

City of Seattle Request for Proposal # ITD-170184
Addendum

Dated: 07/21/2017

The following is additional information regarding Request for Proposal # ITD-170184, titled "Seattle Center Website Responsive Design" released on 07/13/2017. The due date and time for responses will remain as 08/31/2017 @ 1:00PM (Pacific). This addendum includes both questions from prospective proposers and the City's answers, and revisions to the RFP. This addendum is hereby made part of the RFP and therefore, the information contained herein shall be taken into consideration when preparing and submitting a proposal.

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Item #	Date Received	Date Answered	Consultant's Question	City's Answer	RFP Revisions
1	7/13/17	7/14/17	Can companies from Outside USA apply for this? (like, from India or Canada)	The City is open to all responses that meet the requirements set forth in the RFP.	None.
2	7/13/17	7/14/17	Do we need to come over there for meetings?	Yes, as set forth in RFP.	None.
3	7/13/17	7/14/17	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	No, there are specific tasks identified in the RFP that are unable to be performed outside the USA.	None.
4	7/13/17	7/14/17	Can we submit the proposals via email?	All proposals must meet the format and time requirements set forth in the RFP.	None.
5	7/13/17	7/14/17	<p>What if I disruptively proposed building your responsive website most probably at a mere fraction of the cost and with more sizzle factor than pricey custom developed ones from scratch that actually deliver way less?</p> <p>I use Wix.com website builder which is amazingly robust with better backend administration than custom developed ones.</p>	The City welcomes all proposals that meet the requirement identified in the RFP. However, WIX is not the City's standard CMS.	None
6	7/13/17	7/14/17	Is there any incumbent on this RFP? if yes, please provide the incumbent details.	No incumbent	None
7	7/13/17	7/14/17	Is it single award or multiple award contract?	It is anticipated that this will be a single award, but the City reserves the right to make changes to this decision based on the proposals received.	None
8	7/14/17	7/17/17	Is there any advantage to the final scoring of one's proposal if they subcontract with a WMBE?	No, there is no WMBE inclusion plan for this project.	None

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9	7/14/17	7/17/17	<p>The first bullet under Section 4</p> <p>“Successful completion of work over the past five (5) years on five (5) similarly complex projects that require collaboration with a team consisting of client-side web staff and 3rd party CMS/back-end development partners.”</p> <p>Bullet seems too specific and almost a sole source requirement for a certain vendor. Is the City willing to consider some other less narrow versions of this and please describe what is meant by complex projects?</p>	<p>At this time, we are not looking to narrow the minimum criteria for the project.</p> <p>Creativity, design work, and social/mobile interaction success is hard to subjectively define. With the number of potential firms that could do the work across many levels of complexity and quality, we felt it necessary to establish a minimum baseline of experience. If after the first round of proposal reviews we find we have not found a proposal that meets our expectations, based on the minimum criteria, the City then reserves the right to terminate the process or reissue the RFP with different criteria.</p> <p>“complex projects” includes websites that integrate many different and connected parts including a CMS with custom-built page types and components, external data sources and design that meets similar logo, branding, usability and web accessibility requirements identified in the RFP.</p>	None
10	7/14/17	7/17/17	Will there be any advantage to a firm that is SCS certified?	Not specifically, but firms that display a greater amount of experience and qualifications will score higher than those with less.	None
11	7/17/17	7/19/17	In the Proposal Response Guidelines word document, it states "Prepare your proposal response in a Word document" - I wanted to confirm if we needed to prepare the response in Microsoft Word, or if we could prepare the response in a different processing program, such as Adobe InDesign?	Use Microsoft Word.	None
12	7/17/17	7/19/17	Would the City be open to an agency located in Canada? We have done work for clients in the US previously, but want to make sure there isn't a scoring or a preference for a vendor within the region?	We are open to all firms that meet the minimum requirements, however, the cost of the services proposed should be all inclusive and cannot go over the budgeted number. We anticipate the collaborative work with the City staff will require a lot of onsite work, so you will need to take that into consideration.	None
13	7/17/17	7/19/17	Is copywriting required as part of the scope of the work?	No, copywriting is not part of the SOW	None

