



ADDENDUM #1
Office of Sustainability, Climate Action & Resilience
Keep it Clean Partnership Website Redesign
RFP # 7220-21

April 6, 2021

The attached addendum supersedes the original Information and Specifications regarding RFP # 7220-21 where it adds to, deletes from, clarifies or otherwise modifies. All other conditions and any previous addendums shall remain unchanged.

Please note: Due to COVID-19, BIDS will only be accepted electronically by emailing purchasing@bouldercounty.org.

1. Question: I wanted to check to see if the team on this project is open to moving from WordPress CMS to Drupal? It is license free and open source, and based on what is described in the RFP, could be a good option to address some of the concerns as it relates to a mobile friendly site, and ease of use from a design perspective.

ANSWER: We have a preference for staying with WordPress due to current familiarity and ease of ongoing maintenance, but are open to moving to a new platform recommended by the selected firm provided they list their reasons for how it is well suited for our team and goals for an updated KICP website.

2. Question: Who is your current website provider?

ANSWER: Bluehost.

3. Question: How many of your staff will need training to operate the new site?

ANSWER: Two staff will need training to operate the new site.

4. Question: What are the number of monthly maintenance hours that your current website needs?

ANSWER: 1-3 hours monthly are spent updating plug-ins and content on various pages of the website.

5. Question: What cms is preferred?

ANSWER: We have a preference for staying with WordPress since we are familiar with it, but are open to moving to a new platform recommended by the selected firm provided they list their reasons for how it is well suited for our team and goals for an updated KICP website.

6. Question: When does your website contract with your current provider expire?

ANSWER: Our domain registration expires in December 2021 and our Bluehost hosting account expires in August 2023.

7. Question: Will there be a transition period foreseen with your current provider for the new website to be launched ? Will your current provider support this transition with your selected vendor?

ANSWER: We don't anticipate a transition period with our current website hosting service (Bluehost), but we may prefer to continue with this service unless clear justification is provided for switching to a new provider.

8. Question: What are your pain points with your current wordpress setup that is making your site difficult to edit and maintain for your staff?

ANSWER: We would like to reorganize the website to make it easier for users to navigate and for KICP staff to update. We are unable to update the top menu and would like to be able to easily make changes to the menu and webpages in the future. The restrictive page formats and dependence on widgets and content blocks that were not implemented or created by existing staff make it difficult to create new pages that suit our needs.

9. Question: Are there any addendum posted for this RFP? If so please forward.

ANSWER: This is the only addendum.

10. Question: Where their other questions submitted by bidders to which clarifications have been issued? If so, please forward.

ANSWER: All questions received are published here.

11. Question: What level of ADA compliance is required?

ANSWER: The website should achieve WCAG 2.0 Level A: Minimal compliance. We are most interested in providing alternative text for non-text content and ensuring there is meaningful sequence to the reading and navigation order.

12. Question: What information can you share about a target budget?

ANSWER: The target budget for this project is not-to-exceed \$20,000. If there is clear justification and support by project stakeholders the budget could be amended slightly to accommodate additional expenses.

13. Question: Is there an incumbent agency that will be bidding and/or considered for this statement of work?

ANSWER: No.

14. Question: What is your desired/ideal outcome in your agency partnership?

ANSWER: The desired outcome is a clear and accessible website that provides relevant water quality information and resources to the public and inspires action. This includes a more user-friendly interface and improved visual theme to make it easy and enjoyable to find resources and drive further engagement. A responsive and visionary agency is desired to help meet these objectives through an efficient and clear development process.

15. Question: What existing primary and secondary research has been done?

ANSWER: No research has been conducted for alternative CMS platforms and hosting services, but some investigation has been done for desired website features. Most informational content provided on website is based on primary and secondary research or internal data analysis.

16. Question: When was the last time research was conducted?

ANSWER: Research is conducted periodically when developing new materials, but a more exhaustive analysis of primary and secondary sources has not been conducted within the last five years or since initial development of the current program website.

17. Question: Can you share the research data for the RFP response?

ANSWER: The awarded agency is not expected to develop webpage content beyond what is provided and there is no repository of research data that can be easily shared. KICP staff will be able to share any relevant data that is readily accessible and will work with the awarded agency to provide additional resources as needed.

18. Question: What metrics do you/will you use to evaluate the website performance?

ANSWER: We currently look at number of users and new users, sessions, average session time, bounce rate. We try to track the sources of our traffic but would like to improve our understanding and tracking of how people reach our website. In the coming year we hope to improve our tracking of how people reach our website and the impacts of our marketing, as well as increase the number of people who reach our website through organic searches. We would also like to increase and measure engagement with our website (newsletter sign ups, downloading of materials).

19. Question: What do you consider success in terms of your marketing efforts? How has this been measured in the past? What would you consider as success in the coming year?

