Website Redesign RFP ADDENDUM # 2

Date of Addendum: May 2, 2025

Project: Website Redesign

RFP Issue Date: May 18, 2025

NOTICE TO ALL POTENTIAL PROPOSERS.

The Request for Proposal (RFP) for the above-referenced Project is modified as set forth in this Addendum. The original RFP Documents and any previously issued addenda remain in full force and effect, except as modified by this Addendum, which is hereby made part of the RFP. Proposer shall take this Addendum into consideration when preparing and submitting its proposal.

Addendum #2 - Response to Submitted Questions

Contents

Response Information

SouthWest Transit received around 500 questions in response to this RFP. The list below focuses on answers to questions and topics that we believe are the most relevant for obtaining responsible proposals.

Project Overview

Question	Answers
Can you provide the makeup of the evaluation committee, including roles within the organization and their relation to the website?	Director of Brand Management – Erica Schulte King IT Manager – Jason Kirsch IT Project Manager – Danny Buonauro
Can you describe your working relationship (marketing or cross-marketing strategy) with other transit agencies/providers to ensure a seamless transition from your service to theirs?	The Trip planner should use the GTFS feeds from Metro Transit and Minnesota Valley Transit Authority to ensure seamless trip planning between the regional systems.
Could you please provide demographic information regarding your ridership?	Varies depending on service - Fixed Route, Microtransit, Special Events.
Are you open to the idea of aspects of your digital solution being structured as a service rather than a large, upfront design/build project?	No
Are you open to formal upfront research such as stakeholder interviews and user research?	Yes
Are you currently running any campaigns that have a digital component? Do these campaigns have landing pages or forms that collect rider/audience information?	Yes
Are you open to a hybrid delivery model with a mix of offshore and onshore resources?	No
Will the work be conducted onsite or remotely?	Work can be done remotely, but onsite visits are welcome.
Are you considering a rebrand in the near future? If so, could you provide preview access to vendors to evaluate the media?	No - SWT rebranded in 2024.
When would you like the new website to go live?	Looking for October launch.
How often do you perform compliance audits?	Open to recommendations/best practices
Will the new site need to store any Personally Identifiable Information (PII) about users or site visitors?	No
Discovery Process: Do you need us to conduct an extensive discovery process that includes detailed research into user persona development, or would you prefer a more streamlined discovery based on the web team's input and best practices?	No

![SW SouthWest Transit logo]

Do you have any existing user research or personas for your key audiences (commuters, seniors, tourists, etc.)? If so, can you share these? If not, are you open to including this in the discovery phase?	Yes
Who are your key audience segments (e.g., commuters, students, event-goers, seniors, tourists)?	All of the above.
How many times per year do you change your routes and schedules?	Typically, we may only update 2-3 times per year for minor time adjustments. This year, however, we rolled out a completely new route.

Budget

Question	Answers
Do you hope to merge payment processing through one provider?	Our website will not be doing any payment processing.
What is the preferred billing structure—milestone-based, monthly, or other?	Monthly
What contracting model do you prefer: Time & Materials (T&M) or Fixed Price?	Fixed Price
Would SouthWest Transit prefer a single up-front payment upon project completion, or are you open to a phased payment structure tied to project milestones?	Monthly
Partnerships are hard to execute if vendors are not afforded time to be "always on." Are you amenable to a retainer or minimum spend model regarding the aspects of the project that are related to ongoing improvements and partnerships?	No

User Experience and Navigation

Question	Answers
Do you have an assets library of images and videos that can be used in the new site design?	Yes
Do you have an existing brand style guide or design assets to follow? Can you provide source files for your logo and brand assets?	Yes
Are there any specific requirements on design style (e.g., modern/classic, fun/conservative, curvy/boxy, minimalist/graphic-rich)?	Needs to follow our brand guidelines.
How flexible are we with the design? Are we allowed to introduce new elements or color accents, or should we strictly adhere to the existing brand guidelines?	Needs to follow our brand guidelines.

