

**ADDENDUM NUMBER 3  
TO  
REQUEST FOR PROPOSALS # 08-29**

Request for Proposals (RFP) Title: Website Design & Development

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**PURPOSE OF THIS ADDENDUM:**

The purpose of this Addendum is to answer questions the Portland Development Commission (“PDC”) received regarding the above-referenced Request for Proposals (the “RFP”). It should be noted that PDC received a great volume of questions regarding this RFP. If a particular vendor’s question(s) were not answered, it is because PDC has not made a determination on that particular matter. Vendors should also note that several questions we received were addressed either in the [RFP or Addendum 1 or 2 to the RFP](#). Vendors are directed to those documents if there questions are not found in this Addendum 3.

**GENERAL INSTRUCTIONS:**

- This Addendum constitutes an integral part of the RFP and shall be read in conjunction with the RFP.
- Where inconsistent with the original RFP, or any previous Addendum to the RFP, this Addendum shall govern.
- It is the responsibility of all Proposers to conform to this Addendum.
- Unless specifically changed herein, all other requirements, terms and conditions of the RFP remain unchanged and can only be modified if in writing.

**CLARIFICATION OF THE RFP**

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**Question 01.** What precisely is meant by “content management capability” in the RFP?

*PDC Response:* PDC does not currently use a Content Management System (CMS). The web site is built and managed in Dreamweaver CS3. While we are open to the option of a CMS, it is not a requirement for this project.

**Question 02.** Dreamweaver templates are currently in place, is Dreamweaver being used to maintain the site? If so, do you want to continue using Dreamweaver or would you want to have a CMS?

*PDC Response:* Dreamweaver is currently being used. We are open to either Dreamweaver or CMS for site maintenance.

**Question 03.** Is PDC open to working with the chosen vendor to select the CMS that best meets your needs after the vendor is selected?

*PDC Response:* Yes.

**Question 04.** Are there any content management systems (“CMS”) you have already evaluated or are considering?

*PDC Response:* No, we have not yet evaluated any CMS. PDC is open to recommendations for a solution.

**Question 05.** Is CMS software included in the budget?

*PDC Response:* Yes.

**Question 06.** What is the level of technical skill of staff members who will moderate/update the site?

*PDC Response:* The two (2) PDC administrators of the site have advanced technical skills in web development and programming, including HTML/CSS, and currently use the Adobe CS3 Suite for web authoring.

**Question 07.** Will this project require a straight migration of content, or should proposers budget for a full content analysis, strategy and recommendations for existing, missing, outdated and misplaced content?

*PDC Response:* Proposers should budget for a full content analysis, strategy and recommendations for existing, outdated and misplaced content.

**Question 08.** If the analysis reveals missing content, is the selected vendor responsible for content creation?

*PDC Response:* No, the vendor is not responsible for any new content. PDC will provide all content for the project.

**Question 09.** Will the selected vendor be responsible for migrating each page and document to the new site, or will they only be responsible for the framework and training to enable the migration?

*PDC Response:* The vendor will be responsible for migrating the content to the new site.

**Question 10.** How many administrative users do you currently have?

*PDC Response:* We currently have two administrative users.

**Question 11.** How many administrative users do you envision for the new web presence?

*PDC Response:* We will continue to have two main administrative users. If the proposal includes a CMS option, PDC envisions up to 10 users (for minor content updates to specific pages) if different levels of administrative privileges can be established for those users.

**Question 12.** How many content contributors do you currently have?

*PDC Response:* We currently have over 20 content contributors that funnel through 2 administrative users.

**Question 13.** How many content contributors do you envision for the new web presence?

*PDC Response:* The number of content contributors will not change.

**Question 14.** Will the selected vendor be responsible for training PDC content Managers/Users how to use the CMS? Will the selected vendor be training PDC web masters/developers how to administer the CMS? What additional training is likely to be required? (i.e. search engine optimization, writing for the web, understanding web analytics)

*PDC Response:* If a CMS or other new technology is proposed for this project, the vendor will be responsible for training the 2 administrators. No additional training is needed and would be outside the scope of this project.

**Question 15.** Are there currently any web analytics information that can assist us in an informed redesign process?

*PDC Response:* Yes, PDC can provide Google Analytics reports to the selected vendor prior to the site assessment.

