DATE: June 8, 2015

TO: All Prospective Bidders

FROM: Delores R. Pertee

RE: COLUMBUS CENTER/IMET WEBSITE DESIGN AND MAINTENANCE CONTRACT - RFP # BC-20971-P

ADDENDUM # 2

The following amends the above referenced RFP documents. Receipt of this addendum must be acknowledged by completing the enclosed Acknowledgement of Receipt of Addenda Form and submitting it along with the Technical Proposal you return to the University.

THE DUE DATE AND TIME FOR THE TECHNICAL PROPOSAL TO BE SUBMITTED TO THE UNIVERSITY HAS BEEN EXTENDED TO MONDAY, JUNE 15, 2015 BY 2:00 P.M. TO THE ISSUING OFFICE.

The following questions have been submitted for a response:

A. GENERAL

1. QUESTION: Does the University prefer that all requested information in Appendix A be submitted in the formats provided? If so, are you willing to provide Appendix A as a Word doc to ensure correct formatting? Or at the very least, the Contracting Approach and Scope of Work matrix?

   ANSWER: Yes, the Appendix A forms will be posted to the University’s eBid Board in Microsoft Word format.

2. QUESTION: Can we submit our proposals via eMail?

   ANSWER: No. Per Section I: Summary Information, Paragraph D. Delivery of Proposals, and Paragraph E. Proposal Closing Date, the original and six copies of the Technical Proposal must be delivered to the Issuing Office.

3. QUESTION: Should full resumes be included for all staff who would be involved in the project or is completion of the “Project Staff” form sufficient?

   ANSWER: Yes, a full resume can complement the staff form information.
4. **QUESTION:** Would you like a letter of intent from us?  
   **ANSWER:** No. That is not needed at this time.

5. **QUESTION:** Can companies from outside the USA apply for this contract (from India or Canada)? Can the tasks related to the RFP be performed outside of the USA (from India or CANADA)?  
   **ANSWER:** No.

6. **QUESTION:** Will out-of-state vendors be given equal consideration in your selection process?  
   **ANSWER:** Yes, as long as you can commit to the onsite/in person meetings.

7. **QUESTION:** Will the awarded firm need to come to UMBC in person for meetings?  
   **ANSWER:** Yes.

8. **QUESTION:** Can we participate in the oral presentation/interview by phone or by Skype?  
   **ANSWER:** No.

9. **QUESTION:** Will we have access to a single point of contact during the design and production phases of the project for both websites?  
   **ANSWER:** Yes, at most, two points of contact.

10. **QUESTION:** Is there overlap among stakeholders for the two sites? Would both be governed by the same advisory group?  
    **ANSWER:** Yes to both questions.

11. **QUESTION:** Can you describe the administrative tier structure for each site and desired approval structure for publishing new content? Is there overlap among the administrative staff that will be updating each site?  
    **ANSWER:** We would like to be able to limit “update access” for certain areas of the website to specific persons who have security access to update content. At most, it would be 10 areas/persons.

12. **QUESTION:** We wanted to confirm that we should not send the Price Proposal Along with our response, correct?  
    **ANSWER:** That is correct. Price Proposals will be requested via an Addendum from the short-listed firms following the conclusion of the Technical Evaluation Phase.
13. **QUESTION:** Under Section V: Information Required in Vendors Proposals, Paragraph C. Portfolio/Work Samples/References, the RFP requests a portfolio with “four projects comparable to the size and scope of the Columbus Center and IMET’s websites.” In the next paragraph, the RFP requests “at least three references for clients on prior web design projects” (later specified to be within the last three years). Both paragraphs require reference/client contact information. Are the four portfolio projects and three references separate (i.e., seven separate client projects/references)? Or is the RFP requirement for four projects/references, and three of them must be for web design projects?

