

ADDENDUM ONE, QUESTIONS and ANSWERS

Date: June 24, 2015

To: All Bidders

From: Lori A. Cole, Buyer
Department of Economic Development

RE: Addendum for Request for Proposal Number 5043 Z1
to be opened July 1, 2015 at 2:00 p.m. Central Time

Questions and Answers

Following are the questions submitted and answers provided for the above mentioned Request for Proposal. The questions and answers are to be considered as part of the Request for Proposal. It is the Bidder's responsibility to check the State Purchasing Bureau website for all addenda or amendments.

Questions	Answers
1. Whether companies from Outside USA can apply for this? (From India or Canada)	All responses to RFP 5043 Z1 which fulfill all mandatory requirements will be evaluated.
2. Whether we need to come over there for meetings?	If oral interviews/presentations and/or demonstrations are conducted, they will take place in person. Meetings with Department staff and/or target audiences, stakeholders, focus group meetings, and presentations will be conducted in person, and require a representative from the selected contractor.
3. Can we perform the tasks (related to RFP) outside USA? (From India or CANADA)	All Website development must be performed within the continental United States.
4. Can we submit our proposals via email?	No. Please refer to proposal submission requirements contained in the RFP. All proposals must be delivered in person, or mailed to the Department of Economic Development to the address noted on the first page of RFP 5043 Z1.
5. There is an internal (local stakeholder) and external (U.S., site selector) research component often needed for these initiatives. Should our proposal include the cost of research, or has this research already been done?	Research is required. Please refer to the Scope of Work contained in RFP 5043 Z1.
6. Is there a way you are weighing the different components to how you will evaluate the proposal? Is there anything in particular that is most important?	Evaluation criteria will become public information at the time of the RFP opening. Evaluation criteria will not be released prior to the proposal opening.

Questions	Answers
<p>7. Has a budget been discussed? If so, please share as much as you can about the budget range, amount, or limitations.</p>	<p>The State of Nebraska intends to be fiscally responsible in awarding a contract, or contracts for completion of components identified in RFP 5043 Z1. As stated in the RFP, the contract or contracts is/are to be awarded to the lowest responsible bidder, and all awards will be made in a manner deemed in the best interest of the State of Nebraska.</p>
<p>8. Is there a way that the success of this initiative will be measured?</p>	<p>The selected contractor must provide evaluation criteria for use by the Department in evaluating the effectiveness of implementing the strategies and marketing activities identified in the Marketing Plan.</p> <p>Other than the requirement to provide evaluation criteria, the evaluation of the impact of marketing efforts, Branding, and Website redesign is not a component of this RFP.</p>
<p>9. Is there a preference for local firms?</p>	<p>Neb. Rev. Stat. §73-107 allows for a preference for a resident disabled veteran or business located in a designated enterprise zone. Additional information regarding these preferences is detailed in the RFP.</p>
<p>10. Where can we see the GIS system that DED is currently using? We don't see it on the NeDED.org site. Can we have access to the LOIS information DED is using?</p>	<p>This question is addressing two issues. First, in regard to mapping, the Website must be capable of supporting interactive graphics (e.g. displaying Nebraska information, statistics and project information on Nebraska maps). The Department is not seeking a queryable mapping solution such as GIS integration at the current time through RFP 5043 Z1.</p> <p>Second, in regard to LOIS, the existing LOIS solution will continue to be linked through a portal page that should be implemented to reflect the redesigned Department website. LOIS is not directly maintained by the Department.</p>
<p>11. The link that was provided http://www.nitc.nebraska.gov/standards/2101.html for section 508 compliance doesn't work. Can you provide another link or resource so we can see what this involves?</p>	<p>The correct link for 2-101 is http://www.nitc.nebraska.gov/standards/2-101.html</p>
<p>12. Is this a mandated review or truly based on a new partnership need?</p>	<p>The Department is not mandated to prepare a Marketing Plan, establish Branding, or update our Website.</p>
<p>13. Does the Dept. of Economic Development have any past or current agency relationships?</p>	<p>The Department doesn't have an existing relationship with a vendor for these services.</p>
<p>14. What budget has the state established for each of these initiatives – Marketing Plan, Brand Development and Website Development?</p>	<p>See response to question #7.</p>