**Question 16.** In Section IV (A) (1) (b) of the RFP, are the design alternatives due thirty (30) days after the assessment is completed, or 30 days from the date the contract is executed by both parties to the awarded contract?

*PDC Response:* The design alternatives are due 30 days after the contract is executed.

**Question 17.** What are the most significant problems PDC staff are experiencing when it comes to the current website?

*PDC Response:* PDC requires a better way to organize web content.

**Question 18.** How open is PDC to considering deeper leveraging of social tools?

*PDC Response:* PDC is open to considering deeper leveraging (as in blogging and web forums).

**Question 19.** Is PDC provided a dedicated server for [www.pdc.us](http://www.pdc.us)?

*PDC Response:* PDC's external websites are hosted on a dedicated Windows server. There are currently 6 PDC websites hosted on the server.

**Question 20.** Will the selected contractor have full access to the Web server in order to configure and administer IIS and other custom configurations that may be required to enable ASP or ASP.NET functionality and to complete setup and testing? Will the contractor have full access to configure and administer the MySQL database for the same reasons, or will this be provided by a staff administrator upon request?

*PDC Response:* The selected vendor will not have access to the web server. A PDC administrator will assist with any installation or configuration requests. The vendor is required to deliver all files to PDC, and PDC will upload and install to the server. PDC will provide answers for any technical questions about the server configuration from the vendor.

**Question 21.** Is there a test server provided for the development of the new project?

*PDC Response:* No.

**Question 22.** We've noticed that EasyStreet does not have a built-in Content Management System service in its hosting package? How does the Portland Development Commission plan on implementing the CMS?

*PDC Response:* PDC will assist the selected vendor with any new installations.

**Question 23.** If an open source CMS solution is desired, will EasyStreet allow software such as DotnetNuk to be uploaded to their server and will they provide support?

*PDC Response:* PDC uses a dedicated web server. Easystreet will not provide support for installed software.

**Question 24.** Is there any current data in the Portland Development Commission database that will need to be backed-up and integrated into the new website?

*PDC Response:* PDC is responsible for back-up of data. PDC looks to the vendor to provide options for data integration.

**Question 25.** Will PDC be providing graphic support to repurpose PDC content (graphics, photos, reports) for the website if necessary?

*PDC Response:* Yes, PDC will provide graphic support.

**Question 26.** It appears that Google Custom Search is currently being used on the PDC website. Will that service continue to be used for the search technology?

*PDC Response:* Our preference is to continue using Google Custom Search, but we are open to other options.

**Question 27.** Is the selected contractor allowed to propose a Commercial off-the-shelf (COTS) Content Management System (CMS) (which fulfills the programming language requirements) and customize the necessary parts/components?

*PDC Response:* Yes.

**Question 28.** How will the selected contractor obtain the data and/or data storage objects that will be migrated? Will the contractor be given access to acquire them or will PDC deliver them?

*PDC Response:* PDC will deliver the data to the contractor.

**Question 29.** Can you describe what catalog or matrix the PDC has of the site pages, properties and documents?

*PDC Response:* The web site is organized and maintained using Dreamweaver CS3 and a program-generated site map can be generated for the selected vendor.

**Question 30.** The RFP states that the current site has 2,000 HTML pages. How much do you expect content to grow or shrink, and what is the anticipated page count of the to-be site?

*PDC Response:* The content will remain the same or shrink during the redesign process because some old information may be discarded.

**Question 31.** The RFP states that overall goal is to redesign the site for navigational ease and visual appeal. Can you provide any additional details such as user feedback or known user interface obstacles that can further elaborate on the drivers behind the site redesign?

*PDC Response:* Many users find it difficult to quickly find specific information on the web site.

**Question 32.** What is the review process for project deliverables? Is there a Board or Committee that will receive and review major deliverables, or will we work solely with the designated PDC Project Manager?

*PDC Response:* The chosen vendor will work solely with the Project Manager. The Project Manager will interact with a committee and report back to the vendor.

**Question 33.** How many external systems are integrated into the website?

*PDC Response:* Some content is embedded or integrated from YouTube, Google Calendar, Google Maps, Blogger, Delicious, PortlandMaps and Portland Prospector.

**Question 34.** You have a few dynamic maps/databases that link into the site – Portland Prospector and Portland Maps. If we could replace Portland Prospector with maps and GIS Data as part of this proposal, provided it would be done inside the budget allowed, would that be of interest to you?