Please confirm that one design theme will carry across the entire site. If sub-themes are needed, please specify.	TBD
The RFP didn't mention anything about user registration/login features. Could you please clarify if/and what level of user accounts/registration features are needed?	Yes, there will be an account-based user system. This has not been developed yet.
Will the existing navigation structure be kept or overhauled?	Overhauled
Should the vendor create a library of reusable UI components?	Yes
Will the new site require any interactive features such as maps, calculators, or chat?	Yes
Does SWT prefer in-page editing, admin dashboard editing, or both?	Both
Is there a need for regulated editorial access sections where an editor in one section or department would not be able to edit work in another section?	Yes
How do most riders currently pay for rides?	Microtransit - book and pay via our Microtransit app, over the phone, or via card or cash with the driver. Fixed Route - Closed account regional fare system with the GoTo Card, Cash via fare boxes, card/cash/voucher/coupon at a bus station. Future State - Fixed Route ticket via a mobile app (Fall 2025) Note: This is being simplified in Q4 through our app and account-based solution implementation.
Do you plan to offer payment options from the website?	This will be part of the account-based payment solution that will be implemented this fall.
Should the website maintain design consistency with other SWT digital products (e.g., mobile app, signage)?	Yes

Content Management

Question	Answers
Are there specific time requirements for certain content (e.g., public notices, board minutes)?	Yes
Will you use existing website content or need recommendations for updates?	We will be using some exiting content which the vendor would be responsible for migration. SWT will provide assets and copywriting.

Who will handle content entry and updates?	SWT
Will SWT staff or the vendor migrate the content?	Vendor
Do you have a preferred CMS, or is WordPress acceptable?	We are looking for vendor recommendations and best practices
Will content creation (copywriting, editing, photography, video) be included in the project scope?	This is TBD.
Is there a content audit available, or should the vendor create one?	Vendor should create one.
Does SWT have a content governance model (roles, publishing workflow)?	No, but we are open to vendor recommendations and best practices.
What structured content types are expected (e.g., alerts, maps, events)?	All of the above.
Will multimedia be part of the content strategy?	Yes
Are content approval workflows, versioning, or rollback features required?	We are looking for recommendations and best practices.
Are you using any CMS for content management currently? Any special requirements for the new CMS?	We are using custom-built CMS from our current website provider. We are open to vendor recommendations.
Who will be the primary users of the CMS, and what level of access will they need?	IT needs full access and Marketing needs create/edit/read access.
Will SWT provide updated copy and imagery, or is the vendor expected to handle this?	SWT can provide assets and copywriting but are open to vendor assistance.
What level of self-sufficiency do you want with the CMS post-launch (full control vs. periodic vendor assistance)?	Full control with periodic vendor assistance.
Will the CMS need to support microsites, campaign pages, or subsites?	Looking for recommendations and best practices.
Is there a preference for open-source vs. proprietary CMS solutions?	We are looking for recommendations and best practices.
Does the CMS need to support multilingual capabilities, and if so, which languages?	No
Should the solution include a CDN, image optimization/compression, and global caching?	We are looking for recommendations and best practices.
Is Role-Based Access Control (RBAC) required to define user permissions and security roles?	Yes
What type of information do you plan to collect through forms?	We currently collect the following via Forms: Contact Us -Lost and Found -Public Data Request -Contact Commission Member -Email Signup -Contact Executive Leadership Team -Customer Comments/Compliments/Complaints

Do campaigns have landing pages or forms that collect rider/audience information?	Yes
Is there a need for regulated editorial access sections where an editor in one section or department would not be able to edit work in another section?	No
Does the data on the existing site exist in a structured format that can easily be exported for migration into a newly developed system?	No
Are there any page-count limits, font specifications, or margin requirements for proposal volumes that proposers must observe?	No
Are forms short forms or single or multi-page applications?	Short Forms.
What is the workflow after the form is submitted? Where will the information go?	The information gets emailed and then get saved in a table view in the customer CMS provided by our current website provider.
Does SWT require the selected vendor to host the production site, or is "hosting recommendations" limited to advisory services only? If the chosen vendor is to provide hosting, should costs be included?	Hosting is required as part of this project. We are looking for the best recommendations. SouthWest Transit will not be hosting the website on our servers. SWT has a budget for the website redesign and a separate budget for hosting, so costs should be included as a separate line item.
Who is your current web hosting partner, and are you open to switching providers if a better solution is proposed? Where is the site currently hosted?	Custom solution from our current website provider. We are open to vendor recommendations.
Does SWT have a preferred hosting environment (e.g., AWS, Azure, on-prem) or any data-residency constraints the solution must meet?	We are open to vendor recommendations and best practices.
Do you have personnel responsible for creating new media on an ongoing basis?	Yes

Analytics and Insights

Question	Answers
Historical Analytics Data: Do you have historical analytics data to guide the content strategy for the new website?	Yes
Google Analytics 4: Are you currently using Google Analytics 4? If not, should migration to GA4 be included in the project scope?	Yes
SEO Keywords: Will SEO keywords be provided, or should the vendor conduct an SEO audit to identify them?	Looking for vendor recommendations and best practices.