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14	7/17/17	7/19/17	As we have a sustainability mandate, would you be open to only 1 copy and/or a USB only sent across with the proposal?	Please follow the requirements set forth in the RFP	None
15	7/19/17	7/19/17	Can we send the proposal to the City prior to August 31 via email?	You may send your proposal at any time prior to the deadline so long as it is in the proper format and quantity as set forth in the RFP.	None
16	7/19/17		Events (pg 3): At a high level, what are the current methods for attracting attention to Seattle Center events, festivals and activities?	Website, Email, Social Media, Digital, Broadcast & Print advertising, Posters, Flyers, Brochures, Videos, Reader boards and Digital Displays, Sponsorships and Partnerships, word of mouth, surveys	None
17	7/19/17		Prioritizing content (pg 8): Our process includes audits, heuristic analysis, competitive analysis, and user validation to drive insights and recommendations around prioritizing content. These recommendations may not align to the current business org structure. How will Seattle Center respond to new high-, medium-, low-priority designations for existing content, and how many stakeholders are expected to approve?	Seattle Center is open to content designation recommendations. Seattle Center has a core team of 5 – 6 stakeholders who will identify priority designations, and their input, comments and approval will flow through one Content Strategist	None
18	7/19/17		Personas: Does Seattle Center have any existing personas? Are there any anticipated high-priority personas?	No. No.	None
19	7/19/17		Ads (pg 10): What is the backend system or integration powering the advertising/sponsorship activation service. How is Seattle Center handling maintenance and administration?	Ingeniux is the backend Content Management System. Seattle Center will handle website maintenance and administration.	None
20	7/19/17		Social (pg 7): Bringing attention to, and encouraging participation in social channels is a terrific goal for the redesign. From an SEO and overall engagement perspective, it may be more effective to focus on a social strategy driving traffic from the social feeds to the site, as opposed to syndicating social content — which often has alternate goals from the site. Are you open to different social strategies?	Seattle Center is open to Social Media strategy recommendations, however that is not a part of this RFP process.	None
21	7/19/17		Email (pg 5): Beyond introducing logic and	Seattle Center is open to email strategy recommendations,	None

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			solutions for connecting users with the email subscription, we would be interested in future work recommending a holistic communication strategy covering email, retargeting, personalized and reactive campaigns. Are you open to learning more about this service in this RFP?	however that is not part of this RFP process.	
22	7/19/17		Competitive Analysis: Competitive analysis wasn't described in discovery activities. Has this work already been done?	No, a competitive analysis has not been completed and is not a requirement of this RFP.	None
23	7/19/17		Scope: Can you provide more detail in how the new redesign should address family brand digital spaces (KeyArena, the Armory, McCaw Hall, onsite museums & restaurants, etc.).	<p>Seattle Center is the primary brand and redesign of its website is the primary focus for this RFP.</p> <p>Key Arena, the Armory and Marion Oliver McCaw Hall are sub-brands and are core lines of business for Seattle Center, with their own identities and business partnerships.</p> <p>There is a possibility that Key Arena will reimagine its website design, based on proposed redevelopment of this building by the Oak View Group.</p> <p>McCaw Hall and the Armory will remain under Seattle Center management.</p> <p>We encourage you to attend the Pre-Proposal Conference for this RFP on Tuesday, July 25, 2017 at 1pm at Seattle Center Armory Loft 3 – this conference will provide an opportunity for more in-depth discussions about this topic.</p>	None
24	7/19/17		Is seattlemonorail.com included in the redesign?	No.	None
25	7/19/17		Are any other “cultural facilities” or venues operating standalone sites included?	No.	None
26	7/19/17		Membership (pg 7): Do any other the family brands currently offer membership services?	No.	None
27	7/19/17		User Accounts: Is there any current use of accounts online? Is there a backend strategy for user accounts or cookie'd sessions?	There are no public-facing user accounts.	None