*PDC Response:* No.

**Question 35.** You have a number of email marketing signups on the site. Do you want the signups programmed into the new site? Further, do you want email marketing software as part of this proposal, or for the new vendor to create connections to your existing email programs? If the latter, what systems will we be linking into?

*PDC Response:* PDC will continue to use its existing e-mail marketing and PDC will handle the programming of the e-mail marketing sign-ups into the site.

**Question 36.** Do you require any special integration with your open bid/contracting software? If so, describe.

*PDC Response:* PDC requires integration of the bid/contracting software into the new site or replacement of the software with a new option.

**Question 37.** You mentioned that you'd like to communicate with the public with RSS, other social media, and message boards. Would you like for us to include pricing for a newsletter template? If yes, would you like information on a traditional email template as well as RSS email template?

*PDC Response:* No, PDC already has an e-mail marketing service and we will create a new template based on the new site design.

**Question 38.** Is training documentation necessary for this project?

*PDC Response:* Basic documentation is required for any new technologies that are implemented.

**Question 39.** Is e-commerce part of the current site or a need for the PDC in the future?

*PDC Response:* No.

**Question 40.** How tightly integrated do you want third-party programs into the website? The GIS and Jobs sections currently link outside of the website.

*PDC Response:* The Jobs section does not link outside of the web site (except for links to CareerBuilder). We will make arrangements with GIS to update the PDC GIS page, and we will continue to use CareerBuilder as we do now.

**Question 41.** What components on your existing site are dynamically created (i.e. data is pulled from a database and displayed on a page)?

*PDC Response:* The calendar of events, publications pages and Contracting Opportunities content is pulled from a database.

**Question 42.** In reviewing the existing functionality of the site, it looks like there may be some features that aren't mentioned in the RFP as required in the scope. Will these features (such as the calendar of events) need to be migrated so that they are managed in the new CMS?

*PDC Response:* PDC is open to using our existing calendar of events program or another option suggested by the chosen vendor.

**Question 43.** A large part of the site is coded as asp pages, are these pages part of a generic content management system serving html content or are they pulling data from a database containing unformatted data?

*PDC Response:* We do not currently use CMS. Some pages pull data from a database.

**Question 44.** How many individual URLs are utilized by PDC? Is it just <http://www.pdc.us> or are there others?

*PDC Response:* Just [www.pdc.us](http://www.pdc.us) is used.

**Question 45.** Is it acceptable for the project team to work remotely, utilize WebEx and conference calls to minimize travel costs, and to generally work with little on-site presence (with exceptions for the three meetings detailed in the RFP)?

*PDC Response:* Yes.

**Question 46.** On page 6 of the RFP, point 5, there is a request for interactivity in regards to communications with staff/officials. Will such communications be public or private and will they, in either case, require registration? If public, will there need to be a moderator/administrator that reviews all postings for appropriateness of content before posting is allowed?

*PDC Response:* PDC is open to suggestions from and discussions with the selected vendor regarding interactive communications.

**Question 47.** The site appears to have been developed in stages, are some parts in a CMS?

*PDC Response:* No, none of the site is in CMS.

**Question 48.** Are there any other internal applications that need to be integrated into the new PDC website? If so, what technology drives the internal applications?

*PDC Response:* No.

**Question 49.** Are there language-specific requirements for the website (i.e. Does content need to be available in any languages other than English?) If so, is this all areas of the site, or specific sections? Does the PDC also wish to have PDFs, documents, forms, or other items translated and reproduced?

*PDC Response:* No.

**Question 50.** Will the PDC accept a response from 2 partnering agencies? There would be one point of contact for this scenario.

*PDC Response:* If a Proposer is a partnership or joint venture, along with the rest of the required proposal submittal requirements, include a copy of a portion of the partnership or joint venture agreement evidencing authority of the Proposer to enter into the contract awarded as a result of the RFP.

**Question 51.** On pg 6, the RFP mentions interactivity & social media, but there is no mention of a blog. Is there going to be a blog component? If so how will it be managed?

*PDC Response:* There will be no blog at this stage, but PDC may wish to add a blog in the future.

**Question 52.** In the price proposal, is a “blended” hourly rate acceptable (one flat hourly rate for all disciplines applied to the project)?

*PDC Response:* Yes.

