

Seattle Center of Seattle Request for Proposal # ITD-170184
Addendum

Dated: 08/15/2017

The following is additional information regarding Request for Proposal # ITD-170184, titled "Seattle Center Website Responsive Design" released on 07/13/2017. The due date and time for responses will remain as 08/31/2017 @ 1:00PM (Pacific). This addendum includes both questions from prospective proposers and the Seattle Center's answers, and revisions to the RFP. This addendum is hereby made part of the RFP and therefore, the information contained herein shall be taken into consideration when preparing and submitting a proposal.

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Item #	Date Received	Date Answered	Consultant's Question	Seattle Center's Answer	RFP Revisions
1	7/13/17	7/14/17	Can companies from Outside USA apply for this? (like,from India or Canada)	The Seattle Center is open to all responses that meet the requirements set forth in the RFP.	None.
2	7/13/17	7/14/17	Do we need to come over there for meetings?	Yes, as set forth in RFP.	None.
3	7/13/17	7/14/17	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	No, there are specific tasks identified in the RFP that are unable to be performed outside the USA and we would prefer the vendor team to be in Seattle time zone if not in the greater Seattle area.	None.
4	7/13/17	7/14/17	Can we submit the proposals via email?	All proposals must meet the format and time requirements set forth in the RFP.	None.
5	7/13/17	7/14/17	What if I disruptively proposed building your responsive website most probably at a mere fraction of the cost and with more sizzle factor than pricey custom developed ones from scratch that actually deliver way less? I use Wix.com website builder which is amazingly robust with better backend administration than custom developed ones.	The Seattle Center welcomes all proposals that meet the requirement identified in the RFP. However, WIX is not the Seattle Center's standard CMS.	None
6	7/13/17	7/14/17	Is there any incumbent on this RFP? if yes, please provide the incumbent details.	No incumbent	None
7	7/13/17	7/14/17	Is it single award or multiple award contract?	It is anticipated that this will be a single award, but the Seattle Center reserves the right to make changes to this decision based on the proposals received.	None
8	7/14/17	7/17/17	Is there any advantage to the final scoring of one's proposal if they subcontract with a WMBE?	No, there is no WMBE inclusion plan for this project.	None

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9	7/14/17	7/17/17	<p>The first bullet under Section 4</p> <p>“Successful completion of work over the past five (5) years on five (5) similarly complex projects that require collaboration with a team consisting of client-side web staff and 3rd party CMS/back-end development partners.”</p> <p>Bullet seems too specific and almost a sole source requirement for a certain vendor. Is the Seattle Center willing to consider some other less narrow versions of this and please describe what is meant by complex projects?</p>	<p>At this time, we are not looking to narrow the minimum criteria for the project.</p> <p>Creativity, design work, and social/mobile interaction success is hard to subjectively define. With the number of potential firms that could do the work across many levels of complexity and quality, we felt it necessary to establish a minimum baseline of experience. If after the first round of proposal reviews we find we have not found a proposal that meets our expectations, based on the minimum criteria, the Seattle Center then reserves the right to terminate the process or reissue the RFP with different criteria.</p> <p>“complex projects” includes websites that integrate many different and connected parts including a CMS with custom-built page types and components, external data sources and design that meets similar logo, branding, usability and web accessibility requirements identified in the RFP.</p>	None
10	7/14/17	7/17/17	Will there be any advantage to a firm that is SCS certified?	Not specifically, but firms that display a greater amount of experience and qualifications will score higher than those with less.	None
11	7/17/17	7/19/17	In the Proposal Response Guidelines word document, it states "Prepare your proposal response in a Word document" - I wanted to confirm if we needed to prepare the response in Microsoft Word, or if we could prepare the response in a different processing program, such as Adobe InDesign?	We need to be able to access all aspects of your response using standard office suite products like Word, Excel or PDF reading software.	None
12	7/17/17	7/19/17	Would the Seattle Center be open to an agency located in Canada? We have done work for clients in the US previously, but want to make sure there isn't a scoring or a preference for a vendor within the region?	We are open to all firms that meet the minimum requirements, however, the cost of the services proposed should be all inclusive and cannot go over the budgeted number. We anticipate the collaborative work with the Seattle Center staff will require a lot of onsite work, so you will need to take that into consideration.	None
13	7/17/17	7/19/17	Is copywriting required as part of the scope of the work?	No, copywriting is not part of the SOW	None
14	7/17/17	7/19/17	As we have a sustainability mandate, would you be open to only 1 copy and/or a USB only sent across with the proposal?	Please follow the requirements set forth in the RFP	None
15	7/19/17	7/19/17	Can we send the proposal to the Seattle Center prior to August 31 via email?	You may send your proposal at any time prior to the deadline so long as it is in the proper format and quantity as set forth in the RFP.	None
16	7/19/17	7/21/17	Events (pg 3): At a high level, what are the current methods for attracting attention to Seattle Center events, festivals and activities?	Website, Email, Social Media, Digital, Broadcast & Print advertising, Posters, Flyers, Brochures, Videos, Reader boards and Digital Displays, Sponsorships and Partnerships, word of mouth, surveys.	None

