

RFP Questions and Answers
Explore Kirkland Tourism Website Redesign
Job #25-19-CMO
March 15, 2019

Questions and Answers

Following is the questions and provided answers received by the May 13th deadline for this project:

1. What is the estimated budget?

The overall project budget is \$50,000. This funding covers the scope of work identified in the RFP, but also is allocated to other task items taken on by the City that will have associated costs. The City is looking for pricing proposals for this portion of the work in order to determine our ability to complete other tasks identified as a need.

2. Do you have examples of websites that appeal to you and your team that get closer to the UE/UI and emotional response that you envision?

Visit Idaho <https://visitidaho.org/>

La Jolla <https://lajollabythesea.com/>

Carmel by the Sea <https://www.carmelcalifornia.com/>

Visit Bend <https://www.visitbend.com/>

3. Do you currently have a library of video assets that you want to place on the new site?

We will be producing a header video like La Jolla and Carmel by the Sea but would like to have the ability to embed other video in the future.

4. Do you have an example of the 360 video? What will the video show?

An example is at <http://www.visitlongbeachpeninsula.com/tips-tools/virtual-tours/>. The 360 video will showcase our downtown and lakefront and will be produced by another vendor.

5. Please provide an example of A directory and event listing section that supports external user submission (including photos), and allows for in-house edits and approval as well as future edit capabilities.

Visit Bellevue <http://www.visitbellevuewashington.com/events/submit-your-event/>

6. How many organizations will be allowed to submit directory and event listings? How are/will these organizations be vetted?

The number of organizations is unlimited and there should be an administrative approval and edit function before the content is posted. Additionally, organizations should have the ability to edit or updated their content subject to a reapproval from admin.

7. Are you envisioning additional marketing or promotions to drive visitors to the site during the shoulder season of October-April.

Yes

8. What are some unique events or offerings that occur during the shoulder season?

-Kirkland Oktoberfest
-Kirkland Winterfest
-Valentine's Day
-St Patrick's Day Run

9. Do you have an example of the kind of map incorporation and interactive maps that you envision using examples from other sites?

Visit Bellevue <http://www.visitbellevuewashington.com/>

Idaho <https://visitidaho.org/things-to-do/breweries/white-dog-brewing/>

10. Do you have examples of itinerary building and sharing from other sites that meet your vision or further details?

Examples of this functionality are found at <https://visitidaho.org> and <https://www.visitbend.com/>.

11. Please provide a copy of the City of Kirkland Information Technology Audit (checklist).

The site will be reviewed against the following criteria.

- WCAG 2.0 AA compliant and able to pass a compliancy review.
- All site elements must operate and transfer data using SSL (Secure Socket Layers) encryption.
- Operate effectively on all current browsers and operating systems (including mobile)
- Include an automated daily and weekly backup solution that allows for easy site and granular restore of data.
- Have a robust and secure content management system capable of page and file versioning
- Provide an automated solution or method of keeping the site CMS software and related plugins patched, current and secure.
- Be constructed in a manner that supports automatic translation services.
- Conform to industry-standard or better security practices and demonstrate a willingness to tighten security if requested.

12. How do you envision tracking inspire visits to Kirkland? Are there other "goals" someone can reach through the site that would allow us to track that interaction as a success? Possible tracking methods could include newsletter sign-ups, survey responses, email surveys, or tracking via Kirkland businesses by asking visitors how they decided to visit.

We will be tracking website visits and time spent on site through Google Analytics. We are open to proposals on tools and methods to help measure these metrics.

13. What is the total number of team members attached to this project across all 5 stakeholder organizations (Explore Kirkland Tourism Program Marketing Team, City of Kirkland Communications Team, City of Kirkland Webmaster, Explore Kirkland PR Consultants and City of Kirkland's Intergovernmental Relations and Economic Development Manager)?

Eight

14. Who will serve as Team Lead?

City of Kirkland's Intergovernmental Relations and Economic Development Manager.

15. The proposal doesn't mention any efforts to market the site when complete besides SEO. Is there a different group that is responsible for paid ads, social media content creation, etc or would you be open to this work being included in our proposal as an optional add-on?

There is potential to have this work done in-house or with another vendor. You may include as an optional add-on for consideration.

