RFQ – Website Design and Development
Questions and Answers Documentation

The following questions were received by email at sparkey@oki.org by the August 22, 2022 2:00 p.m. EDT deadline.

1-Q: I'd like to submit, but I don't have ODOT or DBE. The way the Request reads, it is unclear whether this is needed: "Prequalification from applicants is not required if there is no suitable prequalification category for this type of work

> A— For the Prequalification and Overhead rate, there is not a category for Website Design so they would not be appliable.

2-Q: Regarding page 10, Section 3.1.2 Approach to Project and Management of Subs: Please confirm five (5) pages are single-sided or double-sided pages. Due to breadth of requirements, is ten (10) total pages correct, meaning five (5) double-sided printed pages?

> A— A total of five pages single sided — not ten pages total such as five double sided pages.

3-Q: Regarding Section 2.3.2 Prequalification Requirements and Criteria - we are an IT service provider, based in Ohio in Good Standing. Are we required to prequalify? If so, please verify the link as both links provided 2.3.2.1 show that the pages have moved. We searched in the Forms Library but do not see a "Prequalification Application" file.

> A— The prequalification and Overhead rate are not applicable because there is not a Website Design category

4-Q: 5.6.4.16 Resource center with…What types of resources will be housed here?

> A—This will be a portfolio of OKI's maps & apps — similar to items currently on this web page https://www.oki.org/mapsapps/

5-Q: 5.6.4.17 Link to third party Board management CRM Do you mean a hyperlink to open a new window/url? or do you mean integrate CRM into website? Please elaborate.

> A—It will be a hyperlink/url to a third-party website.

6-Q: 5.6.4.18 Create Board and ICC Member…What would reside in these digital directories? Please elaborate.

>A—We are considering a digital directory with similar information as the "2022 Board of Directors roster" PDF on this web page https://www.oki.org/about-oki/board-of-directors/. We would like to update the roster information directly through the website.

7-Q: 5.6.5.9 Automate certain steps in the Funding application submission. Please elaborate on this, what are the current steps or where can they be found? Among the functionality requirements, "Automate certain steps in the Funding application submission process" is listed. Can you describe a little more what steps should be automated and a description of the workflow for the application data? Where does it save currently? How is it being used?

>A—We are reviewing our Funding application process internally to see if there is a need to aggregate information that applicants submit through online forms. The objective would be to streamline the process of reviewing the submissions. We don't have any other information to share at this time.

8-Q: 5.6.5.10 Automate Board and ICC nominations? Please elaborate on this, what are the current steps or where can they be found? Can you describe the item "Automate Board and ICC nominations" in more detail from a requirements perspective?

>A—We would like digital nomination forms vs. paper-based forms (basic form). The nomination form is the only step that falls under this project.

9-Q: 5.6.5.11 Design system to use throughout OKI's websites. What type of system are you wanting to design?

>A—The design system refers to a system of consistent website elements: pattern library, style guide, and component library. The pattern library may be UI-element groupings, layouts or templates.

10-Q: 5.8.1.23 RPF Sortable resources…Was this to say "RFP"? what types of resources are these? digital files? PDFs?

>A—RPF refers to the Regional Planning Forum website. The resources would be PDFs, hyperlinks, or other digital files similar to the ones found on this web page https://rpf.oki.org/rpf-library/

11-Q: 5.8.2 Calls to action. For all of these forms do you have examples of these forms? e.g. paper forms that need to be digitized? Forms can be complicated. The types of fields and number of fields would be helpful when estimating this section.

A—Please note per 2.1.2 Evaluation Criteria: Statements of Qualifications submitted for evaluation by interested firms shall be evaluated according to the criteria described in Section V of this RFQ. Bids for the cost of the proposed project shall not be a factor in the evaluation of firms until negotiations are begun in accordance with Ohio Revised Code Section 153.691 and KRS 45A.750. **Cost proposals must not be part of the submittal. Submittals containing any costs, cost proposals, or any other cost related figures will be rejected.**

We should be able to use our current digital forms for these "Calls to action" items. The only modification may be styling. The funding applications may be the exception if added features allow the application process to be streamlined further:
   5.8.2.2 Apply for funding (multi page forms)
   5.8.2.4 Contacts for more details (not a form)
   5.8.2.5 Request for speakers (basic form)
   5.8.2.6 Contact us for accessibility issues (not a form)
   5.8.2.7 Get involved (survey, public hearing, volunteer, OKI talk) (these are not forms)

These items are currently done through Constant Contact. We want to improve styling and user experience:
   5.8.2.3 Register for events (basic form)
   5.8.2.1 Sign up for a specific email list (No form exists for this currently. We want people to be able to sign up for a specific list(s), update emails through the website.)

12-Q: May the Partner develop directly into the OKI staging environment vs. developing into our own and migrating?

A—Yes

13-Q: Will OKI be open to adjusting brand standards, only if necessary, to achieve sufficient contrast for Accessibility?

