

RFP 19-495-P770-1890

Spaceport Website Development and Support

Questions & Answers

Whether companies from Outside USA can apply for this?

(like, from India or Canada)

***Companies outside the USA will not be considered for this RFP.***

Whether we need to come over there for meetings?

***In the scope of work (page 25), it explains "Throughout the project, the Contractor shall attend project meetings onsite in Las Cruces or at Spaceport America, which is approximately 40 miles northeast of Las Cruces, to communicate project status and findings."***

***During development of the website and after, it will be important for the Contractor to engage Agency team members in person onsite. The agency acknowledges that not all activity will require presence onsite, and may be more cost effective offsite. However, both local and non-local firms must explain their plan to maintain some level of onsite presence. Contractor will be provided with a workstation in the Agency offices.***

Can we perform the tasks (related to RFP) outside USA?

(like, from India or Canada)

***Companies outside the USA will not be considered for this RFP.***

Can we submit the proposals via email?

***Responders must follow the submission guidelines outlined in the RFP.***

Will there be a pre-proposal conference?

***There will not be a pre-proposal conference for this RFP.***

What is the estimated budget for this RFP? If unknown, please specify previous spending.

***There is no estimated budget for this RFP. All aspects of the website were previously performed in-house by Agency staff. There was no previous spending associated with the website. The Agency budget for website services will be increased based on the responses for this RFP. The Agency has adequate budget to cover expenses from this RFP. However, cost is one of the scoring factors as described in Section V.A.***

Is this a new requirement? If not, please provide the current vendor (s) providing the service and how are the current services being procured?

***All aspects of the website were previously performed in-house by Agency staff. There was no previous spending associated with the website.***

Please provide a copy of the proposal of all current vendors providing temporary staffing, including rate/cost sheets.

***There are no current vendors providing temporary staffing to the Agency. However, the State of New Mexico does have a number of temporary staffing companies under Price Agreement. You can review the Price Agreement information for the state at this website. [https://www.gsd.state.nm.us/statepurchasing/Statewide\\_Price\\_Agreements.aspx](https://www.gsd.state.nm.us/statepurchasing/Statewide_Price_Agreements.aspx)***

How many awards SPA plan to make?

***SPA will only make one award.***

Is there any preference to the local vendors? Is offsite work allowed?  
RFP Section IV. D. (pg 26)

***There is a preference to local vendors as explained in the Evaluation Point Summary in Section V.A.***

***The Agency is reviewing submissions from non-local vendors as well. However, during development of the website and after, it will be important for the Contractor to engage Agency team members in person onsite. The agency acknowledges that not all activity will***

***require presence onsite, and may be more cost effective offsite. However, both local and non-local firms must explain their plan to maintain some level of onsite presence. Contractor will be provided with a workstation in the Agency offices.***

“Ensure the website runs on all minimum supported versions of Internet Explorer, Firefox...”

What are the minimum versions required for these web browsers?

***This is based upon the end of support communicated by each of the browser manufacturers.*** RFP Section IV. D. (pg 27)

“The Contractor shall provide an independent validation that the website has been properly hardened and secured.”

Do you have a company in mind for this task, for example RiskSense? Or do you want us to provide an analysis as part of the bid?

***The contractor shall provide a report from a third party indicating independent validation has occurred and that the website has been properly hardened and secured.***

RFP Section C. (pg 2)

“Spaceport America will not reimburse any travel expenses related to work performed under the contract resulting in this RFP. Spaceport America will reimburse related purchases at cost, only if the purchase was pre-approved by the agency Chief Financial Officer (CFO) in writing.”

Will Spaceport America reimburse for travel and other purchase related expenses at cost if travel/other purchases are pre-approved by the agency CFO in writing?

***Spaceport America will not reimburse any travel expenses related to work performed under the contract resulting in this RFP.***

General. For planning purposes, what is the anticipated start date of this effort?

***The start date will begin as soon as the award occurs, the contract is signed, and a Purchase Order is issued to the Contractor. According to the RFP schedule in Section II.A the Contract Award is scheduled for Dec 7, 2018.***

## General Questions:

- What is the estimated timeline for completion of the project?