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17	7/19/17	7/21/17	Prioritizing content (pg 8): Our process includes audits, heuristic analysis, competitive analysis, and user validation to drive insights and recommendations around prioritizing content. These recommendations may not align to the current business org structure. How will Seattle Center respond to new high-, medium-, low-priority designations for existing content, and how many stakeholders are expected to approve?	Seattle Center is open to content designation recommendations. Seattle Center has a core team of 5 – 6 stakeholders who will identify priority designations, and their input, comments and approval will flow through one Content Strategist.	None
18	7/19/17	7/21/17	Personas: Does Seattle Center have any existing personas? Are there any anticipated high-priority personas?	No. No.	None
19	7/19/17	7/21/17	Ads (pg 10): What is the backend system or integration powering the advertising/sponsorship activation service. How is Seattle Center handling maintenance and administration?	Ingeniux is the backend Content Management System. Seattle Center will handle website maintenance and administration.	None
20	7/19/17	7/21/17	Social (pg 7): Bringing attention to, and encouraging participation in social channels is a terrific goal for the redesign. From an SEO and overall engagement perspective, it may be more effective to focus on a social strategy driving traffic from the social feeds to the site, as opposed to syndicating social content — which often has alternate goals from the site. Are you open to different social strategies?	Seattle Center is open to Social Media strategy recommendations, however that is not a part of this RFP process.	None
21	7/19/17	7/21/17	Email (pg 5): Beyond introducing logic and solutions for connecting users with the email subscription, we would be interested in future work recommending a holistic communication strategy covering email, retargeting, personalized and reactive campaigns. Are you open to learning more about this service in this RFP?	Seattle Center is open to email strategy recommendations, however that is not part of this RFP process.	None
22	7/19/17	7/21/17	Competitive Analysis: Competitive analysis wasn't described in discovery activities. Has this work already been done?	No, a competitive analysis has not been completed and is not a requirement of this RFP.	None
23	7/19/17	7/21/17	Scope: Can you provide more detail in how the new redesign should address family brand digital spaces (KeyArena, the Armory,	Seattle Center is the primary brand and redesign of its website is the primary focus for this RFP. Key Arena, the Armory and Marion Oliver McCaw Hall are sub-brands and are	None

