

## **RFP TJPDC-2024-01 Communications Development and Management**

### **Questions and Answers**

May 13, 2024

**1. Whether companies from Outside USA can apply for this? (like, from India or Canada)**

Companies outside the U.S. are permitted to submit proposals, however, should be advised that the nature of the work may require frequent communication that requires response in less than 24 hours to fulfill business objectives. Working across distant time zones may make this extremely difficult or impossible.

**2. Whether we need to come over there for meetings?**

A meeting is not required prior to submitting a proposal. Frequent meetings may be required depending on the needs of each project.

**3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)**

Creative and event planning tasks cannot be performed at a satisfactory level outside of the U.S. Digital services could be performed outside the U.S.

**4. Can we submit the proposals via email?**

Please see the RFP document for the list of approved submission methods.

**5. Regarding graphic design services, can you clarify how often these services are needed? The RFP mentions reports, posters, flyers, charts, infographics, maps and other needs. We could use a rough estimate of the quantity of needs.**

In a given year, it is possible the TJPDC would need on the order of 3 reports formatted, 10 posters created, 20 flyers created, plus other project collateral. These needs vary greatly on the projects being worked on and may or may not be needed.

6. **The RFP mentions under Task 1, item b: "Develop new websites or subdomains, as needed." A new website is a task unto itself, so can you provide clarification on the expectation for a new site? Is this a primary objective of the TJPDC?**

New websites are often needed with large projects or endeavors, however, we do not anticipate this to be a common occurrence. In the past year, we have needed one new website created.

7. **What kind of social media support do you envision? Will staff still be handling most of the social media posts?**

Staff typically handle posting on social media, however, we anticipate needing support with posting and creating graphics for posts.

8. **Are you looking for website hosting services?**

Our website is currently being hosted. We are looking for management of that hosting.

9. **Do you have an incumbent and/or preferred vendor?**

Yes, there is an incumbent vendor whom we anticipate will submit a proposal. There is not a preferred vendor.

10. **Are you willing to share a sense of your budget range?**

No.

11. **How many websites are you anticipating that the selected contractor will be designing, developing, and managing? Will the selected contractor be responsible for the CA-MPO and Rivanna River Basin Commission (RRBC) websites as well as the primary TJPDC site? If the selected contractor is expected to manage the CA-MPO and RRBC websites, are these also hosted on WordPress?**

All of the websites are hosted on WordPress. The websites that are anticipated to be maintained include:

- <https://tjpd.org/>
- <https://campo.tjpd.org/>
- <https://tjpd.org/tjpd-corporation/>
- <https://waterstreet.tjpd.org/>
- <https://rivannariverbasin.org/>
- <https://vapacc.org/>

- <https://rideshareinfo.org/>

**12. For the development of meeting materials, is there an expectation that the selected contractor will be responsible for translation? If so, which languages are anticipated?**

No, the TJPDC has procured translation services separately.

**13. Regarding ad hoc requests for graphic design, website publishing, and social media posts, do you have an estimate of the number of requests the selected contractor can expect per month?**

Graphic Design: 0-15

Website publishing (new pages or content updates): 10-30

Social Media post collateral: 0-10

**14. What is the anticipated budget for this work?**

The budget is to be determined.

**15. Is there an incumbent contractor who already performs this work or has performed similar communications work for TJPDC in the past?**

Yes. See answer to question 75.

**16. Is this a new requirement or is there an existing contract that is being re-competed?**

This is an existing contract that is being re-competed.

**17. If re-competition, who is the incumbent on the current contract and what is the current contract value?**

See answer to question 75.

**18. In reference to Task 1: Website Development and Maintenance, could you describe how the existing website is currently managed and updated? (for example: frequency, webmaster, content review process).**

Content is reviewed internally. See answer to question 13.

**19. Will the contractor be granted WordPress administrator access to maintain and design the website?**

Yes.

**20. Task 3: Social Media Support – will the contractor be expected to develop a social media policy guide or measure analytics?**

No.

**21. Regarding Task 4: Graphic Design Services on page 2, will the contractor be responsible for printing any materials?**

No, but we would like to have that option.

**22. What is the estimated budget for this project?**

The budget is to be determined.

**23. Would the Commission consider extending the proposal deadline?**

No.

**24. Can you confirm the place of performance?**

The place of performance is Charlottesville, Virginia, USA.

**25. How many hours are allowed to be billed for service?**

There is no cap.