**ANSWER:** The preference is that the references be from the web design projects submitted.

**B. FUNCTIONALITY**

14. **QUESTION:** For both websites, do the accessibility requirements apply to pdfs and other uploaded documents? Have these documents already been formatted for accessibility? (Requirements Matrix, V, 3)

**ANSWER:** The answer is yes to both questions.

15. **QUESTION:** For both websites, should the site search functionality also include uploaded documents (i.e. PDFs, PPT, DOC files)? (Requirement Matrix, V, 15)

**ANSWER:** Yes, we would want the search to include uploaded documents in addition to website content.

16. **QUESTION:** For both websites, how do you define responsive vs. mobile friendly? The requirements indicate that the website must be mobile friendly upon delivery but that it should be built as to allow you to “transition to a responsive web design at some point in the future.” We recommend making the initial build responsive to ensure the highest level of mobile friendliness given the functionality required by the sites and to align with industry best practices.

**ANSWER:** Both websites need to be built to be responsive web design and mobile friendly.

17. **QUESTION:** For both websites, if responsive is an applicable approach for your organization, do you wish to receive itemized pricing per device breakpoint (i.e. mobile, tablet, desktop)?

**ANSWER:** You can breakdown the pricing by desktop and then other (other all non-desktop) if you would like.
18. QUESTION: For both websites, in regards to maintenance, what specifically are you looking for here (i.e. additional training, administrative support, content support, responsive functionality)? Can you give an estimated list of hours and/or a list of tasks? (Requirements Matrix VII, 1)

ANSWER: We are looking for everything you listed. We do not have dedicated IT staff with a web design experience. It will be administrative staff maintaining content, who do not have IT backgrounds. We are looking for an hourly rate, and then if you could provide the average # of hours a new company with a similar situation as ours would need.

19. QUESTION: Regarding both websites, what sort of functionality would you deem key to their success? For example, is it important that the Columbus Center website integrate with room reservation software, or perhaps a calendar?

ANSWER: Yes, it would be important that the CC website integrate with a room reservation software and/or calendar. A calendar would be needed for the IMET website as well.

20. QUESTION: In the RFP you state that you don’t anticipate the vendor will create any content. However, do you expect that you’ll need the vendor to provide copy editing or content strategy services?

ANSWER: It would be preferred, but will be dependent upon the cost.

21. QUESTION: You said that you’d like to move the IMET website onto an open-source CMS platform. Is this a process you’ve already started, or do you expect it to be a joint effort with the selected vendor? If you’ve already begun that process, can you share your CMS choice at this time?

ANSWER: No, we have not started this process.

22. QUESTION: Do you currently have a wealth of multimedia assets you intend to use on the redesigned site, such as photos, videos, etc.? If not, is curating new content within the scope of this project?

ANSWER: We have most of the content we need, as far as pictures, videos, etc. go. We may want to add some, but the project cost will determine how much we will do.

23. QUESTION: Since the Columbus Center and Institute fall under the UMBC umbrella, is it expected that the sites will adhere to the UMBC brand standards? Or will the Center and Institute have separate visual identities?

ANSWER: No, we have separate visual identities.
24. QUESTION: For the Columbus Center website, what content and features will be included in the protected portal (My CC)? (Appendix A Matrix, Section V, Item 9).

ANSWER: The MyCC will house information for tenants to access, related to the facility. It will also house our forms, building occupant directory and similar items.

25. QUESTION: For the Columbus Center website, will the new site require a reservations systems? If yes, does the university have a preferred third party system it utilizes? As we understand, room reservations are done through the following site- http://www.umces.edu/content/columbus-center-room-reservation-request.

ANSWER: No, this is not what the CC uses for room reservations. This is what one of our departments created for collecting information/event details from their employees who need to reserve a room. It would be great if there was some sort of low cost scheduling software that could be integrated with Basecamp or something similar to assist with event scheduling and details.

26. QUESTION: For the Columbus Center website, we assume that this site will no longer be used, please confirm (https://sites.google.com/a/umbc.edu/columbus-center-it/). Will content areas on this site be replicated on the new one? Please provide an explanation as to whether or not the following features will be required on the new site:
   ● Mailing lists (what mailing solution is currently being utilized?)
   ● Room calendars
   ● Room request form
   ● Announcements page
   ● Building Directory

ANSWER: Yes, we are looking to place all this information on the MyCC portal. And then this site will be taken down. We have mailing lists created on UMBC Gmail.

27. QUESTION: For the IMET website design, what is the current number of pages on the existing IMET website? What is the estimated number of pages to be added/removed?