***In the RFP page 57, the Website Redesign Project is due Six (6) Months from the date of contract execution.***

- Work Location? Can we perform the work outside USA?

***Companies outside the USA will not be considered for this RFP.***

- Would you prefer to use an open source Content Management System CMS solution (like Word Press) or a highly customizable and secure version instead?

***In the RFP page 24, it explains “while the current websites were built in WordPress, and SPA staff is familiar with how to perform basic content updates using this content management system (CMS), Spaceport America is open to use of another platform upon the recommendation of the Offeror.***

- Does the SPA have a budget for completing this RFP?

***There is no estimated budget for this RFP. All aspects of the website were previously performed in-house by Agency staff. There was no previous spending associated with the website. The Agency budget for website services will be increased based on the responses for this RFP. The Agency has adequate budget to cover expenses from this RFP. However, cost is one of the scoring factors as described in Section V.A.***

- What will be the TAT for the question requested by vendor?

***It is unclear what TAT means.***

- Does the SPA want vendor to provide training to the staff of SPA for managing the content?

***In the RFP on page 24, it explains “the Contractor shall provide in-person training to designated SPA staff regarding how to use the CMS, how to update website content, and how to use website features. Additionally, the Contractor shall deliver a hard copy or online training manual which shall be updated by the Contractor for the duration of the contract term.***

## Background Information:

- Does the state of Mexico authority wants to integrate all the three websites (spaceportamerica.com, spaceportamericacup.com, gatewaytospace.com etc.)

**Yes.**

- Should we include the payment gateway in the website allowing the customer to buy merchandise online?

**Yes. *The e-commerce solution is discussed on page 24 of the RFP.***

## Scope of Procurement:

- Web Development Projects: What are the additional software or license required?

***The Contractor shall propose the software and licenses that may be needed for their proposed solution.***

- Web Hosting: Can we have the website hosted by a third-party provider?

***The Contractor may propose that web hosting be provided by a third-party in their proposal. The Agency currently uses WP Engine.***

- The SPA has an existing hosting with Google Cloud, does it want to change the hosting provider.

***The Contractor shall include a web hosting solution in their proposal. The Agency currently uses WP Engine.***

- Does the SPA require the company to travel in person?

***During development of the website and after, it will be important for the Contractor to engage Agency team members in person onsite. The agency acknowledges that not all activity will require presence onsite, and may be more cost effective offsite. However, both local and non-local firms must explain their plan to maintain some level of onsite presence. Contractor will be provided with a workstation in the Agency offices.***

## Detailed Scope of Work:

- **Intranet:** Does SPA require role based access system for its members?

**Yes.**

- **Site visitors:** Should the request form submit by the visitor be redirected to DB or email ID?

***It is unclear what DB means. However, request forms submitted through the website should be sent via email to the appropriate Agency staff member as well as log into a database for tracking purposes.***

### Section IV. Part A

What is the expected budget for this project?

***There is no estimated budget for this RFP. All aspects of the website were previously performed in-house by Agency staff. There was no previous spending associated with the website. The Agency budget for website services will be increased based on the responses for this RFP. The Agency has adequate budget to cover expenses from this RFP. However, cost is one of the scoring factors as described in Section V.A.***

### Section IV. Part F

"This procurement is not soliciting services for email marketing, promotional marketing or social media activities... the Contractor will be required to update and include content related to these items at the request of SPA staff." Will these requests be part of the first bullet of section IV.F (page 27) wherein the Contractor is required to perform requested website content updates or changes at the request of SPA staff? Will such requests continue after the one year contract is over under a new contract?

***Yes, as part of the continued website support the Contractor is required to perform requested website content updates or changes at the request of SPA staff. Section IV. Part D. para 1***

"Ensure the website runs on all minimum supported versions of Internet Explorer, Firefox, Chrome, and Safari web browsers." What are the minimum versions of these browsers?

