



Purchasing Department
530 Water Street
Oakland, CA 94607

April 29, 2021

Addendum No. 1

RFP No.: 20-21/21, 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 clarification and corrections have been made to the above referenced RFP:

Clarification No. 1: Section II. Scope of Services, Item F. Creation of New Websites:

- Photography Services

Item F.7. states that “Although the Port will provide some of the photographs and images, the chosen Company will provide professional photography services as part of their duties for the creation of the websites.” Photography services requested is specifically for the websites redesign and not for overall photography services for the Port.

Correction No. 1: Section IV. Submission Requirements, Submittal Format (Page 6 of 13)

In reference to the “Submittal Format” first paragraph where it reads “*one sided or 9 pages double sided*” this is a typo error and correct number of pages is “10 pages” and corrected as follows:

- Responses may not be longer than 20 pages (one sided or 10 pages double sided), printed on 8 ½” x 11” paper and formatted in no smaller than 10-point font. Each section shall be labeled according to the sections below. All submitted material must be bound with only one staple or binder clip in the upper left corner. Please no binders or any other type of binding. Submittals must be able to fit into a 9 x 11.5-inch folder.

Correction No. 2: Proposal Worksheet, Attachment 4

- Disregard Proposal Worksheet, Attachment 4 in its entirety and replace with the REVISED Proposal Worksheet included at the end of this addendum.

Correction No. 3: Section II. D (Current Websites Information)

- Please replace table on the RFP with this:

Category	portofoakland.com	oaklandairport.com	oaklandseaport.com
CMS	WordPress	WordPress	WordPress
# of Dynamic Pages (.php)	2,726	709	375
# of Static Pages (.html)	1,367	64	37
# of Image Files (.jpg/.gif/.png)	20,357	4,649	1,290
Size & # of PDFs	21.2GB in 3,790 files	1.65GB in 13065 files	56MB in 127 files
Size & # of Audio/Video Files	12.2GB in 593 files	0.38GB in 27 files	0.3MB in 9 files
Total Size of Website (excluding PDF, Audio & Video Files)	4.4GB	0.98GB	243.7MB
Number of Minor Changes per Month (e.g. Posting new documents, update front page news, removing out-of-date info, etc.)	25	15	6
Number of Major Changes per Year (e.g. new sub-section)	5	11	1
Monthly Traffic (unique visitors)	13,456	42,599	2,592

There are no other changes to RFP No. 20-21/21.

The following questions were submitted by the deadline and are answered in this addendum. Duplicate questions received have been consolidated.

1. **Question:** Will the Port of Oakland consider accepting electronic online submissions and removing the requirement for hardcopy submission in light of the restrictions and limitations in place due to the COVID-19 pandemic?

Response: *No electronic on-line RFPs will be accepted. To protect the integrity of the RFP process, the Port must receive sealed RFPs (physical submittals only), delivered to the Port either in-person or by mail by the Due Date and Time indicated in the RFP. (Please note: Some physical deliveries have been intermittent/delayed in certain areas, so please plan accordingly and submit your RFP early to ensure timely receipt.) The Port of Oakland is open, and a hard copy can be dropped off at the security desk (9:00a.m. – 3:00p.m. daily).*

2. **Question:** Section G-8: “Selected Company must recommend three (3) hosting providers.” Should pricing and features for the 3 hosting providers be included in the proposal? The website proposal worksheet (RFP Attachment 4) does not include hosting costs to be included in the vendors proposal. Will this be part of the selection process or will hosting providers and costs be determined after the contract is awarded.

Response: *The hosting costs should be included as an item under Website Maintenance in Attachment 4. Proposal Worksheet, Attachment 4 is replaced in its entirety by the attached.*

3. **Question:** Section IV. Submission Requirements of the RFP states that "Responses may not be longer than 20 pages".

- a) Please confirm that the 20-page limit includes responses 1, 2, 3, 4, 5, 7, and 8 only - excluding response section 6 since it consists of Attachment 4 and fee schedules.

Response: *A brief cover letter (no more than 1 page) will not count against the page limit. The 20-page limit only apply to the following Submission Requirements, Submittal Format: 1, 2, 3, 4, 5, 6, 7, 8 and 9.*

All Port attachments (required forms) must be returned with your proposal and will NOT count toward the 20-page limit.

- b) Please confirm that resumes, templates, and other visual materials can be attached as Appendices to the proposal, excluded from the 20-page limit.

Response: *Correct. Resumes, templates, and other visual materials can be attached as Appendices and will NOT count toward the 20-page limit.*

4. **Question:** Are there any restrictions on team build? Will you require on site resources or is a blended team of onshore in PST and off-shore okay? All key stakeholders would be CA based. [Can we have] the work and materials done in the USA, while we have offshore teams who perform the work too?

