

A. To further assist our understanding of MPO's unique needs and wants for the new website, we have prepared the following question:

- We use Microsoft Azure for our hosting services. Is MPO open to considering hosting providers other than GoDaddy?

**Answer: We would prefer to stay with GoDaddy.**

B.

***“The site should allow easy user download of data in PDF and .csv formats.”*** Can you give some examples of what kind of data this has entailed in the past?

**Answer: Census data, census tract maps, population estimates, transportation project maps, economic data, publications such as *Metrotrends*.**

**1. *“The site should include automatic updates to keep the CMS files functioning”.***

Automated updates are possible but not always advisable. Best practice in any web platform is to have a skilled developer to test and verify the updates for conflicts/security holes before committing to the updates to your live site. Will there be a staff member from your organization who will have this role to test updates in a development environment before pushing these updates to a live site, or will there be an opportunity for a support retainer with your selected firm to provide these kinds of services?

**Answer: There will be a staff member with this role. A support retainer is a possibility.**

**2. *The site must include detailed visitor statistics (hits, views, files, etc.).*** Does your current site make use of a similar service now such as Google analytics, or Parse.ly? If yes, is there a reason why that service needs to be replaced?

**Answer: Google analytics or similar program is fine, but I don't think we are currently utilizing it or don't know how to access the information.**

**3. *The timeline of 5 months from start date is stipulated.*** Is there anything driving that particular timeline?

**Answer: No.**

**4. *There is a requirement to have the site hosted on GoDaddy.*** There are many “flavors” of hosting available at GoDaddy. Can you clarify if you are currently making use of the GoDaddy hosting that is designed and optimized for specifically WordPress sites that GoDaddy and their affiliated partner Pagely offer? If not, would you be open to explore those best-in-practice services?

**Answer: Yes.**

**5. *There is no budgetary range disclosed. Are you at liberty in broad strokes to give a budgetary range?***

**Answer: No.**

**6. *Are we correct in understanding that:***

a. An electronic submission electronic version in pdf format must be received no later than 2:00 p.m., CDT, Wednesday, November 1 should be sent to Tammy Gillis, [tgillis@metroplan.org](mailto:tgillis@metroplan.org)

b. An additional hardcopy should be sent to Tammy Gillis, Metroplan, 501 West Markham, Suite B, Little Rock, AR 72201

**Answer: A hard copy is not required.**

C.

In your solicitation, you list a letter of interest (capped at 4 pages), qualifying experience, personnel and references. Would you like to receive these bundled as one document so it's easier to pass around internally or 4 separate ones?

**Answer: One document is fine.**

D.

1. What is the estimated timeline of the project from agency selections to the website launch?

**Within 5 months.**

2. What are the most common misperceptions of your organization?

**Not relevant.**

3. Detail your current target audiences.

**Citizens and government entities, especially in Central Arkansas.**

4. What customer or category research will be available to the selected agency?

**Not relevant.**

5. What are Metroplan's top three marketing objectives for the next 6 months?

**Metroplan is not a marketing firm. We are a not-for-profit entity. Our goal is to provide information.**

6. How is the Metroplan website used to empower your marketing effort? How happy are you with your current website performance?

**Metroplan is not a marketing firm, but we do use the site for public outreach. Our website is still quite functional but a bit outdated.**

7. How is the Metroplan website used to advance the organization's mission, including the goals and core policies outlined in the 2050 Transforming Mobility plan?

**The website is a primary source for disseminating information and getting feedback, in addition to social media and in-person event.**

8. What information on your current site receives the most user traffic? Which information would you like to be more frequently viewed?

**Metrotrends newsletters, census data, news releases, project maps.**

9. How does Metroplan plan to develop copy for the new website? Select one of the following:
- a. The agency should pull from the existing site and minimize involvement from Metroplan.
  - a. Metroplan is comfortable providing seed copy for the site, utilizing a guide provided by the agency. The agency will then refine this content.
  - a. Metroplan will provide the final copy for the site, utilizing a content guide supplied by the agency.
  - a. Other: Metroplan will provide copy.**
10. If you were forced to pick only one type of relationship with a marketing firm for this project, which would you select?
- Follow Orders - An agency that executes your ideas and acts as a helping hand to get things done.
  - Team Player - A collaborator that thinks and works with you to create assets.
  - **Working together.**
  - Thought Leader - A thought leader and subject matter expert who leads you, constructively challenges assumptions, and offers fresh perspectives.
11. Since a budget is not provided, we need to determine if the financial opportunity is appropriate. Typically websites fall in one of three types. Which type is Metroplan expecting?
- Turnkey - A templated and turnkey approach that is plug and play. A low cost is the priority and the price ranges between \$35-50,000.
  - Duplicate - Recreate the current site while optimizing all aspects. Costs range from \$50-150,000.
  - Strategic - Return on investment is critical. Create a site that appears highly custom, supports the organization's growth strategies and offers an easy to use backend. User experience and ROI are the priority. Costs range from \$150-250,000

**Information on budget will be made available during the proposal process.**

12. Describe the approval process for the various phases of this project

**Metroplan will have a committee in place to review proposals and correspond with the firm that is chosen.**

13. Could you elaborate on the functionalities required for the calendar, such as event categorization, recurring events, and calendar sharing capabilities? Should users be able to register or RSVP for events directly on the website?

