March 24, 2025

REQUEST FOR QUALIFICATION (RFQ)
PROFESSIONAL SERVICES
<u>WEBSITE DESIGN UPDATE</u>

ADDENDUM NO. 01

All Consultants submitting under the Request for Qualification/Proposal (RFQ/RFP) for the referenced procurement shall read and take note of this Addendum. The Documents for this procurement are hereby revised and/or clarified according to this Addendum.

Acknowledgment of RFQ/RFP Addendum: <u>The acknowledgment attached to this Addendum is to be signed and attached with the Offeror's submittal.</u>

Procurement Officer
ALCOSAN

_____   _____

Consultant Acknowledgement   Date

March 24, 2025

REQUEST FOR QUALIFICATION (RFQ)
PROFESSIONAL SERVICES
<u>**WEBSITE DESIGN UPDATE**</u>

ADDENDUM NO. 01

<u>**QUESTIONS**</u>

The following Questions have been submitted under this procurement.

1. I just wanted to confirm that the RFP is legitimate.
    a. This is a fully funded procurement with the Authority.

2. I have a question about the "Interactive portal for Municipalities." This is vague as it could comprise an Intranet as well as the public Internet website.
    a. This refers to a separate section of the external website that is accessible only to municipalities (ALCOSAN's customers). Currently there is a link on the external site that leads to a separate SharePoint site. The new website will still have a separate municipality section that requires a secure login, but the content will be housed in the external site's content management system, and the SharePoint site will go away. This section of the site contains various customer-specific files, drawings, etc.

3. We are a web development agency based in India interested in the ALCOSAN website redesign project. Could you let me know if international firms are eligible to apply for this RFP?
    a. The Authority is a public, essential provider. All work must be done in the United States by U.S. citizens or persons authorized to work in the United States.

4. Are there any prerequisites, such as a non-disclosure agreement or pre-qualification criteria, that we need to fulfill before proceeding?
    a. The RFQ is a pre-qualification to the Proposal process. Please do not include any cost information, other than that which is requested in the case histories.
    b. We understand this is an unusual procurement process for this type of work; however, the Authority is held to strict guidelines within the Commonwealth of Pennsylvania.

5. Ability to electronically submit a variety of forms directly to database(s). The plugin we use, Gravity Forms, stores form submissions, which can be exported. Would that be good?
    a. A plugin that stores form data to a database would be ideal.

6. Interactive portal for Municipalities - What is this portal used for? Requesting additional information.
   a. See Question 2.

7. Maps - like Google Maps for locations? Or something else?
   a. There is some map info that gets updated regularly that is displayed on the site using iFrame. That will need to be available on the new site.
8. Integration with Authority's social media outlets. Just links or do you want feeds on the site?
   a. We may want to have a feed on the site, but we will certainly want links.

9. Content & Messaging

- The RFQ mentions copywriting support for introductory/high-level content. Will ALCOSAN be providing existing messaging for refinement, or should we anticipate developing new content from scratch?

   a. The existing messaging is on the current website. Developing new content from scratch would be ideal.

- Does ALCOSAN have a **brand guide** and **voice/style guide** in place, or would you like support developing these as part of the engagement?

   a. Our in-house design team will be developing a new brand identity guide that will be completed before this project begins.

10. CMS Preferences

- Is ALCOSAN currently using a content management system (CMS)?

   a. Yes.

- Do you have a preferred CMS for the new website, or are you open to recommendations?

   a. We do not have a preferred CMS and are open to recommendations.

11. Municipal Portal Functionality

- Can you elaborate on the features and expectations for the **password-protected municipal customer portal**? Should it include document sharing, communication tools, reporting, or other functionality?

   a. This section is used for document sharing, primarily, and to communicate upcoming events of interest to municipalities.

12. Form Integration

- The RFQ references the need to electronically submit a variety of forms to databases. Could you clarify what systems or platforms these forms currently connect to, and whether those integrations should be preserved or reimagined?

   a. There are forms in various sections of the site that go into a Zoho database. This database will be preserved/remain with the new site.

13. Analytics

- What analytics tools are currently in use (e.g., Google Analytics 4, Tag Manager)? Will the selected vendor be responsible for implementing analytics tracking and/or creating new dashboards?
    a. Google Analytics is the current analytics tool. We will want the vendor to implement this on the new site.

14. Accessibility

- Can you confirm that **WCAG 2.2 AA compliance** is the standard you expect the new website to meet?

    a. That is correct.

15. Local Vendor Considerations

- Will preference be given to **local vendors** or those who can conduct in-person discovery, training, or presentations? Or is a fully remote engagement acceptable?

    a. Fully remote is acceptable, provided that the business is located in the U.S. and all who contribute to the contract are authorized to work in the U.S.

16. Is there an incumbent competing for this project?
    a. ALCOSAN had a company develop a new website in 2018-2020.

17. Have any firms assisted with the development of this RFQ?

    b. No.

18. Will the subsequent RFP include web hosting service, or does ALCOSAN intend to use its existing hosting provider? If the latter, what technologies does the existing hosting provider support?
    a. This is to be determined.

19. Will the subsequent RFP include ongoing maintenance and support (e.g. applying security updates, making minor enhancements and fixes)?
    a. Most ongoing maintenance and support will be performed in-house.

20. Will the subsequent RFP include migrating the website content verbatim, or a more extensive rework of the website's overall content strategy?
    a. Some content will be migrated verbatim. However, part of this project will be to develop a new site map and identify areas where new content is needed vs. keeping the existing copy.

21. Does "Ability to electronically submit a variety of forms directly to database(s)" refer to the website's own database, or to external/third-party databases? If the latter, which database systems?
    a. There are various sections on the current site that have forms that allow for the data to transfer into a Zoho database. This is for vendor registrations, event registrations, etc.

22. Does "Integration with Authority's social media outlets" mean providing icons that link to social media profiles, or a more extensive integration? If the latter, please provide the requirements for the integration.
    a. These are simply links to our various social media channels.

23. Could you elaborate on the requirements for "Interactive portal for Municipalities"? Does this refer to the "Municipal login" link in the header? Currently it links to Microsoft SharePoint; are you looking to move away from this existing SharePoint system and build a new portal as part of the new website?
    a. See question 2.

24. What is the budget for this project?
    a. The budget has not been determined.

25. Based on our understanding, the current CMS is Progress Sitefinity. Do you intend to continue with this CMS, or are you considering a change?
    a. We will not continue with this CMS and are open to recommendations.

26. What are the main pain points of the current CMS?
    a. See answer to question 24.

27. Do you have a preference for CMS platforms such as WordPress or Drupal?
    a. We are open to recommendations.

28. Will maintenance, support, and hosting be included in the project scope?
    a. No.

29. The RFP mentions the SF330 Form, but it appears to be missing. Could you kindly share the link to the form or provide guidance on where we can access it?
    a. Per the RFQ, this form is found on the ALCOSAN website - https://www.alcosan.org/work-with-us/standard-forms