

**Addendum No. 2**  
**Website Design and Implementation Services**  
**RFP-2024-01**

**To:** Request for Proposals Recipients  
**From:** Santa Clara Valley Open Space Authority  
**Date:** January 22, 2024  
**Re:** Addendum 2

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Addenda No. 2 consists of:

The Santa Clara Valley Open Space Authority (Authority) has received the following questions during the questions period before January 18, 2024

<b>1</b>	<p><b>The cover page and RFP Key Dates show 2/02/2024 by 5:00 PM, while page # 5 shows 5:00 p.m. [February 9, 2024]. Can the Authority clarify the correct submission due date?</b></p> <p>Proposals for this RFP are due on Friday, February 2, by 5:00 p.m. We apologize for any confusion resulting from this discrepancy.</p>
<b>2</b>	<p><b>Do you have any third-party integrations that you have identified as part of this project, or are there any third-party services that would require integration via APIs/web services? Other than the integrations mentioned and the GIS requirements in the RFP are there any other tools that will need to be implemented (i.e. complex forms, calendars, forums, etc.)? Are these functions intended to change with the rebuild of the website?</b></p> <p>The “Objectives” section of the RFP lists our current required third-party integrations: This includes but is not limited to HubSpot, Yodel Pass, OneMeeting (aka PrimeGov), Monsido, Google Analytics, Galaxy Digital. We also anticipate GIS plug-ins, including ARCGIS for mapping. The tools listed in the RFP under “Objectives” are the only integrations currently needed for our site. We do not intend these functions to change with the rebuild of the site. We may have a need for additional third-party integrations in the future.</p>
<b>3</b>	<p><b>Do you have any more information on what expectations there are for the integrations? Can the Authority provide more details on the nature and extent of integration required with tools such as HubSpot, Yodel Pass, OneMeeting, Monsido, Google Analytics, Galaxy Digital, etc.? Does the list of required integrations involve any custom functionality beyond standard API integration?</b></p> <p>Please see below answers for details on each tool and integration.</p>
<b>4</b>	<p><b>Can The Authority describe the required integration with Yodel Pass? Can The Authority provide any API documentation or details on supported integration methods?</b></p> <p>The “Events” section on our website currently uses an integration with Eventbrite. We will be phasing out Eventbrite in the coming year and replacing our events management software with Yodel Pass. Website users should be able to view and sign up for events on our website, through this integration with Yodel Pass.</p>

<b>5</b>	<p><b>Can The Authority describe the required integration with OneMeeting? Can The Authority provide any API documentation or details on supported integration methods?</b></p> <p>The agency uses OneMeeting (formerly PrimeGov) as its Governance Management System. OneMeeting integration allows visitors to easily view current and upcoming meetings, search for past meetings in the Archived Meetings, and download meeting materials. Please visit <a href="http://www.openspaceauthority.org/public-information/public-meetings">www.openspaceauthority.org/public-information/public-meetings</a> to view the current integration on our site.</p>
<b>6</b>	<p><b>Can The Authority describe the required integration with Galaxy Digital? Can The Authority provide any API documentation or details on supported integration methods?</b></p> <p>The agency's volunteer portal is hosted through Galaxy Digital, which is linked to the "Volunteer" section of the website. Beyond linking to our website's navigation, no further integration is required at this time.</p>
<b>7</b>	<p><b>The RFP indicates a need to integrate with HubSpot. Can The Authority clarify and describe the expected functionality that the integration with HubSpot would provide? HubSpot offers a number of "embed code" options to integrate forms, chats, analytics, etc... is this the type of integrate that is required?</b></p> <p>HubSpot is the agency's Customer relationship management (CRM) platform; its integration with our website has multiple functions. Our blog/news section (<a href="http://news.openspaceauthority.org/blog">news.openspaceauthority.org/blog</a>) is currently managed with HubSpot and hosted on our website. We create branded landing pages through HubSpot We also embed forms and pop-ups created in HubSpot throughout our website, including email sign-up forms, contact form, and pop-ups with links to important information.</p>
<b>8</b>	<p><b>Would you like the News Blog integrated into the new site instead of remaining a separate site?</b></p> <p>We are hoping to better integrate the blog into the website improve navigation capabilities from the blog. We may consider options that transition to integration into the new site if the functionality and menu navigation is an improvement from what we currently have on the site.</p>
<b>9</b>	<p><b>Are there any other sites that need to be incorporated?</b></p> <p>At this time, we only have a need for third-party integrations listed in the RFP, not the integration of additional sites.</p>
<b>10</b>	<p><b>Can you share the UX Audit conducted or the main challenges and pain points with the current experience? Who completed the UX audit in 2023? Would it be possible for us to meet with them after the award? Is it possible to review a copy of the audit?</b></p> <p>We will provide the UX audit results and access to our UX consultants to review once a vendor has been selected.</p>
<b>11</b>	<p><b>Did you do any community interviews, surveys or focus groups as part of the UX audit? Are you open to sourcing or providing external stakeholders (i.e. board director, community members) and site users for interviews?</b></p> <p>Yes, we included user surveys and interviews as part of the UX audit. We are also open to sourcing additional stakeholders and site users for interviews in the future.</p>