ANSWER: The KICP advertises in three publications each year, sends bi-monthly newsletters, and shares messages through our partner's newsletter and social media channels. While it has been difficult to measure, we have used the Google Analytics Campaign URL Builder and Bitly links to track how successful we are in directing people to our website, as well as how many people download certain resources from the website. In the coming year we hope to improve our tracking of how people reach our website and the impacts of our marketing, as well as increase the number of people who reach our website through organic searches. We would also like to increase and measure engagement with our website (newsletter sign ups, downloading of materials).

20. Question: Is there a budget or budget range for this project that the purchasing office is willing to share for purposes of the RFP response?

ANSWER: The target budget for this project is not-to-exceed \$20,000. If there is clear justification and support by project stakeholders the budget could be amended slightly to accommodate additional expenses.

21. Question: "report spills or illegal discharges in their community" - The current website links here for contact information to report -

https://www.keepitcleanpartnership.org/wp-content/uploads/2021/02/2021-KICP-Non-Emergency-Discharges-Reporting_2_8_2021.pdf

will this remain or will we create more advanced reporting functionality?

ANSWER: This will remain the same, there is no need to create a more advanced reporting functionality at this time.

22. Question: What is the expected award date for this contract?

ANSWER: We expect to award this contract in early to mid-May.

23. Question: Is there an opportunity to move away from Bluehost? If not, why do you prefer it?

ANSWER: We have preferred Bluehost due to its integration with WordPress and previous familiarity. We are open to website hosting suggestions from the selected firm, provided they list their reasons for how it is well suited for our website goals and selected CMS platform.

24. Question: "The Colorado Department of Public Health and Environment (CDPHE) requires a total of four activities from the table below, with at least two of these activities from the Active and Interactive Outreach column. Highlighted items are activities that were provided by the Keep it Clean Partnership (KICP) in 2020." Does this mean the awarded agency should *not* focus on the highlighted initiatives? Or does it mean the awarded agency can build upon what was completed by KICP in 2020?

ANSWER: Awarded agency should not focus on the highlighted initiatives in Appendix A, these are examples of what the KICP may need the website to support (newsletter sign ups, a calendar to post events, etc.).

25. Question: What type of content support is needed for the website? E.g. writing new materials, writing new pages, editing/culling down existing content.

ANSWER: KICP staff will be responsible for editing down existing content, directing what information will be carried over to the new site, and providing new content as needed. Minimal support from the selected firm will be needed to edit and provide content.

26. Question: Does the KICP team intend to do any content population of new site or leave it to awarded agency?

ANSWER: It is anticipated that the awarded agency will perform the initial content population of the new website, with direction and content provided by KICP staff. It is also desired for KICP staff to have the ability to easily populate with additional content post-development as needed.

27. Question: “Each permittee must identify targeted sources and provide them with educational materials.” Assuming the awarded agency is not a permittee: What [ongoing] support is the agency expected to provide to permittees? (e.g. meetings, new material development, etc.)

ANSWER: This information was provided as additional context on the type of outreach the KICP completes for its partner communities – the permittees. The awarded agency is expected to work with the KICP to develop an updated website in support of this ongoing work. The awarded agency is not expected to develop new materials, host meetings, or provide any other support to permittees outside of the tasks described in the RFP.

What net new materials have been created/provided in the past?

ANSWER: The KICP has developed five new brochures for residents that are available on the website as PDFs. This year we expect to develop one more brochure for residents, 8 brochures for businesses, and 5 fact sheets, which will all be available as PDFs. These materials will all be translated into Spanish outside of the scope of this project.

What portion of the budget should be allocated towards permittee support?

ANSWER: The awarded agency is not expected to provide direct permittee support and no portion of the budget should be allocated towards permittee support outside of the tasks described in the RFP.

28. Question: Will the new website utilize the partner login feature?

ANSWER: It is not planned for the new website to utilize the existing partner login feature. This will likely be phased out in favor of a separated cloud-based sharing platform outside the scope of this RFP. A partner login feature may be considered if recommended by the awarded agency.

29. Question: What information, documents, etc. are behind the login firewall? (examples are fine).

ANSWER: Word documents, Excel spreadsheets, and PDFs of shared resources, previous campaign materials, annual reports, and similar documents. Some of these resources are specific to individual stakeholders (ex. program description document) and likely do not need to be provided through this website.

30. Question: Should the partner login page also be in English and Spanish?

ANSWER: It is not planned for the new website to utilize the existing partner login feature. If this feature was preserved the information behind the login page would most likely not need to be translated into Spanish.

31. Question: What level of ADA compliance does the website need to support?

ANSWER: The website should achieve WCAG 2.0 Level A: Minimal compliance. We are most interested in providing alternative text for non-text content and ensuring there is meaningful sequence to the reading and navigation order.