Response: *All work, personnel, data and materials including hosting must be done/reside in the USA.*

5. **Question:** Will the Port of Oakland be able to share a current or previous budget related to the services?

Response: *Due to the competitive process of this project, the Port will not disclose the overall budget amount at this time.*

6. **Question:** Are any of the third-party integrations more extensive than embedded links or calls to established APIs? Are you open to different solutions to achieve these features/functions? What are some key integrations needed with the CMS outside of what's listed in the RFP? What is the complete list of integrations desired for the new site, and which web property is each of these integrations affiliated with?

Response: *The existing integrations are simple iframes and links. Your company should be capable of doing more extensive integrations in case of future needs. The Port expects to keep most if not all the existing solutions.*

7. **Question:** Are you expecting content writing services?

Response: *No.*

8. **Question:** Are you expecting migration services? If yes, how many webpages need to be migrated? What is the plan for content migration? Is the chosen vendor expected to migrate content?

Response: *Most of the information and functions in current websites are expected to be included in the new websites. The existing websites have integration with 3rd party websites and applications (e.g., NeoGov, Granicus, eBidBoard, custom database, JotForm, flight status, etc.) which must be re-integrated into the new websites. The chosen vendor is expected to migrate the content.*

9. **Question:** We often bring in local firms when we do work outside of our home state. Is there an official list or database of local DBEs/VOSBs/WMBEs we can refer to?

Response: *Port of Oakland strongly encourages the utilization of small/local businesses. To obtain a listing of Port certified small/local businesses you may refer to this link: <https://srd.portofoakland.com/index.aspx?>*

10. **Question:** [Port staff] mentioned that if you're not certified with the Port, you won't get certain points. Can you clarify which points you won't get if you are not certified with the Port?

Response: *Port of Oakland will award small/local business preference points to Port certified small/local firms. To receive these preference points, proposers or any team member must be certified by the proposal due date. However, proposers do not have to be Port certified to pursue this offering.*

11. **Question:** Could the required team/professionals be hired at the project start?

Response: *Yes, but it is strongly recommended for the team to be defined in your proposal to determine their qualifications.*

12. **Question:** What is the grading criteria for selecting a partner? Is there a desired budget? and finally how many participants are you expecting on this RFP

Response: *Scoring criteria is provided in Section V: Evaluation Criteria. Budget information is not disclosed at this time. It is also unknown how many companies will submit a proposal.*

13. **Question:** Given that the implementation time frame spans many years, are we able to bring on subcontractors later on in the project that were not on our initial proposal?

Response: *The Port strongly recommends that subcontractors are named in your proposal to determine their qualifications.*

14. **Question:** Do you have a timeline in mind to complete the project? Do you want the project to be completed in phases? Is there any specific priority with which the work should be performed during the redesign and relaunch of the websites? Is there a specific event driving the launch date?

Response: *The Port does not have a definitive timeline or specific event driving the completion of the project and will work with the chosen company to develop an appropriate timeline. It is expected that the websites are launched in 2022. However, the project can be completed in phases with priority determined during the analysis phase of the project.*

15. **Question:** The RFP says WordPress is currently the CMS for all 3 sites. What's the experience been like with WordPress - likes & dislikes? What requirements are missing from the current WordPress platform?

Response: Port staff had a mix of experiences with WordPress. Some found it easy and some found it hard. Simple updates are straight forward. Some felt it was quite complicated and would love to see something more user friendly or have more time to receive more intensive training. One user had issues with frames and how it would enlarge and distort content. There were issues with having the website look good in a mobile device. Another felt that WordPress is a cost effective, simple option that made sense given our budget limitations.

16. **Question:** Why is the Port of Oakland seeking to redesign these sites now? What are your overall objectives with the redesigns of these sites? Are there specific items about the current sites you like or don't like? Any current pain points we need to know about?

Response: The existing websites were developed around 5 years ago, and the Port would like to see a refresh after such a time period. Overall objectives/goals can be found in the RFP Section II. Scope of Services item C ("Goals"). The Seaport is looking to refresh the website in conjunction with ongoing re-branding efforts. The main goal is to make the website easier to surf by placing popular information in places that are easier to find and to add/eliminate pages that are needed or obsolete. Like the Seaport, the Airport hopes the website will eventually reflect the Port's unique brand and the vibrance of the East Bay region (specifically as a leader in innovation, entertainment, transportation, health care and fintech where diversity is celebrated. The Port is going through a rebrand for its "Everyone's Port" campaign. The Port want the new web sites to reflect the new brand.

17. **Question:** Is the Port currently deployed on WordPress? Is the port open to a replatform on Drupal/Gatsby or other modern solution?

Response: The Port's 3 websites use WordPress. The Port is open to re-platform on another solution.

