

EL PASO DOWNTOWN MANAGEMENT DISTRICT

Request for Proposals:

Website Design, Build Maintenance & Hosting Services

QUESTIONS & ANSWERS

Friday, April 23, 2020

Q. We know that Cost of Services provided is a significant part of the proposal ranking. Is there a budget or budget range of funds that the DMD has set aside for this project that you can share?

A. *The DMD's FY2020-2021 budget, allocates \$13,000.00 for Website Design and Build Services. While it is the organization's full intention to stay within the funds currently allocated, the organization will consider proposals in excess of what is currently allocated.*

Q. Does the DMD have high-quality Downtown photos that can be used on the new website, or is the DMD interested in having their chosen vendor take new photographs?

A. *The DMD has high quality photos but not a cache' solely dedicated for use on the website nor are they up-to-date. If the photography is within an agreed budget they will be considered for website use.*

Q. We understand that Member365 is currently being used to manage purchases by the DMD, but the DMD is open to switching to another service. What are the things you like about Member365, and what are the things you do not like about Member365?

A. *Things the DMD likes about Member365 are the: user-friendliness and the collection of features bundled within the services such as: check-out POS, and Calendar, etc.*

Things we do not like about Member365 services include: design layout on the user end, and unreliability of services, such as newsletter and check-out POS.

Q. The RFP mentions "Downtown events calendar page populated by public with staff approval", which is similar to functionality on the Visit El Paso website. Rather than duplicating functionality, would the DMD consider partnering with Visit El Paso to receive a feed of user-submitted Downtown events for integration on the new website?

A. The DMD will consider the possibility but cannot guarantee agreeing to the suggestion.

Q. The RFP mentions "Downtown Real Estate Listing page populated by public with staff approval". Does this include both residential and commercial listings?

A. Yes

Q. The RFP mentions "Business Directory". Will this content be managed by the DMD, or can the public submit/edit their businesses through the new website?

A. We have historically managed the "Business Directory" but the DMD is open to suggestions, including a directory with the ability to accept submissions by the public. In this instance, approval by DMD staff would be preferred.

Q. Will the chosen vendor need to translate content from English to Spanish?

A. Yes. This may be automated.

Q. The RFP mentioned that the current site is built on WordPress, do you have a preference regarding the CMS for the new site?

A. No.

Q. I was also wondering if you are able to disclose what the budget is for this project?

A. The DMD's FY2020-2021 budget, allocates \$13,000.00 for Website Design and Build Services. While it is the organization's full intention to stay within the funds currently allocated, the organization will consider proposals in excess of what is currently allocated.

Q. Is "sustainable design" in reference to the ease of use for updating graphics?

A. No, it's in reference to design trends and interface trends.

Q. Are Spanish translation costs required in our submission?

A. All costs associated with: "All content shall be optimized so that it can be translated to Spanish to serve the needs of Downtown businesses, customers, or visitors who are Spanish-language dominant," should be included.

Q. Will there be any specialty forms such as the special event permit application? If so, can samples of the applications be provided?

A. No. We will ask that the site will allow the uploading of PDFs or fillable PDFs, but other specialty forms are not in the scope of work.

Q. Will the new website also include newsletter sign ups? If so, will it integrate with Constant Contact?

A. Yes

Q. Downtown Real Estate Listings Page

a. Are these for commercial and residential listings?

BOTH

b. What types of content or data would an entry require? For example: MLS integration, property images/video/PDF, contact form, etc.

ALL

Q. Webstore

a. What types and volume of products will be sold?

Merchandise or Event Tickets

b. Will the products remain pick-up only?

Yes

Q. Will ongoing support be on an as-needed basis or should there be monthly allowances for graphics and/or content assistance?