Visitor Analytics: For analytics on who is visiting your website, do you prefer using paid tools that provide detailed insights, or are simple quantitative tools like Google Analytics sufficient?	Looking for vendor recommendations and best practices.
Important KPIs and Metrics: What KPIs or metrics are most important to SW Transit from Google Analytics or SEO?	Increase on engagement on specific program pages. Looking for vendor recommendations and best practices
SEO Migration Strategy: We assume SWT places importance on its current SEO rankings. Will the selected partner be responsible for the migration strategy to maintain these rankings?	Yes
Page Views and Traffic: What are the site's average monthly page views, expected growth, and peak hourly concurrency during special events?	14,000 – 156,000 (MN State Fair) dependent on month.
Application Usage Statistics: Do you have real statistics on the application usage across different devices, platforms, and browsers?	No
Third-Party Tools and Systems: Do you have account ownership of all third-party tools and systems used on the site, such as Google Tag Manager, Google Analytics, Google Cloud Console/APIs, Google Translate, Meta, X, and others?	Yes

Real-Time Information

Question	Answers
Which Automatic Passenger Counting system do you currently use?	This is currently in procurement and can be shared at a later date.
Can we assume that your real-time data is available via Google Transit?	Yes
For displaying real-time route and occupancy data on bus station monitors, would you prefer this to be managed through a web interface, or do you currently use a signage or middleware system?	Digital signs in our lobbies run through a Raspberry Pi running YoDeck. We have a hidden page on our website to take our real time data and display the following: https://swtransit.avallolabs.com/swstation. Location and Occupancy data can be leverage via our GTFS-RT feed.
Who is your current provider of GTFS-RT or other real-time data regarding vehicle locations and predicted stop times? Does this same vendor publish disruptions as well?	We currently use Metro Transit, but we will be switching to supplying our own GTFS and GTFS-RT feed later in the year (provided to us through our APC partner). We do not use the disruption feature, but we would like to.

Where else is your real-time data used (e.g., digital signs, totems, on-vehicle signs)?	Digital signs in our lobbies using YoDeck. We have a hidden page on our website to take our real time data and display the following: https://swtransit.avallolabs.com/swstation
What is your current process when there is a severe weather alert? How are routes affected and what's the notification process and channels for riders?	Website Modal Social Media Posts Station monitor updates Radio/TV alerts
Rider accounts: It appears a "login" allows users to "follow" particular routes or subscribe to the newsletter. Is that the extent of the functionality provided to riders? Can you provide more details if available?	That is the current extent, but we are moving towards an account-based system.
Do you want real-time route data as an interactive feature on the website in addition to the TV monitors?	This will be provided from a third-party application vendor to be displayed on the website.
Can you clarify whether the vendor is expected to build and manage the display logic for station monitors, or simply provide the data interface?	Digital signs in our lobbies using YoDeck. We have a hidden page on our website to take our real time data and display the following: https://swtransit.avallolabs.com/swstation. We will provide the data, and the vendor is expected to build the display logic/interface.
Is the real-time schedule and occupancy display expected to be built as a browser-based dashboard or through separate signage software?	Digital signs in our lobbies run through a Raspberry Pi running YoDeck. We have a hidden page on our website to take our real time data and display the following: https://swtransit.avallolabs.com/swstation. Occupancy data can be leverage via our GTFS-RT feed.
How often do you publish new GTFS files and/or new versions of your schedules?	Our current source Metro Transit is pushing new GTFS files weekly.
What design or functionality expectations do you have for the TV display (e.g., text-only schedules, graphical maps, live alerts, occupancy progress bars)?	All of the above sounds great! Here is what we currently have on display https://swtransit.avallolabs.com/swstation The monitors in our stations are currently connected to a Raspberry Pi using Yodok to display on our monitors.

Integration and Technology

Question	Answers
How are you currently utilizing email notification and how do you hope to improve the process?	Emails are sent through Mailchimp. Full integration with future CRM, build automations, collect better information on who users are to better target customers/riders.
Will the mobile team be available for technical and support questions?	Yes

