

**RESPONSES TO RFP REQUESTS FOR CLARIFICATION:
Professional Website Redesign and Ongoing Customer Support Services (mwdoc.com)**

1. Can companies from Outside USA can apply for this RFP? (like, from India or Canada)

We do *prefer* a vendor from the U.S. The time change between countries might be a problem when responding to questions, need immediate clarification on issues, or need immediate assistance on any particular task.

2. Would you consider out of state vendors, or only local vendors in your area?

We would consider out of state vendors as long as response time throughout the RFP process was reasonable, and if awarded the contract, we could be guaranteed stellar, timely support when needed.

3. Do we need to come over there for meetings?

We do require someone be available in person for interviews, and if selected, for some of the planning meetings.

4. Can we submit the proposals via email?

We do require 3 hard-copy submissions be mailed to our office at: 18700 Ward Street, Fountain Valley CA 92708.

5. The current website links out to <http://www.mwdh2o.com> for rate information, will the new website continue to link out for this information?

The information located here, including links to [mwdh2o.com](http://www.mwdh2o.com), are correct:
<http://www.mwdoc.com/about/water-rates>

6. Is MWDOC interested in redesigning the map of retail water providers found here: <http://www.mwdoc.com/about/member-agencies>?

We have an engineer on staff that will be assisting us with updating the map. If you would like to include any suggestions for the map which relates to the overall website design, we would love to hear your suggestions.

7. Please confirm that member agency/retail water provider and partner websites are not included in this project

Correct. The only website(s) included in this project are www.mwdoc.com and our two microsites, www.ocwatersmart.com and www.opengov.mwdoc.com.

8. Is <http://www.ocwatersummit.com/> included in the project?

No.

9. Is the education portal included in this project? If so, can you provide additional details?

The educational portal is not included. We would continue to have page(s) with information available on the education program, and if necessary, this page(s) would include links to learn more.

10. Is <http://www.ocwaterhero.com/> included in the project?

No.

11. Are there any 3rd party or internal systems or databases that will be required to integrate with the website?

No.

12. Is there a technology or CMS preference (i.e. open source vs. .NET)?

Open source is preferred. MWDOC staff will need to be able to easily update items on the website. The process to update the website by staff needs to be extremely user-friendly.

13. Will all existing content be migrated to the new website?

Probably not all content. We should be able to archive older information.

14. What software/content management system is being used to manage the current website and microsities?

A unique cms was created by our previous web designer for www.mwdoc.com. WordPress is being used for the <http://opengov.mwdoc.com/> and the www.ocwatersmart microsities.

15. Thank you for stating the budget up-front. \$50,000 is an aggressive budget. Does the MWDOC board wish to see proposals that exceed this budget, or is this a hard budget, and proposals with budgets over this amount will be summarily discarded?

Through an extensive process, the budget has been reviewed and approved by the MWDOC Board of Directors and their desire is that we stay within that project budget.

16. Do you want a ticket system integrated in the site, which the users can fill in and the concerned department be notified immediately to respond during emergencies?

No.

17. Do you want interactive application forms? We suggest to use something like <https://www.typeform.com/> , which has an element of human interaction rather than simple forms.

Not at this time.

18. The RFP mentions incorporating opengov.mwdoc.com and ocwatersmart.com into the primary site. On the new site will these function as content pages within the primary website or will these require separate and unique domain names and unique designs?

We should be able to update all these pages through one CMS. All will have the same design however, [www.ocwatersmart](http://www.ocwatersmart.com) needs to keep the same url. Currently, one is using a custom cms and the other two are separate WordPress sites.

19. Is there a proposed budget for ongoing maintenance? What are your expectations for maintenance?

We have a plan now through our previous web designer/web host that we pay \$525 quarterly for. That ensures that all of the software used to host and maintain the website is current and stable, and our content is secure. We can also call our web designer/web host during business hours, 8-5pm M-F, if we have any problems with the website or need help updating content. There are some areas of our website that we don't have access to update primarily because the un-editable content is built into the custom cms and he has to recode things. Right now, he probably receives 1-4 calls a month from our staff. Due to the time sensitivity of many of our posted documents, we would need a maximum 24 hour turn-around commitment on requests for help.

We are open to learning about the types of maintenance plans you offer and hope to stay in or around the same pay range we are in now with the same, minor expectations.

We are open to discussing the types of maintenance plans you offer.

20. Will the video streaming be required to be on-site, or can this occur via a third-party service such as YouTube or Vimeo?

It is possible that our Board meetings will be videotaped in the future. At that time, we would need to make a decision on whether or not the stream should be live or recorded. Initially though, a third-party service would be fine. We are trying to look further down the road so our options aren't limited.