***This is based upon the end of support communicated by each of the browser manufacturers.***

Public Site

### **Section I. Part B**

Are there any preferred design aspects on improved user search and navigation? In particular, is there any design preference on how navigation and search should look when all of the Spaceport America web sites are integrated?

***This exact requirement will be determined as part of the design process.***

Is there any preference as which pages and which content will be prioritized in the merged website? What content needs to be on the landing page?

***This exact requirement will be determined as part of the design process.***

### **Section IV. Part A**

Would it be possible to get a complete list of the Spaceport America web sites to integrate? (The RFP contains only a partial list: [SpaceportAmerica.com](http://SpaceportAmerica.com), [SpaceportAmericaCup.com](http://SpaceportAmericaCup.com), [GatewaytoSpace.com](http://GatewaytoSpace.com), [SpaceportAmericaDroneSummit.com](http://SpaceportAmericaDroneSummit.com), [SpaceportAmericaRelayRace.com](http://SpaceportAmericaRelayRace.com), [SpaceportAmericaTour.com](http://SpaceportAmericaTour.com).) What technologies (e.g., WordPress) do these sites use?

***The current websites are built on WordPress. Submissions are to be based on the list of websites in the RFP on page 23. SPA owns other domain names that are currently not active or are being redirected to one of the sites already listed.***

Will we have admin access to existing CMS's during the design process?  
**Yes.**

Is there already a system for selling tour and event tickets? How is Spaceport America currently processing purchased tickets at tours and events? Does Spaceport America want to keep their current ticketing system?

***Spaceport America currently uses Eventzilla for ticketing events. The agency is open to reviewing other options for ticketing systems.***

By the requirement to "provide secure web hosting," are third-party and cloud web hosting accessible? What is Spaceport America currently using for web hosting (e.g., cloud? on-site servers)?

***The Contractor may recommend a third-party or cloud web hosting solution in their proposal. The Agency currently uses WP Engine.***

#### **Section IV. Part A. para 2**

Has Spaceport America completed its branding strategy or will this be ongoing during the site design process?

***The branding strategy is complete. The Contractor is expected to follow the current branding book. The branding book will not be released to the public as part of this RFP.***

#### **Section IV. Part D**

By "must run on all minimum supported versions of Internet Explorer, Firefox, Chrome, and Safari web browsers," what are the "minimum supported versions?" What about Edge?

***This is based upon the end of support communicated by each of the browser manufacturers.***

What are the supported mobile devices? What versions of iOS and Android? Will the mobile versions of the app provide all of the same features and content as the desktop site? If not, what will be different (e.g., iOS does not support Flash)?

***This exact requirement will be determined as part of the design process.***

#### **Section IV. Part D. para 1**

Is Spaceport America currently distributing newsletters? If so, how? And what is the format of newsletters?

***Yes. The Agency uses MailChimp and prefers to continue using MailChimp.***

Does "a comprehensive web-site style guide that can be edited and maintained by Spaceport America or the Contractor to ensure consistent styling and branding of the site on an ongoing basis" refer to WordPress themes?

***No. Contractors are expected to provide written documentation that details the fonts, colors, images, logos, etc. used in the website design. This document is the "website style guide."***

By "customer lead information and information inquiries from the web site," what exactly are "customer lead information" and "sales-ready leads"? Is Spaceport America already processing this type of information? By "route the inquire to the appropriate staff member(s) based upon the inquiry type," what are the inquiry types? Can leads include customers who previously purchased tour and event tickets?

***This portion of the website is intended to generate sales leads. Prospective customers (i.e. companies performing rocket launches) browsing the website must have some way to request information through the website and interact with the Sales team.***

#### **Section I. Part C. para 4**

Since "Spaceport America will not reimburse any travel expenses to work performed under the contract resulting from this RFP", is it acceptable to do a majority of the development work remotely? And is on-site support of the web site necessary?

