



## **ADDENDUM NO. II**

**DATE:** August 12, 2022  
**TO:** All Potential Proposers  
**FROM:** James McKeehan, Assistant Purchasing Agent, City of Knoxville  
**SUBJECT:** Addendum No. II 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:** In order to give our team a sense of the complexity of your current website, please share the following:

- a. Number of pieces of content
- b. Number of types of content (different CMSs have different nomenclature, WordPress calls them "post types", Drupal "content types").
- c. Number of taxonomies
- d. Number of custom user roles
- e. Number of custom modules

Response: Regarding this list of questions, KAT does not have a website team from which this question can be adequately addressed. Please propose a solution that best meets our needs based upon the requirements provided in the RFP.

**Item 2:** Who are the people on your core team?

- a. What are their roles and responsibilities?
- b. What percentage of their time will be dedicated to this project?
- c. Is there a designated project champion and core team, and are they prepared to collaborate with us on a weekly basis?

Response: The KAT Director of Marketing who possesses limited website design knowledge and who fulfills many functions/responsibilities other than managing a website. Please propose a solution that best meets our needs based upon the requirements provided in the RFP.

**Item 3:** Is there an incumbent vendor responding to this opportunity?

Response: The incumbent has the opportunity to submit a proposal.

**Item 4:** Please tell us about the stakeholders at your organization

- a. How large is the stakeholder group?



- b. Is there a RACI chart or steering committee set up to manage them?
- c. How do you envision the selected partner interacting with your stakeholders?

Response: Please see KAT's response to question # 2 above.

**Item 5:** Are there any initiatives happening that this project is dependent on or related to (i.e, are you also doing a rebrand exercise or some other initiative that this project might need to wait for?)

Response: No

**Item 6:** How many sites are involved in this project -- just the main site or are there intranets, sign in portals or sub-sites to include in our proposal?

Response: Please review Section V – Scope of Service to the RFP.

**Item 7:** Are you aware of any major risks to this project or workflow? Are there any known risks a vendor partner should be mindful of?

Response: Our current website is on proprietary software, so migration of current site may not be possible. Additionally, our current website contract ends in October 2022.

**Item 8:** Do you have developers on your team? If so, will they be available to co-sprint with our developers during the build phases of this project?

Response: No. 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 9:** Do you have brand guidelines? If so, when was the last time they were updated?

Response: Yes. We have a strong brand and are not considering updating at this time.

**Item 10:** What are the pain points with your current website?

Response: The existing CMS is quite dated, has limitations and is difficult to update.

**Item 11:** Our project planning process is highly collaborative between our business development and production teams. This collaboration requires time in terms of calendar days. Can your selection team commit to a two week time period between providing answers to the vendor questions and the proposal deadline, even if it means moving the proposal deadline?

Response: This project is on a tight timetable, the proposal deadline will not be extended.

**Item 12:** Has any user research been done to inform this RFP and is the team open to engaging users to participate over the course of the project? This can range from as early as the discovery phase to explore and validate needs, to later in the design process to verify the



team's findings & assumptions prior to build. Scope can range from as minimal as a standardized user survey, to larger scale focus groups, usability testing, social media engagement, and public installations.

**Response:** There has been no formal discovery process, but research has been done to determine best practices based on other transit company websites.

**Item 13:** Are there any of the following UX deliverables that you have already completed, or would like to exclude from the project scope?

- a. Goals & KPIs
- b. Personas
- c. Brand Identity Positioning (both visual & verbal guidelines)
- d. Site Map
- e. Audit of Content Types
- f. Wireframes
- g. Desired Publishing Workflow

**Response:** Our goal is to obtain a website that is more user friendly, integrate with GMV Syncromatics technology to provide real time updates of important information like bus detours, provide improved customer support, and allows us to track analytics. Ideally our website would allow for improvements made by KAT staff with limited assistance from the provider. The demographics of our passengers is varied, but we do have a profile of riders. This information can be made available to the awarded contractor.

Items 13.d-g; please propose a solution that best meets our needs as described in the RFP.

**Item 14:** With regards to hosting please provide the following information:

- a. How many average monthly unique visits (sessions in Google Analytics) does each site in scope receive?
- b. What level of uptime SLA will each website require? Will each site require the same uptime SLA, or will this differ? (If so, please specify)
- c. Do you have any special requirements as it relates to HTTPS certificates?
- d. If SSL certificates are provided at no cost to you, would these be acceptable or are you required to use an existing certificate?
- e. Will you be connecting your CMS(s) to any internal systems behind firewalls? Please list internal/external integrations and how they are implemented.
- f. Will a dedicated set of IP addresses be needed for allowlisting?
- g. Will you need to leverage CDN geolocation data in your CMS application?
- h. What measures have you put in place to enforce security on your current site?
- i. Have you experienced anything like DDoS Attacks, unauthorized environment access, or other?
- j. Are you using a Web Application Firewall (WAF)? If "yes", please provide the name. If "no", will a WAF be desired to protect your websites?

**Response:** Item 14.a; this information is not available. Item 14.b; 99.9%. Item 14.c; no. Item 14.d; please refer to Section V – Scope of Service in the RFP. Item 14.e; no, we do not expect to be connecting the CMS(s) to any internal systems behind firewalls. Item 14.f; we expect the



proposal to address how this should best be met. Item 14.g; we expect the proposal to address how this should best be met. Item 14.h; this is managed by the current Contractor. The awarded contractor is expected to provide a solution that insures a secure website. Item 14.i; we are not aware of any on our current website. Item 14.j; this is managed by the current Contractor.

**END OF ADDENDUM NO. II**