing teams in Maritime and Aviation as well as with our Social Responsibility Department to ensure that new design elements proposed for the website are aligned with existing branding guidelines and that new and/or re-purposed content meets the objectives of each of the Port’s divisions. The Port recommends including copywriting and graphic design in your proposal as we envision the need for assistance in content / message development and some graphic design, such as infographics, etc. The Port anticipates the new website(s) will utilize some stock imagery and the costs for that should also be included in your proposal. An overall re-branding per se is not envisioned as part of the scope of work for this project.

48. **Supplier Question:** Can you talk more about the Port’s branding and how much guidance is available?

**Port Response:** The Port is thinking that portofoakland.com should emphasize a “house of brands.” The Port has some branding guidelines, but some of it is not very deep. The Port will provide existing branding guidelines, graphic materials in vector and other formats, and Port-related imagery. It is anticipated the selected provider will work closely with the marketing teams in Maritime and Aviation as well as with our Social Responsibility Department to ensure that new design elements proposed for the website are aligned with existing branding guidelines and that new and/or re-purposed content meets the objectives of each of the Port’s divisions. The Port recommends including copywriting and graphic design in your proposal as we envision the need for assistance in content / message development and some graphic design, such as infographics, etc. The Port anticipates the new website(s) will utilize some stock imagery and the costs for that should also be included in your proposal. An overall re-branding per se is not envisioned as part of the scope of work for this project.

49. **Supplier Question:** Are you rewriting the contents in the websites?

**Port Response:** This will be handled on a case by case basis, but at least some content will be re-written (see also question 47.)

50. **Supplier Question:** Will Port of Oakland provide any new content needed, or are you looking to the winning Proposer to develop that content?

**Port Response:** It depends on the content. If the Port staff is capable of providing new content, it will be provided (see also question 47.).

51. **Supplier Question:** Does the Port have funds in its budget allotted for copy editing of existing content, copywriting for new content creation, stock photography or custom photography, and usability testing?
Port Response: The Port has an overall budget for the websites redesign project. We’ll look forward to your recommendations on how much of the budget gets allocated to the functions provided in the submitted proposals (see also question 47.).

52. Supplier Question: Should the Airport website be completely separate from the general Port of Oakland website?

Port Response: The Airport website should be separate, but it should effectively tie back to the general Port website. There needs to be a clear representation that the Airport is part of the larger Port organization.

53. Supplier Question: The websites currently have integrations with third party content/capabilities. Will Proposers be required to stick with those?

Port Response: The Port will require integration with at least some third party content/capabilities as they are contractually obligated and will need to be preserved. The Port is open to recommendations by Proposers on the best way to achieve this from a technical standpoint.

54. Supplier Question: What is the current approval process for website changes?

Port Response: It depends on the scope of the change. Minor changes (e.g. posting of press releases) require a very small approval process (perhaps one level of approval) while major changes (e.g. adding of new functionality) may require several layers of approvals. The Port is interested in a CMS that can help automate this process.

55. Supplier Question: Is there a preference for open source versus off the shelf?

Port Response: The Port doesn’t have a preference and is looking for recommendations which include advantages and disadvantages of the proposed solution.

56. Supplier Question: What is the background of the staff who deals with the websites?

Port Response: The Port has one person in IT who monitors the websites and works with the company that maintains our current websites. There are dedicated (ie – assigned as the point person) staff within many Port divisions who send content to the company that maintains our websites. In general, the staff responsible for web content is non-technical – marketing, communications and/or Social Responsibility Division staff.

57. Supplier Question: Why is the Port reworking the two websites either at the same time or one after the other?

Port Response: The Port wants the websites to be cohesive (both in design and technically). Regarding design cohesiveness, our intent is that website visitors understand that the Port of Oakland is the Airport, Seaport and Commercial Real Estate. We want to have the websites be controlled via a common CMS.

58. Supplier Question: Are interviews with external stakeholders needed? How many stakeholder interviews should be done?
**Port Response:** Yes, interviews with external stakeholders are needed and the Port looks to Proposers recommendations on how this should be done. The Port has about 10 divisions, and there are multiple people from each division who either will submit changes or approve changes. The Port looks to your recommendations as to the types and number of interviews needed for a project like this. The Port is also open to your creative ideas on gathering input on the design (visual and technical) and content aspects of the website. This could be through interviews, a strategy session(s), or other ways you have approached similar projects with success. It would be very helpful for interviews to be in person but the Port is open to Web or tele-conferencing if it can be used effectively.

59. **Supplier Question:** Does the Port currently host its website?