**Question 53.** Should the \$90K maximum budget cover all scope of work deliverables, plus the Content Management System license fee?

*PDC Response:* Yes.

**Question 54.** The scope of work described in the RFP outlines Assessment, Design, followed by the Redevelopment Plan... Are we to adhere to this process as it’s laid out, or are you open to suggestions based on our expertise as long as the tasks, requirements and deliverables are all met sufficiently?

*PDC Response:* PDC is open to suggestions regarding the process, as long as they are clearly stated in the vendor’s proposal.

**Question 55.** Can you elaborate on your RSS/Social media integration? Is this as complex as an open API for something like Facebook connect, etc? Or is this more of a simple “share” link for the user to post something to their pages?

*PDC Response:* PDC requires a simple share link to popular social media applications and RSS feeds for major sections of the web site.

**Question 56.** The RFP mentions social media tools a number of times. Is the design of social media pages, such as a Twitter and Facebook page part of the scope of this project?

*PDC Response:* No.

**Question 57.** Does PDC currently use social media (i.e., Facebook, Twitter, Digg, etc.)?

*PDC Response:* Yes, PDC has active accounts with Facebook, Twitter, Flickr, Delicious and YouTube.

**Question 58.** What will the RSS feeds on each page be used for?

*PDC Response:* PDC would like visitors to have the option to subscribe to different feeds throughout the site as an easy way to be notified about updated content. In the future, the feeds may also be used to automatically generate content on Facebook, Twitter and in our e-mail marketing program.

**Question 59.** In Section III (C) of the RFP, Project Objectives, #6, it's stated, "the site shall have built in social media tools for easy on-line sharing of content with services such as Facebook, Twitter, Delicious, Digg, Reddit, etc. Each page shall also be equipped with an automatic RSS feed or an option to add one." Can you clarify if PDC desires to create various applications like the social networking sites listed, integrate the social networking sites into the website via a link, or develop the look and feel of the site on each social networking site and provide a link to the sites?

*PDC Response:* No, PDC does not require the development of any social networking sites or applications. PDC requires only sharing links.

**Question 60.** You mention that QA testing should be at both 56K modem and broadband connectivity... We recommend designing pages that will download in 10 seconds or less over a 56K modem. This translates roughly to a page size of 70K, so the total size (html/images/flash) for a web page should usually be around 50-70K. Do you anticipate there being any movies or video clips on any of the pages, as this can affect download time?

*PDC Response:* We currently use embedded YouTube videos, so this should not affect download time of our web pages.

**Question 61.** We saw a link to a survey on the current site. Can you share any survey results?

*PDC Response:* The survey results are attached (see Exhibit A) to the end of this document.

**Question 62.** In Section IV (E) (3) of the RFP, it states that PDC will provide the web hosting for the system. Does our response to the RFP need to include hardware and/or software procurement costs or software licensing fees?

*PDC Response:* Yes.

**Question 63.** Does PDC have a preference towards custom applications or off-the-shelf software products with any required customizations?

*PDC Response:* No.

**Question 64.** Will PDC require any support in the development of any appropriate governance, policy or practices for the new system as part of this RFP?

*PDC Response:* No.

**Question 65.** Are there any general requirements for the resulting system, not listed in the RFP, that the PDC, as an agency of the Portland city government, will need to adhere to?

*PDC Response:* No.

**Question 66.** In the RFP, you mention the site is currently comprised of 2,000 html pages, 3,500 images, and 7,000 adobe acrobat documents... To what degree do you envision this content being leveraged on the redesigned site? Is there a migration strategy to lay out the importance of existing content?

*PDC Response:* The vendor is not responsible for any content creation for the new web site and should assume that all current content will be reused during development.

**Question 67.** Are sub-sites (department controlled sites?) such as <http://pdc.us/pdxleadingitlivingit/index.html> and <http://pdc.us/four/default.asp> included in the scope of this redesign?

*PDC Response:* No.

**Question 68.** In regards to process, we typically perform user interface design and information architecture before beginning to design the look and feel of a website. In Section IV of the RFP you imply the reverse. Is there any flexibility in the order of the project workflow?

*PDC Response:* Yes.

