

San Lorenzo Valley Water District — Website Redesign, Development & Maintenance Services

General Questions

- On many projects we recommend a Research and Discovery phase in order to properly scope a Website Redesign Implementation. This is a paid engagement, but generally ends up uncovering valuable information, as well as saving time and money in the long run. It includes deliverables like stakeholder interviews, an audience survey, a content audit, and a technology review, among other items. How would your organization react to us proposing a paid Research and Discovery phase before committing to any kind of implementation?
 - You can include this cost as part of the proposal
- Has any previous user or audience research been completed that can inform this project? For example, do you have documented stakeholder interviews, an audience survey, or other research that will be helpful?
 - No
- Please describe three major needs that this project will address. How is the old system not meeting these needs?
 - Please review the RFP
- What technical requirements must the new system adhere to? Is there a particular content management system or technology stack that is required? Is there one that you would prefer?
 - Unknown
- Where will the new system be hosted? If you are providing hosting, what operating system, scripting languages, and databases will be available on the hosting server? Please describe other pertinent details about the hosting environment.
 - The District could continue to host or could be third party hosted
- How important is security? Are there specific security standards that the new system must meet?
 - Security is always important. Not sure if there what security standards we need.

- Will the system store any personally identifiable information? If so, will this data be stored locally or with another provider?
 - I do not believe so
- Who are the key audience groups that will use the new system? What needs will they have that must be fulfilled?
 - Please review the RFP
- Will new content need to be written for the new site? If so, how much help are you expecting from your chosen partner? Do you need content strategy, copywriting, or copy editing services?
 - Not likely. Majority will be similar pages/data we already have.
- If content will be provided by your chosen partner, please give an estimate for how many pages of content will need to be written or edited.
 - Unknown
- How many unique content types or page layouts should be included in the scope? If you don't know for sure, even a ballpark guess would be helpful. A simple site will consist of 4-6 unique page layouts, a site of medium complexity will consist of 6-12 unique page layouts, a complex site will consist of 12-20+ unique page layouts.
 - Unknown
- Will content need to be presented in languages other than English? If so, which ones?
 - Needs to meet State and Local code requirements, so multiple languages may be needed.
- If multiple languages are needed, who will provide the translated content and should the translated content be human-translated or will a machine translation (such as Google Translate) suffice?
 - Unknown
- Will this project require a substantial amount of data or content migration from the old system to the new one? If so, who will be responsible for this migration? Please estimate how much content, and what types of content, need to be migrated over.
 - Yes. We are looking to bring all content. Unsure who/how it will occur. District staff will assist with identifying all data to be migrated.
- What third-party or legacy applications must the new system interface with? How deep of an integration does each one need?
 - Unknown
- Is the new system required to meet federal accessibility standards? If so, to what level?

- Unknown, needs to be compliant for our type of agency.
- What other functionality will the new site need to include? Besides those described in the RFP, are there any features or functions on the current site that need to be available on the new site?
 - Please review the RFP
- Once the project has started, what will the makeup of the decision-making committee be like? Will decisions be made by a large group, a small committee, or a single person?
 - Unknown
- What project management process will work best for this project: waterfall, agile, a hybrid of those, or something different?
 - Unknown
- Is there anything about your organization that might make this project difficult?
 - Unknown, I'm assuming it would be dependent on the firm's experience
- How should this project be billed? Fixed-bid deliverables based, hourly, monthly retainer, or something else?
 - We are not able to answer.
- Is there someone who could be considered an incumbent on this project? Is there another company that you've worked with before, or any other company that would receive preference for winning this project?
 - Please review the RFP
- What is the timeline for making a decision on this project?
 - Please review the RFP
- When should the project be complete? Is this a critical due date? What event is driving the due date?
 - There is not a critical due date
- Please provide general budget guidelines. Even a rough ballpark estimate or range would be very helpful. Do you imagine this project to be \$100k, \$500k, or \$1M+?
 - We are not able to answer.
- When does your organization's fiscal year start?
 - 7/1