



March 22, 2017

**ADDENDUM 1 TO
REQUEST FOR PROPOSAL FOR THE
DESIGN AND MAINTENANCE OF THE
HAWAII TOURISM AUTHORITY WEBSITE
RFP NO. HTA 17-10**

Note: The questions below may represent a combination or rephrasing of questions asked by various interested parties. The answers provided reflect HTA's good faith effort to provide information necessary to allow for fair and open competition.

- 1) Is it a single or multiple award?
 - a. Single
- 2) Are any other websites included in the rebuild or the hosting associated with the hawaiiitourismauthority.org site?
 - a. No.
- 3) Can we submit the proposals via email?
 - a. For this RFP we are accepting electronic submissions ONLY. Please see page 10 of the RFP for details regarding submission.
- 4) Who is on the selection and evaluation committee for this RFP?
 - a. Members of the evaluation committee are confidential. Please be aware also that the designated procurement officer, as indicated in the RFP, should be your only point of contact for this RFP. Any efforts to contact a member of the evaluation committee, or any other employee or contractor of the HTA in regards to this RFP, could be grounds for disqualification.
- 5) Please confirm if it is mandatory for a prime vendor to present all the required references or else teaming can be an option to fulfill the same?
 - a. It is required to present all the references of the team in the proposal.
- 6) We are comfortable providing a Letter of Financial Stability from our accountant. Would this be sufficient for this requirement?
 - a. No. You will need to follow the requirements of the RFP.
- 7) Page 13, 5.2.1 Introductory Letter, "Form D – W9" Is it necessary to use the HTA provided W9 or can we submit our own, existing, W9 form?
 - a. You can use your own W-9 Form, but please be sure that it is signed and dated within the past 30 calendar days.

- 8) Please share the details of the incumbent or vendor currently providing the same services along with last year's expenditure?
 - a. The updates and content changes are being done in-house, for the most part.
- 9) Do you have an anticipated launch date that you're trying to meet for this project?
 - a. End of 2017.
- 10) Can companies from Outside USA apply for this?
 - a. Yes. However, the contractor needs to be available during HTA's working hours and available to meet in person when requested and scheduled.
- 11) Would we need to come over there for meetings?
 - a. In most cases, yes. Also, the proposal presentation and the assessment of HTA's needs require a physical presence at HTA's office.
- 12) Can we perform the tasks (related to RFP) outside USA? Is it possible to provide the required services via remote or offshore mode?
 - a. For some of the tasks, such as the back-end work, yes. For other tasks, we would have to discuss.
- 13) Will site content need to be translated into any foreign languages?
 - a. No.
- 14) Are there foreign language localization requirements to be considered?
 - a. No.
- 15) Page 6, ¶ 3 (list item H) – Does HawaiiTourismAuthority.org have to be optimized and tested for a specific level of compliance with the American Disabilities Act?
 - a. Yes. We need to follow the requirements of the State of Hawaii.
<https://portal.ehawaii.gov/page/accessibility/>
- 16) What are the current pain points with your website?
 - a. Updating the content is time consuming and cumbersome, it isn't intuitive (not able to select a font type size or color for example) and the design and site map needs to be updated.
- 17) What is working well with your current website?
 - a. It provides the basic information to our industry stakeholders.
- 18) Can you share what the top 3 primary pages or sections are on your current site that get the most visits, downloads or use?
 - a. Most visited pages are contact us, reports and research & reports.
- 19) What are your goals and metrics for success for the site? Do you have KPIs that are tracked for reporting success of site performance against business objectives?
 - a. The HTA website is a utility website for our industry partners (business to business). It is not a marketing website. It is a repository that shares information, research, global marketing updates, news releases and reports, amongst other

items. The information must be easily accessed and user friendly. The timeliness of data upload and relevancy and accessibility of the information are of key importance.

20) Is Google Analytics and/or Google Tag Manager an approved analytics implementation, or do you work (or are interested in) any custom analytics tools that we should be aware of?

a. We are open to suggestions in the proposal.

21) Page 6, ¶ 4 – Can you describe what review and approval process will be used to ensure appropriate stakeholder input and sign off?

a. We are asking applicants to outline a process in their proposals.

22) Page 6, ¶ 2 – Can you clarify what role differences you expect between the Administrative and Editorial levels?

a. Administrative=upkeep, editorial levels=content

23) Page 6, ¶ 3 (list items B, C) – Can you describe what your expectations are for the "site outline" versus "site map" in your list of work items?

a. The “site outline” is a high-level overview. The site map is the actual site plan.

