



**Request for Proposal
RFP 2014-091-1400005**

ADDENDUM A

FIRMS MUST ACKNOWLEDGE RECEIPT OF THIS ADDENDUM WITH YOUR PROPOSAL

Website Design, Implementation & Hosting Services

**Responses to Questions, Meeting Minutes and
Attendance Sheet from Pre-Proposal Conference**

**Addendum Issuance Date
December 22, 2014**

**Proposal Due Date
February 4, 2015**

1. PURPOSE

This Addendum supplements, modifies, deletes from, or adds to the original Request for Proposal (RFP) noted above and all of the requirements of the addendum are herein made a part of the RFP and any resulting contract documents.

2. REVISIONS

The proposed schedule for evaluation of proposals and award of a contract is as follows:

December 3, 2014	RFP Issued
December 10, 2014	Pre-Proposal Conference
December 17, 2014	Questions due (in writing) to procurement inbox
December 22, 2014	Addendum A issued addressing questions received
TBD	Issue Addendum B addressing remaining questions
February 4, 2015	Responses to RFP due
February 20, 2015	Short list notification
March 2 – 3, 2015	Short list vendor interviews
March 23 – 27, 2014	Issue Notice of Award and Sign Contract
April 1, 2015	Project Kickoff Meeting
October 1, 2015	Website goes live

3. CLARIFICATIONS

This RFP is specific to the development of a new company website, its implementation and hosting thereafter. Services related to the development and implementation of a customer portal together with e-commerce functionality and support activities are not included in the scope for this RFP.

4. RESPONSES TO QUESTIONS

1. There was a link in the RFP to the SAP Customer Service portal and wanted to confirm that was just a link to share with us and it is not under the redesign scope.
Answer: The customer portal is not included in the scope it will be a separate project.
2. Other than SAP, are there other applications that will be integrated?
Answer: The customer portal, which will be the area where our customers will be able to log in using an account number to pay their bills and update their contact information, that is one integration point but mostly, it will be a link to the vendor we have for that project. Nothing in addition to what is described in the RFP.
3. How many copies of the cost proposals are required?
Answer: One single cost proposal in a sealed envelope. As is identified in the Section 7.5.2, one (1) original, eight (8) copies, and one (1) electronic copy of CD or USB storage device. Creative samples, cover letter, appendices, resumes do not count toward the total page limit.
4. How many people are involved in the approval and review process?
Answer: There will be other eyes on the design and wireframes and things of that nature which will occur once the selection has been made. The Communications Department will oversee this initiative.

5. Was the communication team part of the current website?
Answer: The website you see now was redesigned in 2009. As stated in RFP it has a very outdated CMS and hosted by Trek Cross Media. We are looking toward to moving beyond. We are a public utility company and want something out of the box. Our goal is to really think creatively and think differently and capture that in our website design.
6. Can you provide a list of the specific applications for the SAP integration? We are assuming this includes pay bill, view bill, view usage history, etc.
Answer: This will be handled separately through the customer secure portal.
7. Can you describe the preferred architecture for integration to the SAP applications? We are currently assuming a RESTful web services interface.
Answer: This question relates to the customer portal initiative which is not included in this RFP.
8. Is there a need for customer login on any portions of the site other than the applications?
Answer: No, customer login will only take place via the customer portal.
9. Is the site expected to be delivered in a responsive design paradigm?
Answer: Yes, that is included in the RFP.
10. Is any of the content of the site targeted or personalized to particular users?
Answer: Yes, there are several audiences – residential customers, business customers, business partners and developers.
11. What is the approximate budget allocated for this project?
Answer: The budget for this project will not be shared prior to contractor selection.
12. With regards to data migration purposes – who will move data?
Answer: We're auditing the sight right now to determine what is going to stay and what is going to go. There is a lot of old and outdated information. We have a very poor site map that is not really searchable. We will look to the vendor to help us with writing on the website. As far as the content that will stay, we will look for the vendor to migrate over.
13. With regards to the calculator, is all the data you want represented?
Answer: Section 5.2.11 is specifically for calculating water usage, not for rates and possible bill amounts. We currently have a water usage calculator on our site (Water Wise Use), here is the link: <http://www.loudounwater.org/calculator.aspx>. This existing calculator does contain the necessary components for calculating daily water use. However, we want more control over this feature with the new website. The CMS is very old and there are several roadblocks for us to be able to make changes to our site including the calculator feature. Once the new website launches, we want to be able to own it with very little support of the vendor.
14. Speaking of Calculator, will there be a phase two?
Answer: The only calculator right now is water usage and that is the only one we will be looking at.
15. Is the customer service portal link to the website just a functionality link or will it require programming and who will be responsible for the program.