16. What is the current average volume of visitors to the website each day?

We receive about 1,000 visitors a week. However, with the redesign our expectation is that this dramatically increases.

17. We did not note a budget range for this project in the RFP. Has your team identified what you are anticipating investing towards this project?

The overall project budget is \$50,000. This funding covers the scope of work identified in the RFP, but also is allocated to other task items taken on by the City that will have associated costs. The City is looking for pricing proposals for this portion of the work in order to determine our ability to complete other tasks identified as a need.

18. Is there an incumbent firm already working on this project? Are they hosting the site?

No, the City is currently hosting the website.

19. Kindly confirm that the content (text, photo and video) will be provided by the city

Yes

20. Do we need to host the website with an existing hosting platform or migrate to a new hosting platform?

Yes, a hosting solution will be required for project. The City will not host this site internally. However, any hosting solution must be a nationally recognized facility and operate at a standard suitable to a large corporate or government entity. This data integrity requirement is not only for site stability and disaster

recovery but also so the city can respond in the event of a public records request. This can also be an azure or AWS instance. Any solution will require the city to have administrative rights at the control panel or hosting.

21. There is a requirement to support **automatic translation**. Do we need to implement a multi-lingual website or the requirement is to simply use Google Translate for automatic translation?

No. The website just needs to be able to support the use of auto translation sites if the user chooses to do so. E.g. all navigation should be text based, text within images should be avoided whenever possible.

22. Do we need any complex search algorithm like Solr search?

The site requires an internal search engine, it's up to the vendor to make a recommendation on what works for their solution. It should however be fairly automated, easily maintained by city staff. It should also include items such as auto complete, synonyms, weighted ranking and index both pages and documents.

23. Do we need to migrate the content also?

Most of the content will be edited or new and can be updated to the new site.

24. Is there any user login flow or authenticated user login requirements?

Undetermined, but there should be some sort of signup/management/approval console within the CMS.

25. Do we need content workflow or approver before going live?

We would like this to be an optional feature to turn on for internal users as well as have it required for content provided by external editors – e.g calendar events.

26. Do we need content publish a notification to admin or other user roles?

Yes

27. Is there any third-party integration requirement?

Beyond consuming social media feeds, not at this time.

28. Any social login is required?

The site should be able to consume our social feeds, so whatever plug-in or module should support that operation.

29. Do we need to integrate newsletter?

Yes, we would like our monthly events guide content to be available on the site.

30. Any payment integration requires?

No

31. Would your team be open to us bidding for just the website works vs the marketing services?

Yes

32. Is the launch date of Oct. 15 negotiable? For a project of this scale, it will require a thorough and consultative approach and shouldn't be rushed as quickly as this timetable permits.

Yes

33. Do you want the bidders to include hosting?

Yes, a hosting solution will be required for project. We will not host this site internally. However, any hosting solution must be a nationally recognized facility and operate at a standard suitable to a large corporate or government entity. This data integrity requirement is not only for site stability and disaster recovery but also so the city can respond in the event of a public records request. This can also be an azure or AWS instance. Any solution will require the city to have administrative rights at the control panel or hosting.

34. What is secure back-end partner portal for business resources and media library?

This would be a password secure section of the website for users to access files, images, documents, etc.

35. What is the desired functionality of map incorporation using an interactive map overlay do you have an example of another site that has a feature like this that they want to emulate?

An example of this is at: www.visitbellevue.com. It's essentially an interactive flyout layer on the page. The example we like is a map, but it could be an ad.

36. Ability to like or add items for itinerary building and sharing. Do you want custom work done?

This is a very common functionality of most tourism websites that we would want included in responsive proposals. Examples of this functionality are found at <https://visitidaho.org> and <https://www.visitbend.com/>. If you wish you could call this feature request out in the pricing matrix so we understand the cost associated with this.

37. Itineraries and Travel Tips with map incorporation. Do you want custom work done?

This is a common function of most tourism websites. We would like similar functionality. If you wish you could call this feature request out in the pricing matrix so we understand the cost associated with this.

38. Ability for users to share or export content via email or social media?

Similar to Visit Idaho's "backpack" feature or Visit Bend's "my loves" where you can save and share your itinerary.