Are there existing third-party systems (e.g., CRM, SMS alerts, ticketing) that must be integrated with the new website?	Our APC system, which will gather real-time bus location and rider load data will be implemented in July/September. We are also planning to launch a new app this fall which will have a trip planner. The app provider will be building the trip planner but will need to coordinate with the website redesign team. Additionally, we currently use Mail Chimp to send email communications. Future state we will be implementing a CRM that will need to be integrated.
Are there any existing website integrations that vendors should be aware of during development?	No
Are there existing integrations not mentioned in the scope that need to be accounted for?	No
Do you have expectations regarding an SLA for response and break-fix tickets?	Please provide a cost breakdown for support levels.
Will single sign-on be used to control administrative access to the site? If yes, please elaborate.	Integration with Office 365 with single sign on would be preferred.
How many website domains and subdomains are a part of this RFP?	1 – although we own multiple domains that redirect to swtransit.org.
How many non-production environments (Dev, Stage, QA, Training, etc.) are required? Do you need on-demand review apps?	We are looking for vendor recommendations and best practices, at a minimum we would like one testing/staging environment and one production environment.
Should the site be built in a modular way to allow plug-and-play for future integrations?	Yes, we are looking for vendor recommendations and best practices to allow for future flexibility.
Is it your desire to capture form submissions then route them through the CRM which will send/assign it to the appropriate department/contact?	We have not yet implemented a CRM, however it has a high priority on our roadmap. Future state we would like to route all information captured through the website to a CRM. We are looking for recommendations and best practices.
Can you provide more information about the APIs that will need to be integrated with the website?	SWT publishes this data through GTFS and GTFS-RT. Accessing this information is TBD.
Does the redesigned website need GIS integration, especially considering the RFP mentions the requirement for riders to review route information in real-time from the website?	SWT will provided this data to be used on the website.
Please describe all third-party systems that integrate with the website via an API or an automated data import/export.	SWT will provide real time and occupancy data information through GTFS and GTFS-RT. Mailchimp will need to be integrated into the Contact Us and we have plans for a future CRM integration (not yet obtained by SWT).

Does SWT impose any constraints or preferences on the front-end technology stack for integrations (e.g., is the vendor free to implement a modern JavaScript framework such as React/Next.js)?	We are looking for vendor recommendations and best practices.
Will the APIs used for real-time data require authentication, or are they publicly accessible?	Realtime Data will be accessible through our GTFS-RT Feed
Real-time data on the website: Can you describe any real-time route data or mapping functionality that will be required on the website itself? The current "follow this route" tool does not seem to be working as expected – is the goal to recreate that tool? Are there other requirements surrounding real-time data from your APIs?	Proposer will need to use our GTFS-RT feed to display location and capacity information on the route maps.
Can you provide additional information regarding the requirement to implement a Trip Planner page in coordination with your mobile app development partner?	We are currently finalizing procurement with a mobile app development partner. The expected timeline for the mobile app would be this fall. The app development partner will build the Trip Planner tool but may need to coordinate with the website redesign partner to add it to the site. This will likely be a module/widget on the home page consisting of a "form fill" for Starting Point, Destination, Date, and Time and then will bring the user to a Journey view and live map page, allowing them to plan their trip across all of our services.

Mobile and Accessibility

Question	Answers
Would you like to highlight or improve any specific mobile features or experiences?	Yes, specifically looking for improvements on the schedule display.
Is dark mode or high-contrast theming desired for accessibility?	Yes
The RFP document mentions accessibility implementations. Does that include functionality for language translation toggling on the website?	Our current site uses Google Translate with a globe dropdown menu.
Confirm the target accessibility standard (e.g., WCAG 2.2 AA) and whether third-party audit/certification is required at launch.	Looking for recommendations and best practices.
What accessibility scanning and reporting tools are currently used?	None
How do you engage with the accessibility community to continue evolving equal access to your site and its information?	Looking for recommendations and best practices.

What are your expectations of the website vendor to ensure accessibility over the lifetime of the contract?	Looking for recommendations and best practices.
How is the current website meeting ADA compliance?	Looking for recommendations and best practices
Do you accept proposals from companies registered in Canada?	Yes
How is content currently shared between the website and mobile app? Are there improvements needed?	We manage content individually in both locations, so if something is shared between the website and the app we need to update it in two different locations. We are in the procurement stages for a new mobile app so this process may change but we are open to recommendations and best practices.
Are there any existing shared functionalities between the mobile app and the website today?	No
Are there mobile-specific user experience expectations (e.g., service alerts, route lookup)?	We are looking for recommendations and best practices.
What tools do you use to monitor accessibility issues with your websites, videos, attached files, etc.?	We do not currently have anything in place.
Would SWT be able to share a list of the various devices and browsers commonly used to access the website, including assistive technologies such as screen readers or braille displays, to help guide our accessibility and compatibility testing?	Yes
Are there mobile-specific user experience expectations (e.g., service alerts, route lookup)?	We are looking for recommendations and best practices.