24) Page 6, ¶ 3 (list item F) – Can you describe what your expectations are for the "content outline"?

a. High level overview of your recommendations regarding the layout of the content.

25) Page 6, ¶ 3 (list item F) and paragraph 4 – Can you please clarify what you mean by, "work with HTA to provide content during the final development of the website design", but also mention that "content development is outside the scope of this RFP"? Would you like us to prepare a separate and additional scope for content development?

a. The awardee shall provide the overview of the content outline by collaborating with the content provider to insure an efficient and effective website.

26) Page 6, ¶ 3 (list item G) – What percentage of existing site content do you anticipate migrating to the redesigned site?

a. 0-10%.

27) Do you want people to be able to share content from your website?

a. Yes, eventually.

28) Page 6, ¶ 4 – Will HTA provide images to be used on the website? If the images are not provided, should we include those in the proposal or will that be part of the content that will be covered under a separate scope of work?

a. It will be provided by HTA along with the content.

29) Is there an asset library available or do we need to provide a stock photo quote?

a. Yes, there is an asset library available.

- 30) Content, copywriting and media, is essential to a new website design. At what point in the process would copywriting be provided or expected? There are 2 schools of thought on this, often times content is provided prior to the design other times it is provided after the design is completed.
- a. Content will be integrated immediately after the initial design.
- 31) Page 15, Evaluation Criterion (Design Concepts) – Do design concepts need to be included in the proposal or is this a description of the design process?
- a. It needs to be included in the proposal.
- 32) What is the overall budget for this project – both the initial design and development budget, as well as the monthly maintenance budget? If you cannot give a specific budget, can you offer a range?
- a. We are seeking a responsive proposal at a fair price. We recommend that applicants itemize their budgets in a way that allows the State to see what we are paying for, that allows us to compare apples to apples during evaluation, and that allows us to more easily choose or decline specific services during contract formation.
- 33) How many hours per month do you anticipate requiring for monthly maintenance tasks, and what are your expectations around what these tasks would be?
- a. Activities required would be the basic maintenance work such as, debugging, additional pages, wireframe update to name a few. The applicant should be able to estimate hours required based on the proposal they submitted.
- 34) Page 6, ¶ 2 & page 7, ¶ 2 – There is the requirement of ongoing maintenance for the website, but it also mentioned there needs to be easy access for all of the tourism related partners. Will the partners be updating the site or will this be done by the selected contractor?
- a. Partners and HTA staff must be able to update the website as needed.
- 35) Please provide some example of website maintenance and management tasks you would expect the agency to be responsible for. Also, please advise on the frequency of these requests and expected turn around time. This helps us better gauge the maintenance requirements for the website.
- a. Content updates won't be part of the maintenance as HTA's staff will fulfill that task. Training to do these updates should be included in the proposal. Technical updates (maintenance) can occur on a as needs basis. Based on the actual website, once or twice a month. Most of the current maintenance regards debugging.
- 36) It is noted that the vendor will be responsible for maintenance of the website after the initial contract year, but there is no mention of hosting. Is the vendor also responsible for hosting the website and will these costs need to be included in the proposal?
- a. Yes. The expectation is that hosting is included in the proposal. We are open to different hosting solutions as long as the platform is transferable to HTA after the end of the agreement.
- 37) Does HTA have their own hosting environment/infrastructure? Cloud or physical?