**Question 69.** The links in section 2 B are not active. Can URLs for each be provided?

*PDC Response:*

- [General Information about PDC](#)
- Services PDC provides to the community (e.g. [home-owner and improvement loans](#); [small business support programs](#); [business retention and expansion](#); [retail retention and expansion loans](#); [community livability grants](#);
- [Outreach, public participation and education](#)
- [Urban Renewal Area \(URA\) information](#) (including current and future projects, Urban Renewal Area Advisory Committee schedules, project team contact information, etc.)

- [Employment opportunities](#)
- [Open bid/contract opportunities](#)
- [M/W/ESB Support](#)
- [News releases](#)
- Resources for [business owners](#), [commercial real-estate developers](#) and [students/researchers](#)

**Question 70.** After running a simple site mapping analysis of your site URL, we found two discrepancies between the tools data and the RFP. Our tool reports 3010 html pages, not 2000. This is a significant difference -- a 50% increase in page count. If this is correct, will there be an increase in the proposal cost? Are the additional 1,000 pages part of various sub-sites or database driven pages that are not included in the scope of this assignment?

*PDC Response:* Some our pages are database-driven and their functionality will have to be considered in the vendor's proposal. As noted below, the contract payments will be made on the basis of the Contractor's time and materials, not fixed bid.

**Question 72.** Are there requirements regarding minimum or maximum screen size/resolution (for desktop/laptop use) and how the layout should behave?

*PDC Response:* PDC prefers a fluid width layout but is open to suggestions by the vendor.

**Question 73.** The link in the RFP to the current graphic standards is not active. Can these be provided?

*PDC Response:*

Yes. PDC Graphics Standards Guide:

[http://www.pdc.us/pdf/pubs\\_general/pdc-styleguide\\_04-05.pdf](http://www.pdc.us/pdf/pubs_general/pdc-styleguide_04-05.pdf) (PDF)

Artwork Guidelines and Delivery:

<http://www.pdc.us/artwork/default.asp>

**Question 74.** Will a new graphics standards document be required as part of the scope of this assignment?

*PDC Response:* No, PDC produces its own graphics standard document.

**Question 75.** In what format will the page content be provided?

*PDC Response:* Content will be provided in HTML or another format agreed upon between the vendor and PDC.

**Question 76.** Does this RFP include development of any pages that would be considered administrative back-end pages? For example, do pages that are used to add news releases to a database need to be restyled? (assuming that the news-releases are controlled by a database?)

*PDC Response:* The news releases are not controlled by a database. The calendar of events, RFPs/Contracting and Publications pages are controlled by databases. PDC does not require a redesign of the current back-end pages.

**Question 77.** Section III (C) (2) of the RFP implies that part of the work is making an inventory of all existing content, and determining how that content should be structured, and then providing a new Information Architecture design for the site. The same is also implied in section IV A.1.c.

*PDC Response:* Yes, this is correct.

**Question 78.** Are there parts of the site structure that are not to be changed?

*PDC Response:* No.

**Question 79.** Is there any existing documentation on the site structure?

*PDC Response:* The project manager will provide the selected vendor with any information and data that they need regarding site structure and content.

**Question 80.** There are no requirements for usability testing of the existing site or the redesigned site and would be outside of the scope of this RFP, correct?

*PDC Response:* That is correct.

**Question 81.** Regarding Section III (C) (7) of the RFP, "...meet at least Level A conformance of the W3C Web Content Accessibility Guidelines": PDC receives Federal funding and other grants. This may mean that PDC needs to be compliant with the ADA and section 508 – is Level A conformance sufficient to ensure continued funding?

*PDC Response:* PDC does need to be compliant with the ADA.

**Question 82.** If Level A is not sufficient, are there plans for providing PDFs (or other file formats) in alternate formats that are accessible to screen readers and other technologies. Do these alternate formats already exist? If not, would creating the alternate content be part of the scope of work?

*PDC Response:* No, creating alternate content for screen readers is outside the scope of this project.

**Question 83.** We noticed that you use AspEmail, a email component for ASP and ASP.net. Are you using the free version or the premium version? If the premium version what license to you have?

*PDC Response:* PDC uses the Premium version and will supply licensing information to the selected vendor.

**Question 84.** Are there any backend business systems that you will want to integrate more tightly into the new website?

*PDC Response:* No.

**Question 85.** Who prepared the RFP for the Portland Development Commission? Are they also bidding on the project?

*PDC Response:* The RFP was developed using in-house personnel only. No outside firm assisted or was consulted in any phase of drafting and development of the RFP.