A. *Ongoing support should be on an as-needed basis, with the exception of a monthly analytic report.*

Q. What is the budget for the project?

A. *The DMD's FY2020-2021 budget, allocates \$13,000.00 for Website Design and Build Services. While it is the organization's full intention to stay within the funds currently allocated, the organization will consider proposals in excess of what is currently allocated.*

Q. Will scope of work also include the portal found on: <https://dmd.bstelpaso.com/>

A. *No*

Q. Would DMD like custom photography/ videography to be a part of the new website?

A. *Yes, but this is not outlined in the scope of work. Efforts will be made by DMD staff to provide photographs and video but if photography and videography is included in the proposal and within an agreed upon budget, the DMD will consider the inclusion.*

Q. How many hours of web maintenance support per month does the DMD expect to need for ongoing cosmetic/page changes?

A. *2-3 The DMD expects to have the ability to edit pages to consistently add content.*

Q. Could you please explain the, "downtown real estate listing page" more in depth?

A. *The "downtown real estate listing page" refers to a page or directory of real estate listings that should include both Downtown residential and commercial properties on the market or rent, lease or sale. The listing should allow fields to include a description of the listing, photo upload and contact information.*

Q. How many businesses do you foresee being in the directory?

A. *As of 2020, we estimated there were 682 businesses in Downtown.*

Q. How many SKU's of merchandise do you expect to include in the online website?
What POS is DMD using if any currently?

A. We expect to sell calendars seasonally but the major reason for a POS is for ticketed Downtown events and the sale of online tickets. Currently, we are using a third-party POS by Member365 that allows us to set-up event pages with online ticket sales in addition to merchandise.

Q. Will DMD be providing all content, in terms of "text" throughout the website? Should custom copywriting be included?

A. No. The DMD can and will provide "text copy" throughout the website.

Q. Will DMD have any resources available, such as: Images, videos of downtown?

A. Yes

Q. Where is website currently hosted and will they provide admin access to awarded bidder?

A. Stanton Street currently hosts the website and they will provide access to the awarded bidder provided the bidder also enters into an agreement to host. Hosting, Maintenance, and the design and build may be awarded to different companies or one.

Q. Will businesses headquartered downtown receive preference for award?

A. No

Q. Section 6.5-How is DMD funded, and who determines the funding?

A. The DMD is primarily funded by assessment revenue from property within the district and supplemented through collaboration on specific projects and programs with the City, County, and other local organizations and individuals. The DMD Board of Directors adopts the annual budget.

Q. Was the Pre-Bid Zoom conference recorded? If so, can we get a copy?

A. It has been posted at <https://downtownelpaso.com/dwntwn-about/> and a copy can be e-mailed upon request.

Q. Current site is in Wordpress - is anyone on staff maintaining it? If not, why not?

A. *No. DMD staff creates content and edits the current site but does not engage in more involved maintenance. DMD staff is small and prefers to allow experts in their field to ensure timely and efficient maintenance.*

Q. Do you have a marketer and/or photographer on staff or on contract with you who will be/could be involved in the design of the website?

A. Yes

Q. I didn't see a shopping cart on your current site. Will the shopping cart be maintained by staff?

A. Yes

Q. Do you have an online payment portal now (Paypal, etc)?

A. Yes

Q. The sale of reservations/tickets for events will be for events sponsored strictly by DTEP?

A. Yes

Q. Will events sponsored by other organizations be available on the site?

Yes, but solely on the events calendar with no option to purchase tickets. Downtown events not generated by DMD will include links (if available) to their site.

Q. Will we be migrating all pages from your current site to the new one, or will you have a representative pick and choose what gets migrated?

A. *A representative will pick and choose what gets migrated.*

Q. Can you give me an example of the redirects from older content (as listed in the elements of described scope on page 3)?

A. This refers to all selected content to be migrated, not necessarily a "redirect."

Q. Do you plan to continue newsletter subscriptions?

A. Yes

Q. If so, will you continue mass mailing using your current process? How do you mass email now?

A. *Constant Contact*

Q. Do you have a current, active Google analytics account?

A. Yes

Q. What do you mean by "DTEP branding elements"? Is this to reflect in the design as per the current site?

A. *DTEP Branding aesthetics. Yes, the current site utilizes the papel picado branded motif and we expect this aesthetic to carry over.*

Q. Do you want the entire current website content to be transferred to the new site? This implies that the navigation will be similar or are we missing something.