32. Question: To inform the detailed timeline required:

What is the desired turnaround time for all KICP reviews? (e.g. 3 business days for all reviews, including consolidated downstream partner feedback)
Is there a legal review requirement?

ANSWER: Regular feedback required from KICP staff who will be managing this project will be provided within 3-5 business days. Feedback from other program stakeholders, which will only be required in the initial stages of the project and for final deliverables, will provided within 10 business days. There is no legal review requirement anticipated for this project.

If so, at what stages/milestones?

ANSWER: The awarded agency will work closely with KICP staff throughout the project, with KICP staff providing feedback promptly as needed. Broader feedback from project stakeholders will be needed during initial planning stages of project and for review of final deliverables. Some additional review periods could be added if desired by the awarded agency.

How long does legal need for review?

ANSWER: There is no legal review requirement anticipated for this project.

Are there any blackout dates to consider?

ANSWER: At this time there are no blackout dates to consider. KICP staff and partners are not available to meet on weekends or on federal holidays.

33. Question: “No...links to external sites will be accepted.” – Is our inference correct that this refers to the overall response, and that links to external sites within the response are permissible?

ANSWER: That is correct. Links within the document are allowed but we do not accept links for the overall response.

34. Question: Is there an incumbent on this project and if so, do you expect to receive a proposal from that incumbent?

ANSWER: There is no incumbent on this project.

35. Question: Background mentions MailChimp. For such a system, approximately how many contacts are currently in the KICP contact database?

ANSWER: There are less than 30 contacts currently in the KICP contact database.

36. Question: Background states the current website is "difficult to update." When you go to make updates, what is the nature of these updates? What gets in your way?

ANSWER: We would like to reorganize the website to make it easier for users to navigate and for KICP staff to update. We are unable to update the main menu and would like to be able to easily make changes to the menu and webpages in the future. The restrictive page formats and dependence on widgets and content blocks that were not implemented or created by existing staff make it difficult to create new pages that suit our needs.

37. Question: What level of WCAG compliance do you target?

ANSWER: The website should achieve WCAG 2.0 Level A: Minimal compliance. We are most interested in providing alternative text for non-text content and ensuring there is meaningful sequence to the reading and navigation order.

38. Question: Do you have an active subscription with an accessibility software provider? If so, with whom, and do you intend to maintain this subscription?

ANSWER: We do not have an active subscription with an accessibility software provider.

39. Question: It appears that of the 300ish "pages", over 100 are PDFs, will those remain in the system, need to be converted to actual pages, or go away?

ANSWER: Only about 30 PDFs are of high priority and will remain in the system. Many, such as meeting records and past annual reports, are low priority to remain in the system and may be placed on an archives page or moved by KICP staff at a later date. There will not be a need to convert a substantial number of PDFs into actual pages.

40. Question: Is the branding changing or staying the same?

ANSWER: The existing KICP website features the old branding. An overview of the new branding was provided in Appendix C of the RFP (colors, icons, updated logo). The updated website will feature the new branding.

41. Question: Have you done any formal work developing personas/avatars/target audience profiles?

ANSWER: No.

42. Question: Is there any special functionality about which we should be aware?

ANSWER: No.

43. Question: Any 3rd-party integrations we'll need to navigate?

ANSWER: The existing KICP WordPress website actively uses several plug-ins in its design: Classic Editor, Conditional Widgets, Content Blocks, Custom Sidebars, and Responsive WordPress Slider – Soliloquy Lite.

44. Question: Do you have a target launch date?

ANSWER: We would like this project to be completed with the new website launched by the end of 2021.

45. Question: How many potential vendors received the RFP?

ANSWER: Approximately 600. We also sent the RFP to contacts in the small business association and to minority business organizations.

46. Question: Do you have a preference as to which Web Content Management System is used?

ANSWER: We have a preference for staying with WordPress since we are familiar with it, but are open to moving to a new platform recommended by the selected firm provided they list their reasons for how it is well suited for our team and goals for an updated KICP website.

47. Question: We assume the KICP staff will identify what current content is migrated to the new site and what is archived?

ANSWER: Yes.

48. Question: For the Spanish version, will content be translated in-house and provided to developer or are you looking for the developer to provide this service?

ANSWER: We would like the awarded agency to develop the website in a way that allows for easy translation between English and Spanish. This may be through integration with a recommended tool or plug-in or through direct translation of provided webpage content. We may be able to amend the project budget to accommodate for necessary translation services, or provide translated content to populate the website. We do not expect the awarded agency to translate any documents that are linked in the website, but this project may include some translation of webpage material based on available budget.

49. Question: Are you open to hosting with an outside provider (us), or will you be hosting in-house?

ANSWER: We have preferred Bluehost due to its integration with WordPress and previous familiarity. We are open to website hosting suggestions from the selected firm, provided they list their reasons for how it is well suited for our website goals and selected CMS platform.