**Port Response:** No. The Port does not host its websites. The chosen supplier will propose 3 hosting providers as part of the Scope of Work (RFP reference Section II, Item G. 9, on page 3 of 11). One of the proposed hosting providers can be internal or external to the submitting Proposer. The Port requests an evaluation of disadvantages and advantages for your proposed hosting solution.

60. **Supplier Question:** When would the Port like to launch the new websites? What is the desired timeline for design, development, and launch of the site?

**Port Response:** A launch in the fall would be ideal, and the Port will need your recommendation for the design and development timeline. We think that the main Port websites will be launched first rather than having both websites be launched in parallel, but the Port is open to recommendations.

61. **Supplier Question:** What reporting capabilities does the Port currently have and need?

**Port Response:** The Port currently gets limited generalized reports. The Port is looking for reporting and analytics that are robust and actionable so that the Port can measure engagement and adjust content/design and functionality for optimal impact. A proven track record with Google Analytics is a plus. The Port is interested in insights into our stakeholders (new/unique visitors, languages, pages visited, locations), bounce rates, exit page metrics, return visitor conversions, etc.

62. **Supplier Question:** What level of language translation is the Port looking for?

**Port Response:** Currently, the Port uses Google translate which is not the ideal method. The Port is looking for recommendations on how to handle/implement multiple languages on the websites.

63. **Supplier Question:** Regarding translations, will we need to include the price of translation services in the bid?

**Port Response:** No, but you can give provide the Port an idea of the costs of doing so.
64. **Supplier Question**: Does the Port already have a good set of imagery?

**Port Response**: The Port has a photo library, but it’s not very deep and wide. The Port will provide existing branding guidelines, graphic materials in vector and other formats, and Port-related imagery. We anticipate the new website(s) will utilize some stock imagery and the costs for that should also be included in your proposal.

65. **Supplier Question**: Will Proposers be able to see analytics for existing websites?

**Port Response**: General analytics are available in the Table located on page 2 of 11 on the RFP. The successful Proposer will have full access to the extent that the Port has them.

66. **Supplier Question**: Scope of Services Item G. 8 talks about webcasting. What does the Port plan for webcasts? Primarily private or public?

**Port Response**: The Port produces videos for various audiences that people will see via our website. See portofoakland.com for some examples. Webcasts would be mostly public.

67. **Supplier Question**: For Scope of Services Item F. 21 b, (on page 3 of 11) what is the “Moderated customer interaction portal”?

**Port Response**: It’s a portal where the Port may exchange non-general public documents or communicate with various companies.

68. **Supplier Question**: Is there any password protected content in the existing websites?

**Port Response**: No, but in the future there may be some password protected content in the “moderated customer interaction portal” (see RFP Section II, item F. 21 b, on page 3 of 11)

69. **Supplier Question**: On current Airport website, there is flight information. Is that a custom development? Who is the source of the flight status data? How is it integrated into the exiting website?

**Port Response**: The source of flight data is ULTRA Access to the database is controlled via IP address. System DSN is used to facilitate the communication between the Oracle Client and the Web Application. The third Party Company that hosts the Flight Information Database also hosts the flight schedule search and search results (http://timetables.oag.com/oak/). The hosted site uses HTML templates provided by Oakland Airport in order to brand the pages and provide navigation back to the primary site. Updates to the templates need to be done manually and emailed to the third Party Company for application.

70. **Supplier Question**: Will Proposers be given a list of all third party integrations?

**Port Response**: Only the successful Proposer will be given the list of all third party integrations. Most third party integrations are iframes based.

71. **Supplier Question**: Has the Port performed user testing, surveys or focus groups?
Port Response: The Port has undertaken some of these activities on a limited basis. The successful Proposer will need to perform this task.

72. Supplier Question: Any existing security standards at this time?

Port Response: Yes, the successful Proposer will be expected to make recommendations and implement web security confirming to current commercially responsible security practices. The website security implemented to facilitate compliance with Payment Card Industry (PCI) Data Security Standard, National Institute of Standards and Technology (NIST) Cybersecurity Framework and other security requirements the Port may be subject to. (see RFP Attachment 11, item 22. “Compliance with Laws”, on page 6.)

73. Supplier Question: Are you open to Cloud hosting?

Port Response: Yes. Hosting should be based in the USA though. The Port needs to make sure FISMA, NIST, PCI and ISO security standards are maintained.

74. Supplier Question: Who is responsible for loading the content?

Port Response: The initial contents of the website will be loaded by the successful Proposer. Future content will be maintained by Port staff wherever possible through the selected CMS product.

75. Supplier Question: How do we deal with the smaller websites outside of the two main websites?

Port Response: Some content from the smaller websites may be incorporated into the two main websites, but a redo of the smaller websites are not with the scope of this project. Links to the smaller websites will be needed.

