ADDENDUM #1 TO WEBSITE DESIGN AND IMPLEMENTATION RFP

*NOTICE: The deadline has been extended for response to this RFP:

      Proposals Due November 6, 2017 by 4:00p.m.

      Proposal Evaluations (tentative) November 6-17, 2017

      Contract Awarded (tentative) December 20, 2017

QUESTION AND ANSWERS:

1. **Is SCWMA open to out-of-state bidders?**

    Yes, with the expectation that SCWMA business hours will be used for easy communication between SCWMA and Contractor. Out-of-state Proposers need to demonstrate their ability to communicate and meet with SCWMA effectively and efficiently as needed in the process.

2. **Budget – is there any kind of budget allocation you can share (even rough ballpark is helpful)**

    As noted in the Scope of Work, Proposal Cost will be a key component of Contractor selection. The budget for Website Design and Implementation is $100,000. Proposals of all costs will be considered.

3. **When are you hoping to "go live" with the new site?**

    SCWMA seeks to develop a quality website and database integration within the earliest realistic timeframe. SCWMA anticipates a late spring 2018 launch, however, this will be adjusted as necessary and a consideration in review of proposals.

4. **How many administrators would you like trained on the CMS?**

    Depending on the level of sophistication and complexity of the CMS, likely 3-6 staff members will interact with the website on some level. Number of administrators, to be determined.

5. **How many pages are on your current website?**

    There are approximately 80 pages on the SCWMA's current website.

6. **What is the budget for this project?**

See response to Question #2

7. **On page 1, the RFP states, "...SCWMA has found the term 'Waste Management Agency' is often confused with garbage collection...". Is that finding based on anecdotal evidence, or market research? If the latter, what research has been conducted related to brand awareness?**

The SCWMA receives calls and answers questions left on our EcoDesk hotline daily. Up to 40% of these calls are not meant for the SCWMA, but are left by people thinking they are calling their garbage hauler. This is also the case in-person at events in the community.

8. **Under the Submittal Rules on page 3, the RFP includes requirements for both electronic and physical submittals. Does the agency require firms to submit print proposals? If so, how many print copies are required?**

Proposals are not required to be submitted in physical form. However, if physical form is the method of delivery, four (4) copies are required. Proposals submitted in electronic form must be in PDF file format.

9. **We see that SCWMA uses Twitter and Facebook. Is there a plan to expand social media to include YouTube (videos) or others?**

SCWMA has not current specifications for YouTube. Proposers are encouraged to itemize the inclusion of YouTube and other social media opportunities for consideration. SCWMA seeks proposals which include expansion of our social media presence and rationale for doing so on the platforms you propose to us.

10. **We see that in Part 3 of Exhibit A you mention "videography" as a "content element". Are you currently working with a videographer, or would you like to have videos produced to coincide with the launch of the SCWMA's new website and rebranding efforts? This information will help us to determine cost for video production – a service we offer.**

SCWMA is not currently working with a videographer. However we would like the website to be able to utilize video in our postings. SCWMA encourages Proposers to include costs of video production for possible inclusion.

11. **Is two-factor authentication a requirement for any function of the website? Or is user/password adequate?**

SCWMA seeks best-practices input and advice on securing the website. The current website is hosted at the County, with County user/password protocols. Two-factor authentication may be appropriate for database access. SCWMA seeks proposals which make recommendations backed by rationale.

12. **Is there a particular email marketing platform you would like to see integrated?**

SCWMA seeks data-driven recommendations and rationale regarding email marketing platform choice.

13. **How many staff members do you anticipate having access to both the database and the website.**

SCWMA anticipates three to five staff members accessing the database, and four to six accessing the website.

14. **Would SCWMA prefer group or individual training?**

SCWMA likely would primarily want group training as many staff would have similar access privileges. Individual training for primary contact/administrators could be needed depending upon the complexity of the CMS.

15. **As well, would you prefer in-house training or will remote training work best for the team.**

SCWMA would like to know the costs and advantages of both in-person and remote training.

16. **Are you willing to consider separate proposals for the database application and the website?**

Yes. Though these two elements will be highly integrated, we recognize the likelihood of special skillsets for each. If split, both proposals would need to be considered under one 'umbrella' proposer, with budget considerations as well as all other Scope of Work elements itemized and covered.

17. **Do you expect the website and the database to be one in the same? In other words, both on a single CMS?**

SCWMA is open to recommendations. Currently our database is in ACCESS, hosted by the County of Sonoma, which will no longer be supported and will need to be migrated to SQL or another stable platform. The database is integral to our website search function. We are open to alternative approaches to data and content management.

18. **Do you have any database application platform preferences?**

    SQL has been recommended to SCWMA, however the SCWMA is open to other well-reasoned suggestions.

19. **Are you open to using a third-party software service provider, such as SalesForce, Microsoft Dynamics, or other?**

    Yes. Proposers should make recommendations and provide rationale for their recommendations.

20. **Is the database application hosted strictly internal, or can it live externally in the cloud?**

    SCWMA welcomes Proposer recommendations and rationale.

21. **Has an internal discovery process been completed? If so, are you able to provide a comprehensive outline of all required elements, views, functional requirements, tiers of security, user types, roles, matrix of which users have access to certain views, etc.**

    SCWMA expects Contractor to review the above with staff in a thorough assessment of needs and requirements.

22. **If we submit our proposal via email versus physical copy, do we provide only one electronic copy (PDF), or should we provide a PDF marked "original" and a copy?**

    One electronic PDF copy is sufficient.

23. **Are Non-California firms eligible for consideration for this project?**

    See response to Question #1 above.

