



---

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

**Addendum No. 3**

DATE OF ADDEMDUM: September 25, 2024

---

Responses to Questions:

**ADMIN-RELATED QUESTIONS**

---

**Q: Will internal SAI team members be participating in this project? Can you describe their roles, and what will they be responsible for as a part of this engagement?**

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: How will you review design mockups? Will a committee review and approve changes?**

A: The Airport marketing team will take the lead on day-to-day reviews/approvals and loop in individual departments for input as needed. For example, when redesigning the construction-related pages (example [HERE](#)), we will work closely with the Airport engineering department to ensure the new page(s) and content meet the needs of their specific users. Similarly, when updating our finance-related pages (example [HERE](#)), we will engage the Airport's finance department. In some cases, such as deciding initial page layouts and site themes, additional stakeholders including Airport leadership and the Board may be engaged.

**Q: How many editors are expected to engage in content editing on the platform?**

A: The Airport's marketing team will be the primary "owner" of the new sites. However, we expect 5-10 additional users may be granted admin access to the CMS.

**Q: Will their permissions be limited to specific sections of the website, or will all areas be accessible for editing by any editor?**

A: All areas may be accessible.

**Q: Can you describe the roles of the core team (the day-to-day team) and other stakeholder/steering committee teams that will be involved or provide approvals throughout the process?**

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: What user roles are available for employees on the current site? Are there specific functionalities for different employee roles (e.g., admin, regular employee)?**

A: Only select employees have admin access, which enables them to edit and manage content within the CMS. The employee-facing site, which is hosted through a third-party employment platform called Neo Gov, is available to all employees and requires a log in. This site contains employment forms and policies.

## BRANDING QUESTIONS

---

**Q: Will the new websites share the same look and feel, or will each have a unique identity?**

A: All three sites should feature similar, complimentary themes/designs, but they do not need to be mirror images of each other. Our expectation is that the selected firm, following their initial site audit, can help make a determination of what content should live on each site (and how it should be arranged) based on industry best practices; this will then help inform the layout of each site/webpage.

## TECHNICAL/ANALYTIC-RELATED QUESTIONS

---

**Q: What API capabilities are needed to import real-time data from OAG site?**

A: We are not sure and are looking forward to partnering with the selected firm to advise on this topic.

**Q: For payment capabilities, what programs are currently used? Are you looking to keep these? Open to other options?**

A: We are open to discussing alternatives and best practices with our finance department and the selected firm during the pre-design process.

**Q: What payment options are needed? (Subscription, one time, other)**

A: We plan to discuss this more with the selected firm and our finance department during the pre-design process.

**Q: Could you provide more details on the anticipated scalability requirements mentioned in the RFP, particularly concerning future add-ins like e-commerce storefronts and capacity monitoring systems? Are there expected traffic spikes, and/or data volume benchmarks that the solution should accommodate?**

A: Here are examples of some of the potential future add-ins the new sites should be able to accommodate:

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

**Q: Are there specific security standards or certifications (beyond typical best practices and Section 508 compliance) that the website must meet, especially considering the integration of payment gateways and sensitive aviation-related information?**

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 and facilitate how to best meet these objectives.

**Q: What are the specific hosting preferences or constraints? Should we assume that hosting will be managed internally by the Airport IT team, or will third-party cloud services be considered (e.g., AWS, Azure)?**

A: Due to team bandwidth, our preference is to have the websites hosted externally. However, this topic will need to be discussed further with the airport's marketing and IT teams and the selected firm following the initial site audit and during the onboarding/pre-planning process.

**Q: The RFP mentions maintaining existing SEO ranking and domain names. Are there particular SEO tools or methodologies you prefer to be incorporated into the website management?**

A: We do not have a preference but would like to discuss best practices and potential opportunities with the selected firm.

**Q: The RFP refers to the migration of content and assets. Can you elaborate on the volume and type of content (e.g., structured data, media files) that needs to be migrated, and whether there are specific content repositories or databases to be migrated from?**

A: Unfortunately, we don't have a true sense of how many files/assets are contained on the current sites and what will need to be transferred to the new sites, which is why conducting an initial site audit is a critical component of this project scope.

**Q: On page 5 you mention "Firm will obtain and maintain technical support agreements with technology companies for sufficient technical support of their products." Can you provide a list of what sorts of technology products will be required as part of this build? The only one that we can see currently listed is OAG.**

A: To our knowledge, OAG is the only product. However, our employment page is hosted by a third-party platform called Neo Gov (learn more about their services and solutions [HERE](#)) and managed by the Airport's HR team. The 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: Can the integration with OAG for flight information be done using a REST API or similar?**

A: We're not sure. 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 and will look to the selected firm to advise on this topic.