<b>12</b>	<p><b>Will the Authority’s current web developers — the agency that created the UX audit and recommendations document — participate in the website redesign project? If so, in what capacity? We ask because we want to make sure to scope the project along the envisioned divisions of labor. you be willing to share your current brand guidelines document?</b></p> <p>Our current web developers will be available to support the website transition. We do not intend for them to be actively involved in the website redesign, apart from UX consultation.</p>
<b>13</b>	<p><b>What are the top three reasons users visit your current site?</b></p> <p>Please see RFP, page 2, “Current Website”, paragraph 2, for the main reasons users visit our current site.</p>
<b>14</b>	<p><b>What key calls-to-action or interactions will users take on the website?</b></p> <p>Sign up for events, read/download trail maps, reports, or other collateral, sign up for email lists, attend public meetings, sign up to volunteer, apply for a job, apply for a grant, contact our agency, check current conditions at the preserves for closures, register for a pass or reservation.</p>
<b>15</b>	<p><b>What issues/challenges are you experiencing with the current website, and what is the most crucial to your organization? What are the major pain points with your current site?</b></p> <p>Navigation, discoverability of content, and overall information architecture need improvement. Need for a build that offers greater control over internal site management and readily available resources for troubleshooting solutions.</p>
<b>16</b>	<p><b>What is driving your team to seek a new agency partner to provide these services at this time?</b></p> <p>We want to rebuild our website using a mainstream CMS that offers greater control over internal site management and readily available resources for troubleshooting solutions.</p>
<b>17</b>	<p><b>Could the Authority provide examples or details on the type and frequency of PSAs and alerts that must be easily updated on the new Website?</b></p> <p>Most PSAs fall under these categories: Trail and preserve closures or hour changes, office closures, special events and opportunities, important new projects or initiatives. Frequency depends on the time of year and current projects, with an average of 1-2 PSAs per month.</p>
<b>18</b>	<p><b>Can The Authority clarify what is expected for the “ability to integrate customized templates”? Is the expectation that The Authority would have the ability to define page layouts or that The Authority would have access to add source code to the solution?</b></p> <p>We seek to work with the developers to design custom page layout templates that we can then implement and add to the website ourselves as the need for new pages arise.</p>
<b>19</b>	<p><b>Are there specific aspects or projects the Authority is particularly interested in from the client references provided? What feedback or outcomes are they specifically looking for?</b></p> <p>Please include projects for whom the consultant has performed services similar to those required by this RFP – new website design and implementation. Client references in the public agency, nonprofit, and/or environmental conservation sectors are a plus.</p>

