ADDENDUM NO. I

DATE: August 11, 2022

TO: All Potential Proposers

FROM: James McKeehan, Assistant Purchasing Agent, City of Knoxville

SUBJECT: Addendum No. I to RFP - Website Re-Design and Hosting Services for Knoxville Area Transit

PROPOSALS TO BE OPENED: **August 19, 2022**

This addendum is being published to provide clarification regarding the above referenced ITB. This addendum becomes a part of the contract documents and modifies the original specifications as follows:

Item 1: The Scope of Services indicates the City expects phase 1 to be complete by Oct 1, or six weeks after proposals are due and likely less than 4 weeks after the contract is completed. Is that your actual expectation?

Response: As close to it as possible. Currently our existing website agreement expires in October.

Item 2: We see similar RFPS with budgets ranging from $25K to well into six figures. Where in that range are you expecting to fall?

Response: No budget information with this procurement is being released. It is the City's policy not to give a budgeted amount during the RFP process.

Item 3: What is the current CMS? What shortcomings of the current CMS do you hope to remedy with this effort?

Response: The existing CMS is quite dated, has limitations and is difficult to update. Please propose a solution that is user friendly that enables KAT staff to create, manage and modify content without the need for specialized technical knowledge.

Item 4: Do you want to change the site CMS as part of the project?

Response: Please propose a solution that is user friendly and enables KAT staff to create, manage and modify content without the need for specialized technical knowledge. A non-proprietary CMS is preferred.

Item 5: Is there an organizational preference for open source vs. a proprietary CMS?

Response: Prefer open source so we can build it to our needs.

Item 6: Please describe your current website team. What are their primary skillsets?

Response: We do not have a website team. Currently our Marketing Director handles updates as needed. Our interactive maps are uploaded from Knox Planning and the City of Knoxville webmaster, when available, assists with more difficult updates. The desired solution should be absent of difficult, technical update tasks and the Contractor should provide account manager assistance when needed.

Item 7: Are there multi-lingual requirements? Is Google Translate or similar sufficient?

Response: Google Translate is sufficient.

Item 8: What additional features are available to logged in users?

Response: KAT employees are the only authorized logged in users who should have access to documents, fillable forms and Internet links that are not available to the public and that KAT makes available for our employees.

Item 9: Does search need to index the contents pdf / Doc files?

Response: Yes for public facing files such as schedules, maps, job application forms, etc.

Item 10: Will single-sign-on be used to control administrative access to the site? If yes, please elaborate.

Response: No.

Item 11: What third party tools, if any, are used to manage ADA accessibility?

Response: Please propose a solution that will best enable KAT's website to meet any required ADA accessibility requirements.

Item 12: Please provide usage data, or estimate expected traffic to the site.

Response: This information is not available.

Item 13: What are the data storage requirements (files, database, etc) for the site?

Response: Various files that are predominantly PDF documents, photos, web page text and graphics, fillable forms for electronic submission, and links to other web sites. Information as to required storage size is unavailable.

Item 14: Do you need us to conduct an extensive discovery process that includes extensive research into user persona development - or a more streamlined discovery based on the web team's input and best practices?

Response: We do not need to do a discovery process. We would like to streamline the website somewhat, but more so to make navigation easier and ensure we are ADA compliant. There's very little information on our current website that isn't needed.

Item 15: Please confirm that one design theme will carry across the entire site. If we need sub-themes of any type please specify.

Response: One design theme is desired. An example of an excellent approach can be found on Metro St. Louis's website at www.metrostlouis.org

Item 16: Please confirm that the awarded vendor will work remotely.

Response: Please confirm that the awarded vendor will work remotely. KAT does not expect the Contractor to work from our facilities but we do desire the Contractor to be available for on-site/in-person meetings where the situation dictates. Additionally, the Contractor must be compliant with the terms and conditions and contracting requirements including but not limited to domestic preferences for procurements listed within the RFP.

