Addendum 01
Greenville-Spartanburg Airport District
Website Design Services
Dated: July 15, 2020

This Addendum is hereby made a part of the contract documents and specifications of the above referenced project. All other requirements of the original solicitation and specifications shall remain in effect in their respective order. Acknowledge receipt of this addendum by inserting its number and date on Form 2.

Addendum 01 includes the following:
- Questions and responses received from interested participants

Questions and Responses

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<th>Item #</th>
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<tr>
<td>1</td>
<td>Is the agency responsible for content creation and/or copywriting?</td>
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<td><strong>Response:</strong> GSP will provide content and copywriting.</td>
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<td>2</td>
<td>Will GSP be providing the imagery (video, photography or stock imagery)?</td>
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<td>Or does the agency need to include doing a photoshoot, video shoot and/or</td>
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<td>include stock imagery in the scope?</td>
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<td><strong>Response:</strong> GSP will provide imagery used on the website.</td>
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<td>3</td>
<td>Do you know if all of the 3rd party apps have API keys that have the ability</td>
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<td>for integration?</td>
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<td><strong>Response:</strong> All 3rd party integrations will have API keys or will be simple links to external sites.</td>
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<td>4</td>
<td>For the rental car reservation functionality, has the 3rd party app been identified? If so, do you know if that app has an API integration key?</td>
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<td><strong>Response:</strong> The app will be used to sell on-airport parking in advance-not for car rental. The app has not been identified yet. It is our intent to integrate the chosen app into the website using an API.</td>
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<td>5</td>
<td>Has the translator tool been identified? If so, what is it? Other than the translator tool, will the agency need to translate any key content in other languages?</td>
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<td><strong>Response:</strong> No translator tool has been identified yet. All content will be in English (US). The translator tool will be an option to increase user accessibility.</td>
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| 6     | Is the employee portal apart of this project so that the content can be organized into one master CMS tool?  
**Response:** No, the existing employee portal will be eliminated and its content moved to another internal system. |
| 7     | On the ecommerce program, what products will be sold through this functionality? Are you married to Shopify? Or would you like to have all content in one master CMS tool, including the ecommerce area?  
**Response:** The items offered though our online store will consist of airport branded promotional items. We are currently using Shopify for this purpose. We are OK with keeping shopify but remain open to other suggestions as optional add-ons to the CMS. |
| 8     | For the refreshed site (two years from now), what will need to be refreshed besides the look/feel? Copy/content? Photography/imagery? App connections/changes?  
**Response:** For the refresh, the look and feel of the site will be the focus, along with any necessary updates for SEO, security, accessibility or UI best practices. GSP will provide copy and imagery for the refresh. |
| 9     | With regards to the Dark site, does it need to tie into any specific outside apps/tools that are not already included on the normal site?  
**Response:** No. It is envisioned that this site will be a series of pages that would provide specific information in the event of an emergency or special event. No special apps of functionality is anticipated. |
| 10    | Is there a desired launch date for the new website?  
**Response:** March 31, 2021 is our desired launch date. |
| 11    | Is there room for negotiation with regards to the insurance requirements? Or is what is outlined in the RFP the minimums required?  
**Response:** Yes there is room for negotiation. |
| 12    | We’d like to clarify your determination of a proprietary CMS. Our CMS solution was developed in house, however customers on the CMS have full access to the source code and database and are able to make any modifications to the system. Would our proposal be excluded by proposing a CMS as described?  
**Response:** The ability to customize content, layout, and formatting is key. A propriety CMS that offers full access to the source code for in-house modifications may be considered. |
| 13    | Are you open to out of state vendors? If so would you require any on-site visits during the project implementation and training?  
**Response:** Yes, we are open to out of state vendors. No on-site visits are required during implementation and training. |
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| 14     | Does the District have a budget range set for this project?  
Response: The budget for this project is listed in the approved FY2020-FY2021 budget and part of the Commission meeting documents from the June 2020 meeting. This information is available on the District’s website. |
| 15     | Do you anticipate having your staff migrate any of the existing content, or will the selected vendor migrate all content?  
Response: GSP staff has the ability to migrate existing content, but it is preferable for the vendor to migrate all or the majority of content. |
| 16     | Are you able to provide examples of any of the XML data feeds that need to be integrated in the new site?  
Response: We anticipate using XML feeds to display real-time flight status information, status of our shuttle operations and an air fare finder at a minimum. |
| 17     | Are you able to provide additional details for the requirements of the interactive route map and the interactive terminal map?  
Response: The interactive maps are considered as optional features. However, we have attached these as samples.  
https://www.dfwairport.com/map/  
https://www.flynashville.com/im/Pages/Landing.aspx  
https://maps.massport.com/ |
| 18     | In the additional services would the district be interested in pricing for ongoing site scanning for accessibility compliance?  
Response: Yes. |
| 19     | Do you have videos stored with a streaming video services that you would want to embed in the website?  
Response: Yes, the District would want to embed YouTube videos in the website. |
| 20     | Should the vendor include designing and building templates for Mailchimp in the response?  
Response: Yes. |
| 21     | Are you open to a solution built on a Microsoft framework? (Asp.net, sql server, IIS)  
Response: Yes. |
| 22     | What is your vision/purpose for the website?  
Response: To be a one-stop source for information for the GSP Airport District. |
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<td>If you had to name one thing that this project would accomplish, what would that be?</td>
<td><strong>Response: Efficiency</strong></td>
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<td>24</td>
<td>What services do you envision within the consulting partnership following the website redesign launch?</td>
<td><strong>Response: Vendor will assist with website strategy and implementation of new services not originally envisioned in the RFP.</strong></td>
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<td>25</td>
<td>What is driving the ask for a refresh to occur in 2 years?</td>
<td><strong>Response: See item #8.</strong></td>
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<td>26</td>
<td>Has your previous website design and development agency been invited to participate in the RFP?</td>
<td><strong>Response: Yes.</strong></td>
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<td>27</td>
<td>How many firms have been invited to provide a response?</td>
<td><strong>Response: This is an open solicitation. Any qualified firm is encouraged to submit a proposal.</strong></td>
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<td>28</td>
<td>How important is a local, SC firm, vs a national firm to you and your team?</td>
<td><strong>Response: The District does not have a local preference criterion for this requirement.</strong></td>
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<td>29</td>
<td>Do you have a defined budget allocated for this work? If so, what is the available budget?</td>
<td><strong>Response: See item #14.</strong></td>
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<td>30</td>
<td>Do you have user-profiles and journey maps for your audiences? If so, when were they developed?</td>
<td><strong>Response: No</strong></td>
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<td>31</td>
<td>For the embedded video needs, do you have those video assets created or will that be included in the scope of this project?</td>
<td><strong>Response: See item #19.</strong></td>
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<td>32</td>
<td>Do you have existing interactive maps, or will those be ground-up created in the scope of this project?</td>
<td><strong>Response: We do not have existing interactive maps.</strong></td>
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<td>33</td>
<td>Do you have existing web guidelines that need to be adhered to in addition to the brand guidelines that will be provided?</td>
<td><strong>Response: We do not have existing web guidelines to apply to this project.</strong></td>
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<td>34</td>
<td>What works well about your current website? Are there features you would like to retain?</td>
<td><strong>Response: We are open for new ideas.</strong></td>
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| 35 | What does not work well about your current website? What are your frustrations/ pain points?  
**Response:** The home page is not flexible. A number of areas were not designed with flexibility to make changes in-house. The site was created for the day rather than anticipating the need to adapt to future needs. |
| 36 | What features are absolutely essential?  
**Response:** Flight status, airline information, wayfinding, contact information |
| 37 | What is your current hosting situation?  
**Response:** The website is hosted by Your Creative People (YCP). |
| 38 | Who is going to be managing the website content once it has been created?  
**Response:** See item #1. |
| 39 | Do you have any other existing web contractors? Will they have any role in this project?  
- What will our working relationship with them be? What is their role and what is ours?  
- Will we need to get any additional assets or information from your other contractors?  
**Response:** The awardee may need to get additional information from the current website contractor. However, the awardee will not be required to share any roles with the current website contractor. The awardee will be the sole designer of the project. |
| 40 | Will this be a joint design/development effort with your internal team? If so, what does the division of labor look like? What is your role and what is ours?  