**Q: About the existing external forms on the current website, do you want to integrate them into the new website or will they continue to be external?**

A: We would like to discuss this further with the selected firm. Getting "refreshed" versions of our existing sites up and running is the immediate priority and the focus of this scope but we would like to discuss way to improve the user experience, which could include integrating these external forms in the future, and would like the selected firm's subject matter expertise on this topic.

**Q: About the possibility of integrating online payments...Is it necessary to define also some product or service or how the amount to be paid in each operation will be specified?**

A: Not at this time.

**Q: Is it necessary to have a private area where the user can keep track of the payments made?**

A: Not needed.

**Q: Could you specify the type of data currently stored in the system? For instance, is there any user-specific data, or other dynamic content that must be handled in the new system?**

A: We are not sure and will look to the selected firm to assist with answering this question during the initial site audit.

**Q: How much data (volume) will need to be migrated? Could you share the total volume of content and the estimated size of media assets that need to be migrated?**

A: Unfortunately, we are not sure and will look to the selected firm to assist with this during this initial site audit. For background, SpokaneAirports.net and Busines.SpokaneAirports.net each have more than 50 individual webpages (although we expect to work with the selected firm to determine if/how these may be consolidated) and FeltsField.SpokaneAirports.net has more than 20 individual webpages.

**Q: How do you currently measure the success of your website in attracting, informing and serving your audience? What types of success metrics are important to you?**

A: Our internal team does not have easy access to site analytics, and as such has been unable to set and evaluate related goals. Our expectation is that the new sites provide reports on industry standard metrics, like page views, traffic sources, device type, time spent on page, etc. AND make this information easily accessible for the Airport team to view and export.

**Q: What types of data, in the context of audience research and user experience research do you currently collect today?**

A: We do not collect any related data. However, we have identified several pain points (noted in response to the following question) based on anecdotal user feedback.

**Q: Can you provide a list of all integrations, third-party software or API connections that would need to be included (flight data, email, CRM, HR, analytics, etc.)**

A: To our knowledge, the real-time flight data provided by OAG is the only integration (API).

**Q: Do you have any data on the current website viewership/usage analytics?**

A: Unfortunately, we don't have easy access to specific data but we know that 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.

## **CMS-RELATED QUESTIONS**

---

**Q: What CMS / web platform(s) are your sites currently using?**

A: Our current CMS is built upon a proprietary platform created by our current vendor. We think an open-source CMS is the best way to address the current limitations we face, 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!

**Q: How are the three sites hosted (on prem, cloud, SaaS web platform) and if a hosting service/provider is used, could you please let us know which?**

A: We are not sure. However, our preference is to have the sites externally hosted.

**Q: Should the CMS for the three websites be separate, or should they be centrally managed under one CMS?**

A: We would like (1) CMS platform that all sites can be centrally managed under.

**Q: Do you have a preferred CMS in mind for website development (e.g., WordPress, Drupal)?**

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.

## **CONTENT-RELATED QUESTIONS**

---

**Q: What features/functionality are needed for the Investor Relations section on the business website?**

A: This is something we would like to discuss with the selected firm and our Finance department following the initial site audit and during the onboarding/pre-planning process to better understand industry best practices and areas of opportunity. For background, we do not currently have a designated Investor Relations page. However, we do have content, like a

[Financial Reports](#) page and a [Passenger Data](#) page, that may make sense to combine into a single investor or business focused page. Our expectation is that the selected firm can lead this discussion to help make a determination of what content should be contained on the site, and how it should be arranged.

**Q: Parking Reservations and Investor Relations: Will these sections need to be protected? Will they require a username/password to access?**

A: No. Here are some examples of the capabilities, like the parking reservations, we'd like to look at incorporating in future phases. All would be public-facing.

- Parking rate estimator: <https://www.flyontario.com/parking/lots>
- E-commerce storefront: <https://flyford.myshopify.com/>
- Emergency notifications (see example on homepage): <https://coloradosprings.gov/flycos>.

Adding an investor relations page (if this approach makes sense following the firm's audit) would be part of the initial project phase. NOTE: We do not currently have a designated investor page, but do publish [monthly passenger data](#) and have a tab designated to [Financial Information](#) that may be combined to form the building block of a new investor page.

**Q: Do you have professional photo and video assets that could be used for the new site development?**

A: We do have photos that could be incorporated into the new site, but our team also acknowledges there may be a need to source additional, fresher assets. Our expectation is that following the initial site audit, the selected firm will be able to make a recommendation of what additional content may be needed for the Airport to source.

**Q: On page 5 you mention "Website design will be easily scalable to accommodate future add-ins, such as e-commerce storefront, emergency notification system, capacity monitoring, parking rate estimator, parking reservation capability, and Investor Relations functions, etc." Do any of these systems or services exist currently? If so can you please describe them?**

A: Not at this time. Given that our current websites were created more than 10 years ago, getting "refreshed" versions of our existing sites up and running is the immediate priority and the focus of this scope. However, the new sites should still be built with these capabilities in mind, as budget permitting, we will want to work with the selected firm to incorporate these additions in the near future.