76. Supplier Question: When developing the two websites, will the same Port staff be working both?

Port Response: Some staff will be working on both, but most staff will be devoted to one or the other.

77. Supplier Question: How many pages are in the Port’s websites?

Port Response: Please refer to the table in Section II Scope of Service, item D on page 2 of 11.

78. Supplier Question: Will all pages on the existing websites move to the new websites?

Port Response: For the most part. The Port will need to go through the websites to see what makes sense to move. Supplier’s expertise and recommendations will be a necessary component of the decision process.
79. **Supplier Question:** What versions of browsers will need to be supported?

   **Port Response:** The websites need to support the latest version of popular web browsers (minimally, Internet Explorer/Edge, Firefox, Safari, and Chrome) and the three previous versions before that. The websites will also need to be mobile device aware and display the most advantageous layout the viewing device supports.

80. **Supplier Question:** What is eBidBoard?

   **Port Response:** It’s a third party website that the Port’s engineering division uses for their bid and RFP processes. It’s reached via a link from the Port’s website.

81. **Supplier Question:** Is there any interest in combining Port and Airport into one website (similar to what the Port of Seattle does) so, the two websites are basically different sections of the same website?

   **Port Response:** Probably not, although we’re open to suggestions if you feel we’re on the wrong path. A desired outcome of the redesign is to convey to the public that the Port is one single organization with three primary lines of business (Aviation, Maritime, and Commercial Real Estate). The Port is depending on your expertise and experience for the recommendation on how best to achieve this.

82. **Supplier Question:** For the Submission Requirements Item 5. A 3), does “sample project plan” mean for any project of this scope and size or is the Port looking for a draft project plan for this project?

   **Port Response:** The Port is looking for a draft project plan for this project. We need to get an idea of how the websites will be developed from start to finish.

83. **Supplier Question:** For Scope of Services Item F 3, can the Port please clarify the limits of this additional functionality? (e.g. e-commerce, database, client portals, social integration?)

   **Port Response:** It’s not clear how much additional functionality there will be. The Port expects things to be determined during the interviews. Development of any major additional functionality could be a separate subproject that can have a separate scope of work. Proposers should expect that e-commerce, client portals, and social media integrations will be needed either in this initial redesign phase or in subsequent phases and the proposed CMS and other components should be able to accommodate these needs without replacement.

84. **Supplier Question:** For Scope of Services Item F 9, which body is currently responsible for performing Section 508 audits on your sites?

   **Port Response:** Port staff. Going forward, we would want an outside body or software to do so. The World Wide Web Consortium (W3C) standards and compliance tools will be the reference model.
85. **Supplier Question:** For Scope of Services Item F 13, is an ongoing SEO (search engine optimization) contract anticipated to be included in proposals?

   **Port Response:** Ongoing SEO, whether automated or manual, will be needed.

86. **Supplier Question:** For Scope of Services Item F 15, are there existing feedback integrations that need to be supported?

   **Port Response:** The existing feedback methods at the two websites are simple form based. Feedback submitted is simply emailed to the proper person at the Port. The Port is open to suggestions for feedback methods going forward.

87. **Supplier Question:** For Scope of Services Item G 2 b, can the Port please provide examples of content approval processes by content type or major update type? Does this include specific approval process for images and media to verify copyright before it can be published?

   **Port Response:** Examples:
   a. Press release ➔ Person submits it ➔ Approved by Director of Communications ➔ Posted
   b. Update of senior manager list ➔ Person submits it ➔ Approved by manager ➔
      Approved by Director ➔ Posted
   c. Major section update ➔ Person submits it ➔ Approved by manager ➔
      Approved by Director ➔ Posted

   The Port will look for Proposer’s recommendation for specific approval process for image copyright verification.

88. **Supplier Question:** For Scope of Services Item G , are there existing products that need to maintained contractually by the winning Proposer? If so, what? And what is the current cost?

   **Port Response:** There are no existing products that will need to be maintained contractually as part of the RFP.

89. **Supplier Question:** For Scope of Services Item G 10, “ability to detect issues such as broken links”: is this expected to be a functional part of the website, or can it be done through a third-party service (e.g. Google Analytics)?

   **Port Response:** Either way, the Port is open to suggestions on best practices.

90. **Supplier Question:** For Scope of Services Item H 2 a, what are the typical notification and planning periods for these special events? How much notice will be given in order to ensure vendor availability?

   **Port Response:** Special events may be planned or unplanned. Planned events are known well in advance and much notice will be given. Notification for unplanned events such as protests will be given as early as possible. The Port will make every effort to give as much advanced notice as possible.
91. **Supplier Question:** For Scope of Services Item H 6, is testing and compatibility testing expected to be a continued process post-launch, or with major third-party device launches? (e.g. When Windows 10 launches, is it expected that the vendor will provide compatibility updates as part of this proposal)?