**Response:** Yes, the awardee will be required to collaborate with the District’s internal communications department. |
| 41 | Is there existing content that needs to be migrated or pulled into the new site?  
**Response:** Yes, see item #15. |
| 42 | Do you have branded imagery already? If so, when were the shots created?  
- If you own imagery, can you provide high-res files  
**Response:** The District owns its branded imagery. The awardee will have access to high-res files. |
| 43 | How large is the site now (page count)?  
**Response:** There are currently approximately 400 pages, including individual blog posts, press releases, and airport district files. Content may be condensed for this project. |
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| 44 | What is your launch timeframe? Do you have a desired completion date for the design, and a desired completion date for development and launch?  
**Response:** See item #10. |
| 45 | Are there any other features or functionality not discussed in the RFP that you would like to have included in the site?  
**Response:** We would like the CMS and design to be flexible to add new functionality easily if needed. |
| 46 | Please confirm the following base assumptions.  
- 100% Web and Mobile Responsivity.  
- No additional development of standalone native/hybrid app for rendering the website as an app on mobile.  
- Since SEO is already in place, existing website URLs (like the menu item links, inner page links etc.) need to be preserved.  
- External site redirects will remain as-is in new website and these links will not be modified/revamped.  
- The current site is built in Asp.net and new revamped website will also have the same logic/features built using CMS.  
- Multilingual new website. Can you please suggest what all languages you would like to have incorporated?  
**Response:** Yes except the multilingual website. See item #5, #81, #153, #183, #191, #244. |
| 47 | Could you elaborate a bit more on “Database to house news, press releases, and media assets...”? Does this mean you are looking for a separate MySQL/Other database to store this data?  
**Response:** See item #124 |
| 48 | What sort of updateable services are being referred in your statement - “Directory and map of concessions, amenities, and services that is easily and fully updateable”?  
**Response:** Terminal map, route map, list of concessions in the airport. |
| 49 | Which type of analytics are you looking for as mentioned in your statement - “Support for implementing robust website analytics”?  
**Response:** In conjunction with the launch of the site, we would like vendor support for setting up and optimizing Google Analytics. On-going monitoring of analytics will be handled by GSP |
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| 50     | Please suggest the level of detailing you are looking for in SEO part i.e. are there any identified critical pages which would be preferred for SEO purposes?  
  - Image optimization is to be performed in-depth up to which level  
  **Response:** We are looking for effective but user-friendly on-page SEO solutions. We are open to suggestions. In conjunction with the launch of the site, we will look for vendor support for setting up and optimizing Google Search Console. |
| 51     | As there would be Request Based Access on page level and user action level both, as per the “Multi-user” point, can you please confirm on how many types of such users will be there?  
  **Response:** See item #53, #204 and #235 |
| 52     | As per your statement - “insert forms and direct submitted information to a database”, is the intention to utilize some kind of form builder?  
  **Response:** Yes. We would use this function for our “contact us” form, to subscribe to a newsletter or to enter a contest. We are open to an external form builder or 3rd party API, or a form builder included in the CMS. |
| 53     | Please suggest the roles/permissions of back-end users (like admin) for content management/back-end application login?  
  **Response:** We envision three administrators with unlimited access. After that we see a potential need for a single page editors. See item #204, #235 |
| 54     | Will new third party applications and widgets, apart from the existing flight tracking, parking reservations, email newsletter sign ups, procurement sites etc., be integrated in the new website?  
  **Response:** Yes, see item #3. |
| 55     | Can you provide a bit more detail on what is referred to as “Dark Site”?  
  **Response:** See item #9. |
| 56     | Can you please share what sort of functionality you are looking for in “interactive terminal map”?  
  - Will all the flights available for departure on terminal will be illustrated via some sort of icons of map?  
  **Response:** See item #17. |
| 57     | Since there would be database migration, what is the existing database system (like Oracle, MySQL etc.) in use?  
  **Response:** MySQL |
| 58     | Since your requirement is to redesign the website using a CMS, are you receptive to using Drupal (alternative to WordPress)?  
  **Response:** Yes. |
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| 59     | What are the approximate number of target audience/users visiting the website? Any other traffic stats you care to provide?  
Response: Ave monthly stats based on 3 years of analytics:  
**Users:** 58925  
**Sessions:** 76785  
**Pageviews:** 329813  
**Session Duration:** 164.42 seconds  
**Pages/Session:** 4.32  
**Bounce Rate:** 45.12%  
Additional web statistics are available at [www.gspairport.com/website-design-resources](http://www.gspairport.com/website-design-resources) |
| 60     | In the likely event that new features will be added to the revamped website, could you please provide brief details of what sort of new functionality is requested?  
Response: See item #34. |
| 61     | What is the estimated budget for this RFP?  
Response: See item #14. |
| 62     | Can you please confirm we need to provide Mockups and Design sample for this RFP? If yes, how many samples are required?  
Response: Mock ups are helpful but not required |
| 63     | After the award of contract, we will provide mockups?  
Response: Yes. |
| 64     | How many days training is expected for the District? Is onsite training mandatory? If yes, please specify number of days of onsite training? Will travel expenses be reimbursed - if yes, will this be a part of the budget?  
Response: Proposals should expect to conduct training for the new website. However, onsite training will not be mandatory. |
| 65     | What is the allocated budget or target budget range you are looking to stay within for this project?  
Response: See item #14. |
| 66     | Understanding the agency selected will be responsible for content migration, who will be responsible for creating and providing new copywriting, photography and videography for the new website?  
Response: GSP will be responsible for creating and providing this content. |
| 67     | What is the estimated budget for this RFP?  
Response: See item #14. |
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| 68 | Where can we find your existing brand standards to review?  
**Response:** GSP Brand standards can be found at [www.gspairport.com/website-design-resources](http://www.gspairport.com/website-design-resources) |
| 69 | Can you provide a high-level overview of the following website metrics for the 2019 calendar year for:  
- Users  
- Pageviews  
- Pages Per Session  
- Session Duration  
- Bounce Rate?  
**Response:** See item #59. |
| 70 | Can you confirm that the following are the only third-party technical integrations that are required within the scope of work and who you are using currently (or plan to use)?  
- Weather feed  
- Flight tracking  
- Fare analysis  
- Flight tracker map  
- Parking reservations  
- Rental car reservations  
- MailChimp  
- RFP forms  
- Shopify  
- Other(s)?  
**Response:** Rental car reservations are not required in the RFP; other applications listed are in use or desired. We are open to suggestions for other innovative solutions. |
| 71 | Does the proposed budget need to account for any and all third-party costs or should we assume that those will be the responsibility of Greenville-Spartanburg Airport District?  
**Response:** All costs for third-party subscriptions will be the responsibility of GSP. |
| 72 | Can you share a few examples of other airport websites that impress you?  
**Response:** See item #17. |
| 73 | Due to COVID restrictions, are you allowing digital only submissions, instead of hard copies?  
**Response:** Five (5) hard copies are still required for a responsive proposal submission. |
| 74 | Would you be open to a Canadian agency working with US clients?  
**Response:** Yes. |
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| 75     | Considering all courier companies have now removed all delivery guarantees, could you let us know if you would be open to an email submission only or a guaranteed email delivery on time with the paper copies arriving when they do, if they happen to be delayed by the couriers?  
**Response:** See item #73. |
| 76     | Could you let us know what the budget is for this work?  
**Response:** See item #14. |
| 77     | Do you need stock or original videography or photography?  
**Response:** No. The District already has a solution in place for videography and photography. |
| 78     | For the Map of concessions, amenities, etc. are you looking for it to be a dynamic map or are you looking for a visual map of the same?  
**Response:** See item #17. |
| 79     | Do you currently have an internal layout done up that could be used to create the map or are you looking for us to map the internal facilities as well?  
**Response:** The District does have an internal map of the facilities that can be used to create a visual map for the website. |
| 80     | With regards to the third-party integrations, can you list out the application names and version #’s along with if they have compatible APIs for integration purposes?  
**Response:** See items #3 and #70. |
| 81     | For the translation tool, would inclusion of Google Translate on the site suffice?  
**Response:** See item #5, #153 |
| 82     | What does “Fare Analysis” mean? What do they want it to display to the user?  
**Response:** This function would provide customers with a search tool to determine air fares from GSP to select destinations in the U.S. and major international cities. This can be accomplished through a custom app or link to a third-party provider. |
| 83     | What specificities do they have in mind for the “Search Feature”? Any special features?  
