



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

Addendum No. 2

DATE OF ADDEMDUM: September 21, 2024

Responses to Questions Received After 9/16/2024:

TECHNOLOGY/ANALYTIC-RELATED QUESTIONS

Q: Are there any keystone systems that need to be considered for change and/or integration? This could include payment systems, CRMs, content libraries, etc?

A: Our online [payment portal](#) was last updated in 2016. This is a frequently visited page, and one we would like to discuss opportunities to improve functionality and the user experience. We are also keen to discuss other areas and systems the selected firm believe may be improved.

Q: How is PCI compliance currently managed for payment systems, and will that need to be maintained or adjusted for the new implementation?

A: N/A. The current websites do not have links or connections related to our parking or other payment systems.

Q: Are there any specific hosting requirements that we need to be aware of?

A: We have no specific hosting requirements. The website needs to follow standard industry protocols and requirements.

Q: Are there specific accessibility and compliance requirements that go beyond the standard scopes mentioned? There's quite the spectrum out there and we want to make sure we're considering anything specific that you might be looking for.

A: We have no specific accessibility requirements. The website needs to follow standard industry ADA protocols and requirements.

Q: What are your specific requirements for cybersecurity, and could you provide examples of best practices you expect the new site to follow?

A: We have no specific cybersecurity requirements. The website needs to follow standard industry cybersecurity protocols and requirements.

Q: Can you outline your expectations for ongoing website maintenance and emergency support services?

A: Our expectation is that the selected firm will provide a CMS and appropriate training to empower the Airport to easily manage/modify site content, including uploading photos, videos and files; creating new web pages, buttons and tabs; viewing metric reports, etc. However, we will also look to the selected firm to provide the following ongoing support:

- Fixing broken links

- Assisting with the development/implementation of future add-ins, like an e-commerce storefront, interactive maps, and capacity monitoring.
- Making periodic recommendations on site design, layout and content throughout the contract term to ensure the new sites do not become outdated.

Q: How is the current website connected to OAG content regarding flight information? (API, plugin, etc.)

A: API

Q: Can you provide more details on any APIs and third-party software that must be integrated?

A: The new site must be able to continue supporting the display of real-time flight information from third-party flight data provider OAG.

Q: For the flight information, are you looking to continue with the current iFrame solution? Or would you be looking to have this information integrated into the new website via API or similar?

A: Yes

Q: Any other technology or integrations that need to be considered?

A: The new site must be able to continue supporting the display of real-time flight information from third-party flight data provider OAG. We are open to discussing other integrations to ensure the sites align with industry best practices.

MARKETING/BRAND QUESTIONS

Q: Do you have brand guidelines for the organization that can be shared?

A: Not at this time. However, there are several design and branding considerations we look forward to discussing with the preferred firm upon selection. For the purposes of this RFP though, please note we are looking for a complete redesign/refresh (i.e. colors, fonts, media, layout, site mapping, etc.) of our existing websites.

Q: Are there any existing user personas, user goals, or other documentation related to website users and stakeholders that can be used to inform this project?

A: The Airport's websites are used to engage and communicate to several distinct, key audiences:

- SpokaneAirports.net: This is our primary website. It contains resources one would expect to find on an airport website, such as airline and flight information, parking info, terminal maps and amenities, and as such is the one most frequented by travelers, the general public and "meeters and greeters". This page also contains links

to employment opportunities at the airport, and is the “landing page” other users may use to access resources on the Airport’s business website and Felts Field site.

- Business.SpokaneAirports.net: The primary audiences for this site include airport business partners (current and prospective), airport tenants and airport employees. It does not include a dedicated Investor Relations section or media room, but there is an opportunity to incorporate these into the redesigned website(s).
- Feltsfield.SpokaneAirports.net: Felts Field is our general aviation airport, located approximately 12 miles east of the commercial Spokane International Airport. The primary users of this site include airport users, general aviation enthusiasts, community members and Airport tenants. Felts Field is also recognized as one of the nation’s oldest airports, so some users may visit the website to learn more about the Airport’s history.
- The Airport also maintains other smaller, targeted websites (<https://gegtrex.com/> and <https://spokaneaero.com/>, which target development audiences). These are not included in this scope, but the newly designed websites should be dynamic enough to potentially incorporate this content in the future.

Q: What is your internal approval process for review and approval of creative designs?

A: While the Airport marketing team, working in lockstep with the selected firm, will lead the pre-planning, redesign and development process, other departments, including development, finance, HR, IT, parking and properties and contracts, along with Airport leadership and board members, will have the opportunity to provide feedback on the content, design and functionality of the new sites.