Item 17: Approximately how many pages and files need to migrate to the new site?

Response: The current website has approximately 100 pages for the main website and 3-5 for the Intranet. Note that most Intranet content currently contains links to external sites. Since the current website was developed through a proprietary system, migration may not be possible. The number of files is roughly estimated to be 200 to 300.

Item 18: What is the budget range for the RFP?

Response: No budget information with this procurement is being released.

Item 19: Are you predisposed to any technology platform?

Response: Word press or similar open source is preferred; please propose a solution that best meets our needs.

Item 20: Cloud solutions are acceptable?

Response: The City requires a cloud-based solution. We do not have a preference between AWS or Azure.

Item 21: Number of average website page views per month?

Response: This information is not available.

Item 22: Number of peak monthly page views?

Response: This information is not available.

Item 23: What is the Max number of active/concurrent CMS author users?

Response: For content authors it could be set at 3 concurrent and 3 active. For intranet access (users signed on to gain access to the employee section, max of 308, but unlikely all would be logged in at the same time).

Item 24: Storage requirements for any assets required for your website (TB)?

Response: This information is not available.

Item 25: Are any security accreditations required? i.e. ISO27001, SOC-2, FedRAMP, HIPAA

Response: Standard SSL Cert with 4096 RSA with the option to upgrade to Enhanced SSL Cert with 4096 RSA should our needs change in the future.

Item 26: Do you have a preferred cloud hosting provide? AWS or Azure?

Response: We do not have a preference between AWS or Azure; either is preferred over other cloud-based providers. Also, for clarification the City requires a cloud-based solution.

Item 27: Do you want to change the technology?

Response: We are looking for a new CMS designed for our needs which will also require cloud-based hosting.

Item 28: Do you have any API integrated in the Website?

Response: Our current website does not have API integration; it has "plug-ins" such as Jotform and embedded interactive maps via iFrame. API requirements for the new website are addressed within the RFP scope of service.

Item 29: Is it correct to assume that Tonic3 will provide all the agile profiles (dev + SM, QA, UX, etc) and the client will provide a Product Owner in charge of the approvals?

Response: This is correct.

Item 30: We assume this means rebuilding the site from scratch, but with integration with passenger information technology.

Response: This is correct.

Item 31: Considering you already define the website architecture for both project phases, we assume you are not considering as necessary an initial UX analysis step, with user testing. Are we right?

Response: We do not expect to have a large set of active users who will provide feedback so proposers should consider this in developing the UX approach in the solution.

Item 32: Any allowed or preferred technology for the CMS/Website?

Response: Word press or similar open source.

Item 33: Is current account migration required?

Response: If possible employee account login and password information should be migrated. Since the current website was developed within a proprietary software, migration may not be possible.

Item 34: How many accounts do we have to migrate from the actual website to the new website?

Response: Approximately 166 employee accounts.

Item 35: Which Data should be migrated for each account?

Response: User email, login information, full name, type of access. Note there are very few administrative users; the vast majority are employee Intranet system users.

Item 36: Is the password policy maintained the same?

Response: The existing employee passwords need to remain compatible with the awarded solution.

Item 37: We assume you provide us the API/System specifications and instructions for the GMV Syncromatics integration and support, correct?

Response: Yes, GMV Syncromatics will provide this information to the awarded Contractor when needed.

Item 38: Does KAT provide Content (text + images + metadata + videos). Animations, infographics?

Response: We will provide content (text, images, videos). We can provide metadata if it is known – but that information should be transferred automatically from photos/ documents on current website to new website if migration is possible.

Item 39: Is graphic design developed by tonic3 with 3 breaks (Desktop + Tablet + Smartphone), following "KAT branding and color scheme must thematically and aesthetically permeate throughout the website. Does the client provide the guidelines and key visuals?