**Question 86.** Is the budget in place or will it be in place by the start of the project?

*PDC Response:* Yes.

**Question 87.** How does the Portland Development Commission plan to pay the Selected Contractor? Will payments be made monthly or made on project phase completions?

*PDC Response:* Payments under an awarded contract will be made on a time and materials basis, net 30 days. Discounts offered by the Contractor for earlier payment are encouraged, but PDC shall not be obligated to make payment in less than 30 days from the date the invoice is received under the awarded contract.

**Question 88.** Please clarify: does the Selected Contractor need to acquire insurance before selected or before a contract is issued?

*PDC Response:* Adequate proof of insurance must be provided by the selected firm **after** PDC issues its Notice Intent to Award but **before** the awarded contract can be executed. PDC requests that insurance be furnished within ten (10) days of PDC's Notice of Intent to

Award. No contract will be executed by PDC until proper proof of insurance has been furnished.

**Question 89.** Does the Selected Contractor need to acquire all types of insurance listed in VII?

*PDC Response:* Yes.

**Question 90.** Will the Portland Development Commission be willing to work with a non-local vendor?

*PDC Response:* PDC will consider all responsive proposals. Non-local firms responding to the RFP must offer competitive pricing and be able to satisfy all contract requirements listed in the RFP.

**Question 91.** Does PDC possess any in-house ASP .NET expertise to maintain the ASP.NET web site after go-live date? This will be required only for adding new functionality in the future (after the project has ended).

*PDC Response:* Yes, PDC does possess in-house expertise in ASP.NET.

**Question 92.** Does the proposer need to provide a disaster recovery plan and its implementation (database backup / server redundancy)?

*PDC Response:* No.

**Question 93.** The RFP states that 100MB is available for MS-SQL. Will it be possible to increase this space (if needed)?

*PDC Response:* Yes, it would be possible to increase the space, but PDC would have to consider the additional monthly costs.

**Question 94.** Section IV (A) (3) (a) states: "Selected Contractor shall test web pages on both PC and Macintosh platforms, using a variety of popular operating systems (OS X for Macintosh and Windows NT, XP, Vista for PCs) on a variety of popular Web browsers and versions, including, but not limited to: Firefox, Internet Explorer, Safari, Opera, Lynx and mobile phone browsers such as iPhone." I have two questions on this:

a. These are a variety of different platforms, and testing on each of these alone could consume significant time. Is there a baseline set of operating systems and browsers that can be established, and if so, can you provide the version numbers for each of them?

*PDC Response:* IE 6, 7, 8; Firefox 2,3 and the most current versions of other web browsers tested. For mobile phones, at minimum the G3 Android, iPhone and Blackberry should be tested.

b. While it is assumed that the visitors of the site can use one of various platforms mentioned above, can we assume that the PDC staff responsible for managing content of the web site (through a Content Management System) can be restricted to a specific web browser (for example, Internet Explorer or Firefox)? If so, which browser and which version?

*PDC Response:* PDC currently uses IE7 and may upgrade to IE8 at a future date.

**Question 95.** You state a desire to test webpages on mobile phone browsers such as iphone. Are you open to a separate platform that presents your website on all mobile devices?

*PDC Response:* The site needs to be generally accessible to mobile phone users; a separate platform is not necessary.

**Question 96.** Section IV (A) (3) (b) states: “Selected Contractor shall test web pages at both 56K dial-up modem and broadband connectivity to ensure each webpage can be accessed without undue load time or lag.” What is a reasonable load time (2 sec / 5 sec / 15 sec)?

*PDC Response:* 15 seconds is a reasonable load time at 56K.

**Question 97.** The “Job Opening” section of the current PDC site shows that the job openings are actually posted on an external site (Career Builder). Will the new website continue to follow this model, and if so, it can be assumed that there will not be a need to maintain an internal “database” of open jobs (as these would be posted on external third party site)?

*PDC Response:* PDC will continue to post jobs externally on CareerBuilder. There is no need for an internal database.

**Question 98.** Can the monthly status meetings be conducted over the phone or through a combination of phone, email and video conferencing tools (such as WebEx) ?

*PDC Response:* Yes.

**Question 99.** The RFP mentions a budget of \$50,000 to \$90,000. Does this include the cost of the software licenses?

*PDC Response:* Yes.