- Answer:** We're trying to be careful not to overlap the two projects, but obviously there will be some overlap. One of the things that will be important is the look and feel. The customer portal design will be happening simultaneously with the firm that we pick for web design. The portal needs to integrate in Sap but if you look at our current site there are a lot of other forms that are currently listed, land development forms, etc. and different places and people who do business with us. We need to figure out how to streamline and figure out what can be put into the portal that customers can log in and access. The website design comes first, when we move toward the customer portal piece we want something completely stripped down. The design for the website will be applied to the portal. No programming, it will be a link.
16. How far back in previous versions of internet explorer will the site be able to support?
Answer: We would like support for as far back as version 7. Please identify any changes you may recommend to this requirement in your proposal and Loudoun Water may re-evaluate its requirement in this area.
17. Do we have analytics?
Answer: Yes, we have a Google analytical sheet in the packet.
18. Section 508 compliant – web browser
Answer: There is not a specific requirement as it relates to a 508 browser.
19. What type of social media are we looking to integrate with?
Answer: All social media, Twitter, Facebook, Instagram, You Tube.
20. What is the schedule and kick off date?
Answer: The Proposed Project Schedule in Section 2 is tentative. The tentative date for launch of the new website has been changed to October 1, 2015.
21. What is your experience with Word Press and Drupal? Do you have a preference?
Answer: We don't know enough about it – looking to the vendor and provider to guide us.
22. How much detail is needed on the interaction?
Answer: Loudoun County Government site has a map they created in house. It a map where you can hover over an area that shows capital improvement projects they are working on. We would like to have a similar map like that which shows the projects we are working on.
23. 5.21 Functionality for new information and functions – the scope is not really defined. Should we do our own defining through assumptions or will that be clarified?
Answer: There is a page for the assumptions in the price proposal. We do plan on making changes to the cost proposal.
24. In regards to analytics are you looking for recommendations for additional platforms and ideas?
Answer: Yes.
25. What are some of the other stories you are trying to tell?

- Answer:** We want the community to look at us as leaders in the community for a multitude of things. We are having challenges with our customer portal so that would be one piece of it. We have a whole other story to tell. The Potomac Water Supply is a great one if you go to the website. We want to be able to show videos, we have a great outreach program with various schools and science programs. There are some parts of the website that needs more of a marketing spin.
26. Is there an interest in concept creation and ideas?
Answer: There are some parts of the website that needs more a marketing spin.
27. Would the daily water usage features be contained in the portal according to 4.2.11?
Answer: It will be a link in the customer portal.
28. Req. 6.2: What types of documents are required to show evidence of financial stability? Is a signed statement from our accountant sufficient, along with (potentially) a list of our ongoing government contracts sufficient?
Answer: Financial statements are required in the form of a balance sheet and/or income statement for the last year these are available. A single copy of the financial statements and must be labeled "*Confidential*" and submitted in a separate envelope.
29. Req. 7.101.4.2: Is the page limit for resumes for key team members other than the project manager limited to one page per person, or for all other key team members combined?
Answer: One page per team member, this is not a combined total. The Project Manager may have a two page resume.
30. Please define the roles and responsibilities of the chosen vendor for hosting maintenance, and content management.
Answer: We need monthly hosting services. We would also assume there would be some maintenance/support – especially after go live. We are looking to the vendor to customize a CMS using the Drupal or Wordpress platform.
31. Who is your current host for the SAP portion of your website?
Answer: We do not have an online billing system in place currently or any SAP integration. That will be part of the customer portal development, which is not in the scope of this RFP.
32. Will there be an additional opportunity for questions after the RFP has been updated?
Answer: Yes, but the due date for proposals will not be extended.
33. Has Loudoun Water done any research with its customers regarding the website and the kinds of information/services they expect to be on the site?
Answer: No formal surveys have been done.
34. 1.4: By responding to this RFP, are we agreeing to the general and special terms and conditions as written in the RFP should we be awarded a contract, or will there be an opportunity to negotiate them as part of the contract award process?
Answer: Negotiations will be part of the award process. There will be an opportunity to negotiate the terms and conditions of the contract.