**Response:** We are open to vendor recommendations. |
| 84     | How many Blogs are there?  
**Response:** Two |
| 85     | Is there a tentative estimated date at which GSP would like to launch the new site?  
**Response:** See item #10. |
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<td>86</td>
<td>For the mailchimp newsletter integration, can you confirm the number of lists and an estimate for how often GSP wants to email to the list(s)?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> There will be approximately three lists used. GSP sends emails to these lists monthly.</td>
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<td>87</td>
<td>Can you also confirm the number of pages GSP wants on the website?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> The number of pages has not been determined but should be similar to what is currently displayed in the current site’s menu.</td>
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<td>88</td>
<td>In <em>Description of Services — General</em>, The District (GSP) emphasizes the need for a non-proprietary CMS.&lt;br&gt;&lt;br&gt;○ What CMS does GSP currently utilize?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> Backstage</td>
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<td>89</td>
<td>In <em>Scope of Work</em> the District states a preference for Wordpress. Has Wordpress been identified as the ideal solution when it comes to a future CMS?&lt;br&gt;&lt;br&gt;○ What, if any, difficulties do you have with your current CMS that you would like to address with this new website build?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> See item #’s 21 and 58. The District desires a fully customizable CMS solution.</td>
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<td>90</td>
<td>Will the District please define the expected annual site usage/bandwidth?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> See item #59 for current traffic needs.</td>
</tr>
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<td>91</td>
<td>Will the District please specify storage needs, response times?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> Industry-leading response times are required. See item #124 for storage needs.</td>
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<td>92</td>
<td>Can the District confirm that the vendor will only be responsible for hosting the site and not email and other services.&lt;br&gt;&lt;br&gt;<strong>Response:</strong> The vendor will be responsible for building the website. Hosting for the site may stay with the vendor or be moved to another hosting service based on anticipated costs, reliability etc. One set of costs should be presented for the creation of the website and another set for the ongoing hosting service. Vendor will not be responsible for hosting email and other services.</td>
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<td>93</td>
<td>Has the District successfully integrated any of these applications/systems in the past? Has the desired functionality been achieved?&lt;br&gt;&lt;br&gt;○ If yes, please provide the name and version of each application/system.&lt;br&gt;&lt;br&gt;○ What is the expected strategy that the District envisions for the rental car reservation integration?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> See item #70.</td>
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| 94     | Will the District please describe the desired tech stack?  
**Response:** We are open to considering suggestions from the vendor. |
| 95     | What framework does the District use (e.g. Foundation, Bootstrap, etc.)?  
**Response:** We currently use Backstage CMS |
| 96     | Will the District specify what it is specifically meant by “other passenger services” in relation to third-party applications (near the top of page 3 in the RFP)?  
**Response:** There are no other applications specifically implied. We are open to suggestions for innovative solutions. |
| 97     | The District requires vendors to provide a price of a refresh of the website two (2) years after the redesigned site is published. In **Pricing for Additional Services** the following criteria are outlined: color scheme, select content, accessibility, etc.)  
- Does the District anticipate a re-brand within the next two years?  
- The District specifies a broad range of initiatives as being in scope for the refresh: experience design (color scheme), content audit and creation (select content), and compliance (accessibility). Will a more specific statement of work be issued for this refresh in two years’ time? Or, rather, does the District expect the “refresh bid” provided in this proposal to be binding?  
**Response:** The District does not anticipate a re-brand within two years. For the refresh see item #8. At the time of the refresh the District will provide more detail and the costs submitted with the RFP for the refresh will be considered estimates, not binding. |
| 98     | Will the District please confirm the scope of services - are vendors expected to source assets?  
- Is the selected vendor expected to create content? If so, how much and what type(s);  
- Is the selected vendor expected to migrate all content to the new site? If so, what’s the timeline?  
**Response:** See item #1, #2, #66, #15 |
| 99     | In **Scope of Work**, the District alludes to a database for news, press releases, and media assets, is the specific expectation here the creation of a robust media relations portal? Or, rather, a simple searchable database?  
**Response:** See item #124 |
| 100    | For **H. Robust site search functionality**, will a Google Custom Search integration satisfy expectations? If not, does the District have another site search vendor in mind? (e.g. Attivio, Coveo, Exalead)  
**Response:** We’re open to suggestions from the vendor. |
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| 101    | Will the District provide assets required to build the map of concessions, amenities, and services? Or, rather, will the selected vendor's creative team be responsible for creating these?  
**Response:** See item #80. |
| 102    | Can the District define what it means by "interactive terminal map" in F. **Additional Features**? Does this imply the creation/integration of a detailed and interactive map of the terminal interiors? Or, rather does a map like this already exist on a third-party platform (LocusLabs, Google Maps, Apple Maps, etc.) and simply needs to be integrated into the GSP website?  
**Response:** See item #17. |
| 103    | What emergency notification system service does the District currently run on the GSP website? (e.g. Rave Alerts)  
**Response:** We have a notification bar located at the top of the website through the current CMS. We are interested in a more robust notification system and will consider vendor suggestions. |
| 104    | In **Technical Specifications and Requirements** the District references landing pages. Does the District currently utilize a CRM? If so, which? (e.g. Pardot)  
- If not, does the District currently utilize a third-party landing page builder? (e.g. Instapage or Unbounce)  
- How many landing page designs are in scope  
**Response:** One landing page design is in scope. We are using the term landing page to announce special events, contests, and other promotions. |
| 105    | In **6. GSP Online Store** , the District references current work with Shopify to provide an online store and retail function.  
- Does the District anticipate that the development of this ecommerce environment may be in scope at any time in the future?  
- Will the selected vendor simply be expected to link to the Shopify store from the main GSP website? Or, rather, will the selected vendor be expected to integrate the Shopify store interface into the main GSP website?  
**Response:** See item #7, #249 |
| 106    | For the site map, how many levels are in scope? (e.g. homepage + two levels)  
**Response:** Homepage and 3 levels, but we're open to suggestions from the vendor. |
| 107    | Is the vendor expected to develop an overall content strategy and guidelines?  
**Response:** At this time, overall content strategy and guidelines are not part of the scope for this solicitation. |
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| 108   | Can the District specify what it requires in the way of a usability testing plan and test results (e.g. site tree testing)?  
Response: **We are open for suggestions from the vendor.** |
| 109   | The District asks for a “migration plan.” Does this mean that only the migration plan is in scope, and the selected vendor will not actually perform a site migration?  
Response: **See item #15.** |
| 110   | Can the District specify its expectation for an SEO strategy? (A typical strategy might include title, meta descriptions, and alt tags for any pages the vendor is responsible for)  
|       | o How many pages are anticipated to be in scope for the SEO strategy, if any?  
Response: **We are open for suggestions from the vendor. See item #50.** |
| 111   | Can the District estimate the number of pages that require a keyword optimization strategy?  
|       | o Further, does the District have an idea of how many keywords per page are in scope (e.g. three keywords per page)?  
Response: **We are open for suggestions from the vendor. See item #50.** |
| 112   | May vendors provide rate cards or blended rates?  
Response: **Yes** |
| 113   | What is the expected budget for this project?  
Response: **See item #14.** |
| 114   | What’s the ideal timeline to launch?  
Response: **See item #10.** |
| 115   | There is currently no option to translate. Will a plug-in be provided or will someone be translating? Additionally, what is the use of the plug-in?  
Response: **See item #153** |
| 116   | We can create a temporary landing page, but what exactly does a dark site mean? Do you need a dark site for text/video, linked articles, a site or pop up landing page? More clarification on that would be helpful.  
Response: **See item #9.** |
| 117   | Where are the videos being hosted? Ex. YouTube  
Response: **See item #19.** |
| 118   | What is an example of the content that will be on the landing page? Ex. Text, videos, links, forms, etc.  
Response: **See item #104.** |
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| 119    | What does the interactive map do?  
Response: See item #17. |
| 120    | Under the Technical Specifications, Section F(4), it is important for additional features but what will this mean in the future? Is it a widget or something we will be building?  
Response: These will likely be third-party apps to link to but some may require custom programming. This section only asks that the chosen CMS is able to accommodate the future features. |
| 121    | Will we be receiving content from GSP? Or will we be required to do a content audit?  
