



Request for Proposals (RFP) for Website Design, Development and Maintenance Services

Addendum No. 1

DATE OF ADDEMDUM: September 16, 2024

Responses to Questions:

ANALYTIC-RELATED QUESTIONS

Q: You mentioned that your current hosting provider does not support traffic analytics. To assist us in providing an accurate hosting quotation, could you please share your current Google Analytics metrics?

A: Over the past year, more than 400,000 users frequented our website. The most commonly visited webpages include Flight Status, Parking Info, Nonstop Flights, along with pages related to terminal information and resources.

Q: Do the sites collect any customer/user data?

A: Not to our knowledge. We would like the future websites to provide key metrics (i.e. number of page visits, number of clicks, etc.) to help ensure content is relevant and optimized for our key audiences.

BUDGET-RELATED QUESTIONS

Q: Do you have a set budget for this project?

A: We have a sense of scope and best practices having talked with industry partners who have completed similar projects but are not disclosing a specific figure at this time. The reason is that cost is just one component of our overall evaluation criteria. While we know the sites need extensive work, we are not industry experts and are eager to hear from proposers, based on their qualified experience, what they believe to be the most realistic forecast (both timeline and costs) to accomplish all project goals outlined in the RFP.

CMS-RELATED QUESTIONS

Q: Can you share what CMS the sites are currently built upon?

A: Our current CMS is built upon a proprietary platform created by our current vendor.

Q: I understand you prefer an open-source CMS. Is there a specific platform preference?

A: Our team is most familiar with WordPress. However, since the selected firm will be responsible for providing training for site management and editing, we are open to utilizing any open-source platform, so long as it is adaptable, easily scalable, and user-friendly.

Q: Would you be interested in a solution where you could access one admin environment to manage all three sites... with the potential of including the other mentioned sites in the future?

A: Yes.

Q: What technology and CMS (Content Management System) were used to develop the existing sites that are in scope?

A: Our current site utilizes a proprietary CMS. This was constructed more than 10 years ago.

Q: The RFP does not outline CMS requirements. What CMS capabilities, such as content authoring, page creation, workflows, approvals, preview, scheduled publishing, etc. are in use on the current sites and/or required for the new sites?

A: As specified under the Scope of Services section, the selected firm will need to implement a user-friendly, non-proprietary content management system (pg. 4). While we will look to the selected firm to serve as the subject matter expert on this topic, our ideal CMS should be easy for airport staff to manage website content (i.e. adding photos, uploading files, posting articles, rearranging content boxes, etc.); have "preview" capabilities (current CMS does not support this); and provide webpage analytics.

Q: Would a non-proprietary CMS be of interest?

A: For background, below are some of the biggest pain points we're facing with our current system. We think an open-source CMS is the best way to address these limitations, but we're not subject matter experts and are open to discussion if there's a better way to bring our vision to life so, please feel free to note both in your proposal!

- Current platform can't support the upload of large files, high-resolution photos and rich media. Admittedly, this may be due to the sites/CMS being created more than 10 years ago, but it's critical that our platform be flexible and scalable enough to support our continued growth.
- Limited customization (i.e. there's no way to change the font, text size, color, etc. when adding new copy and page layouts are limited).
- Reliance on vendor to make simple updates (i.e. adding a new content box to the home page, etc.)
- No easy way to access site metrics

Q: Is there any preference concerning the technology used to develop the new sites?

A: There is no preferred technology and it is our expectation that the selected firm will serve as a subject matter expert on this topic to advise on technology that aligns with industry best practices and helps us best achieve our goal of delivering an intuitive, frictionless user interface reflective of our unique brand. The selected technology must also be easily scalable to support future add-ins (i.e. capacity monitoring, emergency notifications, etc.) to accommodate the Airport's growth and evolving needs.

CONTENT-RELATED QUESTIONS

Q: Do you all intend to provide all content to the successful proposer or will we need to include some copywriting time in our timeline and pricing?

A: Our team will take the lead on drafting new copy. However, we will look to the selected firm and their expertise to lead the audit of our existing websites and make a recommendation of how content/copy may be adapted to align with industry best practices.

Q: It's not entirely clear if you require support with content writing or copywriting. Could you please clarify?

A: Our team will take the lead on drafting new copy. However, we will look to the selected firm and their expertise to lead the audit of our existing websites and make a recommendation of how content/copy may be adapted to align with industry best practices.

Q: Could you please share the specific challenges or pain points you are currently experiencing?

A: Our current websites were designed and launched over 10 years ago, and as such, the existing, proprietary platform does not have the ability to support many of the current and forecasted needs of our team. This includes uploading large documents, reformatting page layouts, incorporating the use of high-resolution imagery and rich media assets, along with the scale needed to support future add-ins such as an e-commerce storefront, parking reservation capabilities and emergency notifications. Additionally, the airport has grown tremendously in the last decade. In addition to modernizing and expanding its terminal facility, it has evolved to serve as a world-class, aerospace-focused transportation, logistics and advanced manufacturing hub. The new websites should be easily navigable and intuitively designed to reflect this evolved identity and ongoing growth.

Q: Is a Content Delivery Network needed?

A: We are not sure and will look to the selected firm to evaluate industry best practices and make a recommendation whether this capability is needed.

Q: Is a Web Application Firewall (WAF) needed?