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			McCaw Hall, onsite museums & restaurants, etc.).	<p>core lines of business for Seattle Center, with their own identities and business partnerships.</p> <p>There is a possibility that Key Arena will reimagine its website design, based on proposed redevelopment of this building by the Oak View Group.</p> <p>McCaw Hall and the Armory will remain under Seattle Center management.</p> <p>We encourage you to attend the Pre-Proposal Conference for this RFP on Tuesday, July 25, 2017 at 1pm at Seattle Center Armory Loft 3 – this conference will provide an opportunity for more in-depth discussions about this topic.</p>	
24	7/19/17	7/21/17	Is seattlemonorail.com included in the redesign?	No.	None
25	7/19/17	7/21/17	Are any other “cultural facilities” or venues operating standalone sites included?	No.	None
26	7/19/17	7/21/17	Membership (pg 7): Do any other the family brands currently offer membership services?	No.	None
27	7/19/17	7/21/17	User Accounts: Is there any current use of accounts online? Is there a backend strategy for user accounts or cookie'd sessions?	There are no public-facing user accounts.	None
28	7/19/17	7/21/17	Known Backend Systems: Are there current commitments to particular backend systems, integrations or technology? If so, will documentation of features and requirements be available to the agency during the Discovery period?	<p>Yes, Ingeniux is identified in the RFP.</p> <p>Yes, CMS documentation will be available.</p>	None
29	7/19/17	7/21/17	Third Party Solutions for efficiency: Is Seattle Center interested in recommendations of third party off-the-shelf backend solutions which may serve their particular project goals? This may include solutions for: customer assistance and communications; knowledge base/faq management; additional analytics and feedback; personalization.	Seattle Center has selected a backend solution as identified in the RFP.	None
30	7/19/17	7/21/17	Editing Style Guides: Can you clarify the request on pg. 11 to have an edit capability for style guides and assets? Which formats are desired?	<p>Seattle Center requires an editable style guide to track and implement changes to brand identity across and digital properties and assets, if necessary.</p> <p>Microsoft Word format is desired.</p>	None
31	7/19/17	7/21/17	Microsites: Can Seattle Center provide a live example of a microsite?	Full site - http://www.disney.com/ Microsite - http://lol.disney.com/frozen-free-fall-icy-shot	None
32	7/19/17	7/21/17	User Testing: Will Seattle Center be able to supply some or all participants for testing or is sourcing participants expected from the agency? Is Seattle Center able to provide	Yes, Seattle Center may supply some or all participants for testing if necessary and viewed as cost effective means of implementing user testing. Seattle Center may be able to provide minor incentives or rewards for testing participants.	None

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			any incentive or reward to participants?		
33	7/19/17	7/21/17	Ecommerce: Has Seattle Center explored or committed to any platform or technology to serve sales of tickets for events, transportation (parking, monorail), merchandise, etc.? Is ecommerce desired as part of this project?	No. Ecommerce is not a desire as part of this project.	None
34	7/19/17	7/21/17	Serving Facilities Rental needs (pg 4): Are all assets created for facility awareness? What is the current method for clients to rent facilities?	Yes. The current method for facility rental is over-the-phone coordination with an Event Sales Representative or an online preliminary rental form.	None
35	7/19/17	7/21/17	Blog (pg 9): Is work around integrating the blog, particularly to a Wordpress or similar CMS, considered the responsibility of the agency during this engagement?	Yes.	None
36	7/19/17	7/21/17	Branding (pg 5): Are all brand assets and guidelines final for signature programs and venues?	Yes.	None
37	7/19/17	7/21/17	SEO (pg. 7): Is Seattle Center open to working with our existing partner for in-depth, extensive SEO recommendations? Can "broad strategic recommendations for SEO" be clarified?	Seattle Center is open to working with existing SEO partners as budget permits. Broad strategic recommendations include defining overarching goals, objectives and tactics to implement SEO strategy.	None
38	7/19/17	7/21/17	Search (pg 9): In terms of brand-recognition and offering a federated search — which entities should be searchable through the seattlecenter.com site?	Entities to be searchable include http://seattlecenter.com http://keyarena.com http://mccawhall.com http://centerspotlight.seattle.gov	None
39	7/19/17	7/21/17	Calendar (pg. 4, 7): Does Seattle Center plan to use a 3rd party calendar platform or technology, or plan to custom build this service with backend partners?	Seattle Center is open to recommendations for calendar implementation.	None
40	7/19/17	7/21/17	Accessibility & Translations (pg 4, 5, 7, 8, 10): Is the chosen agency responsible for validation of accessibility as it pertains to semantic elements and data sources? Several requirements depend upon choice of technologies and implementations. Which languages are priorities for Seattle Center?	Seattle Center will validate accessibility and usability of selected agency's design. It will be the vendor's responsibility to provide deliverables that comply with WCAG 2.0 standards in order to be accepted. The Seattle Center of Seattle (of which Seattle Center is a department), has identified more than 20 languages as priorities for having translated web pages. Please refer to - http://www.seattle.gov/languages	None
41	7/19/17	7/21/17	Partnership & Collaboration: There are multiple wonderful opportunities to work quite	Yes, co-located work is required for information gathering and strategy planning. Seattle Center plans to host co-located work as needed.	None