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28	7/19/17		Known Backend Systems: Are there current commitments to particular backend systems, integrations or technology? If so, will documentation of features and requirements be available to the agency during the Discovery period?	Yes, Ingeniux is identified in the RFP. Yes, CMS documentation will be available.	None
29	7/19/17		Third Party Solutions for efficiency: Is Seattle Center interested in recommendations of third party off-the-shelf backend solutions which may serve their particular project goals? This may include solutions for: customer assistance and communications; knowledge base/faq management; additional analytics and feedback; personalization.	Seattle Center has selected a backend solution as identified in the RFP.	None
30	7/19/17		Editing Style Guides: Can you clarify the request on pg. 11 to have an edit capability for style guides and assets? Which formats are desired?	Seattle Center requires an editable style guide to track and implement changes to brand identity across and digital properties and assets, if necessary. Microsoft Word format is desired.	None
31	7/19/17		Microsites: Can Seattle Center provide a live example of a microsite?	Full site - http://www.disney.com/ Microsite - http://lol.disney.com/frozen-free-fall-icy-shot	None
32	7/19/17		User Testing: Will Seattle Center be able to supply some or all participants for testing or is sourcing participants expected from the agency? Is Seattle Center able to provide any incentive or reward to participants?	Yes, Seattle Center will supply some or all participants for testing. Seattle Center is able to provide incentives or rewards for testing participants.	None
33	7/19/17		Ecommerce: Has Seattle Center explored or committed to any platform or technology to serve sales of tickets for events, transportation (parking, monorail), merchandise, etc.? Is ecommerce desired as part of this project?	No. Ecommerce is not a desire as part of this project.	None
34	7/19/17		Serving Facilities Rental needs (pg 4): Are all assets created for facility awareness? What is the current method for clients to rent facilities?	Yes. The current method for facility rental is over-the-phone coordination with an Event Sales Representative or an online preliminary rental form.	None
35	7/19/17		Blog (pg 9): Is work around integrating the blog, particularly to a Wordpress or similar CMS, considered the responsibility of the agency during this engagement?	Yes.	None

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36	7/19/17		Branding (pg 5): Are all brand assets and guidelines final for signature programs and venues?	Yes.	None
37	7/19/17		SEO (pg. 7): Is Seattle Center open to working with our existing partner for in-depth, extensive SEO recommendations? Can "broad strategic recommendations for SEO" be clarified?	Seattle Center is open to working with existing SEO partners as budget permits. Broad strategic recommendations include defining overarching goals, objectives and tactics to implement SEO strategy.	None
38	7/19/17		Search (pg 9): In terms of brand-recognition and offering a federated search — which entities should be searchable through the seattlecenter.com site?	Entities to be searchable include http://seattlecenter.com http://keyarena.com http://mccawhall.com	None
39	7/19/17		Calendar (pg. 4, 7): Does Seattle Center plan to use a 3rd party calendar platform or technology, or plan to custom build this service with backend partners?	Seattle Center is open to recommendations for calendar implementation.	None
40	7/19/17		Accessibility & Translations (pg 4, 5, 7, 8, 10): Is the chosen agency responsible for validation of accessibility as it pertains to semantic elements and data sources? Several requirements depend upon choice of technologies and implementations. Which languages are priorities for Seattle Center?	No, the selected agency is not responsible for validation of web accessibility. The City of Seattle (of which Seattle Center is a department), has identified more than 20 languages as priorities for having translated web pages. Please refer to - http://www.seattle.gov/languages	None
41	7/19/17		Partnership & Collaboration: There are multiple wonderful opportunities to work quite closely with Seattle Center project teams. Is co-located work possible? Can Seattle Center host co-located work or would it be preferable to select an agency environment for co-location?	Yes, co-located work is required for information gathering and strategy planning. Seattle Center plans to host co-located work as needed.	None