REQUEST FOR QUALIFICATIONS& QUOTE (RFQ)

WEB DESIGN

QUESTION AND ANSWER

Released: Monday, February 4, 2019

RFP Issue Date: Friday, November 18, 2016

Proposal Due Date: ROLLING

QUESTIONS AND ANSWERS:

Q: Is the plan formed by the communications committee available for us to review?
A: No - there is no formal Plan document available.

Q: The current PLB site, compared to the similar site links shared, contains less content. Is the intent to grow the site, to include a more robust amount of content? Does that expanded content exist, and may we see it?
A: Yes, the plan is to grow the content to a similar level of the sites linked. It does not yet exist.

Q: Are there any other materials being considered for the new site (content, images, tools) that we should be aware of and/or consider in our estimate? For example, the current property inventory is a link to a Google doc. Should we be making recommendations regarding keeping, replacing, etc. this and other features?
A: There will be a 3rd party property inventory platform which will have a linked page on the PLB website similar to: here, here, here, or here which will need to be accommodated. There is a basic set of branding, (colors, logo, font). There will be numerous documents and forms which will need to be regularly updated. Other images that are needed will be developed in-house and provided for the selected designer to use, or pulled from one of several stock image sites the PLB has access to. While there are general tools and functionality that will be requested, per the RFQ, the PLB will look to the selected contractor to make other relevant recommendations which the advisory team has not identified.

Q: Do you have a list of required/desired functionality for the new site? forms to collect info, search against data, etc.
A: This list is in draft form and will be completed by the time of contract award. The list of similar website references in the RFQ can provide a reference point for the general types of functionality that the PLB's website would also need to have.

Q: There is a link on the current site that points to a missing page "Check out the PLB's main website for updates and additional resources." - is there an active link for this site? And is any of that content relevant to the PLB site in this proposal request? Further what is the "main" site's relationship to the RFQ site?
A: That was an outdated link and has been disabled. The PLB's web presence was initially hosted on the City of Pittsburgh's website. The pghlandbank.org website was originally designed as a one-time temporary project-specific site. To create further independence from the City, the decision was made to host all the PLB's information separately, using the already existing pghlandbank.org. The design and functionality of the site was never overhauled from its original state to reflect that shift. There is some archived historic information from when the PLB was included as part of the City's website. This content would be migrated over to the PLB's page, mostly as archive and/or background material.

Q: The RFP says the current graphics should be "enhanced as able." Should we consider this a requirement of the proposal?
A: Yes, some minimal graphic work should be considered as a requirement of the proposal.

Q: Have the typical use cases, and users, been identified for the site? That is, who visits the site, and for what purpose; what information are they looking for, and what do they do with it, once they find it?
A: Yes, at a high-level. Some more refinement and specificity will be required.

Q: Our design and build process involves design and iteration cycles that include validation and/or testing with users. Would current and past "customers" of the land bank be available for us to engage?
A: Yes, they could be made available.

Q: Are there specific requirements regarding site content accessibility? e.g. WCAG 2.0 or Section 508?
A: The PLB's goal is to maintain an accessible web presence. The selected contractor should work with the PLB and make a good faith effort to achieve Section 508 compliance.

Q: Are there any specific technology limitations or requirements for the web site? For example, is there a specific CMS platform you would like to use?
A: The main limitation is the ability to be easily maintained and modified in-house after the main design and creation. There is not a specific CMS platform selected or preferred. There are basic branding guidelines. The preference is the selected platform meet the basic functionality requirements and be low-no cost to acquire and update. Open source platforms (such as Wordpress) should be considered but are not required.

Q: Where will the site be hosted? Are you looking for hosting recommendations or options?
A: The plan is to continue to use the current host, however if changing the host is deemed to be important to accommodate design/build-out/functionality, that can be done.

Q: Is there a budget for this project? Both for the initial release and the subsequent support during the next year?
A: There is an overall marketing budget for all outreach, communications, branding, social media, printing, and website needs of the agency for 2019.

Q: What is the new target launch date?
A: Ideally, the end of Q1, 2019, or as close to it as possible.

Q: How large is the PLB staff, and who will be designated as decision makers and who will be the key contact for this project?
A: There are 2 full-time employees under contract to the PLB, in addition to other professional services contracts. They are not direct PLB employees. The key contact is the same as listed on the RFQ for submission: Bethany Davidson, Director, Pittsburgh Land Bank

Q: What are the top 3 problems with the current site that the new site needs to resolve?
A: Since the site was developed as a temporary tool for a 6-month planning effort and transitioned to becoming the main PLB organizational website out of necessity virtually overnight, its design and the back-end platform, functionality, etc. use only the most basic of systems. Its capabilities are limited. The current site is a one-way vehicle used only to push-out the most basic information. It does not allow for two-way interaction from the public. It is not currently nor easily integrated with other platforms (i.e., social media, hosting other website pages (inventory management system, e.g.). It is visually unappealing.

Q: How many other firms are submitting (or have submitted) proposals? Is there an incumbent?
A: Information on number of other submissions can be shared after a contract is awarded. There is no incumbent.

Q: How are you defining a successful project? Is there a way to measure success? Is it simply the design and launch of a new site? or might it be measured by the number of users engaging with the site? the number of inquiries that come from online? or something else?
A: The design and launch of the new site is the primary goal and deliverable. A successful project will be a *quality, easily-navigable site with all the required functionality and a modern look* as determined by the advisory team.

Q: If I am a sole proprietor, do the same insurance requirements apply? If I need to procure additional insurances, would I need to secure the insurance at the time of RFQ submission, or could that wait until the job was awarded?
A: All PLB contractors are required to carry Worker's Compensation insurance. In certain instances, and with sole proprietors, the PLB may review and potentially adjust, if appropriate, this requirement on a case by case basis. Proof of necessary insurance types and levels are required at point of contract.

Q: Where can I find the RFQ Q&A?
A: The Q&A for this RFO for web design can be found on the PLB's website at:
www.pghlandbank.org/working-with-us