35. 7.10.1.3.3 – 4: We consider budgets and completed costs proprietary information and thus cannot provide this information. Will this negativity affect our submission?
Answer: No, this will not negatively affect your submission; provided you clearly state what elements of your prior experience are proprietary in your proposal.
36. Our hourly billing rates are fully-loaded to cover all direct and indirect costs, G&A, overhead, etc. We do not provide additional cost detail behind these rates – will this disqualify us?
Answer: No. Your original submittal will not be disqualified for not providing these components. Additional information may be requested for clarification during negotiations.
37. 11.3.1: Materials owned by third parties (i.e., stock photos, music) are generally licensed for specific, limited usage as opposed to purchased outright, which may be significantly more expensive and/or not available. Is this acceptable?
Answer: Loudoun Water will make this determination during the life of the project. Loudoun Water recognizes the industry norms for some components of deliverables under the scope may have a tendency to be licensed for use as opposed to purchased.
38. 11.13.1: We are not in compliance with 11.13.1 (iii), nor do our systems work in a way that will allow for us to comply with this requirement. Will this disqualify us?
Answer: Proposers are required to comply with the laws and regulations of the Virginia statutes regarding a drug free workplace. It is up to the proposer to decide how to incorporate this requirement into their employment solicitations.
39. 11.17: Please clarify intent of this sentence, as it could be interpreted that all information included as our response could be part of the contract and/or “material.”
Answer: For public procurement the material elements of a contract by definition are any which affect the price, quantity, quality or delivery. These elements are what are referred to as “material” in Section 11.17.
40. 12.1: We only allow audits by 3rd parties and with reasonable notice. Is this acceptable?
Answer: The terms and conditions in 12.1 are negotiable under this RFP.
41. 12.2: We can confirm employee background checks have been performed, and in cases where they have not, perform background checks, but we do not provide the requested information for others to perform background checks. Will this be an issue?
Answer: The terms and conditions of 12.2 are negotiable under this RFP.
42. 12.6: Are we able to modify the indemnification language (make bilateral, revise patent/copyright language)?
Answer:
43. 12.9.2: Can the payment terms be explicitly defined?
Answer: Net 30 will be the expected payment terms; however, these may be changed during negotiations.