**Q: For the other smaller, targeted websites (<https://gegtrex.com/>; <https://spokaneaero.com/>), can you please expand on what is meant by "the newly designed sites must be dynamic enough to build and expand upon these excluded websites, if needed, as well as be complementary?"**

A: Gegtrex.com is focused specifically on the Airport's capital improvement program and spokaneaero.com was created to provide more information to business audiences about aviation and aerospace development opportunities in the Spokane area. Both were created as separate WordPress sites because our current website platform could not support the content and assets but we would be interested in discussing whether it makes sense to have this content

live on the newly redesigned sites in the future (i.e. not an immediate need, but the new sites should be flexible enough to accommodate this content if we want down the road).

**Q: Is new content creation included in the current scope of work?**

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: Has your team audited the content on the site today to understand at a high level how many pages will carry forward, need updating, and/or be deleted (not carried forward) to understand the directional level of content that will need to migrate to a new experience?**

A: No. Our internal team is relatively lean so we are looking for the selected firm to facilitate this process and advise on what content should be updated/added/removed based on their knowledge of industry best practices.

**Q: As part of your future vision for the organization, are you actively planning any new experiences (beyond the website redesign and the expansion project highlighted in the RFP) that should be considered in evolving your overall branding and story?**

A: We are always growing and expanding and look forward to discussing upcoming projects in more detail with the selected firm.

**Q: What types of content is shared between the three websites and between pages (e.g. news, events, etc)?**

A: To our knowledge, without conducting a thorough site audit, we believe there is limited content overlap between the three sites (it's possible the same photo may be used multiple times, but we don't believe whole pages have been duplicated). However, our expectation is that the selected firm can help us evaluate what content should live on each site, based upon industry best practices, and if/how any content should be updated.

**Q: How do you envision your content strategy changing (if at all) with the new website?**

A: The current sites were created more than 10 years and were not necessarily designed with a content strategy in mind. This is something we would like to improve upon moving forward and 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: Could you describe the types of notifications or alerts that may be sent from the platform? Like emails, text messages, reminders, meeting invites, etc?**

A: Please see an example on another airport homepage [HERE](#).

**Q: What kind of social media integration are you looking for? Like Ability to share pages? Social media feed (Twitter Feed etc)? Social Media Follow links? Etc.**

A: We would like our social media accounts to be 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: Do you need overall support in copywriting or creating other assets, such as original content (video, photography) to fuel the new site?**

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: If so, would you like our team to provide high-level estimates for original content?**

A: Yes please

**Q: If so, would you like our team to provide high-level estimates for copywriting support?**

A: Yes please

**Q: RFP Page 5, Point 3 states, "The websites will include online payment capabilities for vendors and tenants." Can you please specify the types of online payment capabilities that need to be included?**

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: RFP Page 5, Point B mentions, "Website design will be easily scalable to accommodate future add-ins, such as an e-commerce storefront, emergency notification system, capacity monitoring, parking rate estimator, parking reservation capability, Investor Relations functions, etc." We are assuming that these items are not part of the current scope but that the system being built should be scalable to include these features in the future. Please confirm if this is correct.**

A: Given that our current websites were created more than 10 years ago, getting "refreshed" versions of our existing sites up and running is the immediate priority and the focus of this scope. However, the new sites should still be built with these extra capabilities in mind, as budget permitting, we will want to work with the selected firm to incorporate these additions in the near future.

Regarding the investor relations functions, we do not have a designated IR page for this but do have content housed throughout the Business.SpokaneAirports.net site that may make sense to consolidate into a single investor/business-facing page. We will look to the selected firm to advise on how/where content should be displayed based on their expertise and industry best practices.



**Q: We assume Spokane already holds a license and will continue using OAG for the integration and display of flight arrival/departure data. Please confirm.**

A: Correct. However, recognizing that we are not technical experts, our expectation is that the selected firm will be able to facilitate the seamless integration of OAG onto the new site.

## **PROPOSER ELIGIBILITY QUESTIONS**

---

**Q: Is there an incumbent bidder on this project?**

A: At this time, we are not sure. However, this project was advertised at the local, state and regional level and we are encouraging all qualified firms to consider submitting a proposal.

**Q: Is there a preference for local vendors?**

A: No. We are interested in working with the firm we believe can most efficiently and effectively bring our strategic vision to life and encourage all qualified firms, regardless of location, to submit a proposal.

**Q: We don't have a State of Washington UBI number at this time. Are we able to submit our proposal without a State of Washington UBI number?**

A: Absolutely! The selected firm may need to provide this during the contracting phase, but proposers do not need a Washington UBI to bid on the project.