**Port Response:** We need to ensure that the websites work well with browsers that people use, so testing should take place when needed to ensure that the websites work well with the browsers. Yes, it is expected that the supplier will provide compatibility updates (e.g. when Windows 10 launches) post launch as part of this proposal.

92. **Supplier Question:** In the Submission Requirements section p. 6 of 11, 3 A 2, please clarify the definition of "greenfield" website as used here. Do you think the portfoakland.com and oaklandairport.com are “greenfield” projects?

**Port Response:** Greenfield websites are those that have no constraints imposed by previous websites/work. Yes, these are greenfield projects.

93. **Supplier Question:** For Scope of Services Item H 9, within what timeframe is the Port expecting to receive this physical media? Are alternatives such as USB flash drives considered to be acceptable?

**Port Response:** The Port should receive these bi-monthly. Alternative physical media like USB flash drives are also fine.

94. **Supplier Question:** Can Proposers use third party software to meet feature requirements when appropriate? For example, for User Feedback systems, it will likely be more efficient and effective to use existing services that integrate into a site/CMS instead of creating a solution from scratch.

**Port Response:** Yes. Third party software can be used.

95. **Supplier Question:** How is Granicus integrated?

**Port Response:** In iframe.

96. **Supplier Question:** How is the Port using Granicus and where does it appear on the sites?

**Port Response:** Granicus is used to broadcast Board of Port Commissioners meetings. It appears in the Board Meetings section of portfoakland.com (http://portfoakland.com/about/legistar.aspx)

97. **Supplier Question:** How is NeoGov integrated? How is the Port using NeoGov and where does it appear on the sites?

**Port Response:** In iframe. NeoGov is used in the Job Center section of portfoakland.com (http://portfoakland.com/jobcenter)
98. **Supplier Question:** Is there an expected turnaround time for changes/updates in an emergency i.e., 1 hour 24 hours?

   **Port Response:** In an emergency, one hour or less is needed. The sooner things are done in an emergency, the better.

99. **Supplier Question:** How many decision makers will be involved in the design process?

   **Port Response:** For portofoakland.com, there will be several decision makers as there are several sections that are managed by different divisions at the Port. The objective of the Port is to work in an efficient and timely manner with the selected provider to ensure project timelines are met. For oaklandairport.com, there will be less decision makers as it focuses on the Oakland International Airport.

100. **Supplier Question:** Will 2Plus2 provide appropriate support for evaluation and migration of existing content?

    **Port Response:** Per the contract, 2Plus2 will assist with any transition.

101. **Supplier Question:** Will the Port be able to provide Proposers with users from each constituent group for user testing or do you expect the winning Proposer to recruit external users for testing?

    **Port Response:** The Port will provide users for testing.

102. **Supplier Question:** Can Proposers assume that Port of Oakland employees will be able to help us understand user profiles of each website constituent and main user tasks/information/content needs, or is that something we’re expected to gather from interviews with actual users?

    **Port Response:** Yes, Port staff will be able to understand user profiles and will be able to help with this.

103. **Supplier Question:** What are your success metrics for this project?

    **Port Response:** The Port has not identified success metrics for this project. Instead the Port has identified some goals. Please refer to Section II Scope of Services C. Goals (on page 1 of 11.). In addition, Attachment 10 also highlights the server level agreements that the successful Proposer is required to maintain.

104. **Supplier Question:** Has the Port identified any existing websites that it sees as a best practice or use as a reference when envisioning the new Port of Oakland website?

    **Port Response:** No, the Port is open to suggestions.

105. **Supplier Question:** Are third party applications all API based integrations?

    **Port Response:** No, most are iframe based.
106. **Supplier Question**: Regarding litigation information in Section IV Submission Requirements, item 8 (on page 7 of 11.) if Proposers have not had any litigations against them, do we need to provide proof of this? If so, in what format?

   **Port Response**: No, if your firm has no litigation, simply state that and certify that.

107. **Supplier Question**: Scope of Services, item G 5 on page 3 of 11, does the Port have existing backup system in place? Is the Port of Oakland looking for suggestions/offerings from consultant on hosting backup services/solutions?

   **Port Response**: Yes the Port has an existing backup system in place. The Port is open to suggestions/offerings on hosting backup services/solutions in respondent’s proposals.

108. **Supplier Question**: Is the Port open to using Google custom search?

   **Port Response**: Yes we are.

109. **Supplier Question**: Who is responsible for content migration/integration?

   **Port Response**: The awarded Proposer will be responsible.

110. **Supplier Question**: Does the Port wish to have website documentation, style guides, etc.?

    **Port Response**: Yes, and we’re open to suggestions on what documents are needed.