44. Labor Rates – Some of our job titles do not match with the job titles listed. Is it acceptable to add or change the job titles to map them to our labor categories?
Answer: Yes, proposers are encouraged to provide as realistic a picture of their labor rates as possible. If it is necessary to modify or add additional job titles to this section for clarity, please do so.
45. Is the calculator feature in 5.2.11 already developed? Or does it need to be developed from scratch? If so, are there specific business rules for the calculator that can be shared?
Answer: Refer to Answer 13 above.
46. Does Loudoun Water work closely with other Loudoun County government agencies in leveraging/sharing IT resources (employees, software, hardware)?
Answer: No.
47. Can companies from outside USA apply for this? (from India or Canada)
Answer: In accordance with Section 6.1, this procurement is open to all agencies that, by the time of the proposals submission deadline, operate a website design or other related business; have an office in Virginia, Maryland, or the District of Columbia capable of meeting Loudoun Water's needs; and are licensed to do business in Virginia, Maryland, or the District of Columbia.
48. Do we need to come to Loudoun Water for meetings?
Answer: Yes, the awarded contractor will be required to attend meetings on occasion at the Loudoun Water offices in Ashburn, Virginia.
49. Can we perform the tasks (related to RFP outside USA? (From India or Canada)
Answer: Refer to Answer 47 above.
50. Can we submit our proposals via email?
Answer: In accordance with Section 7.6.1, proposals may either be delivered or shipped to 44865 Loudoun Water Way, Ashburn, Virginia 20147. They may NOT be received in electronic mail or facsimile.
51. The current timeline for website launch (June) negatively compresses the testing timelines for optimized information architecture. Is there a reason you are shooting for June launch? Is there flexibility?
Answer: Refer to Answer 20 above.
52. For guaranteed 24/7 uptime, geographically dispersed servers are required. Do you want to see costs for redundancy?
Answer: Section 5.2.17 requires no downtime when content is updated; this is separate from website availability/uptime. Website availability (uptime) SLA should be 99.9% or greater. Proposers are expected to describe their approach to uptime guarantee in their proposal.
53. In addition, how would you prefer the site to be hosted?
Answer: Loudoun Water is open to a variety of hosting models, with a preference for a provider that minimizes the administrative and technical burdens for Loudoun Water staff while adhering to mutually agreed upon industry-standards SLAs.
54. 7.5.3 states, "The original and each copy of the proposal should be bound or contained in a single volume." Does Loudoun County want all copies of the proposal bound in 1 volume? Or should each copy be bound in its own volume?

Answer: Each individual copy of your proposal should be bound or contained in its own volume. For this RFP offerors should submit one (1) original volume and eight (8) copies as their own volume each, making 9 volumes total.

55. Appendix 5 has some inconsistencies with the RFP. For example, Appendix 5 only required three project references, but the RFP requests five. Which should the offeror go by? Also, should the offeror structure our proposal in the order as outlined in Appendix 5?

Answer: Appendix 5 has been updated to reflect the request for five (5) project references. The proposal should be ordered in the manner outlined in 7.10. Appendix A.5 is meant to serve as a checklist for core components to your proposal but proposers should adhere to the order in Section 7.10.

5. ADDITIONAL MINUTES

Joshua Makely, Procurement Technician, welcomed the group. Mr. Makely introduced the Loudoun Water staff members in attendance. He then explained that the purpose for the pre-proposal conference was to provide proposers an opportunity to discuss the RFP with the team and ask any questions they may have in an effort to provide them with better insight on this procurement. Mr. Makely then turned the conference over to Ms. Sue Crosby, Manager of Outreach and Education who provided some background on Loudoun Water's strategic initiatives for the future.

Afterwards, Mr. Makely provided an overview of general solicitation requirements, including due dates, instructions for packaging and delivering of proposals, insurance requirements and so forth.

Following the presentation the panel addressed questions from the audience.

6. ATTACHMENTS

- A. Pre-Proposal Conference Attendance Sheet (1 page).
- B. Revised Appendix A.5 (2 pages).

Loudoun Water
PRE-PROPOSAL CONFERENCE ATTENDANCE SHEET
RFP 2014-091-1400005
Website Design, Implementation & Hosting Services
December 10, 2014 @ 10:00 AM in Loudoun Water Boardroom

COMPANY NAME	REPRESENTATIVE(s)
3DI Systems	Ian Poulton
ACS Creative	Ed Ruff
Borenstein Group	Connie Hutchison
Brightline Interactive	Tyler Gates
Brightline Media	Meagan Samuel
Captech Consulting	Peter O'Donnell
ETS Corp	Ken Harvey Hien Tran Erik Zetterstan
Leapfrog Solutions	Sharon Nickerson Lee Brinckley
MarCom Group	Bob Boffi Cynthia Ambs
New Target	Jeremy Broffman
Ogilvy Washington	Ellen Birek
Oracle	Mitchell Palski
Reingold	Nate Hoffman
SQA Concepts	Dan Lounberg
Taoti Creative	Chad Capellman
Web Development Group	Ab Emam

APPENDIX A.5 – PROPOSAL MINIMUM REQUIREMENTS CHECK LIST**RFP Number: 2014-091-1400005**

Website Design, Implementation & Hosting Services

Please refer to the check list below for inclusion in your proposal.

