AMENDMENT NO. <u>1</u>   DATE: September 27, 2021

RE: SOLICITATION NUMBER: RFP No. 21-01

   PROJECT: Broward MPO Website Services

NOTICE is hereby given of the following changes or clarifications that have been issued and questions received regarding the above-referenced Solicitation:

1. <u>QUESTION:</u> Has a Q&A or an addenda been released yet?
**<u>ANSWER:</u> No, this is the first Amendment/Addenda.
As stated in the solicitation, it is the responsibility of each prospective Proposer to verify that he/she has received all amendments issued before depositing the Proposal with the BMPO. It is the responsibility of all prospective Proposer to monitor the solicitation webpage for any changing information prior to submitting your proposal.**

2. <u>QUESTION:</u> Is there a mandatory pre-proposal meeting?
<u>ANSWER:</u> No

3. <u>QUESTION:</u> Is the due date still the same?
<u>ANSWER:</u> Yes

4. <u>QUESTION:</u> Do you have a style guide or a brand guide?
<u>ANSWER:</u> Yes and this information will be provided to the awarded firm

5. <u>QUESTION:</u> Do you have a budget you are able to share?
<u>ANSWER:</u> The estimated budget is $150,000.

6. <u>QUESTION:</u> Does the budget include tech support and hosting?
<u>ANSWER:</u> Yes

7. <u>QUESTION:</u> What was the investment in the previous website?
<u>ANSWER:</u> Approximately $44,000.00

8. QUESTION: Does the Organization have a CMS preference?
    a) Open source? b) Drupal/WordPress?
ANSWER: As stated in the task 2 of the scope: Preferred to stay with WYSIWYG, Broward MPO staff are familiar with this and have been previous trained on this platform. Staying with the WYSIWYG editor will be less of a learning curve.

9. QUESTION: Who are your primary and secondary users?
ANSWER: Primary users: General public
Secondary users: city, state, federal employees that partner with the MPO

10. QUESTION: Would you like detailed research in terms of your audience in the form of an audience needs assessment?
ANSWER: Yes

11. QUESTION: Do you have a desired launch date?
ANSWER: Ninety days from signed contract

12. QUESTION: Is there a specific event driving the launch date?
ANSWER: No

13. QUESTION: What is the current hosting environment?
ANSWER: The current host is Daruma Tech

14. QUESTION: How many visitors does the current website receive on a monthly basis?
ANSWER: About 4,000 users monthly

15. QUESTION: How many pages of content do you anticipate transferring to the new site?
ANSWER: The current website is a good reflection of the numbers of pages that will be transferred over.

16. QUESTION: What are your current pain points with the existing website?
ANSWER: The website is over five years old. It needs an overhaul as well as a cleaner, a more friendly application as well as a strong organizational structure.

QUESTION: What are the current technical challenges (if any)?
ANSWER: Technology has change over the past five years and our current website is past the five-year mark. Challenges are it crashes at times and has limited features.

17. QUESTION: How many site administrators will you have?
ANSWER: Three or four administrators.

18. QUESTION: Will you require different levels of admin permissions?
ANSWER: Yes

19. QUESTION: Do you expect copywriting or editing services as part of engagement?
ANSWER: No, but we are interested in knowing the additional costs for these services.

20. QUESTION: Is there an approved budget for the website services requested? If so, can you provide the approved budget amount for this RFP?
ANSWER: The estimated budget is $150,000.

21. QUESTION: Whether companies from Outside USA can apply for this? (like, from India or Canada)
ANSWER: Yes, you can apply. As stated in the solicitation, Proposers must be able to comply and satisfy Local, State, and Federal regulations. If qualified, the Broward MPO must have communication and access to companies during Eastern Standard Time (EST) hours. As well as during emergencies 24 hours a day, 7 days a week, 365 days a year.

22. QUESTION: Whether we need to come over there for meetings?
ANSWER: Yes, but probably not many meetings.

23. QUESTION: Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
ANSWER: Yes, you can perform tasks outside of the USA. If needed, the Broward MPO must have communication and access to companies during Eastern Standard Time (EST) hours. As well as during emergencies 24 hours a day, 7 days a week, 365 days a year.