**26. How many FTEs are required or expected?**

At least one staff member should be able to respond within 24 hours.

**27. Are vendors required to have Subcontractors?**

No.

**28. Task 1a: Websites:** The RFP mentions “upkeep of existing websites.” What sites are included here beyond <https://tjpd.org/>?

See answer to question 11.

**29. Task 1b: New Site Development:** Is there a roadmap or plan for development of new websites or will those decisions be made on a rolling basis?

There is no development roadmap currently.

**30. Task 2b:** Can you estimate the volume or frequency of items to be published (events, notices, etc.) and do these happen on regular business days only?

Most notices are published on business days, but occasionally there is an urgent need to post outside of business hours / on the weekend. See answer to question 13.

**31. Task 3a:** Approximately how many social posts need to be produced and published each week or month?

See answer to question 13.

**32. Task 4:** Can you approximate the number/volume of design deliverables (by piece or by hour) produced in a typical month?

See answer to question 13.

**33.** Can you please provide insight into your anticipated budget for this project?

The budget is to be determined.

**34.** Is there an incumbent vendor or is this a new requirement?

See answer to questions 9 and 75.

**35.** Will Ryan Pace (<https://www.ryan-pace.com/>) continue to be involved in this project?

See answer to questions 9 and 75.

**36.** What is your annual budget for the 3 years?

The budget is to be determined.

**37. Will the service provider be working with someone at TJPDC for content?**

Yes, there are multiple staff members who are responsible for content for their projects.

**38. Will the website remain on WordPress or are you open to explore other platforms?**

We do not anticipate migrating our content at this time.

**39. Can you estimate how many additional websites you will need and will they all sit on WordPress?**

See answer to question 6.

**40. What software or WordPress plugins are you currently using for the eNewsletters calendar of events, including public notices, hearing, events, job openings?**

Share-One-Drive  
Yoast  
Elementor  
OceanWP  
Popup Maker  
Google Calendar

**41. What is the frequency of social media posts?**

See question 13.

**42. How many newsletters and what is the frequency of production?**

See question 13.

**43. Does the 24-hour turnaround time apply to all deliverables (e.g., website creation, newsletter publication)?**

No, only for webpage updates.

**44. Can you elaborate on needs around Mapping Products and which specific products and/or features sets will be critical?**

We are open to proposals in this area.

**45. What CRM (lead generation tools) does your current site integrate with?**

We use WordPress and it is not integrated with a CRM at present.

**46. Will you need support with lead generation configuration such as content funnels, automation, and email campaigns?**

No.

**47. Will any new content need to be developed or any enhancement of existing content?**

Yes, we anticipate both on an as-needed basis for projects.

**48. What is the desired timeline/launch date for the new tjpd.org website?**

There is no specific launch date. See question 49.

**49. Are you looking for a brand refresh?**

No.

**50. Do you have photos, visuals, and/or videos to use for the site that can be used for commercial purposes, or should we budget for stock or custom photo/videography?**

We have some stock photos, but it would be advisable to include stock or custom photo/videography in your proposed budget.

**51. Will the PDFs currently on the website [be] converted into content pages or stay as PDFs? Will they need ADA compliance remediation?**

We do not anticipate remediation.

**52. Does the proposal need to adhere to specific page limits, font size, type and spacing guidelines?**

No.

**53. Can you confirm that the website and all public facing deliverables for this work must be accessible (WCAG 2.1AA conformant)?**

We are required to adhere to the Americans with Disabilities Act (ADA), Title VI, and Section 508. Ideally, all webpages would be WCAG 2.1AA conformant.

**54. Is there an incumbent and are they participating?**

Yes. See answer to question 75.

**55. What is your budget?**

The budget is to be determined.

**56. Are you looking for a fee schedule for the services needed?**

A fee schedule with a demonstration that the services can be adequately provided would cover most of the RFP. Please see the proposal requirements section for specifics.

**57. Do you have a specific scope for Task 1, b “Develop new websites” or Task 4, f “logo design”?**

No. These are both as needed for projects.

**58. For task 2 a, do you need us to create the content or just publish it on the website within 24 hours?**

We would need the content published in 24 hours. For content creation, we would expect within 3 business days for small tasks.

**59. Budget: Is there an allocated budget or budget range for this contract that you can share? This information would help us propose solutions that align with your financial expectations.**

The budget is to be determined. See answer to question 75.