Q :Do you have any user testing requirements? There are a variety of ways of running this, from focus groups to large-scale anonymous interaction reviews, to current users, each with its own necessary plan and requisite budget.

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: Could you specify the primary design themes that Spokane International Airport aims to see reflected on the website?

A: We are looking forward to discussing this more in-depth with the selected firm during the pre-planning process to ensure the new design themes align with industry best practices and our project goals. However, for the purposes of this RFP, below are website examples our team thinks are beautifully designed and highly functional.

- <https://www.flyspringfield.com/>
- <https://www.flybirmingham.com/>
- <https://www.flyjacksonville.com/>
- <https://www.torontopearson.com/en>

CMS-RELATED QUESTIONS

Q: Could you provide more detail about your expectations for the content management system, particularly concerning user-friendliness and non-proprietary solutions?

A: 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 are open to discussion if there's a better way to bring our vision to life.

- The current platform can't support the upload of large files, high-resolution photos and rich media (high-res photos that are uploaded to the site are immediately downgraded). 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. There is no way to change the font, text size, color, etc. when adding new copy. Additionally, page layouts are limited.
- Reliance on vendor to make updates. This includes making simple page edits, such as adding/removing content boxes to the home page but also extends to the overall site infrastructure. Our current sites were built more than 10 years ago and the platform, to our knowledge, has not been updated since.
- No easy way to access site metrics.

CONTENT-RELATED QUESTIONS

Q: As the Airport expands, how do you envision the website scaling to meet future additions such as e-commerce or emergency notifications?

A: Given that our current websites were created more than 10 years ago, we are eager to replace these with completely new, improved sites that better reflect our current identity and future growth. Getting "refreshed" versions of our existing sites up and running is the immediate priority and the focus of this scope. However, after this, we will want to work with the selected firm to potentially incorporate the following capabilities (this is just a snapshot, the need for additional add-ins may be determined later) in accordance with industry best practices into the new sites. These add-ins are time and budget permitting, but it is critical that the new sites be flexible to accommodate them:

- E-commerce: used to sell airport merchandise (example [HERE](#) and [HERE](#))
- Emergency notifications systems/advisories (see example on homepage [HERE](#))
- Parking rate estimator (see example [HERE](#)).
- Interactive maps (see example [HERE](#))

Q: Is the expectation that social media content to be embedded within portions of the site's content, or simply linked to via an icon/widget? If embedded content is expected, are the limitations of control over said content understood and accepted?

A: Linked via icon/widget for now. However, we are open to discussing best practices and additional capabilities as the airport continues to grow and evolve.

Q: What kinds of stakeholder groups/types need to be considered as part of the content moderation/approval workflow within the CMS?

A: The Airport marketing team will continue to be responsible for day-to-day website management and updated.

Q: Will there be a need to limit what pages or content a CMS admin or editor can change based on their role and/or section of the website they are responsible for, or will all admins need the same access? (For example, an editor for the Felts Field content could not edit business-facing content, etc.)

A: Not at this time.

Q: There are grades of control over content within the majority of CMS options, from strict/limited control over the structure of a page and content space available based on the template used to open-ended with the ability to make each page unique and flexible based on content needs. On a scale of 1 to 10—with 1 being limited control and 10 being open-ended—what level of control is preferred?

A: 6. Our preference is to have the selected firm create several “standard” page templates that the Airport team can easily add/edit when the need arises, without needing to create a page from scratch. Within these templates, we would like the ability to add/remove/relocate text and content boxes, based on the specific needs of the webpage. However, in some instances, there may be a need to create a brand-new page for which an existing template is not well suited, and we would like flexibility within the CMS to do so.

Q: Who will be responsible for the creation of new content and selection of media for use on the website?

A: The Airport marketing team will take the lead on sourcing new content as needed. However, we will look to the selected firm to advise on best practices for what content should be included, and how it should be arranged on the new sites.

Q: Are you open to design updates/enhancements to the static terminal maps?

A: Yes! We would like to incorporate interactive maps and look forward to discussing more with the selected firm how and when it makes sense to integrate this capability.

TIMELINE-RELATED QUESTIONS

Q: What is driving the overall timeline of the engagement?

A: The Airport’s current websites were created more than 10 years ago, so we are eager to replace these with new sites that better reflect our current identity and future growth. Our team anticipates awarding a contract to the preferred firm in early-December, following Airport Board approval, and kicking off pre-design discussions in January 2025. 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.

Q: Knowing that you have defined a process for short-listed presentations, does your team have time before the October 4 deadline for us to walk through our proposal that we're submitting?