**Our current site already includes calendar sharing. Registering or RSVPing would be ok but not required.**

## E.

1. What is driving this redesign? How is your current website not meeting expectations?

**The site is still functional but is a little outdated.**

2. “Metroplan will provide....navigation outline”: Typically, we work with clients to develop the navigation (i.e., sitemap) during the discovery phase of projects. Would you be open to our recommendations for a sitemap and the content strategy as part of a collaboration between us and Metroplan?

**Yes.**

3. Will Metroplan provide all writing copy for the site or should that be required by the selected vendor?

**Metroplan will provide copy.**

4. For the social media and video feed interaction, can you provide more information on what social media and video platforms you will be using and the specific expectations regarding this interaction with the site?

**We will want our Facebook/Instagram feed to appear on the site. Short videos may be part of those posts. Larger videos might be hosted on YouTube.**

5. Your current site uses embedded iFrames to support the AcrGIS maps. Are you looking for a different method of integration?

**No, unless you have some recommendations.**

6. Can you provide more clarification on any map applications that go beyond standard embed?

**The maps will be created using ArcGIS and be standard embed. No complicated programming will be involved.**

7. Tableau offers an online version that allows data embedding directly into websites. Is this the expectation? If not, please clarify your expectations for integrating Tableau with the website.

Here are some of those capabilities:

1. To connect with data in the cloud from sources like spreadsheets.
2. To clean and combine data without writing code.
3. Visualization: to create visualizations using and drag-and-drop interface.

So it doesn't have to be Tableau-driven, but it would be great to be able to have tables on the website that connected with data online, and hence get updated regularly.

An example might be median household income for the Little Rock MSA. The one-year ACS gives a figure every year, updating it in September. With Tableau (or similar) it would be possible to present the latest figures for population, income, etc. for various geographies on our website, and have the figures update automatically when the Census Bureau updates them.

We request that the consultant provides a great website, but also offers some instruction to staff on how to get the most out of it.

8. Are any PDFs and CSV files for users to download expected to be dynamically generated from a data source or are these static files?  
They will be static files.
9. For files accessed by users, will any files need to be password protected or accessible to users with user accounts?  
No.
10. For events, you're currently using the Events Calendar plugin. Do you expect this to change or are you satisfied with the plugin as is?  
It is working ok but we are open to other suggestions.
11. Are you open to hosting the site through the selected vendor?  
We would prefer to do our own hosting, and probably will want to stay with GoDaddy.
12. You're currently using Google Analytics (which is free). Are you looking for a new analytics tool? If so, is there a budget allocated for analytics?  
Google Analytics is probably fine. There is probably not additional funding for more in-depth analytics.
13. What is driving the 5 month project timeline?  
There is no huge hurry for the project but we wanted to set a definite timeline.

14. What is the budget for the website project?

Information on budget will be available during the proposal process.

15. Will you require ongoing maintenance and managed services from the select vendor post-launch?

Metroplan staff will be maintaining the website. As part of the project the selected vendor should include a training session.

F.

- What are the key functionalities and features Metroplan is prioritizing for the new website?

Please see previous answers above.

- What are the primary challenges or pain points that Metroplan has encountered with the current website, and what improvements are most crucial in the redesign to address these issues?

Please see previous answers above.

- Could Metroplan provide examples of websites that illustrate the level of interactivity, user engagement, and visual appeal you aim to achieve?

<https://lvpc.org/>

<https://wfrfc.org/>

<https://garverusa.com/>

<https://www.pps.org/>

<https://travelersrestsc.com/>

<https://ampo.org/>

- Apart from ADA compliance, are there specific accessibility standards, such as WCAG 2.1 level AA, that the new website must meet?

The site will need to meet federal standards.

- What are Metroplan's expectations for ongoing technical support and maintenance post-launch?

Metroplan staff will be maintaining and updating the site. As part of the project, the consultant will be expected to provide some training.

- Are there any additional integrations expected to be included in the new

website?

Please see previous answers above.

- What key performance indicators will Metroplan use to measure the new website's success? Are there targets for user engagement, traffic growth, or other metrics?

There are no targeted goals. However, we would like to be able to track clicks and user engagement through views.

- How does Metroplan foresee the website's traffic evolving, and what scalability requirements should be planned for to accommodate future growth?

The site will need the ability to grow as more studies are completed or data is available. This may be large pdf files or additional sections.

- Can Metroplan provide insights into historical spending on the current website's maintenance and hosting to help frame the financial scope of the ongoing support for the new site?

Please see previous answers above.

- Who is the incumbent service provider, and what are the planned steps for the transition process to the new provider, including handover, ongoing support, and collaboration during the changeover?

The site is currently hosted by GoDaddy. Metroplan staff will maintain the site.

- Have there been instances of sudden traffic surges in the past, and how should the new website be prepared to handle such scenarios?

There have not been major traffic surges.