ADDENDUM NO. 1

DATE: November 3. 2022
FROM: **City of Grand Junction Purchasing Division**
TO: **All Interested Parties**
RE: **Visit Grand Junction Website Development and Deployment RFP-5149-22-SH**

Bidders responding to the above referenced solicitation are hereby instructed that the requirements have been clarified, modified, superseded and supplemented as to this date as hereinafter described.

Please make note of the following:

Question 1. While 50% of staff reside in Colorado, and we would be able to have 80% of those assigned to this project in that group, do you anticipate your project to fall under the Colorado Revised Statutes definition of a "public project"? That would appear to be publicly funded projects which are anticipated to exceed $500,000 expended within a year, though one additional exception to this definition is a project which "receives federal moneys.".
Answer: No. This clause refers to Public Works projects only, such as streets, bridges, etc. It is a state requirement as part of the standard terms and conditions. It will not apply to this project.

Question 2. A second question concerns the automobile insurance policy requirements noted in the RFP. While our company does not have company owned vehicles, is it an accurate reading of this requirement that any automobile used by staff assigned to this project, while doing anything related to the project in the auto, that automobile policy shall include a minimum of $ 1 million in comprehensive liability insurance per occurrence?
Answer: This clause pertains to company-owned vehicles.

Question 3. I see the "price" is a primary factor in the decision making process and we're curious to know if there is a predetermined budget outlay for this project. In any case, we will develop a proposal based on the best use of resources and time to achieve the most desirable result. There again, we want to be realistic about how best to support this effort based on any knowledge of the budgeted allocation that you're able to disclose.
Answer: Budget will not be shared at this time. The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. The best use of resources and time is appreciated.

Question 4. Is there any specific platform required for this website? Can we offer Node.js and React for this project?
Answer: No specific platform is required.

Question 5. Do we need to quote hosting? Or have you already chosen/identified a hosting provider?
Answer: Yes, hosting is required. Please see Section 4.5.

Question 6. How many people will be administering content for the website? We assume that content will be provided by you.

Answer: Visit Grand Junction staff will be assisting with content in collaboration with the website agency. Feel free to include your process of website content building.

Question 7. We assume that the website does not need any other languages apart from English.
Answer: Language is addressed in the RFP.

Question 8. Are you seeking ongoing website support and maintenance services?
Answer: Yes. Please see Section 4.5.

Question 9. Include a list of all Colorado and Utah websites you have designed, host, and/or currently host/manage. Is this a mandatory requirement to participate in this bidding process?
Answer: The information will be used in the evaluation process.

Question 10. Do you prefer to work with local vendors for this project?
Answer: Preference is based on what is outlined in the RFP.

Question 11. Is there a provision for virtual presentation and interview as a part of selection process?
Answer: This information will be shared with short list vendors.

Question 12. We assume that we will manage the enquiries and booking will be managed by stakeholders / third parties.
Answer: Booking engine is addressed in the RFP.

Question 13. Does your office have a preference for DMS, ie Drupal?
Answer: CMS is addressed in the RFP as a request for the agency to describe what they propose.

Question 14. Who are the people on your core team?
  a. What are their roles and responsibilities?
  b. What percentage of their time will be dedicated to this project?
  c. Is there a designated project champion and core team, and are they prepared to collaborate with us on a weekly basis?
Answer: Information will be shared with awarded vendor.

Question 15. Please tell us about the stakeholders at your organization
  a. How large is the stakeholder group?
  b. Is there a RACI chart or steering committee set up to manage them?
  c. How do you envision the selected partner interacting with your stakeholders?
Answer: This information will be shared with the awarded vendor.

Question 16. In order to give our team a sense of the complexity of your current Drupal 7 website, please share the following:
  a. Number of content types
  b. Number of nodes (pieces of content)
  c. Number of taxonomies
  d. Number of custom user roles
  e. Number of custom modules
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 17. How many sites are involved in this project -- just the main site or are there intranets, sign in portals or sub-sites to include in our proposal?
Answer: This information is included in in Section 4.

Question 18. Are you aware of any major risks to this project or workflow? Are there any known risks a vendor partner should be mindful of?
Answer: No.

Question 19. Do you have developers on your team? If so, will they be available to co-sprint with our developers during the build phases of this project?
Answer: No.

Question 20. Our project planning process is highly collaborative between our business development and production teams. This collaboration requires time in terms of calendar days. Can your selection team commit to a two week time period between providing answers to the vendor questions and the proposal deadline, even if it means moving the proposal deadline?
Answer: The RFP deadline dates are not expected to change at this time.