ANSWER: Please go to www.imet.usmd.edu to obtain this information. We do not anticipate adding new pages at this point. We are only looking to transition to existing data over to the new platform.
28. **QUESTION:** For the IMET website design, just to confirm, we are to include an optional pricing for content migration to the new site? The requirements matrix asks that the vendor confirm IMET will do the migration while the pricing form indicates an optimal cost?

   **ANSWER:** Please include it as a separate line item. We plan to do the migration ourselves, but providing a cost for the vendor to do it would be good information to have on hand.

29. **QUESTION:** What type of content will be provided via the MyCC secure portal that requires login by University occupants and tenants? Will UMBC be responsible for creating this content?

   **ANSWER:** Yes, we will create the content, if it does not already exist. It will basically be an information portal to provide tenants with building information. It will also house all of our forms for access by tenants.

30. **QUESTION:** Does the website need to integrate with or pull data from any external systems, services, or databases?

   **ANSWER:** In the future, we will want the site to be able to do this. So, we need it “ready” to accommodate pulling data from any external systems, services, or databases.

31. **QUESTION:** What format is the existing IMET content currently stored? Is it static html or is the content stored in a database of some kind?

   **ANSWER:** It is currently stored in static html.

32. **QUESTION:** For the IMET website design, the RFP states that the success of the project will be measured by web metrics and increased number of backlinks. A new site design alone may not sufficiently increase these metrics. Are there plans for additional marketing activities to increase awareness of the new site(s)? Will UMBC be responsible for these marketing activities?

   **ANSWER:** We will rely on our partner institutions to assist us with this (UMB, UMBC, and UMCES).
33. **QUESTION:** The Appendix A Matrix states "UMBC, UMB and UMCES employees will transfer all content from the current IMET website to the new website, and will develop all new and revised content for the sites". Section III, item B.2.c says "IMET may opt to carry out all of this transfer" which implies that they may also NOT opt to transfer the content. Can you confirm whether the contractor will be expected to transfer any existing content?

**ANSWER:** UMBC, UMB and UMCES make up what is called IMET. Each institution will be responsible for transferring their own content. The IMET Director’s Office will transfer the IMET-wide applicable website content.

34. **QUESTION:** Section V.1. of the Matrix states "We are not requesting a responsive website design, but we would like a CMS and web design that will allow us to modify the website to include a responsive website design in the future." However, section V.5 says "All of the CC and IMET web pages must display appropriately on mobile devices at the time of delivery." The recommended approach of achieving the later is through a responsive design. Can we propose a design that is naturally responsive from the start so it will display properly on a mobile device?

**ANSWER:** Yes.

35. **QUESTION:** In section V.2 of the Matrix it mentions supported PHP versions. We also need version 5.0 or greater of MySQL (version 5.5 is preferred). Is this available?

**ANSWER:** No. The Proposer would need to supply these items mentioned above.

36. **QUESTION:** Regarding Appendix A Section V.9, are there any other features that the MyCC portal will have? Currently it is only stated that users will be able to see private content. Is there a registration form for the public to create an account or are accounts to be created by Admin Staff only?

**ANSWER:** Accounts will be created by the Admin Staff only.

37. **QUESTION:** Regarding Appendix A Section V.34, Google Web Optimizer is no longer available. Google has a similar service called Content Experiments. If this a viable option for UMBC to consider instead?

**ANSWER:** Yes, we are okay with utilizing this new tool.
38. QUESTION: You suggest audiences will want to lease office space, lab space, meeting space, conferences, symposiums, how do you anticipate the transactions taking place? Would we be asked to incorporate reservation functionality, payment into the site?

ANSWER: A scheduling program and calendar would be a feature to include. We will not be incorporating payment features at this time.

39. QUESTION: The other convention center sites you point to include a calendar which could prove useful for would-be renters. Your proposed CC site map does not include events. Would you like us to offer costs to include a calendar content type?

ANSWER: Yes, you are welcome to include a price for this in the Price Proposal.

40. QUESTION: Are there graphic standards which we can refer to in creating the branded appearance of Columbus Center? Would we follow UMBC master brand guidelines?

ANSWER: Yes, please follow UMBC master brand guidelines. WE currently do not have branding guidelines for IMET or the CC.