**Question 100.** What are your expectations surrounding the 60-day warranty period? (i.e., response times/service level, etc.)?

*PDC Response:* The selected contractor must be available to address minor fixes and modest issues that might arise when the site is live and subject to daily public use.

**Question 101.** How many people are involved in evaluating plan/design? How much internal time is needed to provide feedback/make decisions about the design?

*PDC Response:* A PDC committee of an undetermined number will be involved in the evaluation. A reasonable internal evaluation time will be discussed and agreed upon between PDC and the chosen vendor.

**Question 102.** Is PDC open to sending a brief survey to your email base to collect end-user opinions on how to improve the site?

*PDC Response:* No, PDC would not want to send an unsolicited survey to our e-mail list. However, we would consider posting a survey link to our current web site.

**Question 103.** Will you need your selected firm to create and populate content or will the PDC handle all content creation and integration?

*PDC Response:* PDC will handle all of the creation of content, but the vendor will populate the content into the new site.

**Question 104.** “Social networking” means different things to different people. Do you have a strategy in place for using social networking on your site? Or are you looking for the selected agency to determine the best social media means for you?

*PDC Response:* The web site should simply include tools (sharing buttons, feeds) that allow for easy linking to and sharing with social media sites.

**Question 105.** In Section IV (A) (1) (b) of the RFP, you mention that you’d like to see three design alternatives up front. Is this different than the three alternatives you mention in #1d?

*PDC Response:* No, these are the same set of design alternatives.

**Question 106.** Is the overall budget for the site redesign \$50,000 - \$90,000?

*PDC Response:* Yes.

**Question 107.** Would you like us to provide an estimate breakdown of numbers in our response specifically as you have laid out in your RFP? Or are you flexible in how the estimate is presented?

*PDC Response:* Provided the cost estimate includes at least as much detail as specified in Section V (E) of the RFP, proposers are welcome to use their professional judgment and propose pricing in the format they believe is most effective.

**Question 108.** Would there be an opportunity to have a conference call to present our proposal to you upon delivery?

*PDC Response:* No, though PDC may contact the highest-ranked responsive proposers to participate in an interview to narrow the finalists. (See Section VI (O) of the RFP.)

**Question 109.** As part of the initial assessment of the Website will our Usability Expert have the ability to contact site users and/or publishers for interviews regarding their use of the site?

*PDC Response:* PDC may provide the vendor with internal users/publishers for interview purposes, but it would be the vendor's responsibility to locate and contact external users.

**Question 110.** Regarding accessibility, does PDC have a preferred method of determining whether the site means the accessibility guidelines (such as a code validator)?

*PDC Response:* PDC does not have a preferred method.

**Question 111.** Does the proposed budget include the 60 days of post launch support?

*PDC Response:* Yes.

**This Addendum does not change the Proposal due date.**

# Exhibit A to Addendum 3

## RFP # 08-29: Website Design & Development

### pd.c.us Web Site Survey Results

Response Status: Completes

Filter: No filter applied

Data collected from March 12, 2008 to April 2, 2009

Apr 02, 2009 12:41 PM PST

#### 1. Why are you visiting our site today?

[69 Responses](#)

#### 2. Were you able to find what you were looking for?

Yes	42	65%
No	23	35%
<b>Total</b>	<b>65</b>	<b>100%</b>

#### 3. If you were not able to find the information you wanted, do you have a suggestion to help improve our site?

[37 Responses](#)

## 1. Why are you visiting our site today?

To find an email for an employee.  
PDC news  
Seeking new information regarding the decisions on the Centennial Mills development  
boredom  
for information about PDC  
Looking at RFPs  
PDC job posting in Oregonian  
request a free lead swipe kit  
Looking for Challenging work. I have sought out new jobs on Criaglist and other websites.  
Looking at NOTC Redevelopment  
to find information on tomorrow's commission meeting  
To look for information about Vanport Square.  
I would like to apply for a home loan  
to check out a member of the board  
look for info  
Looking for PDC news items.  
Looking for PDC Board members.  
To review agenda for commission meeting.  
Look up a phone number.  
PSU class site  
To discovers options for buying a home.  
look for homebuying classes  
For info on URAs  
seeking bid opportunities for Library Web Content Management solutions.  
to find out about owning a house, whit no intrest,like Habitat.