18. **Question:** My agency doesn't have experience developing websites specifically for large metropolitan city ports or airports (etc). Does your selection criteria include that as a requirement?

Response: It is not necessary for your company to have experience developing websites specifically for ports or airport. However, your company must have provided relevant services to at least five (5) companies with multiple business units in the United States.

19. **Question:** [Port staff said during the pre-proposal meeting that] "questions will be responded to via addendum emailed to all prospective proposers and placed on the Port's website on April 29, 2021. Proposers who did not receive a copy of the addendum should download it from the Port's website." That date is in the future; just checking that that is the correct date?

Response: Yes, the date is correct.

20. **Question:** Regarding the redesign, you did not specifically mention in the RFP a focus on information architecture or a comprehensive review of the content. Will that be expected in the redesigns? Or is the Port satisfied with the current site architecture?

Response: *Yes, a focus on information architecture and a comprehensive review of the content is needed. A visitor to the websites should be able to easily find relevant content.*

21. **Question:** Question regarding the analysis phase - Is there a sense of how many constituents of the port and airport would be interviewed to assess new potential needs, ie shippers, agents, local coast guard office, container terminal operators, etc. Asking because there are certain approaches for websites that work as a port community system that have been set by certain international agencies. How many stakeholders will be in reviews and make decisions on the solution design?

Response: *The website's target audiences are broad and diverse, so it is important to have representation from this target audience. We expect several workshops will need to take place with stakeholders. The core project team at the Port will make the final decisions.*

22. **Question:** We are small business certified in Alameda, California, Oakland, San Francisco, and with BART. Can't one of these certifications be leveraged to apply towards Port certification?

Response: *Local agency certifications are NOT reciprocal.*

23. **Question:** Is there an incumbent vendor that the port works with? Are they bidding on this project?

Response: *Ciniva currently maintains & hosts the existing websites. They may bid on this project if they wish.*

24. **Question:** Page 4. / H.11 states to be prepared for all future integrations, web applications and other tools the websites may connect to. Is there information on future developments that can be shared?

Response: *The Port does not have anything specific or definitive for future integrations. Your firm must be able to handle future integrations as they come up.*

25. **Question:** We are a DBE-certified firm based out of Iowa. Do we meet the qualifications to be a DBE firm as part of the project?

Response: *The Port of Oakland Non-Discrimination Small/Local Business Utilization Policy applies to this non-federally funded RFP; therefore, DBE certification does not apply.*

26. **Question:** Will you waive the automobile insurance requirements as vehicles are not typically required to perform web design and web development work?

Response: *No, the Port will not waive the automobile requirement.*

27. **Question:** Will in person meetings be required during the project engagement?

Response: *During the Covid situation, no in person meeting are required. As the Covid situation eases, in person meetings is preferable, but only if needed. Most work can be done remotely (but within the USA).*

28. **Question:** Does the Port of Oakland have brand guidelines to follow? Are there different style guides by site, or overall, for the house of brands?

Response: *The Port has general brand guidelines that should be followed.*

29. **Question:** Minor Changes per month 6-25 per month per site. Does the Port handle the changes or is it expected that the changes are completed by the vendor and part of the SLA?

Response: *Currently, the company maintaining the Port's websites do most of the changes, and some changes are done by Port staff. It is expected that for the new websites, most of the changes will not be done by Port staff but by the vendor. However, Port staff must be able to make straight forward changes.*

30. **Question:** What is the team's current annual spend on the technology behind the site? CMS, hosting, support, etc

Response: *The Port spent approximately \$78,000 in 2020. Yearly costs can vary substantially depending on amount of changes made and other factors.*

31. **Question:** How many authors are anticipated to need access to the admin portion of the website? How many people will be administering content?

Response: *Less than 10 Port staff will need to modify content of the new websites. None of them need to administer the websites though.*

32. **Question:** Can someone address ADA requirements AA, AAA, 508 for the current sites and desired level for the new sites? Are the PFD documents listed in the RFP part of the vendor requirements or the Port of Oakland's responsibilities if documents will be migrated over to the new sites?

Response: *All web pages must comply with all applicable accessibility laws and standards including WCAG, Americans with Disabilities Act (ADA), and Section 508. Your question on 'PFD' is not clear, but almost all content will be migrated to the new sites.*

33. **Question:** On a scale of 1 to 10 how open are you to using a CMS other than WordPress? Are there other CMS platforms you're interested in?

Response: *Although the existing sites use WordPress, the Port is open to any CMS that fits the requirements as listed in the RFP.*

34. **Question:** Is there a CRM that the websites will integrate with?

Response: *No.*

35. **Question:** How active is the real estate portion of the site:
<https://www.oaklandseaport.com/development-programs/property-for-lease/> We noticed that page is rendering as blank boxes.