24.   QUESTION: Can we submit the proposals via email?
ANSWER: No and as stated in the solicitation the BMPO is not responsible for delays caused by any mail, package or courier service, including the U.S. Mail, or caused by any other occurrence. Telegraphic or Facsimile Proposals Shall Not Be Considered.

26. QUESTION: Is there a mandatory DBE % to be used on this contract?
ANSWER: DBE use is not mandatory – however, the Broward MPO highly encourages DBE participation on all contracts. As stated in the solicitation, qualified DBE's may be found through the DBE Directories of the Florida Department of Transportation (FDOT) website. For assistance with identifying DBEs for work on this contract, contact the FDOT Equal Opportunity Office at 850-414-4750 or visit the DBE Supportive Service Providers page at https://www.fdotdbesupportservices.com/

27. QUESTION: If not, how do we fill out Section 16: DBE Participation Statement and Bid Opportunity List since we do meet this criteria or have a subcontractor to meet it as well.
ANSWER: If subconsultants are proposed, you should complete Section 16: DBE Participation Statement and Bid Opportunity List information as instructed.

28. QUESTION: Can you share any budgetary information about this project with us, is there any assigned budget for this project? Please specified the budget.
ANSWER: The estimated budget is $150,000.

29. QUESTION: Is there an incumbent company or organization with an advantage for this project?
ANSWER: No, there are no companies or organizations with an advantage.

30. QUESTION: Do you have any CMS preference for this project like Open Source, WordPress, Drupal?
ANSWER: As stated in the task 2 of the scope: Preferred to stay with WYSIWYG, Broward MPO staff are familiar with this and have been previous trained on this platform. Staying with the WYSIWYG editor will be less of a learning curve.

31. QUESTION: Can you provide the list of systems or any other nature of integration you might need?
ANSWER: We currently do not have a list. As stated in task 2/supplementary features of the scope, we welcome new ideas/ features for the new website.

32. QUESTION: Are there any 3rd party API integrations or any system integration that we should be aware of while scoping the solution?
ANSWER: No

33. QUESTION: Approximately how many pages/assets of content are to be migrated?
ANSWER: The current website is a good reflection of the numbers of pages that will be transferred over.

34. QUESTION: What format can/will the content be provided?
ANSWER: As stated in the scope under Task 2:   The Consultant will be required to work with Broward MPO Project Manager and staff to develop a website outline that reflects the proposed layout of the Broward MPO website.

35. QUESTION: Are there any multilingual requirements beyond using Google Translate or similar?
ANSWER: No

36. QUESTION: How many layouts template for the new web site as stated on page 20 of the RFP for the primary goal.
ANSWER: The layout templates will vary with the design and be discussed and finalize in the official contract

37. QUESTION: Do you need us to design?
ANSWER: Yes.

38. QUESTION: Do you expect vendor to create content for the websites?
ANSWER: No

39. QUESTION: What is the targeted 'go live' date?
ANSWER: Ninety days from signed contract.

40.QUESTION: What is the expected duration of the project?
ANSWER: As stated in the "Sample Contract", The term of this Agreement will be for a period of Three (3) Years (the "Term") which shall begin on the date it is fully executed by both parties and shall remain in effect until such a time as the Services acquired in conjunction with this RFP have been completed and accepted by the BMPO in accordance with this Agreement and the terms of the Request for Qualifications. After the initial three (3) year term, the BMPO shall have the option to extend the Term, at its discretion, for two (2) one year extensions.

41.QUESTION: Can we use a different source than government references, maybe a mix 2 government and one private?
ANSWER: Yes

42.QUESTION: Are there multi-lingual requirements? Is Google Translate or similar sufficient?
ANSWER: No

43.QUESTION: The sample contract has to be executed and submit within the proposal, or is for reference and to be completed upon award?
ANSWER: As stated in Section 1-15 Award of a Contract, this Solicitation contains a sample of the Contract entitled "SAMPLE CONTRACT." After award, the attached Contract, inclusive of all attachments and any modifications that the BMPO, in its sole discretion may make, will constitute the entire Contract between the parties.