50. Question: Would you like the contractor to migrate content from the current website content or design the new website from scratch with all new content?

ANSWER: It is anticipated that the awarded agency will perform the initial content population of the new website, with direction and content provided by KICP staff. Some content will be carried over from the current website. KICP staff will be responsible for editing down existing content, directing what information will be carried over to the new site, and providing new content as needed. Minimal support from the selected firm will be needed to edit and provide content. It is also desired for KICP staff to have the ability to easily populate with additional content post-development as needed.

51. Question: If you want content migration, what type of content (e.g. posts, PDFs, documents, maps, etc.) would you like the contractor to migrate?

ANSWER: Content of webpages, images, and PDFs.

52. Question: Do you have other branding guidelines other than Appendix C?

ANSWER: The KICP uses the Avenir LT Pro font family.

53. Question: Do you want to have site search functionality?

ANSWER: Yes.

54. Question: Do you have any plans to keep video files in a cloud repository such as YouTube?

ANSWER: We do not have any plans of this nature, but we are open to any recommendations from the awarded agency within this scope of this project or for future areas of development.

55. Question: We have counted a total of 110 PDF files and 35 MS Word files that are currently stored on your website. What is your desired approach for the content in a multilingual site?

ANSWER: KICP staff will provide direction on which files should be included in the new website and which files will be removed or archived. Translations of any of these files will be generated outside of the scope of this project and provided to the awarded agency if desired to be included by KICP staff.

Do you want to keep this content in its original language?

ANSWER: Yes, this content will be kept in its original language or translations will be provided by KICP staff.

Do you have translations available for the content?

ANSWER: No. Translations for select files will be generated outside of the scope of this project if needed.

Do you want the contractor to translate all the content?

ANSWER: No, the contractor will not be expected to translate PDF files and MS Word files currently stored on the website.

Do you want the contractor to convert the content into website text and images, thus allowing for automatic website translations to be applied?

ANSWER: No.

Are you interested in using a well-known and well-supported WordPress translation plug-in, such as GTranslate, for your new website?

ANSWER: We are open to any recommended tools and plug-ins researched and used by the selected firm.

56. Question: Does KICP have any intention of keeping the Bluehost service or are you interested in replacing it?

ANSWER: We are open to website hosting suggestions from the selected firm, provided they list their reasons for how it is well suited for our website goals and selected CMS platform.

57. Question: What is KICPs strategy for website hosting and cybersecurity maintenance?

ANSWER: We have preferred Bluehost due to its integration with WordPress and previous familiarity. We are open to website hosting suggestions from the selected firm, provided they list their reasons for how it is well suited for our website goals and selected CMS platform. We have relied on plug-ins such as Akismet Anti-Spam and Shield Security for cybersecurity maintenance.

Do you want to handle website hosting and cybersecurity maintenance internally?

ANSWER: We are open to any suggestions for hosting and cybersecurity maintenance, but will have a preference to handle these internally in the long-term for this website.

Do you want to have yearly maintenance support from the contractor for these tasks?

ANSWER: No. Some initial maintenance and training may be desired in the short-term, but this will likely be phased out and handled internally.

If the contractor can provide hosting and/or Cybersecurity maintenance, what Cybersecurity protocols would you like the contractor to meet?

ANSWER: If the contractor is providing these services, we would like them to maintain or improve the current level of cybersecurity in place with existing plug-ins. This includes blocking malicious URLs, protections from various attacks, filtering comments and contact form submissions for spam, turning off file editing, monitoring site activity, and incorporating two-factor or multi-factor authentication.

58. Question: Are you expecting the contractor to conduct usability testing on the redesigned website prior to launch?

ANSWER: No.

59. Question: In regards to integrating and optimizing photographic and video imagery into the web design, is the desire to obtain new imagery or have the imagery/video content scale down to an appropriate size depending on the device?

ANSWER: We will rely on recommendations from the awarded agency on the best way to implement a responsive design so images look best on various devices.

60. Question: Based on Appendix A, are we responsible for delivering on all the items highlighted in yellow?

ANSWER: No. Awarded agency should not focus on the highlighted initiatives in Appendix A, these are examples of what the KICP may need the website to support (newsletter sign ups, a calendar to post events, etc.).

61. Question: Based on Appendix A, should we include the creation of a stormwater survey?

ANSWER: No.

62. Question: Based on Appendix A, are we responsible for promoting newsletter capabilities?

ANSWER: Integration of the newsletter with the updated website may be within the scope of this project, but the awarded agency will not be responsible for newsletter promotion or recommending newsletter functionalities and services.

63. Question: Would you consider firms from the Washington, DC area or are you primarily looking for more local firms?

ANSWER: We will consider proposals received from all firms regardless of location.