<b>20</b>	<p><b>What are the key metrics for the success of your website?</b></p> <p>We hope to see an increase in the number of unique visitors and page views. But ultimately, we hope to make the site easier to navigate for users so they can find the information they are looking for quickly.</p>
<b>21</b>	<p><b>What are the top three things you want visitors to know about the Open Space Authority?</b></p> <p>We hope to connect people to our mission and work, we also hope people will find the information they need to visit their open space preserves, and we hope people will find the information they need to participate in public events and meetings.</p>
<b>22</b>	<p><b>What sites of competitors or non-competitors inspire you and why?</b></p> <p>We don't consider other public agencies as our competitors. We are partners. We are inspired by others who find innovative and accessible ways to connect people to their mission using new media technology. Some partner sites we admire are: <a href="http://www.openspace.org">www.openspace.org</a> (informative preserve pages), <a href="http://www.parks.marincounty.org">www.parks.marincounty.org</a> (accessible and easy to navigate, mobile friendly), <a href="http://www.greenfoothills.org">www.greenfoothills.org</a> (beautiful use of imagery and clear site), and <a href="http://www.zoo.org">www.zoo.org</a> (overall accessibility, map page with language maps and sensory guide).</p>
<b>23</b>	<p><b>Do you have any workflow that you would like incorporated into the new site?</b></p> <p>We are currently using HubSpot to facilitate workflows on the website (e.g. <a href="https://news.openspaceauthority.org/butterfly-pass-2023">https://news.openspaceauthority.org/butterfly-pass-2023</a>), but we are open to incorporating these better into the website itself.</p>
<b>24</b>	<p><b>Do you have an existing search engine optimization team or site performance targets? What search terms are important for your SEO?</b></p> <p>The Open Space Authority would like to work with the selected vendor to discuss SEO and create new site performance targets.</p>
<b>25</b>	<p><b>Are you interested in ongoing SEO strategy and reporting services as part of the scope for ongoing support after the launch of the new website?</b></p> <p>Open to discussion.</p>
<b>26</b>	<p><b>Where is the site currently hosted? Do you have any hosting requirements, i.e. server/data center location?</b></p> <p>We prefer the data center that hosts our website to be in the USA, preferably West Coast. The data centers that host our website should be on a redundant data center network topology meaning if one data center fails, our data will be mirrored at another data center. Currently we use JustHost for our web hosting. If the vendor knows that platform, that is a bonus.</p>
<b>27</b>	<p><b>Are there any additional long-term technical limitations or existing use of software to be mindful of?</b></p> <p>Our website currently does not host any applications or services. It is simply an informational website.</p>
<b>28</b>	<p><b>Does the Authority's technology ecosystem prefer either .Net, Java, or PHP? Can you describe the technology frameworks and languages of the current site?</b></p> <p>Our current website is built using PHP and uses javascript. We are running on an Apache server. Ecosystem preference for Java, but it depends on what the new vendor can support and maintain in the long run.</p>

<b>29</b>	<p><b>Which mapping system currently holds this data? Are new maps created by the GIS system and the new site needs a way to embed these? Can you please expand on the requirement for “Working with the Open Space Authority’s geographic information system (GIS) staff to customize and implement interactive tools for maps created in-house.” Can you provide more details on the types of interactive tools that will be needed for the website's GIS maps? Are there any good examples of the type of map interactivity you’re interested in?</b></p> <p>Our maps are currently hosted by MapBox and Esri software. We are looking for a vendor who can migrate, customize, and implement interactive tools for preserve maps, with input and review from the Open Space Authority’s GIS staff as needed. Please see our current site for the types of interactive map tools we are looking for: <a href="http://www.openspaceauthority.org/preserves/open-space-preserve-trail-maps">www.openspaceauthority.org/preserves/open-space-preserve-trail-maps</a>.</p>
<b>30</b>	<p><b>Are you looking for this scope of work to include creating new maps or customizing the look and feel of the current maps? Are you looking for a system where you can create maps inside the CMS? How often is your map data updated?</b></p> <p>We are open to exploring options for a system where we can create maps inside the CMS. Our open space preserve map data is updated rarely.</p>
<b>31</b>	<p><b>What is the expected multilingual functionality for the site? Will it be manual or automated translations? Does the Authority have a preferred translation software or plugin in mind? Are there specific languages targeted for translation?</b></p> <p>We are currently exploring solutions and options for multilingual functionality. We foresee using an automated plugin for the majority of pages, with the capability to add manually transcreated content on specified pages (see <a href="http://www.openspaceauthority.org/our-work/planning-coyote-valley/coyote-valley-community-engagement">www.openspaceauthority.org/our-work/planning-coyote-valley/coyote-valley-community-engagement</a> for an example of this). Our priority languages are English, Spanish, Vietnamese, and Chinese. We currently work with a consultant to translate and transcreate content.</p>
<b>32</b>	<p><b>Are there any key dates or events that are important for your launch date of September 2024? Is this a firm deadline?</b></p> <p>Our launch date is driven by agency wide projects, goals and initiatives. We also want to allow time to transition before our contract expires with the existing web developer. There is some flexibility in the timing, but we would like to aim for that deadline.</p>
<b>33</b>	<p><b>What is the duration of the project? Can the Authority provide the period of performance for this effort?</b></p> <p>We hope to launch the new website by September 2024, with ongoing website maintenance thereafter.</p>
<b>34</b>	<p><b>Will the incumbent be eligible to bid on this project? Is there a preference for an incumbent bidder in the RFP evaluation process?</b></p> <p>Our current contractor is eligible to bid on the project, but we do not give special preference to an incumbent bidder.</p>
<b>35</b>	<p><b>What qualities have worked well or made a project successful with past vendor partners?</b></p> <p>Organized timelines and communication procedures, ability and willingness to use plain language and explain technical aspects of web development to non-developers, collaborative project management.</p>