Question 21. Has any user research been done to inform this RFP and is the team open to engaging users to participate over the course of the project? This can range from as early as the discovery phase to explore and validate needs, to later in the design process to verify the team's findings & assumptions prior to build. Scope can range from as minimal as a standardized user survey, to larger scale focus groups, usability testing, social media engagement, and public installations.
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 22. Are there any of the following UX deliverables that you have already completed, or would like to exclude from the project scope?
   a. Goals & KPIs
   b. Personas
   c. Brand Identity Positioning (both visual & verbal guidelines)
   d. Site Map
   e. Audit of Content Types
   f. Wireframes
   g. Desired Publishing Workflow
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 23. Do you envision user research or any other deliverables occurring remotely or in person? What is your preference?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 24. What are your organizational goals? How does your new website guide towards achieving those goals?
Answer: The goal of this particular endeavor is to obtain a new website that can take the Visit Grand Junction organization into the future. Visit GJ is expecting the vendor to determine how to achieve those goals.

Question 25. Please break the integrations down on the website, and categorize each integration appropriately: API integration, JavaScript snippet/embed, iFrame, or deep link to third-party site.
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 26. What is the budget for this project? Knowing your budget is critical to help us right-size the project plan.
Answer: The budget will not be shared at this time. The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 27. Is there an incumbent vendor responding to this opportunity?
Answer: Potentially.

Question 28. What are the pain points with your current website?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 29. Are there any initiatives happening that this project is dependent on or related to (i.e, are you also doing a rebrand exercise or some other initiative that this project might need to wait for?)
Answer: No.

Question 30. Have you identified a CMS you would like to migrate to? If so, what stands out about that CMS? If not, what ideal strengths (for example: authoring, API integrations, backwards compatibility with D7, etc.) would be the most appealing to Visit Grand Junction?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 31. The RFP mentions CRM in the scope of work, to clarify, is it the expectation that the awarded partner also builds or recommends a CRM?
Answer: Yes.

Question 32. Does Visit Grand Junction anticipate needing copy writing from the awarded partner?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 33. With regards to hosting, please answer the following:
  a. How many average monthly unique visits (sessions in Google Analytics) does each site in scope receive?
  b. What level of uptime SLA will each website require? Will each site require the same uptime SLA, or will this differ? (If so, please specify)
  c. Do you have any special requirements as it relates to HTTPS certificates?
  d. If SSL certificates are provided at no cost to you, would these be acceptable or are you required to use an existing certificate?
  e. Will you be connecting your CMS(s) to any internal systems behind firewalls? Please list internal/external integrations and how they are implemented.
  f. Will a dedicated set of IP addresses be needed for allowlisting?
  g. Will you need to leverage CDN geolocation data in your CMS application?
  h. What measures have you put in place to enforce security on your current site?
  i. Have you experienced anything like DDoS Attacks, unauthorized environment access, or other?

j. Are you using a Web Application Firewall (WAF)? If "yes", please provide the name. If "no", will a WAF be desired to protect your websites?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 34. Are there any timeline drivers for this project other than Drupal 7 end of life?
Answer: No.

Question 35. Do authorities have any preference on hosting servers and Technology stack?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 36. Will the hosting server be provided by the Authority? Or Vendor must supply from a third party?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 37. Is this scope for Migrating / Upgrading the current website to Drupal 9.0?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 38. Is authority open to go for any CMS technology including WordPress, Magento, or Joomla instead of Drupal 9.0?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 39. Is the current website running in LAMP (Linux, Apache, MariaDB, and PHP)? If not, please provide the current hosting technologies used?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 40. Is Vendor scope included with data science (Artificial Intelligence, Machine Learning, and Business Intelligence) automation services for "Visit Grand Junction & Stakeholder Data Portal (Optional)"?
- Predictive Modeling
- Univariate and Bivariate analysis
- Information Processing
- Data Analytics
- Business Analytics
- Integrating current website with Tableau & SQL Server's
- Management Information System
- Data Reporting and Presentation

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 41. Does CRM must be customized according to GJ customer behaviors and requirements? (Example tracking location, location map integrations, remedy system etc..,)
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 42. Is this website redesign scope inclusive of any specific automation services?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 43. Number of existing pages count?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 44. Will Be helpful if provided with third party services and API's used
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 45. Will be helpful if provided with existing modules list (example: pre-builded code packages used in drupal 7.0)
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 46. Does eRestravel Booking have an API that would allow for integration into the new website or will it remain external?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 47. Can you clarify what creative deliverables will be provided to the selected vendor? Will this be anything other than colors, logos, photos and fonts?
Answer: The Brand Book will be shared with the awarded website provider.