24. **Is there a preferred content management system for this project? Would an open-source, PHP-based platform like Drupal be acceptable?**

    There is not current preference for the content management system. SCWMA is open to well-reasoned recommendations.

25. **How many stakeholders will be involved in the approval process?**

    SCWMA will make the RFP determination of award.

26. **A Google site search indicates there are approximately 722 pages on the site. Does that seem accurate to you and do you anticipate that many pages needing to be migrated over?**

There are approximately 85 linked pages from the SCWMA's navigation menu. It is possible that the Google site search pulled search results from the searchable database associated with the site. Due to the fires, we have been unable to confirm the number of pages with our IT department. SCWMA is seeking to provide the same content, however it may be displayed or accessed differently, depending upon the platform and software choices in the new website.

27. **What is your budget range for this project?**

See response to Question #2.

28. **How many people will be updating the new website moving forward?**

See response to Question #4.

29. **For 508 compliance, can you clarify what your required WCAG 2.0 level of compliance is for this project (A, AA or AAA?)**

The SCWMA is dedicated to accessibility standards in all of our communications. We know there is a balance to be struck between levels of conformance, performance, and aesthetics. We are open to well-reasoned recommendations.

30. **Can you clarify the level of integration with Recyclist.co http://recyclist.co/commercial-outreach/ as well as links to any information on available APIs?**

Recyclist is developing an app for SCWMA specific to our commercial outreach services. At this time SCWMA anticipates some level of interaction between the app and the RecycleNow website. We want to insure the capability exists to insure seamless interaction between the two platforms.

31. **For the "Secure login" and the CRM component portions of this RFP, can you elaborate on what platform the site needs to integrate with, as well as where the central identity provider will live (In the CMS or the CRM)?**

SCWMA is open to well-reasoned recommendations regarding best practices from security to customer relations. We are expecting to work with the Contractor on technical and software decisions based upon Contractors recommendations.

32. **Can you provide more detail on the requirements for "Reporting capability to State Agencies"?**

   SCWMA receives waste weight and commodity type information for solid waste and household hazardous waste, which needs to be organized and used for justification of program effectiveness to the Department of Resources Recycling and Recovery (CalRecycle). An example of the information contained in one of these reports can be found at this link:
   http://www.recyclenow.org/pdf/reports/annual_report_2014.pdf

33. **For "Spanish language translation capable" does this simply mean that the site will be built with Spanish language custom-translated content? Also, please confirm that you are NOT looking for the chosen firm to provide Spanish translations.**

   SCWMA does not need Spanish language translation from the Contractor. We solicit RFP proposals which include state-of-the-art/best practices in translation technology.

34. **Are you looking for Mailing list/contact development to be managed by a third-party platform? If so, can you say if you have a specific platform in mind?**

   SCWMA is interested in well-reasoned recommendations. Currently, the SCWMA mailing list is part of our Microsoft ACCESS database.

35. **Does "Logging and tracking inquiry calls" indicate the ability for your staff to enter call information into a web-based system?**

   The SCWMA EcoDesk receives inquiries daily. Staff logs these calls by topic and resolution. We are interested in well-reasoned recommendations.

36. **Do you have a target launch date?**

   See response to Question #3.

37. **Do you have an established date in which you will have the rebranding services completed? This could affect the overall timeline for the website redesign.**

   Brand Evaluation and Design Services will commence as soon as possible. SCWMA understands the symbiotic relationship of the two processes and will adjust timelines as necessary to accommodate both RFPs.

38. **What is the budget or budget range for this project?**

   See response to Question #2.

39. Who is maintaining and supporting your website currently?

The Sonoma County ISD department currently maintains the RecycleNow.org website and the SCWMA's ACCESS database. It is our understanding that Microsoft ACCESS will no longer be supported in that environment.

40. Which database(s) need to be integrated and what does integration mean in each case? For example I see the following possible database integrations required:

See responses to Questions 35, 41, and 42.

41. "What Would You Like to Recycle?" database. This is the SCWMA database (If not, can you direct us to this database)? What is the SCWMA EcoDesk database? (Can you direct us to this database as well?) Finally, can you be more specific regarding the integration work required?

Currently, all SCWMA data is located within Microsoft ACCESS, hosted at Sonoma County ISD. The RecycleNow.org website and "What Would You Like to Recycle" and EcoDesk all access data from our ACCESS database. SCWMA seeks proposals which include establishing a new, stable database as well as a new web interface.

42. "Recycle Guide" database. Please confirm that this work requires completing a new database from scratch. Also do you have "use cases" for the development team to address? If not, do you have other documentation that would give us specific development direction?

SCWMA seeks proposals to develop a new secure and stable database. SCWMA has been recommended to migrate to SQL, however SCWMA is open to well- reasoned recommendations. SCWMA anticipates initial conversations with the Contractor to deliver any information needed for development direction. The Sonoma County Recycle Guide is currently updated annually using data input and maintained in ACCESS. The information published in the print version of the Recycle Guide is the same as that sourced by the search function on the RecycleNow website.

43. The RFP mentions experience with "Logging and tracking inquiry calls" and CRM. What are your SCRM needs? Do you currently log and track inquiry calls? If so, what CRM or other solution are you using currently?

See response to Question #35.

44. What level of integration is required with Recyclist.co? Are we linking to their system or embedding in iFrame? Are we using an API to grab data from their application?

See response to Question #30.

45. **How do you envision your web development team working together with the Commercial Outreach App team? Are there some specific tasks or roles you need our team to perform?**

In the RFP, SCWMA primarily is focused on database and website development. How and whether API is used to integrate capabilities and access data with Recyclist's commercial outreach effort is a consideration, but likely not a primary task. Recyclist staff is aware of and willing to work with the Contractor once the contract is awarded.