Support and Maintenance

Question	Answers
Do you envision a monthly retainer or an on-demand service model for post-launch support and maintenance?	TBD
Are you tolerant of additional costs in the contract for a "cold" or "hot" datacenter in the event of an outage of the primary datacenter?	Open to having as an optional line-item cost.
What are the primary goals for the new website (e.g., increased ridership, better service visibility, reduced support calls)?	Increased ridership and brand visibility. Increased engagement with our offered services and mobile app.
Please confirm whether post-launch site enhancements (e.g., new features, tools, page layouts) should be included in the 'Support and Maintenance' pricing, or if the maintenance scope is limited to break/fix, security patches, and routine updates.	Support and Maintenance pricing is limited to break/fix, security patches, and routine updates. Post-launch site enhancements will go through a change order process.

What are the expectations for support response time and service levels? Will a Master Services Agreement or pre-approved contract terms apply?	We are looking for recommendations and best practices.
Please define expected service-level commitments (e.g., response/resolution times, support hours, on-call coverage) for post-launch Break/Fix and Routine Maintenance.	We will expect service levels in the contract.
Do you envision a monthly retainer or an on-demand service model for post-launch support and maintenance?	Please propose both.
What uptime SLA is expected for production (99.5%, 99.9%, 99.95%) and are there fixed maintenance windows?	To be discussed at a later date.
Is 24/7 support required? Transit is sometimes tough because business hours and service hours are often not the same.	Extended beyond business hours, but 24/7 is not expected.
Who is providing support and maintenance for the current website?	Our current website provider.
Will the site need to support personalization (e.g., commuters vs. students)?	Yes
Do you maintain a Backup and Disaster Recovery (BDR) plan and associated solution? Do you desire to have the selected vendor implement a BDR plan and solution?	This is handled by our current website provider. We are looking to the vendor for recommendations and best practices.
Do you currently perform routine (at least annually) security audits?	Managed through the current website provider.
Do you expect the selected vendor to be responsible for the site's data security?	Yes
Do you have a CDN and/or WAF currently? Please specify which.	No
How does IT handle change control and coordinate with external vendors?	All changes must include timing and costs and are to be approved through our executive leadership team.
Is tagging or taxonomy support needed for dynamic filtering (e.g., by route)?	Looking for vendor recommendations and best practices.
Do you currently perform routine security testing and monitoring, such as penetration testing, dark web monitoring, employee anti-phishing training and testing, etc.?	We are looking to the hosting solution or website vendor for this responsibility

Proposal Requirements

Question	Answers
Are you open to a hybrid delivery model with a mix of offshore and onshore resources?	No

Are there any page-count limits, font specifications, or margin requirements for proposal volumes that proposers must observe?	No
Is there a sample contract that we can review?	
Do you have a preference for working with a local-based agency? Is there a preference for local vendors?	No
Are there multi-lingual requirements? Is Google Translate or similar sufficient?	Yes, we currently use Google Translate.
Will single sign-on be used to control administrative access to the site? If yes, please elaborate.	Yes
Do you need a contractual SLA for hosting (more expensive) or a best-effort SLA based on a 99.9% historical uptime (less costly)?	We are open to vendor recommendations and best practices.
Do any specific compliance standards need to be adhered to?	Any applicable state and federal laws for a government transportation agency.
Will the new site need to handle any Payment Card Industry (PCI) compliant transactions?	No
Are there internal processes or workflows you hope to improve with this project?	Looking for recommendations and best practices.
Are you open to the idea of aspects of your digital solution being structured as a service rather than a large, upfront design/build project?	No
Does the contract include language to allow piggybacking? Would you be open to adding language to allow piggybacking?	No
Please confirm that an all-inclusive firm-fixed price, summarized by project phase/deliverable, will satisfy the pricing requirement and evaluation.	Yes
Are you open to a proposal that includes pricing options under a "good/better/best" approach?	Yes
Is there an email attachment size limit for the PDF submission, and will SWT accept a secure file-transfer link if the file exceeds that limit? Would you accept a Dropbox link for the RFP within the body of the email?	35 mb
Will we receive a confirmation response for RFP submissions?	Yes
Do you have a cross-departmental team that regularly meets to discuss how internal decisions and systems impact the ability to provide the optimal customer experience and engagement?	Yes
How often do you anticipate scheduling vendor collaboration meetings to ensure that we act as a team to best serve your needs?	As needed - weekly/bi-weekly

What teams are available after hours and is there a concept of being "on call" for emergencies? What are those communications pathways?	Marketing and IT are available after hours via phone.
Do you have either an internal or a vendor-provided security and compliance team?	No
Is it the organization's desire that IT be the main contact for this contract?	Marketing will be the primary contact.
What other technologies (transit-related or other third-party platforms/services) will need to be integrated?	There may be future integrations where the solution will need to be customizable.