Response: *That page is a holding page since it has not been updated in a couple of years. This page will need to be updated with new information eventually.*

36. **Question:** What outside firm is currently hosting the site? And, are there hosting performance improvements needed?

Response: *Ciniva hosts the Port's websites. There are no hosting performance improvements needed.*

37. **Question:** Although the Port will provide some of the photographs and images, the chosen Company will provide professional photography services as part of their duties for the creation of the websites. Does the budget include the professional photography/videography services? Or do you have a separate budget for these activities?

Response: *Yes, the budget includes these services. The photography is only for the use of creating the new websites and an ongoing service.*

38. **Question:** Would your retail partners at the airport play a role or want [to] have a role in the website and what is offered? You mentioned parking, could meals, duty free, lounges, etc also be offered?

Response: *Retail partners may want to have a role.*

39. **Question:** Is the port expecting to present information in multiple languages?

Response: *Yes. There should be a capability to translate content to foreign languages on demand.*

40. **Question:** Does anyone currently know how many visitors per month, quarter or year visit the site via a mobile device?

Response: *About 30% of portfoakland.com visitors are via a mobile device. About 22% of oaklandseaport.com visitors are via a mobile device. About 60% of oaklandairport.com visitors are via a mobile device.*

41. **Question:** What firm is providing your 24/7 emergency services? What improvements to emergency services, if any, do you want to see in your new contract?

Response: *The existing company that maintains our website offers 24/7 emergency services to resolve website issues.*

42. **Question:** How much overlap is there between your three 'divisions.' For example do you all post career stuff/news/alerts to a common place or are you somewhat siloed today? Is there other content that could be/should be shared across the family if that was easy to do?

Response: *There is some but not much overlap. The main website includes the corporate type content including Board of Commissioners information while the others are specific towards aviation or maritime.*

43. **Question:** About how many stakeholders will be part of the Port project team?

Response: *The Port has several stakeholders in the project team including communications, marketing, community outreach, and IT personnel among others.*

44. **Question:** About how many posts and media attachments will need to be migrated for each site?

Response: *A large majority of site contents of the existing websites will need to be migrated to the new websites.*

45. **Question:** What financial statements are required for vendors, and are any available?

Response: *Vendors do not need to submit financial statements as part of their proposal. Port financials are available at portofoakland.com.*

46. **Question:** Our firm is headquartered in Berkeley, CA. Does this mean we qualify for the LBA points regardless of whether we are also a small firm?

Response: *City of Berkeley is in the Port's Local Business Area (LBA); however, the firm must be a Port certified LBA to receive the local preference points.*

47. **Question:** Will you be sharing the recording of the [preproposal] meeting?

Response: *Yes, it's posted on the Port's website. You can also use this link:*

https://portoakland.zoom.us/rec/share/IHd7r8X0LOiE2B9GI8IWY6SGJ6sWkT0XtlQDmAhKD3VP6QO4trbUvqM3gGu_rdGA.4aSZtE_S8hnWJqzR

Access Passcode: !tv2Z0Wd

48. **Question:** I love that your team is so conscious of the branding role of these sites. That said, what kind of asset library do you currently have available (photos, video, explainers, etc). In addition to photographs and images, what other assets can be shared with us? Fonts, private frameworks, libraries, etc.

Response: *The Port has a large library of photos, videos, logos, and verbiage.*

49. **Question:** Was the recent mess at the Suez Canal directly felt at The Port of Oakland?

Response: *This question is not germane to this RFP.*

50. **Question:** We are a remote team that is not based in the Bay area, but our Creative Director and Training Specialist is a resident of Oakland. Are there any points or preference for this type of business setup?

Response: *An employee working from home does not qualify for preference points for the company. The Port does not offer preference points for employees living in the LIA/LBA.*

51. **Question:** What is the technical capability of the port of Oakland teams? Do they maintain any parts of the web sites?

Response: *Some Port staff are more tech savvy than others. Currently, some changes are handled by Port staff while others are not. More complex changes are handled by the existing company that maintains the websites. For the new websites, most but not all changes will be performed by the company hired via this RFP.*

52. **Question:** Are there similar ports that have websites you aspire to?

***Response:** From the seaport perspective, most seaport website look very similar, so the Port is looking to stand out. The Port is open to different ideas and formats. From the airport perspective, the Oslo Airport is a good one. In general, the Port of Seattle's web site is good because they also operate BOTH an airport and a seaport. Seattle's site lacks the clutter of other seaport web sites. The white space on home pages is ideal.*

53. **Question:** We have the below question specific to: II. Scope of Services > G. Technology > 11. Support current version of Edge, Chrome, Safari, Firefox and Internet Explorer as well as the previous two versions of those browsers. This includes both computer and mobile device browser versions. Given that most modern browsers will automatically update themselves and that IE 10 is no longer supported by Microsoft and IE 11 is being phased out, can you please be more specific about this technology requirement? For example, if we were to build the site today what versions of each computer browser would you require us to support? What mobile device browsers and versions would you require us to support?

