December 7, 2022

Rhode Island Commerce Corporation

Solicitation Number 2298

Addendum # 1
Question & Answers

Request for Proposal (RFP)
Website Development, Redesign and Hosting

Q: May we ask if the Corporation is open to email submission as an alternative to mail delivery?
   A: Per the RFP, five physical copies must be mailed in addition to one electronic copy.

Q: What is the most important function of the site?
   A: Fast and efficient visitor experience

Q: What are the top two calls to action on the site?
   A: Plan your Trip and Book Now

Q: Who will be the project stakeholders over the course of this project?
   A: Rhode Island Commerce Corporation

Q: Are there tools or communication channels (such as Google Docs) that you are prohibited from using?
   A: No

Q: Do you have a budget range you must adhere to that you are comfortable sharing?
   A: Not at this time

Q: Can you provide some examples of websites that are inspirational to you?
   A: ILoveNY.com, VisitFlorida.com

Q: Will current metrics — i.e., customer surveys, site questionnaires, analytics data, and other traffic reporting metrics — be shared as part of the Discovery process?
   A: No

Q: Are there existing customer journeys that will inform this project?
   A: No

Q: Are there existing Audience personas or Jobs to Be Done that will inform this project?
   A: Yes, but it is confidential and will be shared with the selected vendor

Q: Are there sub-optimal experiences on the current site that should not be replicated that you are currently aware of?
    A: No

Q: What is the level of accessibility conformance that the site needs to meet?
    A: WCAG 2.1 Level AA

Q: Which criteria are the most difficult for your content team to meet?
    A: Blogs

Q: What is your current content management system?
    A: Simpleview

Q: Are there any systems that we will need to work with to authenticate for login functionality? SSO, SAML, OpenID integrations?
    A: No

Q: Do you have any technical documentation you can share?
    A: No

Q: How many users currently manage the site?
    A: Three

Q: How many roles currently exist?
    A: Three

Q: How many forms are currently on the site? Is the form data stored within the current CMS?
    A: Yes, and the forms include Contact Us, Travel Guide Request and Newsletter signup.

Q: Is there a content editing workflow in place?
    A: Yes.

Q: How many 3rd party integrations exist for the current sites? Newsletters, fulfillment services, content APIs (consumed or implemented), CRM?
    A: Constant Contact, Book Direct and APIs for statewide event aggregation

Q: Are there any encryption requirements? Other security considerations?
    A: SSL encryption

Q: Does the site handle payment data (PCI) at all?
    A: Not at this time but would like the option to in the future

Q: Do you work with an SEO firm?
    A: Simpleview currently manages and reports on SEO

Q: Are there any specific requirements for SEO tools or tracking expected?
   A: Web host to provide SEO recommendations and strategy and report monthly

Q: What is the not-to-exceed budget for this project?
   A: To be discussed with service provider

Q: Is there a preference for agencies that are local to the area?
   A: The preference is for an agency with the strongest presentation and DMO experience.

Q: Has a target launch date or aspirational timeline been identified for this project?
   A: Timeline will be discussed with service provider

Q: Does Visit Rhode Island have existing digital brand guidelines in place?
   A: Yes

Q: Does your team have a preferred CMS?
   A: No

Q: Will a photography/videography library be available for the selected vendor?
   A: Yes

Q: Do you currently have an internal team that assists with content creation for the website?
   A: Yes

Q: What is the approximate volume of entities that need to be migrated - Content types, taxonomies, assets, etc.?
   A: To be determined with vendor

Q: To what capacity, if any, do you wish to retain SimpleView products and services? We see you are using their CRM, CRM Extranet Partner Portal, BookDirect as well as their SV CMS.
   A: The contract is out for public bid for the best service provider

Q: Do you also use a SimpleView product to create/send your newsletters?
   A: No. it is handled internally

Q: Do you have a direct relationship with Crowdriff or is this tied to your SimpleView contract?
A: Tied to current provider

Q: Do you have a usage breakdown for the Trip Building tool on your current website?
   A: To be discussed with new vendor

Q: What are the total content breakdowns by content type and frequency of creation?
    Total Articles, Events, Pages, Stakeholders/Partners, Forms, etc.
    A: To be discussed with new vendor

Q: Which WCAG 2.1 Accessibility level is required for this project? Level A or AA
    A: Level AA

Q: Are printed and mailed copies necessary or can we submit digitally only?
    A: Per the RFP, you must provide 5 physical mailed copies and one digital submission.

Q: What does "Potential Redesign" mean? Do you want pricing to reflect this? Or are you open to having us present options for renewal only vs renewal and redesign?
    A: Proposals should include pricing for potential redesign and annual hosting costs as well as pricing to include annual hosting without a redesign.

Q: Do you have a budget in mind?
    A: To be discussed with new vendor

Q: Re: "additional sites to maintain same model of development, functionality, production and monitoring as state tourism site", do you have a count of additional sites, and can you provide URLs for them?
    A: There are four additional sites to be shared with the vendor.

Q: Will this project feature an ecommerce element?
    A: It does not at this time, but we would like to have the functionality in the future.

Q: Are there any specific hosting needs that are not currently being met?
    A: No

Q: Are you able to list your current hosting environment's CPU & RAM allocation?
    A: No

Q: What is your desired server layout?
    A: Not applicable

Q: Pageview Estimate: We never charge for pageviews, but it is insightful for gauging resources.
    A: There were 2.3 million page views in FY 2021.

Q: CDN Usage: What do you estimate your monthly CDN usage to be?
    A: To be discussed with vendor.

Q: Monthly Bandwidth Estimate: How much bandwidth does your site(s) typically send each month?
    A: To be discussed with vendor

Q: Estimated Disk Storage: What is the total amount of disk storage (in gigabytes) that you will need?
    A: To be discussed with vendor

Q: How many users?
    A: The website welcomes roughly one million users each year.

Q: How many pages?
    A: There were 2.3 million page views in FY 2021.

Q: How much content?
    A: Not enough detail in question to answer properly.

Q: Analytics requirements?
    A: Reporting should include, but is not limited to, monthly SEO, content data, engagement and traffic sources, browsers and OSs and geolocations.

Q: Can we get a list of plug-ins and integrations?
    A: Constant Contact, Book Direct, and state aggregator event feed.

Q: What CRM do you currently use?
    A: Simpleview

Q: Timeline: They state that this would kick-off in early Q1, 2023 and go for 3 years. Are you expecting a phased-out approach over the 3 years?
    A: Yes

Q: What does your procurement process look like?
    A: This public RFP is open to all bidders.

Q: Who/Which department would we be working with primarily?
    A: Marketing department

Q: Who/Which department(s) would need a voice but not necessarily a DM.
    A: Marketing department

Q: The RFP state ADA compliance - which level? WCAG 2.1 AA?
    A: WCAG 2.1 AA

Q: What things do you currently like about the site, and vice versa?
    A: Content organization and primary navigation are strong; would like personalization of content for a one-to-one website experience.

Q: Would the chosen partner also be the maintenance/ongoing support partner?
    A: Yes

Q: Can you dive deeper into the digital itinerary?
    A: Seasonal content with suggested trip ideas for foodies, history buffs, families, etc.

Q: Are you looking for a fully customizable editorial experience or a more linear/templated experience?

    A: Customizable editorial experience

Q: You mention that this partnership could extend to the Corporation itself - are we to assume and add cost for this as well. Or would this fall under a separate SOW?

    A: Pricing should be included as part of the proposal.

*** End Of Addendum ***