A: To remain unbiased, we are not accepting meetings with potential proposers at this time. However, once all proposals are received and evaluated, we intend to invite select firms to participate in an interview, during which both parties will have the opportunity to ask questions and discuss further.

Q: Do we need to know any critical deadlines or checkpoints within this timeline?

A: Our team anticipates awarding a contract to the preferred firm in early-December, following Airport Board approval, and kicking off pre-design discussions in January 2025. 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.

MISC. QUESTIONS

Q: What is the payment page primarily used for now, and which payment gateway does Spokane use? Will we need to transfer this over to the new website and what if any features need to come along with the payment system? View receipts, download 30-days history of payments, refund a payment, etc.?

A: Our online payment portal (found [HERE](#)) is one of our frequently visited pages, used by both airport partners (like our ground transportation vendors) to pay dues, and by airport customers (e.g. if a passenger needs to pay an outstanding parking balance, etc.). We will need to transfer this capability to the new site but are not tied to the platform we are currently using and would like to discuss potential alternatives with the selected firm and the Airport finance department.

Q: How many potential agency partners are being considered as part of this RFP?

A: The RFP was advertised at the local, regional and national level, and we are considering proposals from all qualified firms that submit a proposal by September 30 at 4 p.m. PT.

Q: Is the Spokane Airport Board is working with a current website/technology vendor, is that current vendor included in this RFP process?

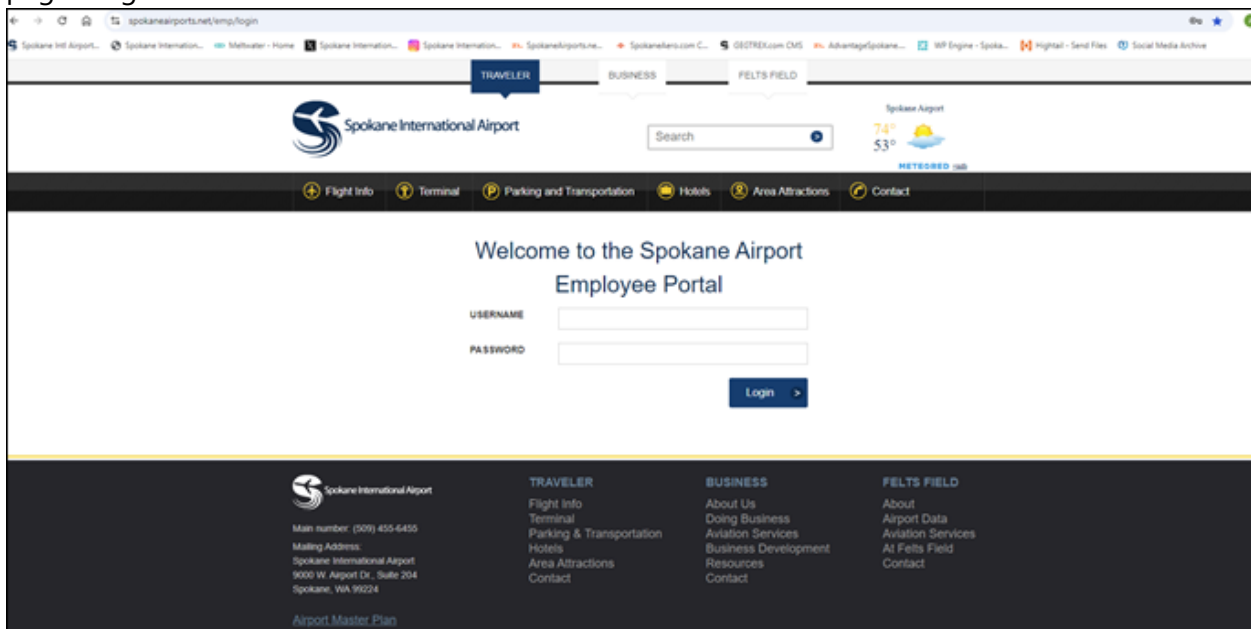
A: We are currently working with a website vendor and invite all qualified firms to participate in the RFP process.