Question 48. For the elements listed under 4.5.1 on pages 15-18 of the RFP, are you asking for confirmation of our ability to complete those within our narrative response, or are you asking we address each element with a direct, individual response in addition to our narrative proposal response? In addition, are you looking for spec creative to be included with our response?
Answer: Please address each element with a direct, individual response in addition to your narrative proposal response. The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 49. You mention featuring brand elements in the site, can you specify which elements are the priority within the new site?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 50. Can you share the most recent brand book?
Answer: Brand Book will be shared with the awarded website provider.

Question 51. If the digital guide requires localization, is it applicable for CMS as well? Do we need to consider multilingual as part of CMS requirement?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 52. Though we are open to collaborate with vendors for integration, we would like to know the scope of integration. Can we assume API or JS based integrations with these vendors? Or do we have offline data sharing mechanism to feed info vice-versa?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 53. Key Objective - "*engaging on the site across multiple pages, enhancing brand awareness, increasing first party data sign-ups, driving visitation, and increasing traveler spend.*" Is there any user research happened to determine the experience score today? What is the business criteria for success of this project? Idea is to get a subjective fact to measure the success. This will help us to determine further NFRs etc
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 54. We understood the current CMS platform in Acquia. Since the scope of the work says robust CMS, what are the current pain points which made us to move away from current platform?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 55. Do we know number of templates & pages in the existing platform? Do we have microsite capability exists in the current platform?
Answer: No and No. The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 56. We understood as this proposal includes to move away from iDSS CRM to custom solution. Is there any specific capability what we are looking for? What is the pain point to move away from SaaS?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 57. We could see a weather page broken today and couldn't see live stream. Is it a static page with live stream in JS? Do we have any partnership with any vendor for this capability?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 58. Today we could see the whole booking takes the user outside the VisitGJ site. Can we assume for future experience to do everything inside Visit GJ through aRestravel as booking engine to be integrated in the front end through APIs? If so, can you please explain the attributes to be present in the Itinerary (e.g. 2 days plan + 1 night - Lodging, places to visit, restaurants etc or Adventure 2 days Itinerary to indicate only partner motels & hotels as different price options)?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 59. Ability to pull real-time lodging availability data from multiple booking engines. Other than aRestravel, what are the other vendors we need to be considered in this aggregation process? To design sort & Filter we need this info.
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 60. GA4 - Can we assume analytics will be managed by SEO agency? We will collaborate with them for integration as other vendors.
Answer: Please reference 4.5e. The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 61. Could you please list the current challenges faced and the key KPIs set for the new system
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 62. How critical are hyperlinks to five tourism websites and the three references? Can the site links and references be same/different? How would the qualification and evaluation be impacted in view of the sites hyperlinks & references? While we have created and delivered complex websites and projects, but they may not be specific to the tourism industry. Would this be grounds for disqualification?
Answer: No, referencing non-tourism hyperlinks will not be grounds for disqualification. Any referenced hyperlink will be helpful in the evaluation process. All evaluation criteria can be found in Section 6.2.

Question 63. Does the City have any preferences among cloud and on-premise solutions?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 64. Specific to this RFP would it be possible to grant a waiver by the City pursuant to C.R.S. §8-17-101(1)? Per the definition of "public works projects" it seems to apply specifically to hard infrastructure projects.
Answer: Please see Question 1.

Question 65. Are you open to Onsite-Offshore model for execution? Do you have any preference between Fixed price engagement model & Time & Material model?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 66. Payment: Is there retention on payments? If yes, what percentage? Will payments be on the based on the payment schedule provided by us?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. Include what your agency requires.

Question 67. At this time can you share the budget that has been approved for this RFP? Are these funds approved for the fiscal year Starting Jan 1 2023, and ending Dec 31, 2023 ?
Answer: Please see Questions 3 and 26.

Question 68. "Detail initial and ongoing costs to maintain the website, including technical support and future upgrades" - What is the desired duration for ongoing support and maintenance?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. Explain what your agency can offer.

Question 69. Is there a preference for the Cloud platform for hosting the website or are you open for any cloud provider ?
Answer: Your agency should present what you recommend for Visit Grand Junction consideration.

