



**Reponses to Questions for:
REQUEST FOR PROPOSALS**

for

Providing Search Engine Optimization
And/Or Website Redesign

County of San Mateo

Department of Public Works
555 County Center, 5th Floor
Redwood City, California 94063

Date: May 25, 2015

Questions Received by 4:00 p.m. May 20, 2015

Questions:

Q1. Do you have a target date for the completion of each phase?

R1. **We do not have a target for each task. We are hoping to complete the project by Spring of 2016.**

Q2. Do you have a budget range for each phase?

R2. **We have not set a budget range for each phase?**

Q3. Who is the current contractor?

R3. **The current website contractor is Apis Media.**

Q4. Can you please confirm that the questions within the Scope of Work should be answered under Tab 2b

R4. **Yes, Tab 2. Site map and additional attachments can be added in Tab 11. Our program promotes source reduction and recycling. We do not favor proposals that are lengthy, you can double side your responses in each Tab.**

Q5. Our team asks if we can kindly have an extension on the Q&A submission deadline to May 22 or May 25.

R5. **There are no extensions planned for this RFP.**

Q6. Can you please confirm that you would like us to include a site map of the current website and a draft site map for the redesigned website as part of our proposal, as described on page 13 of the RFP.

R6. **The site currently has a site map. Please download and attach and provide your proposed revisions sitemap in Tab 11 as noted above.**

Q7. How important is using a Drupal CMS for the site (required, strongly preferred, and preferred, no preference)?

R7. **The County of San Mateo main site is currently using Drupal. We would like our site to be compatible to the County site and for staff to have the ability to make minor changes in any CMS.**

Q8. Is the search database a standalone MySQL database? After looking at links included in the search results, it seems the databases would need to be imported into Drupal as site content to be displayed. Mapping the database fields into a format that Drupal understands is potentially tricky. It's difficult to know without seeing the actual database.

R8. **The database is a standalone system. We did not envision redesigning the database for this project, the application may need to be updated to be compatible with the CMS as it is the main feature to our site and will need to be incorporated into the new website design.**

- Q9.** How is Webalizer involved in the search? (Webalizer is a server log file analysis program)
- R9.** **It is not part of the search but the new site will need to have some type of detail analysis tool.**
- Q10.** Will Recycleworks take preference to vendors who can provide both Phase One and Phase Two services?
- R10.** **There is no preference.**
- Q11.** Can vendors propose Phase One of the RFP be managed by a partner vendor - to be included as a joint response?
- R11.** **Yes.**
- Q12.** How much did RecycleWorks spend on the last website development?
- R12.** **The last time we redesigned our site it was over nine years ago. We do not have those records.**
- Q13.** How much does Recycleworks currently spend on search engine optimization services?
- R13.** **We don't have a budget for this task. We periodically link check and we update content on a regular basis.**
- Q14.** What is RecycleWorks allowable budget ranges for Phase One and Phase Two for this RFP?
- R14.** **We have not budgeted for the phases. We have an expected range not to exceed \$100,000 for this project. We are looking to the experts to provide us the detailed costs to redesign our site in a competitive bid process.**
- Q15.** Does Recycleworks have any preferences for a completely in-house development team or open to in-house development augmented with global delivery subcontractors?
- R15.** **Our staff is small and we envision this project requiring both staff and a team.**
- Q16.** Why has Recycleworks selected Drupal as their preferred Content Management System (CMS)?
- R16.** **Drupal is currently used by the County of San Mateo and we are a department within the County.**
- Q17.** The agency that developed RecycleWorks?

R17. The agency that developed RecycleWorks is the RecycleWorks program in conjunction with outside contractors to design the graphics and site architecture. All contents is designed by the RecycleWorks staff.

Q18. Are you currently working with a design agency or another other agencies that we may work with? Who are they?

R18 Yes we have two design firms under contract. Circlepoint and PixelGym. These contractors will be available for the graphics side of the redesign of the site.

Q19 The current website is managed by?

R19. The current website is managed by Apis Media.

Q20 What were the strengths of your previous website services vendor?

R20. There are many strengths, the most important is having the ability to understand our needs and complete the tasks within a recommended period of time. Most of the activities in RecycleWorks are seasonal in nature, at times we will have the ability to make minor changes at other times we will rely on a vendor. All upgrades will be the part of the maintenance contract for the selected website contractor.

Q25. Was there any aspect (related to services, quality, process, communications, technology, expertise, etc.) that Recycleworks would like improved from the previous vendor?

R25. Not at this time.

Q26. Why is RecycleWorks considering changing its current vendor relationships?

R26. We are required by law to solicit proposal from qualified contractors every three years. It just is coincidence that we want to redesign the site as well during this same contract period.

Q27. What is the development methodology RecycleWorks prefers? (Waterfall vs. Agile)? What is RecycleWork's team's level of expertise and comfort with Waterfall and Agile methodology?

R27. We would assume either approach would be included in your proposal.

Q28. What is your DR/Business Continuity Plan?

R28. The site is hosted off site with got net we don't' have any critical information that is required during a Disaster.