Response: See item #125 |
| 122    | Would you address the impetus for the redesign of the website? Are there deficiencies in your current website that are driving this change or are you all on a regular schedule for a website redesign?  
Response: See item #222 |
| 123    | What is the desired launch date or timeframe?  
Response: See item #10 |
| 124    | Page 9 - Section 3F: Regarding the database for releases and media assets: do you need a media center created or is this a backend database that you simply need as a repository of these items?  
Response: Currently we are envisioning a repository for items but we are open for consideration of a media center concept. We need the ability to provide assets such as images, videos, and PDFs for media and the public to download from the website. |
| 125    | Page 9 - Section 3G: Do you have assets (e.g. photos or videos) or will you need a photoshoot and/or video creation?  
Response: The District will provide content, photos and video assets. |
| 126    | Page 9 - Section 3I: Regarding directory and map: are you looking for custom development of this directory and map or would integration with a third-party application suffice for your needs?  
Response: We open to considering all options. See item #156, #172, #250, #17 |
| 127    | Page 9 - Section 3K: Regarding your ADA needs: do you have a list of minimal requirements that you as an airport must meet?  
Response: (W3C, WCAG 2.0, Section 508) Offeror must ensure compliance with existing W3C standards and government-mandated section 508 standards. We prefer that the offeror understands the coming WCAG 2.0 standards for timely compliance when the time comes. |
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| 128    | Page 9 - Section 3N: Do you require monthly reporting from the selected partner on the performance on your website?  
Response: No, see item #49. |
| 129    | Page 11 - Section 5.1: The insurance requirements are higher than our current coverage – is this mandatory for consideration or mandatory if we are selected?  
Response: See item #11 |
| 130    | Page 15 - A1: Other than keeping platform and scripts up-to-date, are there any additional security requirements?  
Response: Not at this time. |
| 130    | Page 15 - Section A4: Regarding SEO needs: are you looking for ongoing SEO support? Are you looking for ongoing support for content development?  
Response: These are not required in the RFP but vendors are encouraged to provide additional information on other optional services offered. See item #50. |
| 131    | Page 16 - Section B5: Regarding translation needs: could you elaborate on your needs in this area? Is this a need for site translation into multiple languages?  
Response: See item #153 |
| 132    | Page 18 - Section E6: Regarding the GSP Shopify store: would you confirm that you are creating a separate website for this ecommerce store and your need is simply a link to this ecommerce site? In other words, there is no ecommerce functionality required on the GSP site itself - is that correct?  
Response: Correct. Current app has an embedded interface but no e-commerce will take place directly on airport website. |
| 133    | Page 19 - F1 and 2: Regarding the additional features of interactive route and terminal maps: do you need these maps custom designed and developed or do these maps currently exist? If the former, can you provide specifications and/or examples?  
Response: See item #156, #172, #250, #17 |
| 134    | Page 20 - D1: Regarding additional needs of training and support materials: do you have an outline of the desired materials?  
Response: We would expect to receive training on use of the CMS. See item #185 |
| 135    | Page 20: Regarding technical requirements: do you have specific web hosting requirements?  
Response: No, we are open to vendor suggestions. |
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| 136    | Is it correct in assuming that the submission date is Friday, July 31, 2020 at 4:00pm and is to include one (1) electronic copy and five (5) hardcopies?  
**Response:** Yes |
| 137    | Does the District currently utilize any proprietary or third-party website analytics platforms that the District would like to continue using with the new website?  
**Response:** See item #49 |
| 138    | Is the District requiring the awarded contractor to provide a refresh of the Shopify Online Store or edit, update, and/or maintain any products within the District’s Shopify account as part of this RFP?  
**Response:** No |
| 139    | Is the database being referred to located separate from the proposed CMS, such as a proprietary or third-party CRM or ERP system currently in use by the District?  
**Response:** No |
| 140    | The table asks for total cost of maintenance/support services in terms of total cost for the project, but we wouldn’t start maintenance until after the site is launched. What time period would the District like us to provide costs for?  
**Response:** The costs should reflect the costs to build and launch the new website. The ongoing maintenance after launch can be displayed in either hourly rates or monthly fees. |
| 141    | Section B: User Experience, #5 Translation Tool states, “Must have capabilities with FAA’s Limited English and offer translation services”. There are multiple options we can provide for translations services and would like a little more clarification. Can we use google translate as an option? Or do you need a custom translator where every piece of content is exactly the way you want it?  
**Response:** See item #153, #5, #81 |
| 142    | Section E: Third-Party Tools/Widgets, #6 GSP Online Store states, "The airport is currently working with Shopify to provide an online retail function. The website will need to incorporate this function and provide links to the embedded storefront.” Please clarify exactly what you want embedded. From our understanding, Shopify and Wordpres don’t work well with embedding stores. We can link to the store or discuss alternate solutions as needed  
**Response:** See item #7, #249 |
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<td>143</td>
<td>Section F: Additional Features, #1 Website shall have an interactive route map. Please confirm that you are wanting to build an interactive map based on the graphic seen here (<a href="https://www.gspairport.com/find-your-flight/">click here</a>) or please elaborate a little more on what this interactive map entails? <strong>Response:</strong> This map could be custom or offered by a third-party vendor. See item #197. <a href="https://www.gspairport.com/find-your-flight/">https://www.gspairport.com/find-your-flight/</a> <a href="http://sdf.fltmaps.com/en">http://sdf.fltmaps.com/en</a></td>
</tr>
<tr>
<td>144</td>
<td>Section F: Additional Features #2 Website shall have an interactive terminal map. It is our understanding that you are wanting to build an interactive terminal map based on this graphic (<a href="https://www.gspairport.com/find-your-flight/">click here</a>). Please confirm that this is correct and if possible, elaborate a little more on how many levels of interaction you may want? <strong>Response:</strong> See item #156</td>
</tr>
<tr>
<td>145</td>
<td>Please provide us with any analytics data so we can have a better understanding of how much traffic comes to your website and from where the traffic comes (overseas traffic?) In order to accurately estimate website hosting and maintenance, this data will be vital <strong>Response:</strong> See item #59</td>
</tr>
<tr>
<td>146</td>
<td>Can you clarify if the intent of the insurance clause in the RFP is to ensure we hold sufficient coverage but with some flexibility on the coverage types/amounts or is your list a strict requirement that we hold the exact coverages as described in the RFP? <strong>Response:</strong> The insurance clause is negotiable.</td>
</tr>
<tr>
<td>147</td>
<td>Are you aware of any fees associated with the use of these third-party applications? Any fees charged by the third parties would not be included in our pricing and would be the responsibility of the client. <strong>Response:</strong> Fees for third-party sites would not be included in vendor pricing.</td>
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<td>148</td>
<td>Are you open to a refresh of your logo? <strong>Response:</strong> No.</td>
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<td>149</td>
<td>Can you please confirm that, at a minimum, your budget for this project meets our baseline of $50,000? <strong>Response:</strong> Confirmed.</td>
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<td>150</td>
<td>Can you describe how the project will be managed from the client side? Is there a committee or team that will collaborate on decisions? Will there be a single point of contact for the project or multiple project owners/decision makers throughout? <strong>Response:</strong> There will be a single point of contact for the project. That contact will then coordinate with an internal team to provide information needed to complete the project.</td>
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<td>151</td>
<td>What is the impetus for issuing an RFP for the redesign? <em>(general question, not referencing a specific RFP page number/section)</em>&lt;br&gt;&lt;br&gt;<strong>Response:</strong> See item #222</td>
</tr>
<tr>
<td>152</td>
<td>What are you most looking for in an agency partner? <em>(general question, not referencing a specific RFP page number/section)</em>&lt;br&gt;&lt;br&gt;<strong>Response:</strong> We are looking for a partner that are problem solvers. A group that looks at a task and can deliver creative ways to deliver on that task. A group that embraces innovation and creativity.</td>
</tr>
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<td>153</td>
<td><em>Page 16, Section B (User Experience), number 5</em> - You mentioned a “Translation Tool” that’s needed to meet FAA’s Limited English and translation services. We don’t see this functionality currently on the site:&lt;br&gt;  o Does it not yet exist?&lt;br&gt;  o Would something like a Google Translate plug-in meet this criterion?&lt;br&gt;  o What languages do you need the site translated in?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> The translator does not currently exist. Yes, Google Translate or similar application would meet the criterion. Spanish, German, French and Japanese are top languages but access to more would be preferred.</td>
</tr>
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<td>154</td>
<td><em>Page 16, Section C (CMS), number 4</em> - Can you elaborate a bit more on the “Dark Site” feature requirement?&lt;br&gt;  o Is this a simple message/alert notification bar/landing page that needs to be displayed globally on the site in case of an emergency?&lt;br&gt;  o Or is it more complex, for example, the Dark Site would need to be showing major sections of the site, while shutting other sections off entirely?&lt;br&gt;  o Can you provide a specific use case for this “Dark Site” feature?&lt;br&gt;  o Can a user dismiss the message?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> See item #207</td>
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| 155    | **Page 17, Section E (Third-Party Tools), numbers 1 - 9**: For all of the third-party integrations listed, are these existing APIs and will you provide APIs to integrate with? (Confirming that the agency partner doesn't need to build out these APIs ourselves).  