41. QUESTION: It is standard that we incorporate a Bootstrap framework on sites we build which addresses mobile and offers a de facto responsive site structure. Stopping short of a full responsive site results in a minimal cost savings and would seemingly break at the tablet and large desktop viewports. Would you prefer we quote without Bootstrap and simply include a style sheet for mobile even if this saves little in cost and means a much more expensive upgrade in the future?

ANSWER: It would be preferred that you incorporate Bootstrap framework.

42. QUESTION: Will the two sites have standalone domains? Or will they be subdomains of UMBC?

ANSWER: The IMET website is currently a subdomain under UMBC. We think going forward we would like to create standalone domains, though this may interfere with being able to get support from UMBC IT. So we are not sure at this point.
43. QUESTION: Much of the "Desired Content" in this portion of the RFP includes additional functionality that will add cost to the bid. Since it is not mandatory, would you prefer we omit this from our quote to provide you with the lowest cost possible, or should we include and price of this additional, desired work?

ANSWER: It would be preferred if you include the pricing by separate line items.

44. QUESTION: Should we assume that any mandatory spec where no individual site is mentioned applies to both sites?

ANSWER: Yes.

45. QUESTION: Appendix A: Contracting Approach and Scope of Work Matrix, Section V. Build, Functionality and System, Item #6-Javascript, you ask that the CMS accommodate the addition of Javascript files on a page-by-page basis. Can you provide an example of the kind functionality this would support?

ANSWER: This will likely be on a relatively limited basis, primarily relating to interactive content such as videos or pictures.

46. QUESTION: Appendix A: Contracting Approach and Scope of Work Matrix, Section V. Build, Functionality and System, Item #9-Password/Log In Protected Portal, is the password protected portal only utilized in the CC site? What audience will be accessing the password protected portal? What specific content will they be looking for? Will any functionality or services be available here?

ANSWER: The MyCC portal will be accessible by CC tenants in the building, and will include building specific guidelines and information, forms, building-wide directory, schedule of events, etc. See #26.

47. QUESTION: Appendix A: Contracting Approach and Scope of Work Matrix, Section V. Build, Functionality and System, Item #14-Imbeds in page templates, can you provide a specific example of functionality that would require server side includes?

ANSWER: As there will be many people accessing and making edits to the website content, we would like to be able to lock all or part of the site template from being edited without certain editing rights in place. That being said, we would also like to be able to restrict certain users to only be able to edit certain sections of the site beyond just a restriction on the site template.
48. **QUESTION:** Appendix A: Contracting Approach and Scope of Work Matrix, Section VI. Testing, Training & Documentation, Item #3-Handoff and Site Maintenance, you request a layered graphic for interior "page mastheads" for microsites. Which site's branding would this adhere to? One for each site? Do we need to make any accommodations for accommodating microsites within the CMS?

**ANSWER:** This may potentially apply to any building tenants that wish to be listed under the Columbus Center website, as well for any IMET-sponsored programs that would like their own sections for the IMET website.

49. **QUESTION:** A secure login is desired for occupants and tenants. Can you please provide more information on what data or info will be available behind this login? Will it be unique to each visitor logging in? Or one set of content for all users that login?

**ANSWER:** See Question #26 above.

50. **QUESTION:** Is it correct that there is no existing site for the Columbus Center?

**ANSWER:** That is correct.

51. **QUESTION:** Can both sites utilize similar designs?

**ANSWER:** Yes.

52. **QUESTION:** Is Wordpress the preferred CMS? Have you looked at other CMS solutions? Why is open source preferred? Can we present more than one CMS option?

**ANSWER:** Yes, you can present more than one, but UMBC uses Wordpress as their standard, and we have some IT support for this.

53. **QUESTION:** What would be the ideal timeline to launch both of the sites? Do you expect to launch both at the same time, or (if you intend them to be on separate URLs) do you anticipate a staggered launch?

**ANSWER:** We would like to launch the CC website first, and then the IMET website shortly after.
C. **PRICE PROPOSAL**

54. **QUESTION:** We recognize that economy of pricing will be a consideration during the final phase of bidder evaluations. To best determine the most appropriate solutions for the Scope of Work matrix in Appendix A, if available, we would appreciate a Not-To-Exceed threshold for the project.