64. Question: Who are the main internal stakeholders in the project?

ANSWER: The KICP Coordinator, Outreach Specialist, and local government staff that participate in the KICP.

65. Question: The site is currently on WordPress CMS, are you looking to remain on WordPress or are you open to moving to a different open source CMS, I.e. Drupal?

ANSWER: We have a preference for staying with WordPress since we are familiar with it, but are open to moving to a new platform recommended by the selected firm provided they list their reasons for how it is well suited for our team and goals for an updated KICP website.

66. Question: How many roles/permissions do you require?

ANSWER: Two for existing KICP staff.

67. Question: You mention a reduction in the number of pages (currently 315 indexed pages). What do you anticipate the number being?

ANSWER: There will be a large reduction in the number of pages on the new site. The current basic webpage count is about 48. From an initial review of the website we expect this to be reduced to about 15-25 webpages, not including linked PDFs. We would like the awarded agency to provide recommendations on how to optimize our web content and work with us to develop a new site map that is simpler, not repetitive, and easier to navigate.

68. Question: We partner with Pantheon for Hosting. I see that you require hosting, would be open to the Pantheon hosting platform?

ANSWER: We have preferred Bluehost due to its integration with WordPress and previous familiarity. We are open to website hosting suggestions from the selected firm, provided they list their reasons for how it is well suited for our website goals and selected CMS platform.

69. Question: Could you please elaborate on what you expect the interactive calendar to look like and what functionalities you expect?

ANSWER: We want to list community events on the calendar, including the event title, date, time, location, and description.

70. Question: Are there any integrations currently on the site? Could you provide us with a list of current and potential integrations?

ANSWER: The existing KICP WordPress website actively uses several plug-ins in its design: Classic Editor, Conditional Widgets, Content Blocks, Custom Sidebars, and Responsive WordPress Slider – Soliloquy Lite. We are interested in third-part integrations for newsletter sign up (MailChimp), calendar for event listings, and opportunities to visualize water quality data and maps. We are open to other integrations the selected firm suggests to support the updated website's design.

71. Question: Do you require the agency to complete all migration, or would you be able to help? Are you looking for any content creation?

ANSWER: It is anticipated that the awarded agency will perform the initial content population of the new website, with direction and content provided by KICP staff. It is also desired for KICP staff to have the ability to easily populate with additional content post-development as needed. KICP staff will be responsible for editing down existing content, directing what information will be carried over to the new site, and providing new content as needed. Minimal support from the selected firm will be needed to edit and provide content.

72. Question: For the multilingual capabilities, do you expect a full multilingual site? Or would google translate be enough? How many languages do you expect it to translate to?

ANSWER: Google Translate will not be sufficient for translation purposes. We would like the awarded agency to develop the website in a way that allows for easy translation between English and Spanish. We desire the webpage content to be fully multilingual for these two languages, but we do not expect the awarded agency to translate any linked documents or attachments. Dependent on project costs and recommendations from the awarded agency, this project may include translation of webpage content, integration with existing tools or plug-ins, or translations of some content may be provided by KICP staff.

73. Question: Do you expect web hosting and the cost for a content management system to be included in the price proposal?

ANSWER: We expect that initial costs for web hosting and content management system to be included in the price proposal, especially if any changes are proposed from current use of WordPress and Bluehost. Renewals of any subscriptions for subsequent years may not need to be included in the project budget, but should be listed in cost breakdown portion of proposal.

74. Question: Do you expect ongoing maintenance (after post-go live to support) to be included in the proposal?

ANSWER: No.

75. Question: When the new website is launched, will the KICP Outreach Specialist be in charge of making updates, adding pages, etc.?

ANSWER: Yes. Other KICP staff may also make changes but the KICP Outreach Specialist will be the primary implementer of website changes post-development.

76. Question: To ensure the website performs with all browsers, can you please share a breakdown of % of users visiting the site via, Google, Edge, Safari, Firefox, etc.?

ANSWER: Here is a breakdown of users visiting the KICP site from the time period January 1, 2020-April 5, 2021: Chrome (65.85%), Safari (13.07%), Edge (6.56%), Firefox (4.17%), Internet Explorer (3.30%), Samsung Internet (2.36%), UC Browser (1.94%), Android Browser (0.83%), Safari in-app (0.72%), Android Webview (0.56%).

77. Question: Where is the current KICP website hosted?

ANSWER: Bluehost.

78. Question: What are aspirational sites you look to that exemplify what you are looking for? It doesn't have to be another environmental protection site but possibly a retailer or government site, etc.?