<b>36</b>	<p><b>Is there an incumbent for this contract? If so, please provide the incumbent name, current contract number, duration, historical level of effort, and contract value.</b></p> <p>Please see the October 14, 2021 Board Meeting 21-19 item C1 (<a href="https://openspaceauthority.primegov.com/Portal/Meeting?meetingTemplateId=3847">https://openspaceauthority.primegov.com/Portal/Meeting?meetingTemplateId=3847</a>) to view details on the current contract for web support and maintenance services.</p>
<b>37</b>	<p><b>Will you need copy creation support as part of the project? Is there any scope for content development? Will the Authority be providing all content for the website, or should agencies assume that they will be handling copywriting, graphical design elements, photography, or video for the new website?</b></p> <p>The Open Space Authority intends to work with the new vendor to develop and participate in the copywriting and creation of visual content for the project. Vendors will have access to the agency's existing media library for photos and video.</p>
<b>38</b>	<p><b>What format do you prefer for providing cost/pricing information? Do you need an end-to-end execution plan or just resource categories with hourly rates? Can the offeror provide pricing in an Excel sheet?</b></p> <p>We require the fee proposal that states the hourly rate, estimated hours per month, and payment schedule (e.g. monthly invoicing) for the proposed project tasks and deliverables. Beyond the specifications outlined in the Request for Proposals, vendors may choose a format that best represents their proposals (slide deck, word document, PDF, etc.). All proposals must be received by email only.</p>
<b>39</b>	<p><b>GHD Digital is a Software-as-a-Service (SaaS) company that provides products and services that have been through a rigorous discovery, industry needs, competitor analysis, and research and development (R&amp;D) process. After investing in a solution, we then productize it as an out-of-the-box SaaS product with a fixed implementation cost and annual fee. As such, may we submit our fee breakdown by product and service instead of line items, as we do not have pricing for this?</b></p> <p>Yes.</p>
<b>40</b>	<p><b>Should any necessary travel budget be included in the agency response, or will this be considered separately?</b></p> <p>100% of the work for this project can be completed remotely. There is no need for a travel budget.</p>
<b>41</b>	<p><b>What are the expectations for ongoing website maintenance? Are there specific types of updates or support the Authority anticipates needing? Can you describe the support and maintenance you will need after the launch of the website? How many hours/dollars per year does the Authority currently allocate to maintenance?</b></p> <p>Examples of expected ongoing maintenance include plugin and functionality updates, security scanning and updates, performance monitoring and optimization, uptime monitoring, bug fixes, and website enhancements as needed. The number of maintenance hours will vary depending on the projects and needs of the organization. In recent years, roughly 80-100 hours per year were allocated towards website maintenance and new template development.</p>
<b>42</b>	<p><b>How many years would you like our maintenance quote to include?</b></p> <p>Vendors should provide their fee proposals stating the hourly rate, estimated hours per month, and payment schedule (e.g. monthly invoicing) for the proposed project tasks and deliverables. We do not require number of years in the maintenance quote.</p>
<b>43</b>	<p><b>Will your team require training beyond the SEO training mentioned in the RFP?</b></p> <p>Our team will require basic training in backend management of the new website.</p>