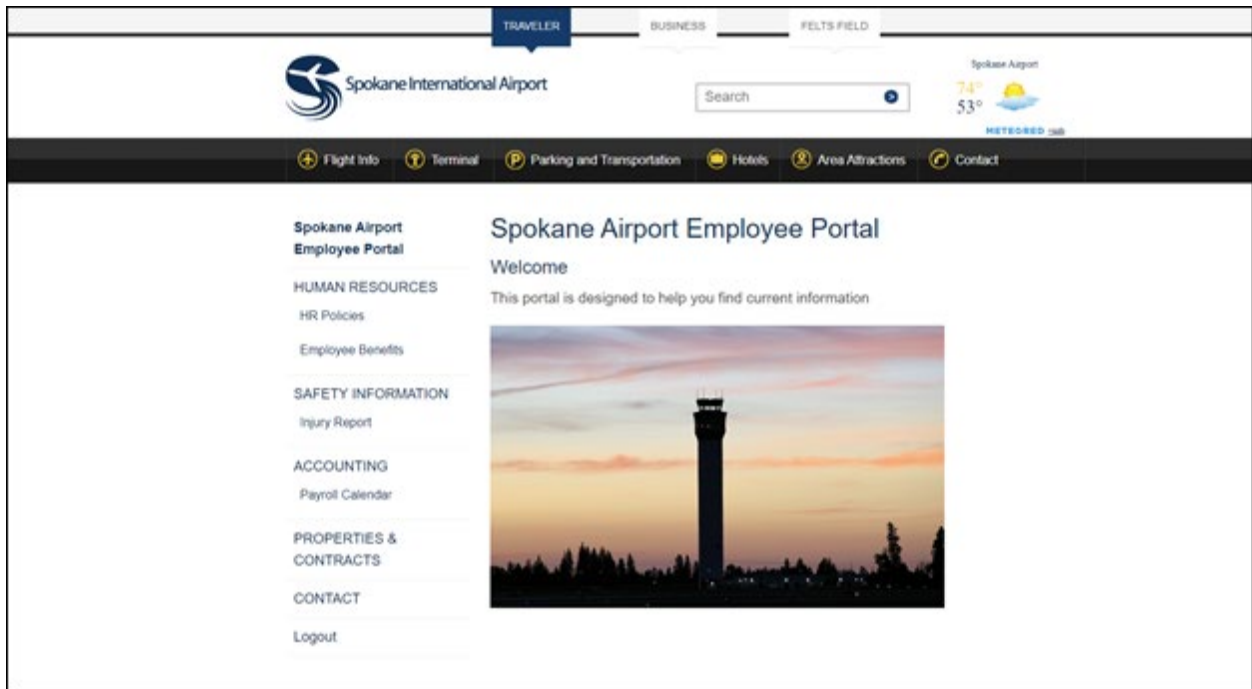
Q: Can you please expand on the level of involvement that would be expected from the selected vendor for: The Airport also has a separate “Employment” website through web-based employment service Neo-Gov. This page mirrors the appearance and theme of the Spokane Airports master site but is constructed and stored on the third-party Neo-Gov site. 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. Support? Coding?

A: While our team has a strategic vision for the redesigned websites, we are not technical or subject matter experts on what needs to happen to bring this vision to life. We will look to the selected firm and their expertise to evaluate the third-party sites, articulate to the Airport team an approach for updating, and guide the process of aligning these sites to the look/feel of our new websites.

Q: What is the employee login built with, where does it go after someone logs in and are you keeping that for the new site? If not, is a rebuild of the login under the purview of this RFP?

A: Our employment page is hosted by an employment platform called Neo Gov (learn more about their services and solutions [HERE](#)), which is managed by the Airport’s HR team. You can see from the screenshots the login page and internal pages mirror the look/feel of our websites but these are completely separate from the (3) main sites we manage (spokaneairports.net; business.spokaneairports.net; feltsfield.spokaneairports.net). Since we are not technical or subject matter experts, we will look to the selected firm and their expertise to articulate to the Airport team what is needed to update these sites and guide the process for ensuring these pages align with the look and feel of our new websites.





Q: The tenant improvement plan

(<https://app.smartsheet.com/b/form/6b59ef938b5c4725a5a6cb629be0409d>) and then Vendor forms are examples of forms using SmartSheet. Do you plan to continue using these same forms and provider (SmartSheet) or do you want to rebuild them to be stored in the website admin in a database.

A: We will continue using SmartSheet but are open to learning about solutions that may be more effective to implement in the future.

Q: Can bids & services, RFPs and RFQs all live together in one primary page with a tagging system to filter down to just one category of documents?

A: YES! We are looking to completely revamp our sites. In addition to a new layout/look and feel, this includes revising/updating content, incorporating new rich media, AND improving navigability. We are looking forward to discussing what content should be included on our website and how this should be laid out, to align with best practice with the selected firm.

Q: Does the access to each of the three different websites need to be restricted to a specific team or can all teams have access to edit all sites?

A: Users granted admin access should be permitted to edit all sites.