ANSWER: We have not done a thorough inventory of websites we would like to emulate, and we are open to any suggestions provided by the awarded agency. The following are a couple of website examples and the features we liked:

- **4States1Source (<https://4states1source.org/our-water/>): Visual Homepage with images of people and the watershed and clear breakdown of threats/solutions.**
- **The Watershed Institute (<https://thewatershed.org/>): Actionable links on Homepage**
- **Billion Oyster Project (billionoysterproject.org/" <https://www.billionoysterproject.org/>): Clean interface with photos of people and clear information**

79. Question: What's the one thing that you want people to think/feel/do when they visit the website? - What is the main action you want them to take?

ANSWER: We want people to feel motivated to take any action that will help protect our watershed: reading about their watershed, learning about stormwater, signing up for our newsletter, attending an event, or downloading a brochure that tells them more about what they can do in their home or business to protect water quality.

80. Question: Will there be downloadable forms?

ANSWER: There are no downloadable forms planned at this time. There will be downloadable documents and PDFs.

81. Question: Will there be a member/user login to access information?

ANSWER: It is not planned for the new website to utilize the existing partner login feature. This will likely be phased out in favor of a separated cloud-based sharing platform outside the scope of this RFP. A partner login feature may be considered if recommended by the awarded agency.

82. Question: Will new photography and video assets be available to incorporate into the new site?

ANSWER: Yes, the KICP can provide new photos and videos to be incorporated into the new site.

83. Question: Are you expecting the selected agency to create all new content for the trimmed down 315 pages currently indexed?

ANSWER: KICP staff will be responsible for editing down existing content, directing what information will be carried over to the new site, and providing new content as needed. Minimal support from the selected firm will be needed to edit and provide content.

84. Question: Do you expect the selected agency to complete all content entry for the finalized website or will some KICP staff handle the content entry?

ANSWER: It is anticipated that the awarded agency will perform the initial content population of the new website, with direction and content provided by KICP staff. It is also desired for KICP staff to have the ability to easily populate with additional content post-development as needed.

85. Question: You list some example third-party integrations in the RFP - MailChip, Google Calendar and ArcGIS - are these required integrations or can you provide a list of integrations that will be mandatory?

ANSWER: MailChimp is a mandatory third-party integration so users can sign up to receive our newsletter. A calendar integration is highly desired and we are open to suggestions from the selected firm. We are very interested in being able to visualize water quality data and maps on our website and are open to suggestions from the selected firm on which integrations will best suit our needs.

86. Question: Do you have examples of similar sites you like?

ANSWER: We have not done a thorough inventory of websites we would like to emulate, and we are open to any suggestions provided by the awarded agency. The following are a couple of website examples and the features we liked:

- **4States1Source (<https://4states1source.org/our-water/>):** Visual Homepage with images of people and the watershed and clear breakdown of threats/solutions.
- **The Watershed Institute (<https://thewatershed.org/>):** Actionable links on Homepage
- **Billion Oyster Project (Billion Oyster Project (<https://www.billionoysterproject.org/>)):** Clean interface with photos of people and clear information

87. Question: How often would you like the stakeholder meetings to be? Weekly? Bi-Weekly? Monthly?

ANSWER: We would like the awarded agency to meet with KICP staff at a minimum of once per month; KICP staff can be available for additional check-ins as needed. Stakeholder meetings that include all of the KICP partner communities would likely only occur at the start of the project and for review of final deliverables.

88. Question: If possible can you please provide an agreement with vendors that have provided this service in the past?

ANSWER: We are not able to provide a past agreement for this service at this time. Several elements of the proposed project are also quite different from previous work on the website and make comparison difficult.

89. Question: If awarded this project, would we be given access to the historical Google Search Console data? Understanding the users search intent will help us improve the bounce-rate.

ANSWER: The KICP has used Google Analytics but not Google Search Console. We can provide access to historical Google Analytics data.

90. Question: What is your ideal timeframe for this project? We read that the final due-date for the project is December 31st 2021 but in a perfect world when would this project be completed?

ANSWER: The deadline for final deliverables is by the end of 2021, but we would prefer that the project be completed by earlier in the month to avoid end-of-year conflicts and make contracting easier. If all project goals and stakeholder feedback can be completed in a shorter timeframe we would be happy to complete the project earlier but do not have this expectation.

91. Question: What hosting platform is currently being used?

ANSWER: Bluehost.

92. Question: Does KICP want to stay with their current hosting service or are they looking to change?

ANSWER: We have preferred Bluehost due to its integration with WordPress and previous familiarity. We are open to website hosting suggestions from the selected firm, provided they list their reasons for how it is well suited for our website goals and selected CMS platform.

93. Question: Is there a target launch date? Is it tied to an event or some sort of date deadlines like a fiscal year or event?

ANSWER: The deadline for final deliverables is by the end of 2021, but we would prefer that the project be completed by earlier in the month to avoid end-of-year conflicts and make contracting easier. Final invoicing needs to be completed by late December. We do not have a specific target date for the website launch, but this would be included in the deliverables to be completed by the project deadline.