***Response:** The new websites must support a broad range of browsers for desktop/laptop computers as well as mobile devices. The current and two previous versions of Edge, Chrome, Safari and Firefox need to be supported. IE 10 does not need to be supported, and the Port will consider recommendations for discontinuing IE 11 support.*

54. **Question:** How much design is expected to be shared between the 3 sites?

***Response:** This will need to be determined, but in general the 3 sites are mostly independent. Some design elements and linking might be shared.*

55. **Question:** Is any content expected to be shared between the 3 sites?

***Response:** The Port does not expect much content that is shared between the 3 sites.*

56. **Question:** Will the current agency handling the current maintenance and site changes continue to handle those following the contract award? Will the contract winner be responsible for daily maintenance and change to all three sites while working on the build of the three new sites?

***Response:** The current agency will continue to handle maintenance and site changes of the existing 3 websites until the new websites go live.*

57. **Question:** Is there a specific way you would like to receive cost break down? For sake of consistency between proposals? Hourly rate for front end and back end coding/ designing? Or is it preferable to provide a number for web development, a number for training, a number for site maintenance/hosting and a final rolled-up number that estimates the length of the contract?

***Response:** Please use the Proposal Worksheet format provided in Attachment 4 of the RFP as revised in this Addendum. Please be detailed when providing cost and information for each task and role.*

58. **Question:** Will the vendor have admin access to the current websites for data migration and preparations?

Response: *The existing vendor will work with any vendor as applicable for data migration and preparations.*

59. **Question:** How many additional photograph needs should we estimate per year for the photography service? Is the Port comfortable with professional photography being contracted out?

Response: *The additional photographs are just for the creation of the new websites, so no additional photos would be taken by the chosen company outside of the initial ones. Professional photography may be done by a subcontractor which you should list in your response.*

60. **Question:** Do you expect any video service from the vendor? If expected, can you please estimate the total length of the video needed per year?

Response: *No.*

61. **Question:** Does the RFP “Scope of Services” section, Paragraph [F].13 expect a search functionality including 3 websites?

Response: *The search function for each website does not need to search the other 2 websites. However, the Port would consider a search capability that allows for a more universal search that cover all 3 sites.*

62. **Question:** Referring to “Scope of Services”, Paragraph [F].17: Do you plan to collect feedback using forms?

Response: *Yes*

63. **Question:** Referring to “Scope of Services”, Paragraph [F].18: Do you want to share website content on social media, or do you want to display social media feeds on your website, or both?

Response: *Probably both.*

64. **Question:** What are the current hosting solutions for all 3 websites? Do you need any improvement in the hosting solutions? Do you have any intention to keep the current hosting service? Which company maintains the current hosting now?

Response: *The company that currently maintain the websites also host the websites, and the hosting is working fine. The Port is open to different hosting solutions as long as they meet the Port’s needs. Ciniva maintains and hosts the existing websites.*

65. **Question:** Who do you currently use to collect user feedback (I.e. plugin, ForeSee, etc.)? Is it expected that the vendor integrated user feedback into the new Port sites? Can you describe what is meant by route user feedback and collect in a database? Is this something you do now? And with what tools? For routing user feedback – do you have email distribution lists that you want feedback routed to? Or, is there a different method?

Response: Currently, user feedback is simply emailed to the relevant person or department. We're open to suggestions on improving user feedback – especially when it comes to a database to collect the feedback for analysis.

66. **Question:** How much did your team spend on the implementation of the current website?

Response: The main Port and Airport websites had a redesign several years ago, and the contract amount was about \$139,000. Since then, the Port has invested in expanding and continuous improvements.

67. **Question:** Is there a plan (or desire, if it's easy) to create more sites in the future?

Response: There are no plans to create more sites in the near future.

68. **Question:** Is the team open to a cloud-hosted solution?

Response: The Port is open to cloud hosted solutions.

69. **Question:** Please describe the security compliance that is required by the CMS and/or hosting? (i.e. SOC2, HIPAA, PII GDPR, etc)

Response: The websites need to be secure, and the Port and the chosen company will work together to decide the appropriate security compliance.

70. **Question:** How are you defining success from a technical perspective for this project? (please use numbers where possible)

Response: The websites need to be created, maintained, and hosted, so that it's secure and capable so that visitors and Port staff don't have to deal with technology issues.

71. **Question:** Can you please provide the average monthly page views for all sites combined? (to the closest 50,000 pageviews is fine)

Response: This information is listed in the RFP on 2 of 13.

72. **Question:** Do you require 24/7 support access in the case of critical (site availability) issues?

