

9/10/2020

Spokane Regional Clean Air Agency's response to questions regarding the RFP for professional website services. Similar questions are grouped together:

1. Vendor selection related questions:
 - a. What are the main selection criteria and how are each weighted in the decision?
Please refer to RFP, page 9, IX. CONSULTANT SELECTION, A. SELECTION CRITERIA. We did not assign weights to the criteria.
 - b. What preference in scoring (if any) is given for MBE or WBE respondents? **None.**

2. Ongoing Support related questions
 - a. Is the ongoing monthly maintenance requested only for website health and upkeep? Meaning, you will not need content updates. **Yes. We do internal content updates (edit and add pages, add news articles, etc.). The Ongoing Support is referenced in RFP, page 6, Task 8 "Ongoing Support." Routine updates would be those beyond our ability to do within Content Management System and listed in Task 8.**

3. Current website-related questions (not database related):
 - a. How many pages does the existing website have? **Approximately 50**
 - b. Who do you currently host your website with? **Cloudways (as of February)**
 - c. Does your current website hosting vendor provide you access to a staging environment? **If you are asking if we have a development site, we do not.**
 - d. Are you comfortable with your current hosting provider, or are you looking for other recommendations? **We are comfortable with current provider.**
 - e. Will the selected firm be provided access to your existing website analytics? **Yes.**

4. Are you only interested in WordPress platform, or are you open to other suggestions?
In the RFP, page 5, Task 2, states "Note: At this time, SRCAA has identified WordPress for the platform; however, we are willing to look at similar, open source tool as a possible option. It must be well-supported and have a successful track record and high adoption rate with similar organizations.

5. Do you have a brand book that includes font, color requirements, etc.?
We have a logo and we try to stay true to the color scheme within the logo. We like the colors of our existing site but are open to options as long as they are in the same color scheme.

6. Would the SRCAA be interested in being put in contact with one of our partners who work on SEO? This way your team has a reference if this service is ever desired but do not want to put too much in the proposal if this service isn't desired.
RFP Page 4, Desired Functionality and Tools, lists "Search Engine Optimization (SEO) with ability to add search engine plug-in to administrative area."

7. What does a successful outcome for this project look like to you?

Successful outcomes for this project are: (1) the desired functionality and tools outlined in the RFP are developed within budget and timeline, and (2) our website users are very pleased with the refreshed design and readability, and (3) website visitors can easily locate the content they are looking for when visiting our site.

8. What are you envisioning as the main point of contact for this project?

Page 3 of the RFP lists the website stakeholders. The first two are key contacts. In a recent in-house survey (which will be shared with the successful vendor) the majority of respondents indicated they visit the site to check the current air quality conditions due to personal or family member's health issues. (Note that the survey took place during wildfire season when smoke is a concern.)

9. What type of risks are you worried about moving into this project? Is there anything that scares you and/or your stakeholders about a new website design/development?

Typical project risks such as: 1) will the vendor selected be the best one for the project, 2) will the project have delays and/or cost overruns, 3) will the end users of our website be very happy with the refreshed website, and 4) will the CMS be straightforward and easy to use for adding pages, photos and other content.

Our website surveys have shown an overall good to great satisfaction with the current site – we hope this satisfaction will only improve with the redesign. We have had three website redesigns in 15 years, and they have all gone fairly smoothly, so we do not have a lot of worry. We are very excited to get this project underway.

10. "Notify Me" related questions:

- a. Who is your current email newsletter provider? Will you be using "Notify Me" to subscribe users to your newsletter database?

Constant Contact. Yes.

- b. For notifications, is the user subscribing to a website newsletter, or to sections of the site, that when updated would send them an email alert?

Subscribing to our listservs, as we currently have on our homepage. We currently use Constant Contact to send emails to subscribers of various lists. This is a feature we want continued on our new web design.

- c. Can you elaborate how you would want "push out notifications" to work? Would this be over a user's phone, or via the web browser?

Not exactly sure. We do not currently have a "push out notification" so we are looking to the vendor to suggest options and pricing. We may determine to drop "push out notifications" and continue relying solely on our Constant Contact for emailing subscribers.