**Q: Is transportation experience a must? Does not having transportation experience exclude an agency for consideration?**

A: Not necessarily. However, we remind proposers that aviation is a highly regulated industry and that as a state-owned entity, the Airport is subject to record-keeping and reporting requirements that may not be applicable to "everyday" clients. Our intent for indicating our preference for firms having other government/transportation-related experience is to help gauge their understanding of the potentially unique considerations that will go into building an airport website.

**Q: What are your expectations for issues that need to be resolved outside of regular business hours?**

A: Our expectation is that the selected firm will be able to provide on-call, 24/7 support in the event of an outage or mission-critical issue. We will work with the team during regular business hours to manage day-to-day site requests (i.e. adding a new page, assisting with content, etc.).

**Q: We conduct most of our meetings virtually, are any in-person meetings required?**

A: No.

**Q: Are we allowed to subcontract with other firms for this solicitation?**

A: No. Our intent is to select a single firm to deliver upon all aspects of the scope outlined in the RFP document, and work in partnership with this firm to deliver a best-in-class web experience to the Airport's site users and key audiences throughout the span of the project and contract. To maximize efficiencies and minimize risks, we are not interested in engaging subcontractors for this project.

**Q: Does the Spokane Airport Board require URLs for external government sites, or are you more interested in learning about the technologies and approaches used for website design?**

A: Proposers are required to provide (5) URL work samples but these do not need to be to government sites. However, if your past work includes these types of samples, we highly recommend including them in your list! As background, aviation is a highly regulated industry, and as a state-owned entity, the Airport is subject to record-keeping and reporting requirements that may not be applicable to "everyday" clients. Our intent for indicating our preference for government or transportation-related work samples is to help gauge firms' understanding of the potentially unique considerations that will go into building an airport website.

**Q: If a vendor is unable to provide at least five (5) URLs and supporting materials from recent projects, will they still be eligible to submit a response to this bid?**

A: Our intent is to work with an established firm with demonstrated experience in all aspects of the outlined scope. While work samples do not necessarily need to be government website or demonstrate past experience working with transportation/aviation clients, firms will need to include (5) examples for their proposal to be evaluated.

## **TIMELINE-RELATED QUESTIONS**

---

**Q: For major milestone reviews/approvals, what is a comfortable amount of time for your team to provide consolidated, actionable feedback (for example, we usually assume 48 hours)?**

A: Likely 2 weeks to give airport leadership and board members the opportunity to thoroughly review and weigh in as appropriate.

## **MISC. QUESTIONS**

---

**Q: Is this solicitation a re-bid or a new opportunity?**

A: This is a new opportunity.

**Q: Should pricing information be included within the proposal or submitted as a separate document?**

A: Either works.

**Q: Should the proposal be submitted in Word format or PDF format?**

A: PDF is preferable but either will be accepted.

**Q: Are there any target audiences you feel you are currently not reaching or would like to expand?**

A: Here are our key audiences at a glance:

- 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.

We do not expect drastic changes to these key audiences. However, focus is ensuring that our sites are delivering the content these audiences want in an intuitive, frictionless format.

**Q: Could you please provide any specific governance or security review protocols that the vendor needs to follow regarding data collection and storage?**

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

**Q: We assume the language support would be for English only. Please confirm.**

A: Yes. However, we are open to discussing capabilities to translate the site into other languages in the future.

**Q: Are you looking for the maintenance and support after the new site has been developed to be part of the initial scope of work from a pricing point of view? If so, what term are you looking for, will it be 1 year or more? We normally do this as a separate agreement after the initial development of the new website.**

A: The selected firm will be required to redesign/build the new websites AND provide ongoing webhosting and maintenance services for up to 5 years. As long as these services are accounted for in the proposed timeline and budget, we are okay including annual maintenance support in a separate scope.

**Q: Regarding the “Employment” page/site: Will the firm hired be expected to design assets to match the new site? How will the Employment site get updated with these assets?**

A: Potentially. The employment website is hosted through a third-party, web-based employment service called Neo-Gov. At this time, we are not sure what support is required to ensure this page mirrors the new look and theme of the new sites (e.g. it could be as simple as sending new content to Neo-Gov to incorporate, or may require more extensive integrations) but will look to the selected firm to articulate these requirements and work with the Airport’s marketing, IT and HR teams to updated accordingly.

**Q: What qualities have worked well or made a project successful with past vendor partners?**

A: We are looking to work in partnership with the selected firm throughout the life of the contract. Our expectation is that once the new sites are designed/built, the firm will continue to assist with ongoing site maintenance and host regular check-ins with the Airport team to discuss/make improvements as necessary to ensure the sites do not become outdated. Additionally, while our team has a strategic vision for what we want our sites to look like, we are not necessarily sure how to get there and are looking for a partner that can serve as a subject matter expert to facilitate the redesign and rebuild process.

###