**ANSWER:** We are relying on the proposals submitted by the firms to assist us in establishing a budget for this project.

55. **QUESTION:** Have you set aside a budget for this project? If so, can you share it?

**ANSWER:** We are relying on the proposals submitted by the firms to assist us in establishing a budget for this project.

56. **QUESTION:** The pricing sheet includes a line item for a mobile website/application. However, the creation of a mobile website/application is not previously mentioned in the RFP. Can you please provide a description of the expectation for the mobile website/application?

**ANSWER:** Please see Questions #16, #17, and #34 above.

57. **QUESTION:** Where would you like design costs outlined within the pricing proposal form?

**ANSWER:** Yes. These costs can be noted as “other” in the Price Proposal.

58. **QUESTION:** Regarding pricing, are contractors expected to adhere to a single hourly maintenance rate in subsequent contract years? Based on the pricing form it does not appear to account for yearly price adjustments.

**ANSWER:** An hourly rate is preferred, or an annual fee.

59. **QUESTION:** For the Columbus Center website, for pricing purposes, what is the estimated number of pages that will be developed for the new website?

**ANSWER:** We estimate around 50 separate pages.

60. **QUESTION:** For the IMET website design, should the vendor include in its pricing a content migration plan or staff training to assist administrators in the content migration process? (Requirement Matrix IV, 1).

**ANSWER:** Yes, as a separate line item.
D. **INSURANCE**

61. **QUESTION:** Regarding the insurance requirements, we currently have individualized coverages at a 1 million dollar limit but with a 2 million umbrella to supplement all coverages. Is this sufficient for your requirements at this time?

   **ANSWER:** It may be sufficient, however, we will review the insurance information you have available. Please include that information within your Technical Proposal.

62. **QUESTION:** Under Section 3: Scope of Work and Technical Requirements, Paragraph C. Insurance, Item #3-Additional Information, the RFP states, “The awarded firm(s) will provide all endorsements from the insurer itself (rather than the agent).” Does this mean that offerors should submit a copy of the actual insurance policy along with any endorsements issued by the insurance company?

   **ANSWER:** Proposers should submit with their Technical Proposal, a copy of a current Insurance Certificate showing the required amounts or a letter from their insurer stating that the required coverages are available should the firm be awarded the contract. The official insurance information for the awarded firm must be provided directly to the Procurement Officer from the firm’s insurer.

63. **QUESTION:** Under Section 3: Scope of Work and Technical Requirements, Paragraph C. Insurance, Item #3-Additional Information, the note states, “A certification letter from the insurer (rather than the agent) that all requested coverages are available and will be provided to the contractor upon award of the contract must be provided with the technical proposal.” Our company currently meets the insurance requirements for all but one category of insurance (Errors and Omissions) for this RFP, and we can provide a Certificate of Insurance listing the coverages we currently have. The required levels of insurance are provided via two different insurance companies. Does UMBC need the certification letter from both insurance companies if our Certificate of Insurance shows we have the required levels of coverage? Or do you only need the certificate from the one company where we need to increase our level of insurance?

   **ANSWER:** Proposers should submit with their Technical Proposal, a copy of a current Insurance Certificate (s) showing the required amounts or a letter from their insurer stating that the required coverages are available should the firm be awarded the contract. The official insurance information for the
awarded firm must be provided directly to the Procurement Officer from the firm’s insurer

64. QUESTION: To confirm our understanding of the Insurance Certificate (or letter from broker) requirement, are you asking us to provide our willingness and our insurer’s capability of providing coverage to a named client on an insurance policy at the amount you request?
ANSWER: Yes, please see Questions #62 and #63 above.

Enclosure: Acknowledgement of Receipt of Addenda Form

END OF ADDENDUM #2, DATED 06/08/15
This addendum was posted to firms of record, and UMBC’s eBid Board
(Original with enclosures were not mailed)
ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. 1 dated 06/04/15
Addendum No. 2 dated 06/08/15
Addendum No. __ dated ________
Addendum No. __ dated ________
Addendum No. __ dated ________
Addendum No. __ dated ________

As stated in this Addendum, this form is to be returned with your Technical Proposal.

____________________________________
Signature

____________________________________
Printed Name

____________________________________
Title

____________________________________
Date

END OF FORM