Question 70. "Include a list of all Colorado and Utah websites you have designed, host, and/or currently host/manage."- we have several references we can provide, that showcase our ability

to provide the required services. However, they are not in CO and UT, is this grounds for disqualification?
Answer: No.

Question 71. Is there a preference for the Cloud platform for hosting the system or are you open for any cloud provider ?
Answer: This is a duplicate of Question 69.

Question 72. For website support, what's the expected coverage hours 24/7, 16/7, 16/5 etc. ?
Answer: Your agency should present what you recommend for Visit Grand Junction consideration.

Question 73. As part of experience definition has GC identified key personas to target and mapped current and future customer journeys?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. Explain what your agency can offer.

Question 74. "*Brand: Visit Grand Junction now has a new brand strategy with complimentary creative (not integrated on current website). This will be provided including the accompanying brand guidelines.*" Should we assume that interactive wireframes and design style guides including layout segmentation will also be provided ?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. Explain what your agency can offer. A Brand Book will be shared with the awarded agency.

Question 75. Have we mapped / identified key stakeholders, business groups to be involved during the engagement?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. Explain what your agency can offer.

Question 76. Are the tools, platforms, technologies listed in the document final or open to recommendations?
Answer: The items listed are open to recommendation. The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. Explain what your agency can offer.

Question 77. Currently there's only mention of Website redesign. Are you also envisaging a Mobile app and other channels that will consume the same content ?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration. Explain what your agency can offer.

Question 78. Is there an expected RTO, RPO as part of the DR Strategy?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 79. Have you already identified measurable digital objectives and KPIs as part of your measurement strategy?
Answer: Explain how your agency will address these items and present to Visit Grand Junction what you recommend.

Question 80. Should we consider content migration from the old CMS to the new CMS as part of our scope?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 81. What is the allocated budget for the website development and deployment project?
Answer: Please see Questions 3 and 26.

Question 82. Can the optional portal work be awarded individually outside of the website project?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 83. Is it Grand Junction's preference to stay on Drupal and upgrade to Drupal 10 or select a new CMS?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 84. What is the preferred length for initial ongoing maintenance and support? 1 year? 2 year? Etc.
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 85. You provided stats for local visitors in the proposal.
  a. Is there a desire to increase local traffic? And/or provide additional services to locals that don't currently exist on the site?
  b. Are there regions you'd like to focus on to generate more tourism?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 86. For multilingual support, would you expect the vendor to source a team to create the localized and/or culturally relevant content? Or does GJ have staff for this aspect of the project? How many languages are you expecting to support?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 87. Given the potential collaboration with other firms for various aspects of the site (e.g. SEO), how would you prefer us to assume what portions those firms should take on vs. our own when estimating the level of efforts for these various pieces?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 88. How many content editors do you have on a weekly basis? Do they all edit the same kind of content? Or is each responsible for different types?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 89. How are you currently leveraging your CRM? Email campaigns? Direct marketing? Newsletters?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 90. What is the appetite for customization on the site based on things like location, browsing patterns, newsletter sign-ups, etc.?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 91. How do your current guest bloggers submit their blogs for approval? Are they users in Drupal? Do they email them to you? Submit through 3rd party software?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 92. Who would be responsible for writing content for the site? Would much of the content come from the existing site? What about any net new pages?
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 93. Given the asks for tourism examples, are you exclusively looking for firms with tourism experience?
Answer: No.

Question 94. How much page content is expected to be migrated onto the new site? Would you expect this to be a manual process? Or a scripted process to export and import content verbatim from the existing site? (this is mostly pertaining to page content and less about blog posts, past events, and newsletters, which we would expect to be migrated and urls maintained for SEO purposes)
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 95. Are you comfortable with SF as a CRM solution?
  a. How would stakeholders be expected to provide data? Flat file, onsite entry (forms? Online editable table?)
  b. What actions would need to take place on that data after upload?'
Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 96. Your request for a widget that likes a "meter" or "slide-rule" sounds like an engaging way to recommend different types of activities to visitors. Are you open to other ideas or concepts? Interactive quiz, etc.
Answer: Yes. The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

Question 97. Have you already made the upgrade to GA4 or require the update/migration within this project?
Answer: Visit Grand Junction is currently setting up GA4.

Question 98. How often is content changed on the site, and what is the most commonly updated?

Answer: The purpose of this RFP is for your agency to present what you recommend for Visit Grand Junction's consideration.

The original solicitation for the project referenced above is amended as noted.

All other conditions of subject remain the same.

Respectfully,

Susan Hyatt, Senior Buyer
City of Grand Junction, Colorado