21. Can we request for a current login of the member's area?

We don't have a member's login area at this time. It is something we'd like to include with this rebuild.

22. Do the forms like application forms etc. need to be just downloadable? Do you need to make them interactive?

Open for discussion. Currently, the forms are downloaded from the website.

23. Is there ANY area of the site you would like to handle specifically on the backend?

We would like to have if possible, complete control to update whatever we need. Adding new job listings, updating Board information, adding new pages, etc. I understand that there could be some areas which might be too complex or technical (if there is an interactive map or something similar) and whatever that section would be, would be covered in the help portion of the ongoing maintenance plan.

24. Please clarify location of proposed workers from our end - do they need to be USA based or if offshore is acceptable?

We do *prefer* a vendor from the U.S. The time change between countries might be a problem when responding to questions, need immediate clarification on issues, or need immediate assistance on any particular task.

25. What are the required features of the "secure member agency access area"?

We'd like a Dropbox type area. Something we could steer our 28 agencies to that would include important documents (such as budget items or working program documents) or artwork files that would not necessarily be relevant to the public. We would need this area to be password protected and would also like them to be able to upload or share important information as well.

26. Will the SEO plan just include setting up the site to be initially optimized for Google search rankings, or will this include an ongoing SEO campaign (for several months or more)?

It does have to be part of the initial overall redesign plan however, we are open to exploring an ongoing SEO plan as part of, or as an addition to the maintenance plan.

27. Our regular payment terms are 50% deposit to begin, balance when completed. Are you ok with this or are you requesting another payment policy?

It's not something we wouldn't do however, since the project has many phases, we would be more comfortable with benchmark payments. If you are selected as our vendor and are agreeable to this structure, we could certainly talk more about what that would look like.

28. The Scope calls for a login for member agency access. Is this a link to another system or it is a space in the back end that needs functionality. Will their need be password recovery and permissions for various levels of users? How will the members sign up or will an MWOC staff person set them up?

This would need to be incorporated into the back end. Yes, we would need password recovery and I don't believe we would need permissions set for different levels of users. It would be preferable that the users set themselves up however, if this is a difficult or costly function, staff will be able to help them.

29. Is there a preference for a local firm? We (Placemaking Group) have a company office in Orange County but the staff doing the development work is in Oakland and Glendale. We do not charge extra for travel time.

Being a local firm is not necessary as long as response time is reasonable, and if the firm will be able to send representatives in person for interviews, and if selected, in person for trainings and on-site issues.

30. Is there a preference for programming language: microsoft or PHP (WordPress or Drupal or custom ok)? Is there a preference for Hosting onsite, on our server or other?

We need the cms to be very user friendly as we will have multiple people updating sections of the website with a variety of experience. We currently have a custom cms for our primary site, and use WordPress for the two microsites. WordPress for this group is very complicated. No preference for the hosting site, as long as we have access to make changes and can get support quickly when we need it.

31. Can Hosting and maintenance be outside of the \$50,000 budget or within?

Hosting and initial maintenance to get us up and running should be included in the \$50k. Once up and running, we can set up a hosting and maintenance payment plan.

32. In the RFP it says the site will be built with Staff support, how much and what kind of support is available?

Staff can provide many images, documents, and intro text that needs to be written.

33. In the schedule the project is supposed to be finished 3 weeks after the design is approved. Is the assumption that we can build the site while the design is happening? Usually there needs to be at least 6 weeks to build and test.

As mentioned in the RFP Project Schedule section, if your anticipated project schedule does not coincide with the schedule set forth in the RFP, please include the recommended schedule in your proposal.

34. Streaming video - We usually recommend using YouTube for SEO. If they want private videos would Vimeo be ok or do they want to upload and stream on their own site?

It is possible that our Board meetings will be videotaped in the future. At that time, we would need to make a decision on whether or not the stream should be live or recorded. Initially though, a third-party service would be fine. We are looking for recommendations with valid reasons why we should use any third-party service over another.

35. Social Media Integration? What kind, Twitter feed or Instagram photos? Looks like they currently have a Facebook feed, do they want to continue that?

We would continue with Facebook and add a Twitter feed.

36. We are interested in proposing for this project, but have a question. We host 99.85% of our current 2400 customers. This makes it easier for us to support them and supply them with loads of updates and enhancements at no additional cost. Is the possibility of our firm hosting your site a non-starter, or something that can be discussed?

It certainly is possible for the awarded firm to host the site. If you decide to submit a proposal and are selected to interview, we can discuss this further.