- a. No and we are not considering having one.
- 38) Page 6, ¶ 2 – When referring to a "Contract Management System" is this intended to read as "Content Management System"?
- a. Yes. That should read “Content Management System,” not “Contract Management System.”
- 39) Does HTA have a preference specifically for Wordpress or are you open to other largely used open source CMS solutions such as Drupal which is used for many travel and tourism websites?
- a. We are open to suggestions regarding CMS.
- 40) Do you need to run multiple sites on multiple domains from one CMS?
- a. Not at the moment.
- 41) Page 6, ¶ 2 – What is the expectation for "documentation of programming"? Is this CMS documentation? Documentation about CMS platform? Documentation about execution of the CMS build?
- a. CMS documentation and documentation about the CMS platform.
- 42) Page 6, ¶ 2 – There is mention of WordPress as a content management system. Does the site need to be built in that CMS or will other CMS platforms be considered? Can we use our own content management system? What will be the criteria for selection of the CMS?
- a. Other CMS are welcome. We will be considering the platform’s ease of use and update as well as level of freedom in the design.
- 43) What e-mail marketing platform do you use and do you plan to continue integrating with it for launch? Are there any special needs for this project outside of gathering e-mails in a form field for e-mail marketing?
- a. Email platform is separate from the HTA website.
- 44) What tool(s) are you using to manage email opt-ins on HawaiiTourismAuthority.org? Are you using any marketing automation tools to manage auto-responder messages, planned email campaigns, etc.?
- a. Email links are currently used. We are requesting this be updated in the proposal.
- 45) What platform is your current website built on and when was it first launched?
- a. Mura, around 2013.
- 46) Our expectation is the site redesign will require the new site to be built around responsive design principles to provide the best user experience across mobile, tablet, and desktop browsers. Can you confirm?
- a. There are no plans for a mobile and tablet design at this time.
- 47) Do you feel that integrating forms on-site with various back-end admin functionality would be useful? If so, can you elaborate?
- a. Yes, eventually, if it is secure.

- 48) Do you expect to continue using your 3rd party Digital Library or will that need to be integrated in some other way into this site?
- a. It needs to be integrated for ease of use by HTA admin to update.
- 49) Do you anticipate needing an account log-in system on the front-end of the site for any reason?
- a. Not at this time.
- 50) Regarding beta testers, at what point would you want to involve them in the process? Do you envision this process being open to the public, testing with internal stakeholders, or involving a key group of focus testers that represent your demographic?
- a. Beta testers will be involved before the launch. It will not be open to public, but will mainly involve HTA Staff and key partners or contractors.
- 51) Are you open to other solutions regarding testing to validate UX and functionality decisions, such as card sort exercises or navigational prototypes to determine content architecture expectations?
- a. We are open to suggestions.
- 52) Page 6, ¶ 3 (list item H) – Would you require the site to be tested and optimized for legacy versions of Microsoft Internet Explorer (i.e., version 10 or earlier)?
- a. Yes.
- 53) Are there any specific features/functionality required (i.e. interactive events calendar, events registration, media gallery, blogs, mapping, forms, etc?) If so, can you outline expectations for these features?
- a. We would like to see elements such as calendar, event registration or media gallery. We are open to other suggestions as well.
- 54) Are there any third-party systems expected to be integrated as part of the project? (i.e. CRM, marketing automation, LDAP, etc.) If so, can you outline expectations for these integrations?
- a. None that are expected at this time. Our expectation is to have ease in using the third-party systems, if it is integrated.
- 55) Looking forward, does HTA have any interest in converting the various research data that is available on your existing website into an interactive web application for end users?
- a. Not at this time, but we are open to suggestions.
- 56) Page 6, ¶ 3 (list item I) – Is there a preferred analytics platform that HTA would like to use?
- a. No, but we would like it to be suggested in the proposal.
- 57) Page 6, ¶ 4 – When referring to "archive and document the programming and coding", is this referring to source control management?
- a. Yes.

- 58) Page 7, ¶ 1 – With open source software (e.g., WordPress), it is impossible to offer complete and unconditional ownership of the code. However, there can be use of the code without any ongoing maintenance fees. Is that acceptable?
- a. Yes.
- 59) Are there requirements from HTA to perform security or vulnerability scans on the new site?
- a. We are asking the applicants to make security recommendations based on industry standards and State of Hawaii requirements.
- 60) Are there HTA password policy requirements that the new website must adhere to?
- a. Not currently, but we would like recommendations that would follow industry standards.
- 61) Are there any specific search capabilities required for the new website?
- a. Yes, it needs to be more automated and content related instead of tags related.
- 62) Is there a need for credentialed access to certain content?
- a. Not at the moment.
- 63) Who will be the key stake holders during the website design process?
- a. HTA.
- 64) Is there a pre-existing contact form system in place?
- a. No.
- 65) Does HTA require specific programming language? If so, which?
- a. No.
- 66) Does HTA require a database? If so, which type? MySQL? Oracle?
- a. No.
- 67) Will the agency be providing all SEO work as well?
- a. Yes.
- 68) Can you provide your brand guidelines for the design concept work?
- a. You can reference our Five-Year Strategic Plan on the current website to review HTA's objectives. If selected, we will share HTA's brand guidelines.