A—Yes

14-Q: Will OKI guarantee/revise their existing and provided content to comply with WCAG2.1 AA?, i.e., PDFs, iframes, maps, etc.

A—We plan to have all content WCAG AA compliant in a phased approach.

15-Q: Will User Testing include individuals of varying abilities to test Accessibility?

A—We will seek individuals of varying abilities.

16-Q: Are there specific testers for each Persona?

A—We will seek individuals for key Personas.

17-Q: How will the initial OKI wireframes and IA be provided? Electronically, paper, etc.

A—Wireframes will be a mix of low-fidelity electronic and paper.

18-Q: Who built the current websites - your internal team or a vendor? If it was a vendor, who was it? If you used an outside vendor, how much did you spend on the implementation of your current sites?

A—Internal team

19-Q: Is there a plan (or desire, if it's easy to do so) to create more sites in the future?

A— Only if needed.

20-Q: Do different teams/departments manage their own sites? Or does one team own all web work? Are there granular levels of permissions needed where certain people should only have access to certain sites? Or, even certain areas of sites?

A— No, there is one team.

21-Q: Please confirm the current CMS(s) in use for the websites

A— WordPress

22-Q: What are some things you DO like about your current CMS? What are you most satisfied about on the current website? What are some things you DO NOT like about your current CMS? What are you least satisfied about on the current website?

A— Like: easy to use, flexibility; Dislike: accessibility

23-Q: Where is the CMS/website currently hosted?

A— Cloud hosting

24-Q: Are you open to evaluating an open source CMS? The RFP mentions WordPress - is this your preferred CMS for the project? Are you open to a cloud-hosted CMS? If yes, do you have an existing relationship with a cloud provider like AWS, Azure, etc? How are you defining success from a technical perspective for this project? Are there existing brand guidelines that should be followed? Should the redesign of social media cover images be included in the redesign? Can you share the URL of websites that you feel are successful? What existing user research or user feedback is available? Are you satisfied with your search functionality? Are there any other additional features you are looking for? Do you need documentation for governance of the website? Should a third party audit be included? Do you wish to unify the sites into 1, or keep them as separate sites and make them more consistent in their look and feel? Are there any sites (or web apps) that are not directly referenced in this RFP that the county would benefit from consolidating into this new platform? If so, approximately how many?

> A— Please see the scope of work and expected deliverables in the RFQ document.

25-Q: What are some key integrations with the CMS?

> A— Analytics, subscribe to email lists

26-Q: What is your current annual spend on CMS, hosting, and related support? While the cost is not part of the proposal, is there a budget/range for the project? What was your budget on the current site?

> A— Per Section 2.1.2 of the RFQ, no discussion of cost or price may be discussed at this time.

27-Q: Are there any security standards required for your CMS platform? i.e. HIPAA, PCI, SOCII, Fedramp, etc?

> A— There are none.

28-Q: Do you give preference to OH or KY - based vendors?

> A— Please see the RFQ on the selection process.

29-Q: Please provide the average monthly numbers for page views of the websites combined (to the nearest 100K is fine)

> A— We do not have data for all websites at this time.

30-Q: Do you experience frequent surges of traffic that impact performance at critical times? Have you dealt with any security issues or malicious traffic on your sites like DDoS attacks, SQL injections, etc? If so, what was the impact? Are you using anything for CDN or WAF currently? Do you require 24/7 support access in the case of critical (site availability) issues? Do you require specific response time SLAs for critical issues? If so, please specify expectations

> A— No.

31-Q: Please describe the internal team who will be responsible for the website post-launch (developers, non-tech users, etc) How many users or content providers will the CMS have? How many internal developers & resources do you have to support this project, and what is their anticipated role in the initial development of the solution, ongoing maintenance, and feature enhancements to the website? How many staff members are maintaining the website?

A— The team is a mix of SMEs and 5 content managers (tech and non-tech experts)

32-Q: Will OKI assist with participant recruitment for user research/testing?

A— Yes.

33-Q: Is there any particular type of user research that you are expecting? (ie: surveys, card sorting, task-based usability testing, etc.)

A— No.

34-Q: Is there an incumbent vendor? If so, is that vendor bidding on this contract?

A— Not applicable.

35-Q: https://rideshareonline.org seems to already be incorporated into the main website at https://www.oki.org/commuter/rideshare.html. Is there something we are not seeing that is served from that domain?

A—It is not incorporated into the CMS

36-Q: For those other properties that are not part of this project but should be kept in consideration, will the new main site design need to look like those other sites where possible? Or will those other properties be brought in line with the new design over time in subsequent phases? Will we need to provide anything as part of this project such as style guide, images/logos, or even a css/html skin for each of them? Other possibilities such as a shared header also exist. We're asking to see if there's a plan for that soft integration.

A—It is unknown at this time

37-Q: How frequently do you expect the analytics reporting to be?

A—Monthly, in most cases