A. *No, we do not want the "entire" website to be transferred over, but most of the website content is relevant and should be expected to be migrated. There will be curation in this process. Navigation does not have to be similar, that is not an implication.*

Q. Do you intend that the Business Directory be filled out by the CMS? Or do you want a special form?

A. *Special Form*

Q. Do you intend that the Business information (District / Transportation / Hotels / Housing / Parks / Restaurants) be filled out through the CMS or a special form?

A. CMS

Q. Do you want the Google Calendar (events) to have an app installed on the phone of the users?

A. Yes. We expect that any features users have on desktop will be optimized for mobile.

Q. Do you have any preferences for the E-Commerce platform?

A. Not at this stage.

Q. Are we expected to propose a design/build plan for the site based on a marketing strategy for the website decided by you?

A. No

Q. Section 2 > Current Website Challenges

Third-party website features are poorly designed and not mobile friendly

- What are these "Third-party websites" referring to? How do they need to be featured.
A. "Third-party websites" refers to Member365 the company that has integrated the calendar, online store (pay portal), newsletter and directory. We only use the calendar and online store currently. We do not expect them to be featured. We expect these features be built into the site to eliminate the need for a third-party company to add these features to the site.

Q. Section 2 > Scope of Work

Downtown events calendar page populated by public with staff approval

Downtown Real Estate Listing page populated by public with staff approval

- Can you elaborate on "Populated by public"? Ability to add events to website right from the front-end or back-end? How many people would have access to add events?

A. "Populated by public"-front-end ability to add events via a special form. The number of people would be the general public.

- Same question for Downtown Real Estate Listings

A. "Populated by public"-front-end ability to add events via a special form. The number of people would be the general public.

Q. Interactive Google Mapping

- Is this referring to just a Google Map? Or the ability for the map to have geolocating? If not, elaborate.

A. *Geolocating, so that an address may be added by a user with a pin representing the location on the map.*

Q. Secure

- What kind of security does the website need? SSL? Or a firewall and daily backups?

A. *We are governmental organization with complete transparency. We expect a secure site but expect that the bidder educate us on our security needs.*

Q. Redirects from Older Content

- How many redirects? Where is the content currently hosted? Will the links be available? Will we be hosting the old content through the new site?

A. *Migration of content may simplify the need to redirect. Hosting may be awarded to bidder or to another company as we see fit.*

Q. Search Engine Optimization

- Does the website need to be SEO-Ready or do we need to do ongoing SEO? SEO is typically an ongoing service. If so for how long?

A. *We aren't experts in SEO. We will discuss the SEO needs with the awarded bidder as we enter into the collaborative process.*

Q. Blog

- Are you asking to have a blog section within the site or are you asking to develop blogs?

A. *We are asking to have a blog section within the site like we currently do.*

Q. Social Media Realtime Integration

- Which platforms would be integrated?

A. *Facebook, Instagram, Youtube with room to discuss more or less options further into the collaborative process.*

Q. Checkout and webstore capable for merchandise or ticketing

- How many items of merchandise available for purchase? Ticketing, meaning ability to buy tickets on the same page? Or using a third-party Ticketing system like ie. Ticketmaster.

A. *We expect to sell calendars seasonally but the major reason for a POS is for ticketed Downtown events and the sale of online tickets. Currently, we are using a third-party POS by Member365 that allows us to set-up event pages with online ticket sales in addition to merchandise.*

Q. All content shall be optimized so that it can be translated to Spanish?

- Who will translate content? Is it expected for the site to be translated when project is complete or later on?

A. *We expect that this be automated. Not manual.*

Q. Is there an estimated amount of webpages that are expected to be created at a minimum for this project?

A. *No. We expect to migrate content and update design. We have not estimation of webpages.*

Q. Section 10 > Selection Process and Criteria

Understanding of the unique nature of El Paso, its population, downtown and history (4 pts)

- What are the expected materials to showcase our understanding of our community? Video, past performance, company history, employee/company community involvement?

A. *We have no specific criteria listed in the RFP in regard to the "Understanding of the unique nature of El Paso, its population, downtown and history," so this is up to the bidder to demonstrate.*