Response: Yes.

73. **Question:** Do you require specific response time SLAs for critical issues? If so, please specify expectations.

Response: SLA is included in Appendix A of the sample contract included in the RFP.

74. **Question:** Please describe the internal team who will be responsible for the website post-launch (developers, non-tech users, etc)

Response: They are mainly non-technical users.

75. **Question:** Are there current custom modules that we need to replace? If so, can you provide and specifics?

Response: *There's nothing out of the ordinary that's customized. Most functions that are more complex are done via integration with iframes or links.*

76. **Question:** What are the requirements for a “dark site” for alert communications? Are these pages on the existing sites, or separate domains and set-ups? How many?

Response: *When an emergency happens, a prebuilt dark site is activated so that the Port can effectively communicate with the public with critical information. It does not need to be complex or have separate domains and setups. We look forward to your recommendations.*

77. **Question:** Do you need a machine translation service such as the Google Translate functionality currently on the portofOakland.com site, or the ability to create and localize content, possibly using an external service such as LionBridge?

Response: *Machine translation services like Google Translate is fine. The Port will also provide non-English content for some pages too.*

78. **Question:** Routing user feedback to proper Port staff & collecting feedback in a database for future analysis: Is this requirement fundamentally a survey feature? Or something more? If more, can you provide any specifics?

Response: *The Port would like to simply collect feedback as it comes in and put it into a database for future analysis and dissemination.*

79. **Question:** Websites must be maintainable by other companies. No proprietary tools should be used to create or maintain the website. Is this requirement to enable multiple companies to maintain the website in parallel, or to avoid proprietary technology solutions to enable the Port of Oakland to change vendors in the future?

Response: *Avoid proprietary technology solutions to enable Port to change vendors if needed.*

80. **Question:** No portion of the hosting shall be done outside of the United States. Hosting shall be redundant with failover in at least one (1) other location geographically distant from the primary web servers. Are you open to Cloud-Hosting solutions?

Response: *Cloud hosting is OK, but the data/websites must reside in the USA.*

81. **Question:** Site content, database and all code must be made available within three (3) business days to the Port upon request. What is the purpose for this requirement?

Response: *It is a way to make sure the Port always has a copy of the websites and associated information.*

82. **Question:** Provide weekly analysis and summary of traffic so that Port can eliminate or reduce "dead real estate" on the site and increase stakeholder engagement. Is this requirement for full-featured Google Analytics implementation, or advanced reporting features? Can you clarify reporting specifics?

Response: *The Port is concerned that people are not able to find information. The analytics will help determine what is not used or easily accessible.*

83. **Question:** What are the qualifications for a “greenfield” website?

Response: A website that is built from scratch rather than built from an existing website.

84. **Question:** Do you expect a rebranding initiative effort as part of this proposal to harmonize the three websites? Or will there be a separate rebranding initiative that will provide brand requirement to this website project?

Response: The Port is a house of brands. The new web sites need to take into account the fact that there will be three distinct brands. Harmonizing may not be an option. Each website will have its own feel.

85. **Question:** In section II, part C there is mention of integration with a “custom database.” Can you provide a list of the custom databases and what function does the database perform? Does the custom database(s) need to be hosted in the new CMS website hosting environment? If not, where is the custom database(s) hosted?

Response: The custom database is a hosted at another website, and it can be integrated via an iframe or other method.

86. **Question:** Section F-21: “At minimum, traffic to the new websites should not drop by more than 10% three months after go live due to new design. If it drops more than 10%, site must be better optimized to get traffic up to what it was before.” Question: This is a difficult metric to use to show improvement simply because so many factors affect website traffic. Is the Port of Oakland team open to considering other metrics? If not, is the team willing to be flexible on the traffic metrics if other factors are also impacting traffic numbers?

Response: The Port is open to suggestions, but the main point is that traffic should not drop substantially after the new websites are launched, and if it does, the sites must be improved to get back to the historical traffic levels.

87. **Question:** Section G-5: “High levels of website security and protection must be maintained using appropriate firewall, intrusion detection, and encryption technology.” Question: What level of security does your environment have now? Will you need a FedRamp solution? Do you require a dedicated server for the Port of Oakland sites?

Response: To maintain security, the Port cannot disclose security systems and protocols for existing websites. You should recommend security systems and protocols that would be appropriate for governmental/airport/seaport websites.

88. **Question:** Section G-7 “The websites must be able to offer extensive multi-media services including web-casts and video downloads.” Question: In the RFP you provided the size of the current video files. Do you see the number of videos and/or the size of the files to increase significantly over the course of the contract period? Please provide details where possible as this may affect the size of resources needed for the hosting environment.

Response: The number and size of videos will increase. Currently, the Port uses YouTube and Granicus (for Board meetings) to host and broadcast videos, but the capability for the websites to offer multi-media service should be available.