  - Will you be able to provide technical and API documentation for these integrations?  
  - GSP Online Store - confirming that the online store will be a separate URL and gspairport.com would just need to link off to the store URL?  
  - RFP Portal and RFP Notifications - can you elaborate what this is supposed to do? What is the “Bids & Proposals” section supposed to be for on the site?  
  **Response:** The District will provide API documentation for the majority of the integrations. The Online store is currently embedded but can be accessed through a link. The RFP portal is currently a function written into the site. We would be open to considering a link to a third-party provider. |
| 156    | **Page 19, Section F (Additional Features), numbers 1 - 4**: In the Additional Features section, you wrote “Website shall have an interactive route map” and “Website shall have an interactive terminal map”.  
  - We have located static terminal/parking maps on the site today, however have not found any interactive maps - the creation of the interactive maps would be net-new functionality, correct?  
  - Can you explain what you mean by these two items in more detail in terms of specific requirements for each?  
  - Do these require third-party tools to pull in the necessary information?  
  - What sort of interaction are you expecting users to do with these maps?  
  **Response:** These items do not exist in the site today. No third-party information will be required. Examples can be found at [https://www.flymsy.com/facility-maps/](https://www.flymsy.com/facility-maps/), [www.flynashville.com](http://www.flynashville.com), [https://www.dfwairport.com/map/index.php](https://www.dfwairport.com/map/index.php), |
| 157    | **Page 19, Section F (Additional Features), numbers 1 - 4**: In the Additional Features section, you wrote “It is important that the platform used for designing the website will be able to incorporate additional features in the future, such as Live TSA, Wait Time Tracking, Live Parking Lot Availability, Low Fare search capability and similar features.”  
  - We did not spot these features on the current site; can you please confirm if any of these features exist in any way today?  
  - Have you chosen any third-party tools you want to use for these features?  
  **Response:** These features are not available on the current site. We have identified potential vendors for these services but have not decided on final solutions yet. These decisions will be made as the new site is designed. |
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| 158   | *Page 16, Section C (CMS)* - What is your current CMS?  
  o Please confirm you are open to CMS recommendations outside WordPress, and the recommended CMS doesn't necessarily need to be “open source”.  
  **Response:** Backstage CMS. We are open to recommendations, see item #12. |
| 159   | *Page 1, Section 1.0 (Introduction)* - Must we submit the 5 physical copies and flash drive, or is an electronic-only submission acceptable?  
  **Response:** Yes, five physical copies and a flash drive is desired. |
| 160   | *Page 16, Section B (User Experience), number 3* - Are you using any third-party tech for your site search today?  
  **Response:** No |
| 161   | Are you using any third-party tech for your site search today?  
  **Response:** See item #14 |
| 162   | Who will be involved in the bid review and agency selection process? Who will be the agency point of contact during the project as well as the decision makers for site approval?  
  **Response:** See item #150 |
| 163   | Is there a defined budget amount or range for this project?  
  **Response:** See item #14 |
| 164   | What did you spend on the current site’s initial design and development?  
  **Response:** See item #252 |
| 165   | What are the ongoing maintenance / hosting costs for your current site?  
  **Response:** The district spends $6,000-$8,000 per year on hosting and maintenance. |
| 166   | Who developed the current site and on what platform?  
  **Response:** Your Creative People (YCP) developed the site on Backstage |
| 167   | Are there any custom integrations on the backend of the site that need to be retained or rebuilt on the new site? For example – employee application portal.  
  **Response:** No |
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<td>168</td>
<td>What analytics are currently being provided on the current site? Can you share a recent report so we may benchmark site traffic and content priorities?</td>
<td><strong>Response:</strong> See item #59.</td>
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<td>169</td>
<td>Has the agency that developed the current site agreed to proactively support migration to the future site?</td>
<td><strong>Response:</strong> We do not anticipate any issues with working with the current agency on migration should the district decide to accept a proposal from a different company.</td>
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<td>170</td>
<td>What new innovative functionality and/or features do you want integrated into the new site that do not currently exist on the current site?</td>
<td><strong>Response:</strong> We have listed desired functionality in the RFP.</td>
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<td>171</td>
<td>For the online store – are you open to utilizing an in-house commerce store rather than proceeding with a separate store via Shopify?</td>
<td><strong>Response:</strong> We are open to consider new options. However, the online store is not intended to be a major source of revenue so preference will be given to spending resources in this RFP on website infrastructure and improving the customer experience.</td>
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<td>172</td>
<td>How are the current interactive route and terminal maps developed and maintained? What do you want improved upon with the future site?</td>
<td><strong>Response:</strong> See item #250, #133, #156, #17.</td>
</tr>
<tr>
<td>173</td>
<td>What airport websites do you deem innovative and aspirational? What features or functionality are you drawn to that you would like built into your future site?</td>
<td><strong>Response:</strong> See item #216, #170.</td>
</tr>
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<td>174</td>
<td>RFP asks for proposals are limited to 20 pages, is it including all shared forms also?</td>
<td><strong>Response:</strong> No. The cover page and all required forms are not included in the 20 page limit. However, proposals can be shorter than 20 pages.</td>
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| 175    | Will hosting of website be the part of scope? If yes, please response on following further questions: I. What is the hosting environment of the website current website? II. Is there any preference for hosting (Cloud/PaaS)? III. Please share existing website and expected number of pages, file system storage, database storage, approx. number of users and approx. concurrent number of visitors on website, which will help us in estimating hosting size. IV. What is the expected period for hosting services? V. Is there any preferred hosting service provider from district like Azure, AWS and any other?  
Response: Hosting is optional. There is no preference for hosting services; we are open to suggestions regardless of whether the CMS provider offers hosting or if we use a third party source. See item #43, #59. |
| 176    | RFP ask: “The District also requests the offeror to provide a price for a refresh of the website two years after the redesigned site is published.”, Question: Can you please elaborate the scope of work for refreshing of website, is it limited to warranty support or district is looking for content management and enhancement also? If content management will be the part of scope, then please share approx. frequency of update with number of pages.  
Response: See item #234 |
| 177    | We understand that ongoing support for the website is asked for new website, which vendor will develop under this RFP scope. Existing website support will not be the part of scope. Please confirm. In case it is required, please share expected scope of work for ongoing support.  
Response: No support for the existing site will be included in this scope. Once the new site is created we are asking for rates for ad hoc support. This could be provided as hourly rates or as a monthly fee. Support would include assistance with implementing changes to the site that are not mentioned in this RFP, making modifications that are not possible through the CMS and for assistance with accessibility, security and other topics. See item #24 and #285 |
| 178    | Do we need to migrate all content from existing website https://gspairport.com/ ? If yes, please share number of pages, documents, media files there on the existing website to be migrated on new website.  
