Request for Qualifications: Website Redesign and Update

Pre-Submittal Conference

The Website Redesign and Update RFQ was released on April 1, 2024. Public notice was published in The Spokesman-Review on April 2, 2024 and April 8, 2024. An ad was published in the Spokane Journal of Business on April 11, 2024. The RFQ stated that any questions about the RFQ be submitted to SRTC by April 12, 2024.

Pre-Submittal Conference

A pre-submittal conference was held on April 18, 2024 at 10:00 a.m. PDT to discuss any questions about the website. Below is a list of the participants.

Name	Firm / Agency
Savannah Hayward	Spokane Regional Transportation Council (SRTC)
David Fletcher	Spokane Regional Transportation Council (SRTC)
Michael Redlinger	Spokane Regional Transportation Council (SRTC)
Angel Jackson	Spokane Regional Transportation Council (SRTC)
Cassi Bruner	The Woodshop NW
Scott Powrie	IntelliTect
Irina Shvaya	eSeospace
Ryan Stemkoski	Zipline B2B
Bijoy Fernandes	Infojini, Inc.
Lakshya Khattar	Infojini, Inc.
Janice Cabral	Infojini, Inc.
Anandarupa Chakrabarti	Infojini, Inc.

There was a question asked prior to the meeting being called to order.

Request for Clarification

Clarification requested on the current budget of $30k and current scope.

A: Yes, the $30,000 budget is indeed based on the WordPress platform, as per the decision made by our board. However, the scope of services can be negotiated depending on the consultant's pricing to meet our budget. We are seeking a consultant's expertise to determine what is needed for an overhaul or improvement. While WordPress is our current platform, we are open to moving to another platform if it better suits our needs. One of the reasons we request qualifications is to gauge your expertise and align it with the scope of services within the $30,000 budget.

Questions & Answers

Q: Will the logo be changing or is the style guide meant to elevate the logo? "Internally," to us means it's being done in-house, but for clarification, will there be another RFQ for branding services or an amendment to this RFQ for branding services?

A: At this time, there will *not* be an amendment to the RFQ for branding services. However, we are open to the logo changing. The update to the logo would coincide with the website updates. We will create a brand guide internally based on the finalized website/branding product.

Q: Would it be possible to expand on the conflict of interest? For example, we do work with your other Board member agencies, does this count as a conflict of interest?

A: This applies to selecting individuals based on personal connections rather than relying on considerations of past work with other nearby jurisdictions. The advantage would be that such candidates would bring firsthand experience in collaborating with public agencies, which is an integral aspect of the evaluation process.

Q: How important is preserving or doing an SEO setup to you? How important is it to be discoverable on other search engines such as Google and third-party websites?

A: This aspect is important, but it hasn't been a deep focus for us yet. We would entrust the consultant to incorporate this into the scope of work. As a niche organization, our primary focus is on building our public outreach program and engagement in the Spokane area. While being discoverable on Google is important, it's not currently a top priority for us. Our main emphasis of this project is on enhancing user-experience.

Q: Are you looking for a complete redesign or patchwork update?

A: We're open to a potential redesign and are seeking the consultant's expertise to evaluate the current SRTC setup and advise on necessary improvements.

Q: Would you be open to offshore work from other countries ie. India?

A: Yes, 2CFR200 allows SRTC to use its federal funds to hire consultants from other countries if they are not on the United States of America's banned list. Visit the following page for the banned countries list: https://ofac.treasury.gov/sanctions-programs-and-country-information.

Q: Are you able to send over a tech deck?

A: Yes. Please find the request fulfilled below:

Website Domain and Infrastructure
- Domain Host: GoDaddy
- Infrastructure: WordPress
  - Divi Editing Tool

Plug-ins
- Akismet Anti-Spam: Spam Protection (Version 5.1; Outdated)
- Anti-Malware Security and Brute-Force Firewall (Version 4.21.92; Outdated)
- Comment Link Remove (Version 2.2.9; Outdated)
- Contact Form 7 (Version 5.5.6.1; Up to date)
- Elegant Themes Updater (Version 1.2; Up to date)
- Events Manager (Version 6.4; Outdated)
- Feed Them Social – Page, Post, Video and Photo Galleries (Version 4.1.5; Outdated & Inactive)
- GoDaddy Pro Sites Worker (Version 4.9.17; Outdated)
- Google Analytics for WordPress by MonsterInsights (Version 8.15; Outdated)
- Google Language Translator (Version 6.0.19; Outdated)
- Gutenberg (Version 13.4.0; Inactive)
- Jetpack (Version 10.7.1; Up to date)
- Mammoth .docx converter (Version 1.20.0; Outdated)
- MC4WP: Mailchimp for WordPress (Version 4.9.4; Outdated)
- Modern Events Calendar Lite (Version 6.5.5; Up to date)
- Redirection (Version 5.3.10; Outdated)
- Social Media and Share Icons (Ultimate Social Media) (Version 2.8.2; Outdated)
- Staff List (Version 1.7.0; Up to date)
- Table Sorter (Version 2.3; Up to date)
- TablePress (Version 2.1.3; Outdated)
- wA11y – The Web Accessibility Toolbox (Version 1.0.3; Up to date)
- Wordfence Security (Version 7.10.3; Outdated)

Visuals/Content
- ESRI's ArcGIS Online, ArcGIS Pro, and ArcGIS Maps for Adobe Creative Cloud
  - WordPress directs to SRTC's ArcGIS Online Data Hub and Map Gallery
- Canva
- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, etc.)
- Microsoft Suite (Word, PowerPoint, Excel, etc.)
- Zoom (Meetings & Recordings)

Q: Has an audit of the website been completed?

A: No, a formal audit of the website has not been completed.

Q: Do you have a way to gather any user feedback on the website?

A: We currently lack access to website analytics due to plugin issues. The SRTC Equity Working Group (EWG) has provided general feedback, however there hasn't been a formal survey conducted. We did receive specific feedback from the federal government in December 2023 which highlighted the need for organizing front-facing items to create a better user experience.

Q: Do you have any content retention requirements?

A: Yes. Our standard practice is to post information relevant to the board/committee, including current and past year information (i.e. for this year, 2024 and 2023 documents). It's considered a best practice to maintain a log of public meeting information, which we intend to continue. Information is available and provided to the public upon request.

The challenge lies in organizing and storing documents on the backend. When we add links for meeting packets, we take care to ensure that these links remain accessible for future reference without accidental deletion.

Q: What is the public records access status?

A: We currently save public request information separately. However, there might be benefits to organizing it differently, and we would rely on the scope of work and the consultant's expertise to guide us in making that determination.