89. **Question:** Is your preference to complete all sites simultaneously and launch together?

Response: The websites do not necessarily need to launch together. They can be however.

90. **Question:** Is there interest in taking the existing sites, migrating them to a new hosting environment (or staying the existing environment), and then re-skinning the sites with updated design, UI, UX? Or do you want a completely fresh start?

Response: A completely fresh start is desired.

91. **Question:** Regarding photography – would you like us to include estimated for a photo shoot?

Response: Yes

92. **Question:** Regarding websites offering webcasts – are you asking for inclusion of webcasting software (e.g. GoToWebinar or others) in bid?

Response: The Port is currently using Zoom and Granicus for webcasts. The websites just need to link to and replay webcasts.

93. **Question:** Regarding redundant failover for hosting, can this be managed via CDN/caching network as opposed to multiple web servers?

Response: The Port is open to suggestions.

94. **Question:** Regarding weekly analysis and summary of traffic – are automated dashboards acceptable along with a monthly reporting review?

Response: Probably. The Port will need to see what they look like.

95. **Question:** What security auditing tools will the Port utilize to audit the sites?

Response: The Port is open to suggestions.

96. **Question:** You mentioned on the bidder call that there is an approved budget. What would happen if a bid exceeds the budgeted amount? For example, would bids be disqualified, would you make deductions from the 20% point allocation, would you provide immediate feedback and request a BAFO from the bidder?

Response: The Port will work out a proper resolution. Cost is a consideration and evaluated accordingly under Evaluation Weights. Please refer to V. Evaluation Criteria, A. Evaluation Weights and VI. Additional Provisions, U. Award Consideration and Length of Contract for more details.

97. **Question:** Is Single Sign-On or any other type of federated authentication required for staff (content authors, marketing team, etc.)? If so, please provide additional details about the desired authentication method(s)/provider(s) (i.e., LDAP/Active Directory).

Response: Single Sign-On is not required, but we would consider it as an option.

98. **Question:** Please describe an example usage of a "Dark Site", and what types of additional authentication, security, and functionality may be required (i.e., discussion forums/comments, custom sub-domains, etc.)

Response: The dark site will be straight forward. It'll be more of a display of key information that is needed to be disseminated during an emergency situation for the most part.

99. **Question:** What is the typical volume/life-span of "Dark Sites"?

Response: The life span would be as needed during an emergency situation.

100. **Question:** On-demand translation is a requirement. Oakland Airport site is currently using Google Translate. Are you satisfied with Google Translate as an ongoing provider of on-demand content translation?

Response: Yes.

101. **Question:** Are content moderation workflows desired? If so, what is an example desired workflow? Example: User 1 may author content and save as a draft, user 2 publishes content authored by user 1 manually after review. User 2 may author and publish content without approval.

Response: Content moderation workflows may be needed for certain circumstances. Most content posted by the chosen company for the Port would already be approved by the Port. However, if a Port staff is posting, some kind of approval process would be needed.

102. **Question:** Is there currently any internal development team? If so, what is the structure/experience of that team?

Response: No.

103. **Question:** Is there any DevOps pipeline/automated testing implemented with the current site? If so, please describe the current state of DevOps.

Response: Not at the Port.

104. **Question:** How many web forms are currently in place (i.e., Contact Forms, Applications, etc.)? How many of these are built with Jot Forms? Would there be resistance to migrating these forms to use the CMS's native form building system if the experience could be optimized?

Response: The number of forms is very small, and the Port would not be resistant to migrating these forms.

105. **Question:** Can you share your current cloud hosting services? (e.g. AWS, Azure, Google Cloud?) If multiple clouds, can you share what clouds for which applications currently in use at the Port/Airport?

Response: The sites are hosted by Ciniva.

106. **Question:** Can you describe the testing process a bit? performance tests, automated tests, regression tests? Do you have a dedicated team for this?

Response: The sites are not regularly tested by Port staff outside of going to the site and using it. The existing company that hosts and maintains the websites do their own testing.

107. **Question:** Are there any specific security guidelines or standard that need to be covered?

Response: The Port welcomes your recommendations.

108. **Question:** We are considering Agile methodologies, are there any drawbacks with this? Could the roles that these methodologies require be covered?

Response: The Port is open to different methodologies.

109. **Question:** Regarding the professional photography service, are you considering this service to be covered throughout the whole project in case new photographs or images are required?

Response: Professional photography will be needed to be taken during the duration of the project by the chosen company for use with the creation of the new websites.

110. **Question:** Should rebranding be considered part of the project (brand identity, logo, etc.)?

Response: There is some rebranding as part of the project that the Port will undertake. The chosen company will design the websites with the provided branding collateral.