Response: There are currently approximately 400 pages, including individual blog posts, press releases, and airport district files. Content may be condensed for the new site. |
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<td>179</td>
<td>Are there features or functionalities on the current website that will not be migrated to the new website?</td>
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<td><strong>Response:</strong> The employee portal, employee directory will both be discontinued. We are open for considering new options for flight status. The remaining functionalities plus those mentioned in the RFP will be included on the new site. Content may be consolidated.</td>
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<td>180</td>
<td>What is the current website traffic? Number of total and unique visitors by day, week and month? How does your website traffic percentage breakdown by device type (desktop, tablet, mobile)?</td>
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<td><strong>Response:</strong> See item #59.</td>
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<td>181</td>
<td>Do you have web analytics that we can use to determine user behavior on your current site?</td>
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<td><strong>Response:</strong> See item #59</td>
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<td>182</td>
<td>Will district be setting up Development, Test/Staging and Production environments with appropriate configuration or Is it assumed to be vendor's responsibility?</td>
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<td><strong>Response:</strong> This is the vendor’s responsibility.</td>
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<td>183</td>
<td>Will the website be developed only in English language? If not, how many languages will be there and which are those languages? Also, we understand content for each language will be provided by district only. Please conform.</td>
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<td><strong>Response:</strong> Yes, the website will be developed in English (US). We do ask that developers suggest a translation tool (i.e. Google Translate or other) that can be used to assist visitors with limited language proficiency.</td>
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<td>184</td>
<td>Is there any expected timeline for website launch?</td>
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<td><strong>Response:</strong> See item #10</td>
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<td>185</td>
<td>How many Training Sessions will be required? Please share the number of users for training? Preferred mode of training online/offline?</td>
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<td><strong>Response:</strong> Training can take place online or in person. We expect to have no more than 5 users participate in the training sessions. The number of sessions will depend on the complexity of the subject matter. We will consider the vendor’s recommendation.</td>
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<td>186</td>
<td>Can you please share the technology stack of existing website along-with CMS details?</td>
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<td><strong>Response:</strong> Current CMS software and tools are proprietary. We are open to suggestions for back-end and front-end tools.</td>
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<td>187</td>
<td>Is district preferring WordPress as preferred CMS for the website?</td>
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|        | **Response:** The District is open to considering any non-proprietary CMS.
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| 188    | Is there any maximum number of finalists decided by the district, who will be shortlisted for Interview?  
**Response:** The number of finalists will depend on the proposals received. We hope to conduct personal interviews with at least four firms. However, there may be more or less depending on submittals and responsiveness. |
| 189    | There are proposal evaluation criteria shared, where weightage of each criteria is not mentioned. Please share weightage with each of the criteria shared?  
**Response:** Proposals will be evaluated on the total program submitted. No one criteria will be weighted more than another. |
| 190    | RFP ask: “Current weather and Current time (including the airport’s time zone)” Question: In case of any paid API need, district will provide API for integration.  
**Response:** Yes |
| 191    | We understand the scope is not asking for any Translation Tool. Please clarify.  
**Response:** We are hoping to implement a foreign language translator function. Something similar to Google Translate would suffice for our needs. |
| 192    | How many types of users will be there for managing website? Do we need to provide login access to any users? If Yes, then please share stakeholder-wise activities/tasks after login on website.  
**Response:** See item #204 |
| 193    | Dark site is also part of scope, for dark site who will provide deployment infrastructure.  
**Response:** See item #207 |
| 194    | We understand that all required content with multi-media files will be provided by the district. Please confirm.  
**Response:** Yes |
| 195    | RFP ask: “Third-Party Tools/Widgets” all the third-party tools/widgets mentioned under this section will only be integrated will the website, where all required APIs for integration will be provided by district. Please confirm.  
**Response:** See item #196 |
| 196    | Will any other 3rd-party integrations be part of scope like payment gateway or any other application? If yes, please share list of integrations, also in that case we understand all required APIs for integration will be provided by District. Kindly confirm.  
**Response:** We do not anticipate any additional third-party integrations beyond those mentioned in the RFP. |
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| 197    | For asked additional features in RFP like interactive terminal map and interactive route map on website, who will provide integrative route map and terminal map. Will it be integrated with google map or any custom map creation required where latitude-longitude for terminal will be provided by district. Please elaborate this requirement.  
**Response:** The interactive route map could be created or provided through a third-party application. The interactive map will likely need to be created by the bidder. The terminal map could be integrated with Google Map or be a stand alone. |
| 198    | How many total numbers of unique templates are to be created as part of the scope?  
**Response:** This will be left up to the bidder. |
| 199    | Do you have brand guidelines? Will any adjustments or extensions to the brand be included in the scope of work of this project?  
**Response:** Yes we have brand guidelines for our logo. We do not anticipate any changes to the brand with this project. See item #68. |
| 200    | Is there any specific ask for project delivery model resource deployment? Is the project managed offshore or do we need to deploy resources onsite also, if yes please share details like how many resources onsite required with duration?  
**Response:** There will be no need to deploy resources on-site. |
| 201    | What is the budget for this project?  
**Response:** See item #14 |
| 202    | Looking at the current COVID pandemic, would you be okay with having all meetings/demo/training conducted virtually?  
**Response:** Yes |
| 203    | Is there an incumbent on this project? If so, will they be bidding on this project and how long have they had the contract?  
**Response:** See item #230. There is no contract in place. However, the incumbent has had a relationship with the District for more than 10 years. |
| 204    | How many distinct user roles do you envision? Will there be more than just Author > Editor > Administrator? Does there need to be any sort of a publishing workflow? (E.g., Author creates a page, then it must be approved by an editor before being published)  
**Response:** We envision author and editor/administrator roles. Typically, the editor/administrators will do the majority of content changes. However, we will need a few authors to edit specific subject to approval of the editor/administrators. |
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| 205    | Do you already have some candidates in mind to provide this functionality for the site? Do you need for us to make a recommendation for managing parking reservations and purchases?  
**Response:** The online parking reservations function will be handled by a third-party company. We anticipate the award of this contract in the next 45-60 days. You will just need to integrate a link or embed a search tool in the new site. |
| 206    | Is this already in place on the existing site? It looks like you have something similar [here](#). If this will be different on the new site, can you provide any additional details about the app we’d need to integrate with.  
**Response:** Yes, this is the parking shuttle status app. We are interested in how to better integrate this information is a user-friendly and visually pleasing manner for customers on mobile devices. This is a new site that is in early implementation and we are open for ideas. |
| 207    | What does the end result of the Dark Site mode need to be? Does Crisis Mode™ change the main navigation? Redirect all traffic to a specific page? Disable certain features? Is there any example of a site you've seen with this feature that we can reference?  
**Response:** For the Dark Site we envision either a clearly identified link on the home page leading to a pre-populated page(s) that gives direction to the public and media in times of crises or the ability to switch out to home page entirely with pre-populated information. With a changed home page we would maintain all existing links. |
| 208    | Do you foresee the Community section changing significantly with the new site? Are there different types of content you want to be able to showcase for your community involvement? Do you want to have this incorporated into the site in different manner other than a link to this section?  
**Response:** We plan to re-work this section completely. The content for the section will be provided by the District. However, we will need to have some ability to add/delete information, images and have links to press releases for special events that may involve the community. |
| 209    | Can you tell us more about what routes need to be displayed and what features make it "interactive"? Do you take this to mean a map of airline routes (i.e. GSP to Miami, GSP to LA, etc)?  
**Response:** Yes, we need to have a map that can show what current nonstop destinations are offered from GSP. This map could be interactive or it could simply be a map that can be edited to add/delete cities and routes as needed. |
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| 210    | Can you tell us how you envision users interacting with this map? Do you want them to be able to get directions from within the airport to another location in the airport similar to this site?  
**Response:** Yes, we envision the ability to click on the map to show the location of stores, airlines, rental cars etc. On the info that pops up for each location we hope to include name, store hours etc. The New Orleans airport map is a good example of what we are looking for with an interactive terminal map. |
| 211    | Can you tell us more about the database the form submissions need to communicate with and what information is being passed from the site to the database?  
**Response:** The database will be used to collect user information and messages from a “contact us” form. We need to capture newsletter subscriptions collecting name, address, email or contest entries collecting similar information. |
| 212    | Do you envision this content being posted dynamically to your site from the 3rd party service or would the 3rd party service have access to post the information directly to your site?  
**Response:** We anticipate using direct links and embedded links for most applications |
| 213    | How much traffic does the website get each month? What are your peak periods?  
**Response:** See item #59 |
| 214    | As it relates to the District maintaining the website, can you describe what the capabilities / experience of the current internal team are? We are trying to gauge the type of web build required based on the kind of experience currently on staff.  
**Response:** The current team has experience with CMS and some basic website development knowledge. It is hoped that the solution produced will allow for a friendly experience for the novice to mid-tier user. |
| 215    | For the sake of estimating this project, do you anticipate that any of the software integrations will require custom application development? If so, which ones? Essentially, custom application development is a big variable on web projects like this.  