Questions	Answers
15. How does the state plan to measure increased awareness for each of the objectives detailed?	See response to question #8.
16. What is driving the timing for each of these projects?	The timeline for completion of the Scope of Work contained in the RFP has been established by the Department, and the timeline is reflected in the RFP.
17. How many meetings/focus groups are anticipated as a part of the scope of work for the marketing plan? Will the department provide a point of contact helping coordinate and schedule those meetings appropriately in partnership with the agency?	The Department has not established a required number of meetings/focus groups; however, the selected contractor will be required to reach and include the target audiences identified in the RFP. The Department will provide a point of contact, and will assist with coordinating and scheduling of these meetings/focus groups.
18. For the website, has the state identified the amount and types of content that are usable or will it need to be created? What percentage of the current content is usable?	Website development includes all design, development, coding, licensing, photos, and content. Some photos and content on www.neded.org , like existing reports, news articles, program materials (e.g. manuals, forms, application materials, etc.) will be transferred over from the existing website, but much of the content will need to be created.
19. For the website, are there any browser compatibility considerations? Do we need to be compatible back to IE8 or can this be built for modern browsers?	The Website needs to be compatible with IE9 and above.
20. For the website, has the state completed recent keyword strategy research or is keyword strategy research included in the scope of work?	Keyword strategy research is part of the required scope of work for Website Development.
21. Are these updates delivered in the form of an email? If so, is there a platform/tool currently in place to manage those communications? If so, what is that platform/tool and is it mandatory that we continue to use that platform/tool? If there is nothing in place will we be required to provide a recommendation and set up a platform/tool to manage those communications? Is the development of the content for those communications part of the one year of ongoing support that this scope includes?	See response to question #25.
22. For the website, will the newsfeed for Department news be an RSS feed from somewhere else, or manually updated by staff?	RSS feed is not a required component of RFP 5043 Z1. The Department's news archive is not an RSS feed.
23. Is there a desire to embed the actual content from social media channels or would the more commonly used icons that link out to those channels be acceptable?	The Department wants the option to embed actual content from social media channels on a news page and possibly other pages.

Questions	Answers
<p>24. Will we simply be linking out to the LOIS system as the current site does or is a recommendation about a potentially new tool to handle the same data required? If continuing to use LOIS is the goal, is there a desire to investigate whether we can have an affect on the visual design of the redesigned site as a whole?</p>	<p>See response to question #10.</p>
<p>25. Who will be handling ongoing content updates for the Department? How much experience does the state have with managing content via a content management system (CMS)? How much CMS training will be required/is desired?</p>	<p>The selected contractor will not be responsible for content updates to the Website once the site has been approved by the Department and goes live. Layout changes and Website repair may be required during the period of support. As stated in the RFP, the Website support shall include assisting with issues arising with the Website during the one-year period of Website support.</p> <p>In bidder's proposal response, bidder must identify the CMS to be used, and must identify the plugins/extensions/modules/add-ons to be used for the Website. The CMS and plugins/extensions/modules/add-ons must be up to date and current at the time the Website is delivered to the Department.</p> <p>As required in RFP 5043 Z1, the selected contractor is required to provide a site map for the Website, and review the site map with the Department staff to facilitate the staff's ability to make changes and updates to the Website. In addition, training for Department staff will include, but is not limited to, the following: a review of the plugins/extensions/modules/add-ons, a review of the Website template/framework, a review of the Website connections (how things are connected on the backend of the Website), and a review of where files and information are stored.</p>
<p>26. By what date will a decision on hosting be made?</p>	<p>The Website will be hosted by the Department's existing web host company.</p>
<p>27. Please describe the anticipated approval process. Will a committee review and approve any work submitted? When presenting the design concepts, will the entire Department team, including final decision makers, be present or will there need to be multiple rounds of presentation to ensure weigh in with feedback?</p>	<p>In regard to the approval process for work submitted by the selected contractor, a committee selected by the Department/State of Nebraska will review work submitted. Please refer to the Scope of Work in the RFP for additional details regarding submission and review of work.</p> <p>In regard to Branding and Website work, there will be a need for multiple rounds of presentations (up to five), to ensure weigh in, and feedback, from various groups of internal and external stakeholders.</p>

This addendum will become part of the Request for Proposal and should be acknowledged with the Request for Proposal.