Looking for ideas for a web based survey  
To learn about the Quiet Zone in the Pearl District  
Information on programs to assist homebuyers.  
home ownership / financing research  
New Home Buyer  
Job hunting.  
Looking for small business advocate.  
To look for info on the recent reorganization  
trying to find an email address that I cannot find  
to ask a question about the "Go By Train" sign at Union Station.

Job search and news releases  
Looking for contact information  
Looking for painting jobs  
I needed the metro area's median income statistics.  
To see if I qualify for the Lead prevention grant as my home was built in 1951.

I'm interested in purchasing a retail space at Killingsworth Station.

came from Saturday Market site, trying to find out what's happening with the PSM  
to register for information on contracting opportunities  
examining what the plan is for my downtown neighborhood, seeing if it's going to take all the decent rental apts and turn them condo and chase me out of downtown

because i wanted to know what are you going to build behind the chevron gas station on 92nd and foster  
To find the flyer for the LEED-EB workshop  
To download fact sheets and information about the Lents Town Center URA.  
investigating Portland for relocation potential  
To get info about bidding opportunities  
I find out what activity is occurring in lents  
Considering starting a business.  
looking for info about funding for home owners who need repairs

Looking for Homebuyer Program info for clients. Also curious about Urban renewal projects in my neighborhood (Interstate Corridor)

To read more about Vanport Square.  
To find business hours.  
research the Lents TC for class  
to find a phone number for one of your employees  
I'm the Director of Client Relations checking out the current site to better understand how we can assist in its redesign.  
curiosity  
To learn about my options for first time home buyer grants.

**3. If you were not able to find the information you wanted, do you have a suggestion to help improve our site?**

Is there a staff guide somewhere?  
The meeting for the final decision was held last night and I had hoped to find updated information. I realize it is only the next day, but this project and the area it resides in impacts a lot of people. We are very interested to know the outcome and I am disappointed that there is no updated information to be found.

not a cure  
the job is posted in the paper this Sunday but not on the PDC website - a bit of continuity:) would be nice. I really want to know more about the position with Urban Renewal

Post all the turnover statistics on the site. Include how many bad managers were kept compared to the good ones who were forced out.

No - this site has improve so much over the past 6 months - Nice work!

I was looking around to see if there was a link to a loan application. It's not clear that there isn't one, maybe it would be helpful to add: "To apply for this loan..."

Was able to find information ... but I just wanted to say that your site is very nice

Put the link in an obvious place, like under "home buyer"

It'd be nice if "login/logout" were at the top of a page -- readily findable.

Yes, a new site design. it looks terrible. Outdated and ugly.

Great site. Nicely done. Give the webmaster a raise and a severence package.

No.

The way in which links are displayed is somewhat confusing and messy on the URA sites.

No. It seems pretty good.

yes

The site is fine, I am just trying to express my opinion about the interstate rezoning plan changes that were made to council at the last minute without regard for public input.

Create a link with up to date information on the Quiet Zone application and process

easy to navigate

well, i was able to find a number to contact someone regarding your loan assistance programs, but we are on day four now with no response to my voicemail message.

Navigation is terrible. pages overloaded with info, but organized in what feels like a random pattern. Site looks old, outdated, in parts amateurish. Job announcements are about as unattractive as you can get. Seriously. Does the PDC atually have a mission?

no

Add a section on organization/PDC staff/

put staff email address on this site

I sent an email to a general information contact, so hopefully my question will be answered.

I could not find the web site HTTP address or direct link for the YouTube videos.

No Suggestions

no

n/a

Just want to know what's happening now, most of the info is rather old

yes, you should give a map and tell what the government will be making in the area of 92nd and foster rd.

Your site won't let me in. It doesn't accept my username and password. When I try to reset my password it says I don't exist in the system. When I reregister it says I already exist.

Found what I need.

Please list business hours somewhere (maybe at the bottom of the page).

contact list of key employee's phone numbers - like your media guy's - would be good. Contact us forms suck

The site presents an astonishing breadth of information to the user, all accessible, it seems, with two to four clicks from the home page. However, the number of initial options is overwhelming for modern-day users who expect no more than 6 or so main navigation links to assist them in drilling down to the section that pertains to them.

The redesign project will be a project in which we really understand your offerings and make sure that we put ourselves in the users' shoes to usher them to the right section.