***During development of the website and after, it will be important for the Contractor to engage Agency team members in person onsite. The agency acknowledges that not all activity will require presence onsite, and may be more cost effective offsite. However, both local and non-local firms must explain their plan to maintain some level of onsite presence. Contractor will be provided with a workstation in the Agency offices.***

#### **Section IV. Part C. para 2**

Would it be possible to get analytics about the current web-site usage, such as the average number of hours, maximum number of users, peak times, usage per web site, and a "heatmap" that indicates in what content users are most interested and most accessing?

***Analytics for the current websites will not be released to the public during this RFP process.***

#### **Section IV. Part F. para 1**

What is Spaceport America currently using for domain providers? Are they currently receiving notifications of expiration?

***The agency currently uses Network Solutions for domains. The Agency receives notifications of expiration.***

To what degree will changes in the presentation of content be contingent on cooperation with SPA staff responsible for producing content? I.e., "long pages" sound potentially like a problem with overlap both in the website feature domain and the content writing domain.

***The Contractor shall provide best practice recommendations to SPA staff on the development and publication of web content and may recommend how best to break up content to achieve desired objective.***

#### **Section III. Part C**

Section III.C.7 asks for prototype graphics while Section IV.C stipulates that all graphics will be provided by the SPA project team. Please clarify what responsibility for logos etc. will be assumed by SPA and which will fall to the contractor.

***Contractor will not be responsible for creating logos, however, the Contractor shall provide a prototype design including website theme for SPA review.***

Is there an existing design manual/system? What if any components of should carry over to the new website? Are there any aspects of brand, font, colors, images, etc. which SPA has preference for in the prototype designs?

***The Contractor is expected to follow the current branding book. The branding book will not be released to the public as part of this RFP.***

Intranet Site

**Section I. Part B. para. 4**

What is Spaceport America currently using for calendar and document sharing?

***The Agency currently uses Outlook for calendars. There is no current document sharing system in use. The Agency would like to use a web-based solution for both calendar and document sharing.***

What is Spaceport America currently using to track mandatory staff training? Will this feature be for only tracking staff training (not scheduling training, not storing training content)?

***The Agency currently uses Microsoft Word to track mandatory staff training. The Agency would like to use a web-based solution for all training aspects.***

**Section IV. Part A. para. 3**

What is Spaceport America currently using for WordPress hosting?

***The Agency currently uses WP Engine.***

**Section IV. Part A. para. 5**

Is a responsive mobile design expected for the intranet as well, or does it only need to consider desktop environments?

***All website aspects should have responsive mobile design.***

E-commerce Site

**Section I. Part B**

How is Spaceport America currently selling merchandise? Is there already a system in use (e.g., for a gift shop) for selling merchandise? How does

Spaceport America keep track of the current merchandise inventory? How does Spaceport America want to put inventory data into the new e-commerce system and maintain this data?

***There is currently no merchandise sold on the website. There is currently no inventory management system. Inventory is counted once a year and tracked using Microsoft Excel. Merchandise is sold in person onsite. Contractor is expected to incorporate e-commerce into the website design.***

***The Agency does not intend to track inventory through the website. There is a separate Agency initiative to upgrade to an electronic inventory system using the Agency's Payment Card machines provided by Clover.***

#### **Section IV. Part D.**

What is the "tour operations vendor to collect online payments and manage delivery of the purchased goods and services"? Has Spaceport America already selected this vendor? Is this vendor already in-place? How is this vendor expecting to receive data from the new e-commerce system?

***There is an outside business that provides tours of Spaceport America, sells merchandise, and manages the Visitor Center. The tour operator works closely with Agency staff to support ongoing operational needs. The tour operator is intended to utilize the website and be included in the design process.***

Section IV, subheading "A. Project Description"

It is my assumption, based on the requirements outlined in section IV under sub heading "D. Technical Requirements" that it will be our responsibility to host the consolidated website for Spaceport America. If that is correct, will SPA be requiring our hosting solution for the intranet system also outline in section IV, subheading "A. Project Description"?

***The Contractor shall provide a recommended hosting solution in their proposal for both the public site and the intranet system.***

***The Agency currently uses WP Engine for both public and private web content.***