94. Question: We see similar RFPS with budgets ranging from \$20K to \$100K+. Where in that range are you expecting to fall?

ANSWER: The target budget for this project is not-to-exceed \$20,000. If there is clear justification and support by project stakeholders the budget could be amended slightly to accommodate additional expenses.

95. Question: Does search need to index the contents pdf / Doc files?

ANSWER: If possible we would desire the search function to index the contents of PDFs and other files linked on the website once we have trimmed down the number of these files, but this is not required.

96. Question: Please describe all integrations with other sites or data sources more complex than an iFrame or embed code.

ANSWER: We currently do not have any integrations with other sites or data sources that are more complex than an iFrame or embed code.

97. Question: What percentage of the current content is obsolete and won't be migrated to the new site?

ANSWER: From an initial review of the website we expect to reduce the number of webpages by 50% and number of links by 75%. The current basic webpage count is about 48. From an initial review of the website we expect this to be reduced to about 15-25 webpages. There are about 200 files linked on the website, many of which appear on multiple pages. Only about 30 PDFs are of high priority and will remain in the system. Many, such as meeting records and past annual reports, are low priority to remain in the system and may be placed on an archives page or moved by KICP staff at a later date.

98. Question: Do you expect copywriting or editing services as part of engagement?

ANSWER: KICP staff will be responsible for editing down existing content, directing what information will be carried over to the new site, and providing new content as needed. Minimal support from the selected firm will be needed to edit and provide content.

99. Question: Do you have high-quality photography/media assets available for the new site?

ANSWER: Yes.

100. Question: Please confirm that the awarded vendor will primarily remotely, with regular web conference meetings as needed.

ANSWER: Yes, meetings with the selected firm will take place remotely.

101. Question: How do you envision the relationship with the developer post-launch? Do you need a maintenance contract to keep sites patched and secure?

ANSWER: We do not need a maintenance contract in place post-launch.

102. Question: Can you please share what has triggered this request?

ANSWER: We would like to reorganize the website to make it easier for users to navigate and for KICP staff to update. We are unable to update the main menu and would like to be able to easily make changes to the menu and webpages in the future. The restrictive page formats and dependence on widgets and content blocks that were not implemented or created by existing staff make it difficult to create new pages that suit our needs.

103. Question: Can you please identify what is considered the top attributes of the current website?

ANSWER: We know that our “Scoop the Poop” webpage and resources for pet owners (brochure and sign PDFs) are some of the most used and accessed parts of our website. The menu at the top of the page highlights our target audiences and makes it easy for a user to find the information intended for them.

104. Question: Can you identify the biggest issues/opportunities of improvement with the current website?

ANSWER: We are unable to update the main menu and would like to be able to easily make changes to the menu and webpages in the future. The restrictive page formats and dependence on widgets and content blocks that were not implemented or created by existing staff make it difficult to create new pages that suit our needs. We believe there are also opportunities to improve the SEO of the website and implement tools that will help us track our user activity.

105. Question: If applicable, what are the challenges of the current CMS/website infrastructure?

ANSWER: The current website is difficult to navigate and repetitive with similar information on multiple pages. We would like to reorganize the website to make it easier for users to navigate and for KICP staff to update.

106. Question: Is there preference toward any CMS, or should provide a recommendation?

ANSWER: We have a preference for staying with WordPress since we are familiar with it, but are open to moving to a new platform recommended by the selected firm provided they list their reasons for how it is well suited for our team and goals for an updated KICP website.

107. Question: Is the selected vendor responsible for hosting the website?

ANSWER: No, the selected vendor is not responsible for hosting the website, but should make a clear recommendation for hosting platform and assist with launch of the website as needed. We have preferred Bluehost due to its integration with WordPress and previous familiarity. We are open to website hosting suggestions from the selected firm, provided they list their reasons for how it is well suited for our website goals and selected CMS platform.

108. Question: Does the 315 webpage count include basic webpages (e.g. About Us pages, Know the Rules, Stormwater Basics, etc.) with other items such as files (e.g. PDF)? If yes, would there be any way for us to get just the basic webpage count? We realize there will be a decrease in webpages, but would like get closest to the

range since volume of pages to be migrated (we assume this will be the vendor's responsibility) will affect cost.

ANSWER: The 315 webpage count includes basic webpages and files (many of which are linked multiple times throughout the website). There will be a large reduction in the number of pages on the new site. The current basic webpage count is about 48. From an initial review of the website we expect this to be reduced to about 15-25 webpages, not including linked PDFs. We would like the awarded agency to provide recommendations on how to optimize our web content and work with us to develop a new site map that is simpler, not repetitive, and easier to navigate.