Response: The website must be responsive with a mobile first approach and utilize our branding and color scheme guidelines which KAT shall provide. Website graphic design must be included within the proposal.

Item 40: Do we need to consider a trip planner page using google maps?

Response: We prefer a trip planner page that contains access to both Transit's and Google's trip planning tool. Transit's trip planner should be promoted/highlighted over Google's.

Item 41: Bus routes: KAT has 23 routes, each of them should have their own webpage with the scheduled tables and a map, or should we follow a one-page only concept for route schedules?

Response: Please propose a solution that best creates a user-friendly experience for our passengers. An example of an excellent approach can be found on Metro St. Louis's website at www.metrostlouis.org.

Item 42: Trolley routes: The same question but applied to the 3 trolley routes.

Response: Please propose a solution that best creates a user-friendly experience for our passengers.

Item 43: Bus and trolley routes: will the map use this service?
https://maps.knoxplanning.org/app/KAT/kat.html?routeNumber=42P

Response: That is the current interactive map and it does occasionally have to be refreshed or fixed. Knox Planning handles that for us. We will need to plan for these maps to be transitioned to Syncromatics software.

Item 44: Snow route: Do we have to consider 1 or 2 pages for snow and severe weather?

Response: One page is sufficient if the information is able to be included in a way that makes sense to the user.

Item 45: Do we have to consider "football service options" web page?

Response: Yes, this page must be included. This is a special service we offer only for UT football games. In the future this service may be expanded to other special events.

Item 46: Will the bus fare structure info page only be one page or others?
https://katbus.com/181/Fare-Description +
https://katbus.com/161/Semester-Pass-Program +
https://katbus.com/245/KAT-Discounted-Fare-Application

Response: We are open to consolidation as long as the information is clear and easy to understand. Please propose the best solution that meets out needs. For reference a good example of what we desire can be found on Metro St. Louis's website at www.metrostlouis.org.

Item 47: With a CMS module for admin or must be integrated with an external service?

Response: We do not have an external CMS service. It must be provided as part of the proposal and it should be easy for someone to manage without the need for specialized technical knowledge.

Item 48: Should it be one-page only multiple pages as it actually occurs?

Response: For reference a good example of what we desire can be found on Metro St. Louis's website at www.metrostlouis.org.

Item 49: In phase it will only be a static content page, without dynamic content as in https://katbus.com/Jobs.aspx, correct?

Response: Please refer to RFP section 5.1.1.

Item 50: The contact form only sends an email to KAT officers or the data must integrate also in a database?

Response: Contact forms should be sent to the proper KAT email address and also be captured in a manner that allows KAT to review such as through a database.

Item 51: We assume this intranet must be part of the new website to develop (It's an external service). Are we right?

Response: Per the RFP scope of service requirements, an employee Intranet must be included within the proposal.

Item 52: We guess we should also add this web pages, would that be right? Yes.
Sitemap, Accessibility, Copyright notices, Privacy policy

Response: Yes.

Item 53: Does integration with GMV Syncromatics mean service alerts integrations + Provide interactive mapping to enable users to zoom in on individual route maps to identify bus stop locations and real time bus departure info and vehicle position and trip updates?

Response: Yes; please refer to the RFP Scope of Service for full requirements.

Item 54: Link(s) to masabi fare media purchasing website. Is it just external links?

Response: The Masabi fare media system has not yet been implemented through the GMV Syncromatics contract. We understand passengers will only be able to access the mobile payment through Transit. An external link should be provided that enables the user to download the Transit app on their device. More information on this topic will be available when the Masabi fare collection system is implemented.

Item 55: Career opportunities administration shall be done inside the website CMS or do we have to integrate with an external web service/database/api?
Response: Our current website utilizes jotform for our online applications. Please propose a solution that best fulfills our needs.

Item 56: How many other forms? Examples?