**Response:** We do not anticipate custom application development at this time. |
| 216    | Are there any “benchmark” airport websites that you particularly like, and whose level we would aspire to exceed?  
**Response:** Examples include but are not limited to flydenver.com, rdu.com, flynashville.com, mspairport.com, flycolumbus.com, cvgairport.com, portseattle.org, flysfo.com, dfwairport.com. |
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| 217    | What is it that you are not particularly pleased with on your current site that prompted this redesign RFP?  
**Response:** See item 219.  |
| 218    | With the redesign, one of the goals is to clearly communicate the unique air travel experience. What makes the air travel experience unique from other airports? What are key points of differentiation?  
(Source in RFP: Page 2 Description of Services - General)  
**Response:** GSP offers a truly unique travel product. Beyond our ability to offer a significant level of air service, we have award-winning amenities that are not commonly found at regional airports. From restaurants operated by world-class chefs like Wolfgang Puck, airport lounges with chef-prepared menus, a wine marketbar featuring world-class liquors and food options, two local craft beer locations and the first FAA-approved airside garden in the nation. Our park-like grounds offer scenic parkways, manicured grounds and inspiring fountains. Our terminal is airy and light and stocked with spectacular commissioned public art pieces and guests can enjoy all of this while sipping the airport’s very own branded craft beer. GSP offers a stark escape from the typical airport experience. We need a website that help us highlight our offerings. |
| 219    | Are there issues with usability and/or the customer experience on the current website? Can you share with us your biggest challenges related to usability or the customer experience?  
(Source in RFP: Page 3 Description of Services - General)  
**Response:** The home page is mostly static and lacks the ability to highlight the latest news or events in a noticeable way. Many of the headers and footers are not able to be easily changed without support. The mobile experience is not user-friendly. There are too many pages – there is a need to make the most important information easier to retrieve. |
| 220    | Part of the scope of work is to include a migration plan when transitioning from the old to the new site. Are there any specific concerns of which we need to be aware and ensure are considered in this plan?  
(Source in RFP: Page 9 - Scope of Work (O.))  
**Response:** There are no specific concerns with the transition. We will need to be sure that the current site remains active and fully functional until we switch over to the new site. |
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<td><strong>221</strong></td>
<td>Have customers expressed any issues or complaints with the current website? Has a survey been done to gauge strengths/weaknesses of the current user experience? (Source in RFP: n/a).&lt;br&gt;&lt;br&gt;<strong>Response:</strong> No surveys have been done. We have used heat maps, evaluated analytics and received anecdotal feedback from users. The introduction of a new site should accomplish the goal of efficiency for in-house staff and allow a more mobile-friendly and flexible resource for customers.</td>
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<tr>
<td><strong>222</strong></td>
<td>What is the reason for a new website design at this time? Addition of new website features or more of a design and content driven decision?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> We are in the process of implementing a new ERP system for the airport. With the new system we are able to move many of the employee support functions away from the website and into our internal system. This allows us to streamline the website and focus on accessibility for customers and flexibility for our communications team. As part of this process we intend to introduce new features and desire a platform that allows us to easily add features over time in a cost-effective and timely manner.</td>
</tr>
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<td><strong>223</strong></td>
<td>How do you envision new content being created for the website? In collaboration with GSP or will the partner be responsible?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> Most content will be supplied by GSP. However, there will likely be some content that will be in collaboration with GSP.</td>
</tr>
<tr>
<td><strong>224</strong></td>
<td>Do photography and video assets exist to implement into the design or do new assets need to be created?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> Yes, the District will provide photo and video assets for the site.</td>
</tr>
<tr>
<td><strong>225</strong></td>
<td>How would you define a success for the new website?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> To launch an efficient, cost-effective, mobile-friendly tool that makes it easier to fly from GSP.</td>
</tr>
<tr>
<td><strong>226</strong></td>
<td>Is there a budget range that we should plan for to inform the solutions offered in the proposal responses?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> See item #14</td>
</tr>
<tr>
<td><strong>227</strong></td>
<td>Do you envision the Parking Shuttle Status App would look similar to the FIDS display on the site?&lt;br&gt;&lt;br&gt;<strong>Response:</strong> We expect that the shuttle status will reflect a feed from a third-party site on an airport parking page. The current data is derived from an app by the provider of the tracking software.</td>
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| 228    | Do you anticipate that the GSP Store and the Parking Reservations/Purchases will display using an iFrame or something similar?  
**Response:** We expect that the store will be embedded or use an iframe. The parking reservations may be embedded or use a link to a URL that closely resembles the airport website. |
| 229    | Where are you currently hosting your websites?  
**Response:** The gspairport.com website is hosted with our current website solution provider. The airport also maintains other websites with three other hosts. We desire to incorporate much of the content from the sister sites into the new gspairport.com. Hosting will also be consolidated. |
| 230    | Is Your Creative People (YCP) currently providing web hosting support and/or consultation? If so, is the current vendor allowed to bid?  
**Response:** Yes. Yes, this is an open solicitation and any qualified firm is encouraged to submit a proposal. |
| 231    | The RFP stated a preference for open source - WordPress? To GSP, what are the most desirable features that are driving the preference for WordPress? What has not worked for you over at Backstage CMS?  
**Response:** We are open to consider any non-proprietary CMS solution. Our desire is to have a website that provides more flexibility, is customizable, user-friendly CMS infrastructure and can be widely supported. |
| 232    | What is leading the request for the redesign? What are the usability and customer experience challenges today, and how does addressing those help GSP? What KPIs are we hitting? What are the business objectives of the website redesign?  
**Response:** The current site lacks the flexibility and dynamic features that we need to support or communications and advertising program. We are interested in taking a more proactive role in website support and maintenance with in-house staff. The current site also is designed to support a much larger mission than what is anticipated in the future. Through this process we hope to design a user-friendly, flexible and accessible communications tool that allows us to instantly adapt to our ever-changing environment. |
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| 233    | There are currently approximately 600 pages of website content. Is replacement of website content within the scope of this RFP request? If so is a per page cost acceptable? Is a 25% rewrite, 25% rewrite, 50% direct translation a good assumption?  
**Response:** We do not envision replacing the majority of the website archive. The District will provide content to be used. Some items like past press releases and financial reports will need to be transferred from old site to new site. These items will be considered on a case by case basis. We are open to a pricing method that assumes a per page cost. |
| 234    | We typically find clients in need of a site refresh after 4 years or longer. Is the rationale around a refresh in 2 years to provide a more on trend and visually appealing experience for users? Are there upcoming changes to the brand that might affect this? Has this tactic shown measurable improvement for GSP revenue in the past?  
**Response:** Yes, we envision doing a refresh in 24-36 months to better appeal to user search behavior and to keep the look and feel inviting. |
| 235    | Can you tell us more about your team as it pertains to “training for GSP staff is an essential component of this project”? Is virtual training acceptable due to Covid?  
**Response:** A team of 4-5 people would be involved in the website. Yes virtual training would be acceptable. |
| 236    | Is the News & Social Media page a good example of types of content that would be housed as part of the website? Ideally would this come in the form of public facing articles?  
**Response:** Yes |
| 237    | We imagine robust search solutions including features such as an advanced search to filter results by content type, predictive site search, and lightning fast search speed. Is this inline with your expectations?  
**Response:** Yes |
| 238    | Regarding the Directory of services and concessions, our past work has integrated these directly into interactive maps with live filtering by category, price point, etc. The current feature is more of a business listing. Is GSP open to transforming this listing into a more dynamic feature?  
**Response:** Yes |
| 239    | Best practices for security, privacy, and SEO are relative to partner discretion. For GSP, we imagine the baseline would be robust enterprise level hosting to secure the site with GDPR/CCPA compliance. Is that an appropriate assumption?  