- Q29.** How many environments are there? (Dev, Test, UAT, Stage, Prod?)
- R29.** **This process is handled by our current vendor. Typical Scenario: Develop, Test, Stage, and Production. In most cases it is Staging and Production.**
- Q30.** What are some of the current site support issues and bugs?
- R30.** **We would like to add some features to the current site that would require extensive programming, reducing programming costs is preferred.**
- Q31.** We would like to add more features.
- R31.** **See RFP for more information.**
- Q32.** What ticketing system is used for current system support?
- R32.** **We currently use email to communicate issues to our contractors.**
- Q33.** How is the performance of the current sites?
- R33.** **Appear to be sufficient, our current contractor can perhaps address this issue more thoroughly.**
- Q34.** What is the current website Content Management System?
- R34.** **There is none.**
- Q35.** Do you have any restrictions in terms of where it can be hosted (cloud/on premise)?
- R35.** **Please read the RFP the County has requirements that must be met for security issues.**
- Q36.** How are current features set being developed? (In house team or with an development partner)?
- R36.** **Any current features are designed by the website contractor and we haven't had any major changes due to anticipating a site redesign.**
- Q37.** What are the current Quality Assurance process and tools?
- R37.** **QC is typically conducted after it goes live it has not been automated.**
- Q38.** Please provide some example from the last release of feature set enhancements?
- R38.** **We haven't had any except for minor content revisions and upgrades to a new server with got.net**
- Q39.** What are the current site traffic for each site?

R39. We have provided the link to the stats please review the RFP for this location and site.

Q40. What are the various groups of users and their roles?

R40. The group of users is primarily, an internal group of staff and the website contractor and website host.

Q41. How many content editors will be using the site concurrently?

R41. For the redesign we may need to solicit additional help on the content. On a regular basis we envision two staff within the section making changes to the site.

Q42. What does the current support team and structure looks like?

R42. There are three of us who work on the outreach portions of our program.

Q43. What is working with the current support structure and what is not working?

R43. The ability of staff to make upgrades to content without needed to know programming languages.

Q44. Is Continuous Integration being used to maintain the current site?

R44. Not familiar with this term so I would assume we are not using it.

Q45. What are a few examples of websites that Recycleworks staff considers similar to look & feel of your new desired website design?

R45. There are too many great sites to list here. What we are not looking for is standard templates. We are looking for a design that will last at least 6 years before requiring another upgrade.

Q46. What is the desired start date for the website redesign?

R46. We are hoping to complete the project by Spring of 2016

Q48. Which browsers does RecycleWorks require to be supported in the website redesign?

R48. Chrome, Firefox, Mozilla, Explorer, and phone/tablet based browsers etc.

Q50. Please describe the current and desired process for web strategy development and review?

R50. We are all small team and we communicate frequently on changes to our site.

Q51. What are some of the strategies that are planned for 2015?

R51 See above

Q52. Which groups are responsible for the Web Strategy Development and Review?

R52. See above

Q53. What is the overall integration architecture between the CMS to other application? For examples, integrations with Enterprise Services Bus, CRM, marketing automation software, business intelligence tools, etc. Please provide an architectural diagram of this architecture and how it integrates with other

R53. **We do not have a CMS, diagram to share with the proposers at this time. A little bit for navigation, database is dynamic.**

Q54. If not currently implemented, are there are third-party integrations or tools that RecycleWorks is planning for or interested in the near 1-3 years?

R54. **Not as of yet, it will take a significant amount of time to get the new site up a running.**

Q55. RFP references large volume of documents that need to be accessible on the redesign website. Can you please provide an overview of what these documents are, how they are currently accessed, and how they are managed by website administrative staff? Do you experience any pains in this process that you would like improved?

R55. **We provide links to documents that are located on the County servers or on other agencies websites as well as our own PDF's or word documents.**

Q56. Is High Availability (HA) required? Failover? N/A

R56. **This site is not that large**

Q57. Is Virtualization used?

R57. **No**

Q58. What is the number of Named Users? (ie. numbers of employees with access to the document management)

R58. **3**

Q59. What is the number of Concurrent Users?

R60 **Website users can be found on the stats page. Internal staff is three users.**

Q60. What is the Average range and Peak values?

R60. See above

Q61. What is the number of Documents in the repository?

R61. Active PDF's, roughly 200 documents.

Q62. What is the document injection rate (ie. repository growth rate on yearly basis) same

R62. Not often, seasonal.

Q63. What are the document types (metadata model estimation), sizes and distribution ratios?

R63. PDF's, word documents and excel documents see site for documents.

Q64 Does Recycleworks require any workflow (ie. manage different editors or approvers prior to publishing) or versioning (ie. manage different versions of the same document) functionality?

R64. Not at this time but this may be a feature to incorporate in the future design.

Q65. Is the Request for Proposals open to any and all firms that can meet the requirements as listed in the RFP? Or are submissions restricted to firms that currently have service agreements with the County or have pre-qualified as Vendors?

R65. The request for proposal is open to all qualified bidders, please refer to contract language for more details.

Q66. Is there currently an incumbent firm providing the County with Website Design and/or Development services? If so, will the incumbent be bidding on this project, and can you release the firm's name?

R66. There is currently a firm who is managing the site. The contract will be expiring at the end of this Fiscal Year. Any qualified bidder is allowed to submit a proposal. The firm currently providing services is noted above in a previous response.

Q67. Is there an estimated budget range for this project? Or do you have any information regarding previous budgets for similar projects?

R67. There is no budget, we do however have a not to exceed amount as noted in a previous response above.

Q68. Is the County open to other forms of CMS that is comparable to drupal?

R68. The County would be open to other CMS if they were compatible with Drupal.