44. QUESTION: Who is the BMPO Project Manager for this project?
ANSWER: The assigned BMPO project manager is Hannah Bourgeois and subject to change as per our Executive Director or designee. Please <u>do not</u> contact the BMPO Project Manager while the solicitation process is underway.

45.QUESTION: Who is on the Selection Committee for this RFP?
ANSWER: The proposed selection committee is Carol H., Hannah B., Jose V., and Peter G. The committee is subject to change as per our Executive Director or designee. Please <u>do not</u> contact the Selection Committee while the solicitation process is underway.

46.QUESTION: How many staff members will be reviewing design and content of the website?
ANSWER: Three or four administrators

47.QUESTION: What is the BMPO review process for this project?
ANSWER: The review process is outlined in the entire RFP solicitation package.

48.QUESTION: Can you clarify points/evaluation for design and functionality?
ANSWER: The MPO will be evaluating the design and functionality with the following in mind, innovative and creative response as well as identification of opportunities within anticipated tasks.

49.QUESTION: Cost for services – how will points be administered between the different proposers?
ANSWER: As stated in the solicitation, each proposers submittal will be evaluated independently.

50.QUESTION: Cost for services - should we cover the Microsites that are referenced in the RFP, or just the main site?
ANSWER: Yes, include cost of the microsites

51.   QUESTION: What is included in the 15-page limit?
ANSWER: The 15 page limit shall include but not be limited to the project approach and the evaluation criteria as identified in Section 2-7. The 15 page limit does not include cover letter, table of contents, executive summary, resumes, organization chart, nor the required attachments and qualification forms.

52. QUESTION: Do you have an example of a Letter of Intent?
    ANSWER: The Proposer should prepare and submit a letter as instructed in Section 3-7.1.

53. QUESTION: Will resumes go in both Section 14 and Section 15? (RFP page 29 and page 40) If yes, will the resumes in Section 14 be the same as Section 15, or should we use company resumes?
    ANSWER: Section 14 and Section 15 reference separate matters and yes resumes are required to identify the individuals as maybe applicable in each Section.

54. QUESTION: Where should we include staff availability?
    ANSWER: This information may be presented in an organization chart for this scope of work and include this information in Sections 14 and 15 of your submittal.

55. QUESTION: Mandatory requirements – where should we confirm we meet and exceed the mandatory requirements?
    ANSWER: This is information should be explained and confirmed in your project approach section.

56. QUESTION: Section 12 - Page 54 - Independent Affidavit Form Part 1: Does this page have to be completed and notarized if 2A is Not Applicable?
    ANSWER: Yes, you should complete, notarize and return this form. Complete the information that is applicable for your company and reference not applicable (N/A) in those areas that may not apply to your company.

57. QUESTION: Is there a specific content management system you're required to use such as WordPress for example?
    ANSWER: As stated in the task 2 of the scope, the agency: Preferred to stay with WYSIWYG, Broward MPO staff are familiar with this and have been previous trained on this platform. Staying with the WYSIWYG editor will be less of a learning curve.

58. QUESTION: What's the budget for this project?
    ANSWER: The estimated budget is $150,000.

59. QUESTION: Is a flat fee required for the proposal or can a time & materials approach be taken?
　　ANSWER: Flat Fee

60. QUESTION: What new features are anticipated during the project lifecycle?
　　ANSWER: Please refer to scope of services (mainly Task 2 & 3) which addresses this question.

61. QUESTION: What specific apps, microsites and dedicated domains are within the purview of this RFP? We see these referenced in the RFP, but are there any others? Commitment 2045, Complete Streets Initiative, Freight, Mobility Hubs, Transportation Demand Management
ANSWER: Currently we do not have APPS. As stated in the entire scope of services, we encourage proposers to look at best practices to accomplish this–be it through one all-inclusive website, inclusion of microsites, apps and/or any other new technologies. Currently, the only dedicated domain is with Joomla.

62. QUESTION: For the websites above, can we recommend and develop a single branded template that can be used to support current and upcoming microsites?
　　ANSWER: Yes

63. QUESTION: Is the SEO request for the main website only or is full SEO needed for all sites in the BMPO's digital ecosystem?
　　ANSWER: Full SEO is needed.

