Website Design and Support Services

RFP #2023-04

ADDENDUM #4B

September 2, 2022

1. Please confirm that one design theme will carry across the entire site. If we need sub-themes of any type please specify.
    a. Yes, one theme design
2. Please confirm that the awarded vendor will primarily work remotely, with regular web conference meetings as needed.
    a. Yes, however, it is preferred the start-up meeting be in person.
3. Please describe the internal team who will be responsible for the website post-launch (developers, non-tech users, etc)
    a. CHO Airport Marketing department and directors
4. Do different teams/departments manage their own sites? Or does one team own all web work?
    a. No, the CHO Airport Marketing department will handle all sites
5. We are a US company with some remote team members working from outside of the US. Is there any restriction on their ability to contribute to the project?
    a. No
6. How do you envision the relationship with the developer post-launch? Do you need a maintenance contract to keep sites patched and secure?
    a. Post-launch of the site, the relationship would be as needed. A maintenance contract will be established if needed.
7. We noticed that there is no project scope (i.e. tools and features that will be built) referenced in the RFP and that section 4.4 that is requesting hourly rates. With that said, is it correct to conclude that the project deliverables and total cost will be established during the Discovery phase with the firm that is selected? If the is correct, please ignore the "Technical" questions below. If this is not correct, please address the following:
    a. Yes, that is correct.
8. Is there a preference for the vendor to be located in Virginia?
    a. It is preferred but not required.
9. What has been the approximate past spend on website development, maintenance and hosting?
    a. Cost has varied each year.
10. In terms of the proposal selection process, does the Authority take a lowest cost or best value approach?
    a. Selection will be based on best value approach, however, cost is highly valued
11. In order to ensure that we are offering an appropriate approach, range of deliverables and services, can you please share the budget max for this project?
    a. The budget will be determined in the initial meeting with the awarded company.
12. Would you prefer to use a cloud based hosting provider?
    a. Open to all hosting options

13. Are you open to evaluating open source technology, if there is an enterprise backing it and it has proven security proficiency?
   a. Yes
14. Is the team open to considering a low-code CMS solution?
   a. Yes
15. What is the average number of monthly page views the website receives?
   a. Page analytics are not currently received regularly
16. Are there any traffic spikes based on seasonality, events, etc.?
   a. Page analytics are not currently received regularly
17. Please describe the makeup of the team that will be managing the websites & application - are they technical/non-technical? How large is the team?
   a. The Marketing Team at CHO will manage the website and application, this consists of 3-5 employees with a variety of technical skills
18. What is your current annual spend on your CMS & related technologies like hosting?
   a. This varies annually based on what the website requires
19. How often do you expect content to be added or edited?
   a. Regularly, the public notice page can change daily
20. What are the requirements around security or compliance for sensitive information stemming from the website (like HIPAA, PII, SOC-2, FERPA, FedRamp, etc)?
   a. The CHO Airport Website host a variety of information for our passengers, however, unaware of the security requirements
21. What other channels besides the web used to engage with users? (Ex. email, SMS, etc.)
   a. Currently only the web
22. Do you currently run any sort of Personalization on the website? Do you have any Personalization plans in the future?
   a. No, however, it is up for discussion with the awarded company
23. Whether companies from Outside USA can apply for this? (like,from India or Canada)
   a. Yes, however, it is preferred to use a local company
24. Whether we need to come over there for meetings?
   a. It is preferred the award company be onsite for initial discussion
25. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
   a. Yes
26. Can we submit the proposals via email?
   a. Proposals are accepted via email, with the hardcopy tracking number included
27. If you don't mind sharing, could you let me know your approximate budget for the project? We partner with designers/agencies at a wide range of prices, so this will allow me to bring in one that is a good fit for what you're looking to spend.
   a. The budget will be determined in the initial meeting with the awarded company.
28. Please clarify section 2.6. If the hard copies and flash drive are required regardless, what is the advantage of the email submitted proposal?
   a. The Authority requires a hard copy for auditing purposes. The digital version with tracking include is an option for the proposer who does not believe the physical copy will arrive by the 2pm deadline.
29. The certificate of no collusion appears to be set up to be notarized only in Albemarle County. Can we execute the notary outside of the county or state?
   a. Yes.
30. What are the three primary desired outcomes of the website redesign?
   a. Desired outcomes - Success in a new website that meets 2022 standard that provides information to our traveling public and our community partners.
31. Where is the website currently hosted? What are the monthly visit and page view statistics?
   a. WordPress. Analytics are not currently provided regularly.

32. In B. Content Migration, subsection a, should "office and staging websites" be "official and staging websites?"
      a. Yes.
33. Under pricing and fees - is 1a (One time website migration fee) a price for migrating the website as is, or does that include the redesign?
      a. It does include the redesign, however pricing will be discussed in depth with the awarded company in initial meeting.
34. We see RFPS for airport websites with budgets ranging from $25K to well into six figures. Where in that range are you expecting to fall?
      a. The investment number is yet to be determined, however, we anticipate will be on the lower end of that scale provided.
35. Is there an organizational preference for open source vs. a proprietary CMS?
      a. No.
36. Please describe your current website team. What are their primary skillsets?
      a. The Marketing Team at CHO will manage the website and application; this consists of 3-5 employees with a variety of technical skills
37. Are there multi-lingual requirements? Is Google Translate or similar sufficient?
      a. This will be discussed in the initial interview.
38. Please list the post types and custom post types in the current WordPress website.
      a. Unsure
39. Please list the WordPress plug-ins in use on the site.
      a. Unsure
40. Please describe any custom plug-ins in the site.
      a. Unsure
41. Is the site theme custom, or built on a standard base theme such as Genesis?
      a. Unsure
42. Please describe all third party systems that integrate with the website via an API or an automated data import/export.
      a. Third party partnerships for the Arrivals/Departure/Flight Map page are imported directly from the companies
43. Please list all 3rd party systems that are embedded or iFramed into the site.
      a. Unsure
44. Google has 84 URLs indexed on the site. Is that an accurate count of the content to migrate to a new site?
      a. Unsure
45. Do you expect copywriting or editing services as part of engagement?
      a. No
46. Do you need us to conduct an extensive discovery process that includes extensive research into user persona development - or a more streamlined discovery based on the web team's input and best practices?
      a. We anticipate an audit and discussion on the plans and designs for the new website with the awarded company.
47. Do you have high-quality photography/media assets available for the new site?
      a. No – this will be determined with the awarded company for this RFP 2023-04 and RFP 2023-03.
48. Do you need help with optimizing SEO and driving the right traffic to the site post-launch?
      a. This will be determined with the awarded company during the initial discussion.