	<u>Meets Requirements</u>	
	YES	NO
1. Cover Letter / Introduction		
2. Table of Contents, with information organized as presented identified in the Proposal Response Format in Section 9.9.		
3. Technical Proposal and Approach to Project		
a. Provide description of the nature of the organization's services and activities. Note when the business was established, brief history, and location.		
b. Proposer must demonstrate that there is no conflict of interest between existing client relationships and the ability to fully and vigorously represent Loudoun Water. Client relationships that could conceivably be a conflict of interest must be listed.		
c. Describe the firm's ability to deliver the quality product as required in the scope of services.		
4. Qualifications and Experience		
a. Provide <u>five (5)</u> project references describing your firm's experience as outlined in Section 7 – Minimum Qualifications for Proposers, delivering similar projects.		
b. Each project reference shall include the following: <ul style="list-style-type: none"> i. Project name ii. Brief project description and location of office responsible for project iii. Client contact name, phone number, and email address iv. Name of team members who worked on this project v. Budgeted cost and completed cost 		
5. Creative Sample of Various Types		
a. All samples must be of work from the proposer or its intended subcontractor that will service Loudoun Water's account or by the personnel to be assigned to this account. Samples must have been produced within the last two years		
b. Firms may choose to include imagery of their creative samples in their proposal and/or on electronic CD or USB. If providing electronic samples of work, please include one copy for each of the proposals. <ul style="list-style-type: none"> i. Five websites that the firm has built or redesigned within the past three years. Be sure to include the full URL address for each website so presented. ii. A website that has been optimized for mobile platforms (i.e., smart phone, tablet, etc.) Be sure to include the full URL address for this website. 		

	Meets Requirements	
	YES	NO
6. Team Qualifications		
a. Include a summary of qualifications of key team members.		
b. List key team members to be assigned to this contract.		
c. Include a Talent/Hour Mix for each key team member.		
d. Include office locations for each key team member.		
7. Capacity and Outside Services		
a. Financial Statements – Proposer must provide evidence of financial stability. The proposer must document sufficient financial resources necessary to perform all services associated with this contract. Financial statements are required in the form of a balance sheet and/or income statement for the last year these are available. Financial statements are confidential and must be labeled “Confidential” and submitted in a separate envelope.		
b. Subcontractors & Sub-consultants		
i. List the projected outside service to be used.		
ii. Describe the anticipated scope of work by subcontractors and sub-consultants and how they will be managed to ensure an integrated team is presented to Loudoun Water.		
iii. Specific names of subcontractors and sub-consultants are not required at this time.		
iv. The use of subcontractors and sub-consultants is subject to Loudoun Water’s approval. Therefore not all work recommended by the proposer will necessarily be approved and not all subcontractors and sub-consultants listed in this proposal will necessarily be utilized.		
8. Resumes		
a. Include complete resumes of key team members to be assigned to various projects. These pages are not included in the total page count.		
i. Project Manager – limited to two (2) single pages or one (1) double-sided page.		
ii. Other Key Team Members – limited to one (1) single page.		

7. ACKNOWLEDGEMENT OF RECEIPT OF SUPPLEMENTAL INFORMATION

Please acknowledge receipt of this Addendum to RFP No. 2014-091-1400005 by signing and including the following acknowledgement with the contents of your proposal.

ACKNOWLEDGEMENT OF ADDENDUM A

Addendum A for RFP 2014-091-1400005, Website Design, Implementation & Hosting Services, has been received by the undersigned and will be incorporated in all copies of said specifications in the possession of the undersigned.

This Addendum consists of twelve (12) pages, including addendum cover page.

My signature below acknowledges receipt of this Addendum and certifies that my bid submission includes all information, modifications, additions or deletions pertaining to this Addendum and the RFP.

Legal Name of Vendor/Firm: _____

Authorized Signature: _____ Date: _____

Name and Title (Typed): _____

Return this page with your proposal.

Prepared by Loudoun Water Representative: Joshua Makely, Procurement Technician