**Response:** Yes |
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<td>240</td>
<td>Is the requirement around ADA compliance for the frontend of the site only or is the expectation that the CMS will be ADA compliant as well?</td>
<td><strong>Front-end of the site</strong></td>
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<td>241</td>
<td>Typically, search rankings will be affected if the site content is restructured. Assuming the platform ends up as WordPress, nearly all the URLs on the site will change, which will have an impact on SEO performance and relative ranking on SERP. Assuming SEO best practices are in place for a change like this, is a temporary dip in search ranking acceptable?</td>
<td><strong>Yes</strong></td>
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<td>242</td>
<td>We typically use automated accessibility testing to measure compliance on a monthly or quarterly basis depending on a client’s risk profile (Eg. Financial industries have higher risk than the tourism industry). Are any tools currently being used to measure and remediate accessibility issues?</td>
<td><strong>No</strong></td>
</tr>
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<td>243</td>
<td>Per the FAA’s Limited English policy, what are significant language populations within the Greenville-Spartanburg Airport service area?</td>
<td><strong>Spanish, German, French, Japanese</strong></td>
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<td>244</td>
<td>There are typically two methods for executing language alternatives. Content managed alternative language pages allow for a much more curated experience. However there is an overhead in effort and cost to maintain the translated content. Automated language translation is less reliable in producing natural language, but has almost no overhead. It’s typically best to make this decision based on the size of the visitor demographic. Is there a preference between the automated and curated method?</td>
<td><strong>Automated method will suffice. We envision a plug in like Google Translate or other similar function.</strong></td>
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<tr>
<td>245</td>
<td>Can examples of current landing pages be provided?</td>
<td><strong><a href="http://www.gspairport.com">www.gspairport.com</a></strong></td>
</tr>
<tr>
<td>246</td>
<td>What provider will be used for online parking? If the name cannot be provided, can desirable implementations from other airports be provided?</td>
<td><strong>We will be choosing the vendor in the next 45-60 days. Similar implementations can be found at: <a href="http://www.rdu.com">www.rdu.com</a>, <a href="https://www.sky">https://www.sky</a> harbor.com/, <a href="https://www.cltairport.com/">https://www.cltairport.com/</a></strong></td>
</tr>
<tr>
<td>247</td>
<td>Regarding the Flight Information Display System - Is this service being used beyond the existing flight data and mapping?</td>
<td><strong>The flight information display data is intended to provide real-time flight status and a map showing location and weather. This data can be provided by a third party app feed. No other uses are visioned for the data.</strong></td>
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| 248   | Regarding the Parking Shuttle Status App - The current implementation uses a link out. This may be able to be more deeply implemented for a more positive user experience. For this feature and features like this, are they high value enough (high traffic and usage) to warrant effort spent to create a more cohesive user experience?  
**Response:** We are hoping to increase user satisfaction. We would appreciate seeing ideas to make these apps more appealing. |
| 249   | Regarding the GSP Online Store - There are ways to have a richer Shopify integration into the main site that would promote higher sales revenue. Is the Shopify site expected to be a significant source of revenue or is it intended to serve more of a supplementary brand function?  
**Response:** It is not intended to be a significant source of revenue. It is used as a novelty to allow people to purchase airport branded merchandise. |
| 250   | Can you provide links to interactive route and terminal maps that you admire?  
**Response:** See item #250, #172, #133, #156, #17 |
| 251   | We noticed the Employee Portal in the footer of the site. Does this feature need to be translated to the new site or will it be abandoned?  
**Response:** The employee portal will be abandoned and not replaced. |
| 252   | What is the historical amount of budget spent on this work?  
**Response:** The existing website was created for $50,000-$75,000 |
| 253   | Are you able to provide an approximate budget range for the project?  
**Response:** See item #14 |
| 254   | Can you share the reasoning behind listing Implementation as a line item on the pricing sheet? What tasks would you like to see broken out in that section?  
**Response:** Implementation includes testing and training and set up of SEO or analytics. |
| 255   | What is the expected go-live date for this site? Are there any significant events that are driving this date?  
**Response:** See item #10 |
| 256   | Can you provide data on the monthly page views and/or sessions as well as storage space for the current site?  
**Response:** See item #59. |
| 257   | How many page views do you receive per month?  
**Response:** See item #59. |
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<td>258</td>
<td>How many site visits (sessions in Google Analytics) do you average per month, per site?</td>
<td><strong>Response:</strong> See item #59.</td>
</tr>
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<td>259</td>
<td>How many authenticated (content writer) page views do you get per month?</td>
<td><strong>Response:</strong> See item #59.</td>
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<td>260</td>
<td>Do you plan to run multiple sites on your new platform? If so, how many?</td>
<td><strong>Response:</strong> No</td>
</tr>
<tr>
<td>261</td>
<td>How many content items (pages) do you have in your existing website?</td>
<td><strong>Response:</strong> We plan to transfer very little from the existing site. Instead, we will produce new pages and combine information from multiple pages to fewer pages.</td>
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<td>262</td>
<td>How much file system space does your existing website use?</td>
<td><strong>Response:</strong> See item #164.</td>
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<td>263</td>
<td>Do you currently use a Content Delivery Network (CDN), and if so, can you provide the name?</td>
<td><strong>Response:</strong> No</td>
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<td>264</td>
<td>Do you require any specific networking rules or customization?</td>
<td><strong>Response:</strong> No</td>
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<td>265</td>
<td>Does your site require external authentication (LDAP, SAML, etc.)?</td>
<td><strong>Response:</strong> No</td>
</tr>
<tr>
<td>266</td>
<td>Do you process any e-commerce transactions?</td>
<td><strong>Response:</strong> Not on the website. Only in third party sites like Shopify and Advance Parking Reservation sites. The transaction will take place inside those vendor stores and not on airport website.</td>
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<td>267</td>
<td>Do you require a contractual Service Level Agreement for uptime (99.95%)?</td>
<td><strong>Response:</strong> Yes</td>
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<td>268</td>
<td>Do you require to bring your own SSL certificates to your desired hosting platform?</td>
<td><strong>Response:</strong> No</td>
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<td>269</td>
<td>Do you require SSO/SAML Integration into the WebOps dashboard?</td>
<td><strong>Response:</strong> No</td>
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<td>270</td>
<td>Are you using PHP mail to send emails from your sites?</td>
<td><strong>Response:</strong> No</td>
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| 271    | Is your current hosting environment Windows, Linux or MacOS?  
Response: See item #272 |
| 272    | What is the infrastructure configuration for your current hosting environment?  
Response: Hosting is managed by current CMS provider. |
| 273    | Do you have any custom .htaccess rules that need to be maintained by your new hosting environment? If yes, please describe:  
Response: There are no rules that need to be maintained. We will grant new access to approved users and admins with new site launch. |
| 274    | Are you leveraging a MySQL type database for your CMS? If not, please provide the name, such as Postgres, MSSQL or other.  
Response: Yes |
| 275    | Are you serving files over 256MB?  
Response: Yes, some Master Plan files are very large. Videos will likely be run from YouTube or other video sharing platform. |
| 276    | Are you leveraging S3 (or something similar) for serving site assets?  
Response: No |
| 277    | Are you currently leveraging a proxy server or using domain masking/reverse proxy?  
Response: No |
| 278    | Are you running any scripts triggered by a system or 3rd party cron service? How long do these processes typically take to complete?  
Response: No |
| 279    | Are you running any non-PHP based scripts or applications on your current infrastructure that you expect to be included in the migration?  
Response: No |
| 280    | Will you be connecting your CMS(s) to any internal systems behind firewalls? Please list out internal/external integrations and how they are implemented.  
Response: No |
| 281    | Are you using version control (GIT, SVN) for source code management? Which version control provider, if any, are you using? Is there an expectation to continue using your version control provider(s) and preserve the revision history? Are any of your sites leveraging the same upstream codebase from your GIT repo?  
Response: No |
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<tr>
<td>282</td>
<td>Are you using any continuous integration tools like Travis, Jenkins, CircleCI, Bitbucket Pipelines, GitLabCI, or Github Actions?</td>
<td>No</td>
</tr>
<tr>
<td>283</td>
<td>Do you use a local web development environment?</td>
<td>No</td>
</tr>
<tr>
<td>284</td>
<td>Who will manage ongoing updates and support for the site?</td>
<td>District staff on the Communications team will update content. The vendor will manage technical support and updates for the CMS.</td>
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<tr>
<td>285</td>
<td>Can a list of typical monthly support tasks be provided?</td>
<td>There are no typical monthly support tasks. It is envisioned that once the CMS is created that the majority of changes to content, photos and images can be handled by our Communications team. We anticipate calling on the vendor to complete specific tasks that were not envisioned in the RFP and/or are beyond the capabilities of in-house staff.</td>
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<tr>
<td>286</td>
<td>Where do you manage your DNS? Who on your team manages the changes to DNS?</td>
<td>The IT department at GSP manages the DNS.</td>
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END OF ADDENDUM 01