**60. Existing Systems: Can you provide more details about your current website platform, content management system, and any other relevant technologies or tools in place? Understanding the existing technical environment will help us tailor our approach.**



**61. Content Migration: Will the selected vendor be responsible for migrating any existing content to the new or updated websites? If so, please provide an estimate of the volume and types of content to be migrated.**

No content migration is anticipated.

**62. Multilingual Support: Does the TJPDC require the website(s) to support multiple languages? If yes, which languages need to be accommodated?**

The TJPDC uses Google Translate to translate most webpages dynamically. When specific or accurate translations are required, the TJPDC will procure translation services and provide the translation for publishing.

**63. User Accounts: Are user accounts or logins required for any portions of the website(s)? If so, please elaborate on the desired functionality and user roles.**

Yes, there are user accounts for publishing only.

**64. Third-Party Integrations: Are there any specific third-party tools, APIs, or systems that need to be integrated with the website(s)? Please provide details on these integrations.**

SharePoint is integrated through a WordPress extension.

**65. Website Traffic: Can you share any analytics or data on the current website traffic, such as monthly unique visitors, page views, or other relevant metrics? This will help us plan for scalability and performance.**

No, we do not have metrics available.

**66. Accessibility Requirements: Beyond general 508 compliance, are there any specific accessibility standards or requirements that the TJPDC needs to adhere to?**

We are required to adhere to the Americans with Disabilities Act (ADA), Title VI, and Section 508. Ideally, all webpages would be WCAG 2.1AA conformant.

**67. Brand Guidelines: Does the TJPDC have existing brand guidelines, style guides, or design assets that the selected vendor will need to follow? If so, will these be provided to the vendor?**

We do not have a style guide.

**68. Training and Support: What are the TJPDC's expectations for training staff members on managing and updating the website(s)? Is ongoing technical support or maintenance expected after the initial development?**

Yes, ongoing technical support is required.

**69. Intellectual Property: Will the TJPDC retain full ownership and intellectual property rights for all deliverables and source code developed under this contract?**

Yes, the TJPDC will retain IP for all deliverables and source code.

**70. Key Stakeholders: Who are the key stakeholders and decision-makers involved in this project from the TJPDC side? Will there be a designated project manager or point of contact?**

There will be two main POCs for the main website, and individual contacts for projects and their related webpages/websites.

**71. In the absence of more information on the requirements, is it acceptable for Offerors to provide a list of hourly labor rates for proposed personnel?**

Yes.

**72. Please confirm that all work contemplated under this contract is defined as “nonprofessional services” and must be included in the requested cost estimate.**

Yes, all services requested are nonprofessional and must be included in the cost estimate. *Code of Virginia* § 2.2-4301 defines professional services for public procurement this way:

“Professional services” means work performed by an independent contractor within the scope of the practice of accounting, actuarial services, architecture, land surveying, landscape architecture, law, dentistry, medicine, optometry, pharmacy or professional engineering. “Professional services” shall also include the services of an economist procured by the State Corporation Commission.

**73. Does TJPDC have a total budget they are contemplating for this work, and if so, can you share that information to facilitate the submission of accurate and competitive offers from industry?**

The budget is to be determined. See answer to question 75.

**74. Is there an existing incumbent contractor for this work? If so, can TJPDC provide the company's name and the contract number and value?**

Yes, there is an incumbent: Pace Communications. The contract anticipated an average of 15 hours per week at \$50 per hour, billed in half-hour increments, for a contract period of 3 years with the option of a 2-year renewal.

**75. If there is an existing incumbent contractor, are they eligible to bid on this contract?**

Yes, they are eligible to bid on this contract.

**76. Can you please clarify what counts as "MBE/WBE/DBE Participation"? For example- would inclusion of a subcontractor that is SWaM-certified and/or certified by the SBA as a woman-owned small business count toward obtaining these three evaluation points?**

Prime offerors who can provide proof of certification from the Virginia SBSB will receive the evaluation points. For information about certification, see: <https://sbsd.virginia.gov/certification-division/certification-types/>

**77. Must a prime Offeror be certified as MBE/WBE/DBE to obtain the 3 evaluation points?**

Yes.

**78. The RFP asks for hourly cost estimates. Would it suffice to provide a blended hourly rate? If you can provide a little more guidance on how you'd like us to structure the cost/pricing section, we would greatly appreciate it!**

Yes, a blended rate is acceptable. We would also accept hourly rates by type of task or type of staffing.