111. **Question:** Do the current websites have a common design system (interaction patterns, etc.)? Is it an objective for the future websites?

Response: You can check out the 3 websites to get an ideal of how common the design system in. It could be an objective if it makes sense.

112. **Question:** Do you have a Design Operations Manager?

Response: The Port does not have a design operations manager.

113. **Question:** Do you intend to have user testing, or should this be integrated to our project?

Response: Port staff, some stakeholders and the chosen company will do user testing.

114. **Question:** Are you considering an area or section where the end user needs to log in?

Response: Port staff who need to post items will need to log in, but the public would not need to have an area where they need to log in.

115. **Question:** Which features on the Oslo airport website are most attractive the Oakland airport team?

Response: Overall design, feel and clean presentation.

116. **Question:** The bidders call was largely Oakland airport focused in questions. Could you provide a short narrative on the expectations and vision for the seaport and for the Port of Oakland websites?

Response: The seaport is looking to reconfigure the website to be more user friendly and would like the most visited pages to be prominently displayed on the homepage above the fold. There should be updates to port information and pictures and videos. The content will be similar, just reconfigured. For the main Port of Oakland site, a cleaner, easy-to-navigate user interface with no clutter is desired.

117. **Question:** Has the airport explored e-commerce development opportunities through its website and could you share thoughts on these possibilities?

Response: No, however, it might possibly happen in the future.

118. **Question:** Can you let us know what pages/sections will require one click print?

Response: This will be determined during the redesign process.

119. **Question:** Can you provide more information about the future capabilities to complete online transactions? Will users have related invoice / PO numbers / account numbers? Please explain how this will work? Do transactions need to be saved on the site or would these integrate into an existing POS or ERP?

Response: Future capabilities are just ideas currently. The chosen company will need to be able to handle more complex integrations and functionality if the Port decides to implement any of them.

120. **Question:** Do you have any preferred legacy platforms for CMS, hosting or any other third-party tools for marketing?

Response: No. The Port welcomes your ideas.

121. **Question:** Can you explain the typical workflow needed for drafting, approving and publishing content on the website? How many individuals are typically involved and what are their roles?

Response: For the future websites, most of the content will be posted by the selected company. In that case, what is given to the company will already be approved. However, the Port will also need to be able to post content, so in that case, there needs to be an approval mechanism either technology based or "manual" based process. The number of individuals that would post content directly would be less than 10.

122. **Question:** Do you currently use any type of web analytics tool or CRM that you prefer to use moving forward?

Response: The Port uses Google Analytics, and it works well.

123. **Question:** In the Current Websites Information table, it lists WordPress as the CMS as well as showing a row listing the number of .asp/.aspx pages. Can you provide some information about how ASP.NET is used in conjunction with WordPress (PHP) on the current sites?

Response: *There are no .asp/.aspx pages. The table should have said .php pages instead. An updated table is included as Correction #3 above.*

124. **Question:** We didn't make preproposal meeting. Can we still submit a proposal?

Response: *No. All potential Respondents must have attended this meeting as a prerequisite to submitting a proposal.*

There were no other questions to RFP No. 20-21/21.



RFP No.: 20-21/21, Websites Redesign and Maintenance

Websites Redesign

Please provide the specific tasks involved with the websites redesign from beginning to post go-live optimization. Please be detailed and follow the guidance in the Scope of Work section. Please be sure to break out costs for photography. (Attach additional pages as necessary.)

<u>Task</u>	<u>Hours Required</u>	<u>Cost</u>	<u>Comments</u>

Total expected cost for websites redesign: \$ _____

Website Maintenance

Please provide the specific tasks involved with the maintenance of the websites post go-live optimization. This includes additional hourly rate for new functionality & enhancements. Please be detailed and follow the guidance in the Scope of Work section.

<u>Task</u>	<u>Hours Required (per month)</u>	<u>Cost</u>	<u>Comments</u>

Please list people from your company who will be involved with the project for web maintenance.

<u>Role</u>	<u>Cost/Hour</u>	<u>Comments</u>

RFP No.: 20-21/21, Websites Redesign and Maintenance

Total expected cost for website hosting

Year 1	\$
Year 2	\$
Year 3	\$
Year 4	\$
Year 5	\$
Optional Year 6	\$
Optional Year 7	\$

Total expected cost for website maintenance

Year 1	\$
Year 2	\$
Year 3	\$
Year 4	\$
Year 5	\$
Optional Year 6	\$
Optional Year 7	\$

Post Go-Live Projects

The Port may request web based applications to be developed after the new websites are developed. Please provide the typical rates for the people involved with development.

<u>Role</u>	<u>Cost/Hour</u>	<u>Comments</u>

Respondent Name: _____ Title: _____

Company Name: _____

Authorized Signature: _____ Date: _____