Response: We currently have 8 forms all handled through Jotform. "Contact us", Discounted Fare program, Title VI complaint form, Training Evaluation Form, ADA Compliant Form, Employee Complaint/Concern/Suggestion Form, EEO form, KAT Employment application form. It's possible we may want to add or create a new form or two in the future so our new website would either need to be able to internally create/ manage forms/ databases, OR be able to integrate with the Jotform plug in.

Item 57: Should the website have integrations with text alerts and notify me service? (https://katbus.com/list.aspx). If yes, in which phase? And do these services integrate with an external API/Web Service?

Response: No this is not required nor desired. This function is performed through our GMV Syncromatics system.

Item 58: Do we have to implement google analytics standard metrics?

Response: Yes or approved equal.

Item 59: Are Firefox and Chrome also required? (desktop)

Response: Yes. As well as other common browsers. Please refer to the RFP scope of service requirements.

Item 60: Opera Also? (Just to help imagine the testing plan) (Mobile android)

Response: Yes. Please refer to the RFP scope of service requirements.

Item 61: Firefox and opera also? (mobile iphone)

Response: Yes. As well as other common browsers. Please refer to the RFP scope of service requirements.

Item 62: In the SOW, intranet application is mentioned, please let us know the features in this application.

Response: Please refer to the RFP Scope of Service requirements.

Item 63: Is there any custom feature developed in the current website, which needs to be migrated to the new website?

Response: Since the current website was developed within a proprietary software, migration of existing features may not be possible.

Item 64: Is there any specific sitemap created for Phase 1?

Response: Please include the sitemap within your solution that will best meet our needs.

Item 65: Can any reference websites be provided to set the expectations of the design?

Response: For reference a good example of what we desire can be found on Metro St. Louis's website at www.metrostlouis.org.

Item 66: For the UIUX finalization, how many designs are expected? And of which pages?

Response: Please propose the solution that should best meet our needs.

Item 67: Please share a list of all the features which are expected in the new website or are to be migrated from the current website to the new website.

Response: Please refer to the RFP Scope of Services.

Item 68: Where is the current website hosted?

Response: CivicPlus currently hosts KAT's website

Item 69: Why do we need new hosting?

Response: KAT requires a cloud hosted service.

Item 70: From where is the current SSL purchased?

Response: The current SSL is provided through CivicPlus, our existing website provider. Please propose a solution that best meets our need in regards to Internet connection security.

Item 71: Does the current website support CDN? Is CDN required?

Response: The City of Knoxville and KAT require a cloud-based solution.

Item 72: What is the configuration of current hosting? What is the expected configuration for the new website?

Response: The current website configuration is provided by CivicPlus. Please propose a solution that best meets our needs.

Item 73: How much traffic and bandwidth is expected on the site?

Response: This information is not available.

Item 74: Procurement of the hosting will be done by the vendor, and billed to the client?

Response: Please propose a solution that best meets our needs. This procurement will result in only one contract/blanket purchase order.

Item 75: Is there any preference for CMS?

Response: Word Press or similar open source.

Item 76: Is there any technology stack that needs to be preferred?

Response: Please propose a solution that enables KAT staff to manage website content while not requiring specialized technical knowledge.

Item 77: Which database is supporting the current website, what is the version of it? Is it open source or commercial?

Response: CivicPlus hosts the current website through their proprietary system.

Item 78: How many pages are there in the current website? Are all pages to be migrated to a new website?

Response: The current website contains approximately 100 pages. Since the current website was developed within a proprietary software, migration may not be possible.

Item 79: How many business users are there? Are all the business users to be migrated?

Response: There are approximately 166 KAT employees that utilize the Intranet. We are unaware of any commercial businesses that utilize the website.

Item 80: What kind of archive data is there? Is the archive data expected to be migrated?

Response: Since the current website was developed within a proprietary software, migration may not be possible. The archive data of greatest concern relates to KTA board agendas and meeting notes. KAT can provide the related pdf documents.

END OF ADDENDUM NO. I