<b>44</b>	<p><b>Do you expect your agency partner to manage ongoing hosting services for the new website launch? Are you interested in hosting services as part of the scope for ongoing support after the launch of the new website? Should hosting costs be included in this proposal?</b></p> <p>This will be dependent on the hosting service proposed and selected by the vendor. If vendors are offering hosting services, those costs can be included in the proposal.</p>
<b>45</b>	<p><b>How many editors do you have for the current site?</b></p> <p>There are currently about six agency staff with editing permissions for the current site, two of which are the main editors.</p>
<b>46</b>	<p><b>Will the Authority be assigning a project manager to the website redesign project? Has the Authority identified any key personnel for this contract? If so, please provide the list. What departments and/or resources will be involved in the website redevelopment?</b></p> <p>The Authority's Communications department will be the project managers for this project: Annamarie Pilon, Multimedia Communications Specialist, and Charlotte Graham, Public Information Officer. Other staff and departments will be involved in review and input on specific sections as assigned.</p>
<b>47</b>	<p><b>Can you provide insight into the review process for the key deliverables throughout the project? How do you foresee your review cycles for deliverables playing out, in terms of the number of members of your team involved in reviews, the complexity of bringing key people to consensus, and the turnaround time on your feedback? Will there be one person responsible for the final approval of deliverables?</b></p> <p>Project managers will work with selected vendor during onboarding to develop a timeline for review of key deliverables. The Open Space Authority Communications Team, Leadership Team, and department managers will review final deliverables. The Open Space Authority Public Information Officer is responsible for final approval of the deliverables.</p>
<b>48</b>	<p><b>How many stakeholders do you expect to be involved and what are their roles? Will they be engaged throughout the project with review and approval of work, or just as inputs during discovery?</b></p> <p>The Authority's Communications department will be the main project managers for this project and engaged through the project with review and approval of work. Other department managers will be involved in specific sections as assigned, providing input during discovery.</p>
<b>49</b>	<p><b>CMS Preferences: Which content management system (CMS) does the Authority prefer among Drupal, WordPress, Joomla, or others? Are there specific reasons for favoring one over the others?</b></p> <p>Outside of a preference for a mainstream, easy-to-manage CMS, we do not have a preference for a specific CMS at this time.</p>
<b>50</b>	<p><b>Do you need any support with digital marketing efforts (social, SEO, SEM, email)?</b></p> <p>Please refer to the RFP Scope of Work project tasks, item 8: "Providing additional Google Analytics/SEO strategy as needed, including reports and recommendations on increasing optimization, site visits, email sign ups, etc." We do not need support in social media marketing efforts.</p>
<b>51</b>	<p><b>Do you have any in-house developers who will be working and supporting the selected vendor on this project?</b></p> <p>We do not have in-house developers. We have staff members who are proficient in basic web design and management who will be working and supporting the selected vendor on this project.</p>

<b>52</b>	<p><b>Can the Authority provide a level of effort required for this contract?</b></p> <p>Please refer to the Scope of Work in the original RFP to understand the scope and requirements of a project. A more thorough level of effort will be estimated after a vendor has been selected, based on the recommendations for the new site.</p>
<b>53</b>	<p><b>Could the Authority provide additional information or specific requirements related to adherence to accessibility guidelines (AB 434 and WCAG 2.0 AA)? Are there particular features or considerations that should be highlighted?</b></p> <p>We currently use Monsido software and plugin to scan for accessibility compliance issues and opportunities. We will work with the selected vendor to use this tool with us moving forward with the new website build.</p>
<b>54</b>	<p><b>Can you share your current page analytics? Would it be possible to give us an average number of users and pageviews the site sees in any given month (or high and low numbers) as well as any potential growth expectations you may have?</b></p> <p>Currently, we see an average of 15-20k page views/month and 15-20k users. We hope to continue growing these numbers as more people learn about the agency and our work.</p>
<b>55</b>	<p><b>In the brand style guide, a large percentage of the text/color usage combinations in your brand guide that are not ADA compliant - is this something we need to address in the website?</b></p> <p>The Open Space Authority will work with the selected vendor and our ADA compliance tools to create an accessible site.</p>
<b>56</b>	<p><b>Will the website's event functionality require any ticketing or payment functionality to be integrated directly into the website? Do you require more than 2 Calendars (with the one master calendar counting as one)? Do you require eCommerce and Registration as Calendar features?</b></p> <p>Website tools need to integrate with the third-party platforms identified in the RFP for calendars, including events.</p>
<b>57</b>	<p><b>Do you require more than 50 Forms? More than 200?</b></p> <p>Our website does not currently require more than 50 forms.</p>
<b>58</b>	<p><b>Do you require eCommerce as a Forms feature?</b></p> <p>No. We currently create forms in HubSpot, which are embedded throughout our website, such as email sign-up forms.</p>
<b>59</b>	<p><b>Are you tracking site user behavior today through Google Analytics, heat/click mapping, etc?</b></p> <p>We currently use Google Analytics and HubSpot analytics to track high-level user behavior, such as site visits, page views, and form submissions.</p>



60	<p><b>How large is the site (total number of pages and files)? Can you describe the content that will be migrated to the new site? Will content migration be part of the scope of this project for the chosen vendor? If so, can you provide an estimate of the number of website pages, posts, and/or documents that will need to be migrated? The RFP mentions that the Authority aims to condense the amount of content in the new website. How much less content, more or less, are you envisioning as compared to the current site at openspaceauthority.org? What percentage of your current content will be migrated to the new site?</b></p> <p>Our site currently has approximately 167 pages and 224 files. We are currently auditing and revising content to decrease the high number of pages in preparation for a new site build. Content migration will be part of the scope of this project. At this time we cannot estimate the percentage of current content to be migrated.</p>
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