11. Questions regarding option for a password protected “For Employees” section:

- a. Can you please elaborate on what the employees will need to do on the site? (e.g. the employee login)
- b. Do you have a system in place that you want to connect the website to, or are you looking for the website to replace the intranet?

The “For Employees” feature was listed in the RFP, but we are considering as an optional feature based on an estimated cost. We do not currently have an intranet and we have a relatively small staff, so it may not be a good use of the available funding. We would like to know what adding a feature like this would allow us to do and at what cost in order to determine if it is something we want to pursue immediately, postpone, or scrap entirely.

12. E-Commerce related questions:

- a. Are you open to other eCommerce gateways? (e.g. Stripe)
- b. For e-commerce, are you ok with continuing to use Point & Pay or are you looking to replace that service?

After considerable research, we switched to Point & Pay. We do not see any reason to change at this time.

- c. Are you looking to sell multiple products or continue what you are doing today? We do not sell products. As far as our feature to enable people to pay for permits, registration, etc., online – we plan to continue this.

13. Database related questions:

- a. What are the different internal and external databases that power your website?
It is composed of many MySQL tables which drive the content of the website.
- b. Do you have sample data you can provide and where the data currently lives on the existing website? Could you provide a sample of the data that is being used to power this database? No, we are not able to provide this.

- c. You mention your civil penalties database in a CVS database. Do you mean CSV?
Yes – but the data is no longer in a CSV file (since RFP was first drafted, we switched from CSV to MySQL and missed updating this in the RFP)

- d. Integration of CSV database feed to be displayed on website: how will this feed be provided and how do you envision it coming to life on your new site (sidebar feed, a page of its own, banner at the top/bottom, etc.)?

No longer using CSV. Records are retrieved from a Caspio view and loaded into a MySQL table.

The data is displayed in a table on its own page <https://spokanecleanair.org/about-us/notices-of-violation> and can be sorted by five fields (NOV#, Date, Name, Settlement Date, Settlement Amount.) We do not see a need to change this, but we are open to ideas. The page can get very long since it is a 5-year history. Listings older than five years are automatically dropped from the list.

- e. How is the data imported into your existing website, or are you adding it manually?
Refer to answer c, d, above.

- f. For search of the database, are the existing fields acceptable or are you looking for other ways to search the database?
We are not looking to add a search function of our backend databases.
- g. Can you provide examples of each including where they exist and any data that would need to be handled on the new website?
Refer to answers previously provided in this section, above.
- h. Integration of existing Asbestos e-NOI system filing: can you provide more details on this? When I am on the existing e-NOI page and click on the “asbestos survey” window, I am unable to view the survey.
When you click on the “asbestos survey” you should simply get a definition of what an asbestos survey is. The asbestos survey is not the e-NOI system.
- i. Is it re-creating this survey with the bill payment integration or something additional?
An asbestos survey is not getting recreated and is not the e-NOI system. The e-NOI (electronic filing of a Notice of Intent for an Asbestos Project and payment) system is separate from the website and only a link to the e-NOI system will be needed.

14. Questions related to integration with near real-time air quality reporting and monitoring data sites and map:

- a. Integration with mapping and data for individual air quality monitoring locations using Google Maps: are you looking to re-create what is available here or would this be a different feature?
- b. how will we receive the feed and how do you see it coming to life on the site?
- c. When speaking around real-time air reporting feeds and mapping and data integration, can you elaborate further?
 - i. Are these services that would need to be linked to, or are you looking to have them built into the website?
 - ii. Can you provide examples of each including where they exist and any data that would need to be handled on the new website?

The data for the Current Air Quality report (updated hourly) and the map (it is no longer a Google map, it is R Shiny Maps) is downloaded and put into a temporary file (MySQL) and then is transferred to an archive table and this repeats each hour. This was developed by a third party and may transfer over to the new site.

We want to change the design of the AQI bar graph to the new AQI dial graphic display used at AirNow.gov. EPA will provide the programming code and graphics for the web developer to use.

As mentioned above, we have switched from Google Maps to R Shiny Maps. The hourly data is currently set up to automatically update each point on the map. We would like to explore the possibility of improving some visual aspects of the map and the map legend. Functionally, the map seems to work well.