A: The new websites must adhere to all current cyber security best practices and be protected from catastrophic events using off-site backup. We will look to the selected firm as subject matter experts to evaluate whether a Web Application Firewall is needed to facilitate these objectives.

Q: Do you need personalization?

A: Our current websites are not personalized, but we will look to the selected firm to evaluate industry best practices to make a recommendation whether this capability is needed.

Q: For section 508 accessibility compliance, will your staff remediate existing content such as documents, videos, and imagery that do not currently meet compliance, or is the vendor expected to remediate all content?

A: We will lean on the selected firm to identify whether existing content is out of compliance during their initial site audit, and as subject matter experts, make a recommendation for remediation. However, the airport team will take the lead on sourcing new content as needed.

Q: You mention that the new website will include online payments. Can you please give more details about this?

A: The online payment portal can be found at <https://business.spokaneairports.net/> > Doing Business > Credit Card Payments. This is a frequently visited page, used by both airport partners and airport customers. The page was last updated in 2016, so we are keen to discuss industry best practices and areas of opportunity for this resource with

PROPOSER ELIGIBILITY QUESTIONS

Q: Are foreign companies allowed to bid?

A: Yes. The Request for Proposals (RFP) does not prohibit responses from companies or service providers from foreign companies. However, such companies or service providers must satisfy all requirements of the RFP and applicable federal, state and local laws, regulations, and directives of any governmental agencies that regulate the Airport, including but not limited to the Federal Aviation Administration, Transportation Security Administration, and state of Washington agencies.

Q: Page 10, Basic Eligibility - Successful Proposer must be licensed to do business in the State of Washington and must have a state Unified Business Identifier (UBI) number. Do we need to secure this before the submittal of the RFP or secure it if we are the successful proposer?

A: Proposers do not need to have a Washington UBI number at the time of proposal submission. However, the selected firm must satisfy all requirements of applicable federal, state and local laws, regulations, and directives of any governmental agencies that regulate the Airport, including but not limited to the Federal Aviation Administration, Transportation Security Administration, and state of Washington agencies.

Q: Could you clarify your requirement regarding the experience with the Public Records Act and public records archiving.

A: The Request for Proposals (RFP) does not require applicants to have previous experience working with public-sector clients. However, we are interested in working with an established firm that acknowledges and understands the unique reporting obligations public employers, like the airport, must fulfill under the Public Records Act.

Q: Do you require any onsite work/meetings?

A: Proposers may be required to participate in an interview with and/or make a presentation to the selection committee and/or other Airport personnel with the date and time to be determined but estimated above. Depending on schedules, this may be conducted in person or via Zoom.

TIMELINE-RELATED QUESTIONS

Q: For any upcoming addenda, should we be checking this link

[https://business.spokaneairports.net/rfp/?](https://business.spokaneairports.net/rfp/)

A: Yes.

Q: The schedule table on page 6 indicates 10/4/24 as the proposal submission deadline; however, the deadline on pages 1 and 8 indicates 9/30/24 at 4PM PDT. Can you clarify the due date?

A: Thanks for catching this. Confirming submissions are due by Monday, Sept. 30 at 4 p.m. PT. The file has been updated to correct this:

https://business.spokaneairports.net/core/files/business/uploads/files/RFP%20-%20SIA%20Website%20Design%20Development%20and%20Maintenance%20Services%20-%20update%209_16_24.pdf

Q: Is there a desired launch date for any of the individual sites or all three?

A: Taking into account the project's scale, pre-design requirements and time needed to potentially acquire new assets, such as photos and videos, our team anticipates a go-live date for all three websites by Q3/Q4 2025. However, we are looking to proposers to provide what they believe to be a realistic go-live plan based on the project's goals and their experience.

Q: Do you require the three websites to be developed concurrently, or a staggered approach to development and/or launch?

A: We are looking to proposers to provide what they believe to be a realistic go-live plan based on the project's goals and their experience.

Q: Do we need to account for a photo or video shoot within our proposal, or do you have up-to-date graphic assets and photography already that can be leveraged?

A: Yes. The Airport team will take the lead on coordinating photo/video shoots based on findings from the selected firm's initial audit.

MISC. QUESTIONS

Q: Do you currently have a vendor in place?

A: Yes

Q: Do you have a preference on in-person or remote meetings and training?

A: There is no preference, so long as the selected firm can successfully provide site management training for airport employees.

Q: Is anything behind a login? (for example, can users register an account?)

A: The Airport has a separate "Employment" website through web-based employment service Neo-Gov. This page mirrors the appearance and theme of the Spokane Airports master site but is constructed and stored on the third-party Neo-Gov site and requires an employee login to

access it. The selected firm will work with Airport IT, Airport Marketing and Neo-Gov to change the page formatting on this employment site to align with the redesigned master site.

Q: Do you want any user experience research conducted as part of the project (e.g. surveys, focus groups etc. with stakeholders/users)?

A: Our expectation is that the selected firm will lead the audit of our existing websites to make a recommendation (design, content, etc.) for the new sites in accordance with industry best practices and are open to conducting stakeholder surveys and/or interviews to facilitate this process.

Q: Per Item #2 c) in the Evaluation Criteria, "within the identified time frame" - do you have a desired time frame or are you referring to what the proposer will provide/suggest?

A: Please specify the project team's size and individual responsibilities during the website redesign/build phase, and if/how this may change during the website maintenance/support phase.