64. QUESTION: In terms of the request for a website helpdesk, is the need for us to support the Broward MPO team for ongoing support or to provide a point of contact for the general public with questions related to website technical support?
　　ANSWER: The request for a website helpdesk is for the need is to support the MPO TEAM for ongoing support.

65.　　QUESTION: Where is the current site hosted?
　　ANSWER: The current host is Daruma Tech

66.   QUESTION: Can we get information on current hosting requirements?

ANSWER: This information will be provided to the awarded firm

67.   QUESTION: Could we get a sense of how much storage the current site uses and how long it has been live? That will help us make projections for hosting resources and storage for the 5-year timeframe mentioned in the RFP (page 24). It will also help for us to provide pricing for items 6.1, 6.2, 6.3 and 6.4 on page 68.

ANSWER: There is no limit storage for the website and it has been live for approximate 5 years live.

68.   QUESTION: On Task 2: Website Outline and Framework, section "Other considerations" it says that "content on the Broward MPO website is up to date and is preferred to be re-used as applicable". We are assuming there is no requirement to do a full content migration of the existing site to the new site. Could you please confirm if that's the case?

ANSWER: The Broward MPO website is up to date and is preferred to be re-used as applicable. A full content migration may be required.

69.   QUESTION: Does the BMPO have any specific needs for tracking? We could use the default Google Analytics service, but we could recommend another tracking system based on the business goals.

ANSWER: Yes. You can make recommendations on another tracking system.

70.   QUESTION: Will the new site need to be multilingual? How many languages if so? Any preference for manual or automated translations?

ANSWER: No

71.   QUESTION: What third-party platforms are currently part of your digital landscape? For each one, what level of integration is expected for this project?

ANSWER: The third-party platforms and level of integration will be shared/discussed with the awarded firm.

72. QUESTION: Can you provide more details on desired features for the Transportation Demand Management website?
   a. Specifically, is there an existing trip planner or is this a new feature? If this is an existing feature can you please provide a link to where it can be found?
   b. Additionally, is the data calculator a new or existing feature? If this is an existing feature can you please provide a link to where it can be found? How many data points will be included in the data calculator?
   ANSWER: Not at this time. The Agency may consider these features in the future.

73. QUESTION: How many maps will be needed? Do you have a sense of how many data points will be included on the map(s)?
   ANSWER: The current website is a good reflection of the number of maps that will be needed.

74. QUESTION: Who is responsible for generating, reviewing, and publishing content?
   ANSWER: The Public Information Office (PIO) team, as well as administrators from other Broward MPO departments

75. QUESTION: On page 22 of the RFP, it states, "Though the Broward MPO has in-house copywriters it is expected for the Consultant to provide assistance during implementation stages of the website to ensure consistency with MPO brand from page to page". Can you elaborate on what type of assistance you are seeking?
   ANSWER: It is expected for the Consultant to provide assistance during implementation stages of website for consistency with brand.

76. QUESTION: Do you have a preferred Hosting vendor?
   ANSWER: No

77. QUESTION: Where is the site currently hosted?
   ANSWER: With the current vendor Daruma Tech

78.   QUESTION: Is there any preference for the location of the selected agency?
ANSWER: No

79.   QUESTION: To make the strongest set of recommendations in our proposal, we would like to know what type of budget range you're working with (even if it's a broad range). Please provide your budget range for this project if you are able.
ANSWER: The estimated budget is $150,000.

80.   QUESTION: Please elaborate on why you are looking to undertake this project at this time?
ANSWER: Please refer to the scope of services

81.   QUESTION: Is there a target launch date? If so, what is driving that date?
ANSWER: Ninety days from signed contract. Nothing is driving the launch date.

82.   QUESTION: How many microsites are included in the scope of this project?
ANSWER: As stated in the task 2/other considerations of the scope of services: Design, build, host and maintain microsites and project pages including <u>but not limited to</u> the following: Commitment 2045, Complete Streets Initiative, Freight, Mobility Hubs.

<u>Offers/Proposers must acknowledge receipt</u> of this Amendment by completing and returning Section 5 Acknowledgement Form with your sealed submittal package by the time and date of the closing. **<u>Failure to do so may deem your offer/proposal non-responsive.</u>**