109. Question: If there the items behind this gated section <https://www.keepitcleanpartnership.org/partner-login/>, we kindly ask to be provide a list of all tools/features. This information will allow us to provide a relevant proposal response?

ANSWER: It is not planned for the new website to utilize the existing partner login feature. This will likely be phased out in favor of a separated cloud-based sharing platform outside the scope of this RFP. A partner login feature may be considered if recommended by the awarded agency.

110. Question: Can the stakeholders meetings referenced on p. 9 of the RFP be virtual?

ANSWER: Yes, stakeholder meetings and meetings with the KICP Coordinator and Outreach Specialist can be virtual.

111. Question: In addition to what has been expressed in the RFP, are there any operational bottlenecks, marketing, stakeholder interaction, etc. challenges/opportunities of improvement that are being faced which we may factor in our proposed solution?

ANSWER: We do not anticipate any significant bottlenecks of this nature. We have a large number of staff in our partner communities that participate as stakeholders, which may require additional time for collecting feedback, but KICP staff will assist with collecting prompt feedback. We expect engagement with these stakeholders to occur primarily at the start of the project and for review of final deliverables.

112. Question: Based on what has been requested in the RFP, should we offer recommendations?

ANSWER: Recommendations on suggested CMS, hosting services, and integrations are welcome in addition to the expected recommendations on topics described in the RFP.

113. Question: We are an out of state firm and would like to know if there is a preference for Colorado based firms submitting a proposal?

ANSWER: There will be some preference for local firms to develop this project, but we will also consider strong proposals received from all firms regardless of location.

114. Question: Regarding submission guidelines, can admin related documents such as cover page, table of contents, intro letter and response to the to KICPs 4 questions be excluded from the count?

ANSWER: Intro letters and question responses should be included within the page count submission guidelines. Cover page and table of contents may be excluded from this count if necessary.

115. Question: According the scoring matrix, 10 points are associated with, "Question & Answer" responses'. Could you please explain further the expectations from the submitting vendor surrounding this?

ANSWER: Agencies submitting proposals should submit 5 single-sided pages answering the 4 questions listed in the RFP (page 11) to help us better understand how you will approach the project and meet KICP's goals for the new website.

116. Question: In order to ensure that we are offering an appropriate approach, range of deliverables and services, can you please share the budget range for this project?

ANSWER: The target budget for this project is not-to-exceed \$20,000. If there is clear justification and support by project stakeholders the budget could be amended slightly to accommodate additional expenses.

117. Question: Who is responsible for content migration?

ANSWER: It is anticipated that the awarded agency will perform the initial content population of the new website, with direction and content provided by KICP staff. It is also desired for KICP staff to have the ability to easily populate with additional content post-development as needed.

Submittal Instructions:

Submittals are due at the email box only, listed below, for time and date recording on or before **2:00 p.m. Mountain Time on April 13, 2021.**

Please note that email responses are limited to a maximum of 50MB capacity. NO ZIP FILES OR LINKS TO EXTERNAL SITES WILL BE ACCEPTED. Electronic Submittals must be received in the email box listed below. Submittals sent to any other box will NOT be forwarded or accepted. This email box is only accessed on the due date of your questions or proposals. Please use the Delivery Receipt option to verify receipt of your email. It is the sole responsibility of the proposer to ensure their documents are received before the deadline specified above. Boulder County does not accept responsibility under any circumstance for delayed or failed email or mailed submittals.

Email purchasing@bouldercounty.org; identified as RFP # 7220-21 in the subject line.

All proposals must be received and time and date recorded at the purchasing email by the above due date and time. Sole responsibility rests with the Offeror to see that their bid is received on time at the stated location(s). Any bid received after due date and time will be returned to the bidder. No exceptions will be made.

The Board of County Commissioners reserve the right to reject any and all bids, to waive any informalities or irregularities therein, and to accept the bid that, in the opinion of the Board, is in the best interest of the Board and of the County of Boulder, State of Colorado.



**RECEIPT OF LETTER
ACKNOWLEDGMENT**

April 6, 2021

Dear Vendor:

This is an acknowledgment of receipt of Addendum #1 for RFP #7220-21, Keep it Clean Partnership Website Redesign.

In an effort to keep you informed, we would appreciate your acknowledgment of receipt of the preceding addendum. Please sign this acknowledgment and email it back to purchasing@bouldercounty.org as soon as possible. If you have any questions, or problems with transmittal, please call us at 303-441-3525. This is also an acknowledgement that the vendor understands that **due to COVID-19, BIDS will only be accepted electronically by emailing purchasing@bouldercounty.org.**

Thank you for your cooperation in this matter. This information is time and date sensitive; an immediate response is requested.

Sincerely,

Boulder County Purchasing

Signed by: _____ **Date:** _____

Name of Company _____

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