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			closely with Seattle Center project teams. Is co-located work possible? Can Seattle Center host co-located work or would it be preferable to select an agency environment for co-location?		
42	7/25/17	7/28/17	Would you consider a proposal the addresses/prices phase 1 separately and would price the remaining phases as a result of the phase 1 work?	No – the proposed fixed fee should cover all costs based on the requirements and information provided in the RFP.	None
43	7/25/17	7/28/17	Would the proposed travel budget be in addition to the fixed fee?	No – the fixed fee should include all costs.	None
44	7/25/17	7/28/17	Does the budget outlined in the RFP include onsite costs, or will this be separate?	The proposed costs should be fixed, all inclusive, and within the budget set forth in the RFP.	None
45	7/25/17	7/28/17	For this requirement "Integrate Seattle Center Event Management System (SCEMS), Seattle Center's event data source, to the extent possible, as determined in the Discovery Phase." This RFP is strictly discovery, strategy, design and front-end engineering. Are you just referring to the design for this as this was listed in phase 2 or will the vendor be responsible for implementing this into the HTML/CSS?	The design concept for the website must show how SCEMS event data will integrate into the website e.g. event name, date, time, location, etc. Currently, SCEMS integrates into the Seattle Center's website with a roll-up calendar (event listings) on the homepage, and the calendar listings link to event detail webpages. If the proposed design requires front-end code for implementation, the designer is responsible for delivering front-end code to Seattle Center and Ingeniux, the development partner. Further, the designer will also work with Ingeniux to create the desired results as outlined in Phases 3 & 4 of this RFP.	None
46	7/25/17	7/28/17	Can you please send the updated questions that were asked on the call from today?	Yes – they are included in the 7/26/17 Addendum	None
47	7/25/17	7/28/17	Can you provide the PDF attachments as they are not opening.	 Acrobat Document.pdf	None
				 Attachment 5 - Strategic Business Plan.pdf	None
				 Attachment 6 Seattle Center Logo Guidelines.pdf	None
				 Attachment 7a = Seattle Center Foundational Brand Look 2010.pdf	None

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				 Attachment 7b - Seattle Center Foundational Brand Look 2014.pdf	None
				 Attachment 8 - Racial Equality Tool Kit.pdf	None
				 Attachment 10 - Seattle Center Monthly Poster May 2017.pdf	None
				 Attachment 11 - Seattle Center E-newsletter Poster May 2017.pdf	None
				 Attachment 12 - Seattle Center Website Statistics 2016.pdf	None
48	7/25/17	7/28/17	What is the current content management system platform?	It is custom built in .Net	None
49	7/25/17	7/28/17	Will the microsities (a particular venue or event) have the same look and feel as the Seattle Center main page?	The Seattle Center has its own look and feel with focus branding. Some venues (Key Arena, McCaw Hall, the Armory) have their own brand but we could have a cobranded look but the line of business needs to be featured. Also, events such as "WinterFest" would need their own branding and site.	None
50	7/25/17	7/28/17	Does Winterfest have its own brand?	Yes, the Winterfest has its own brand and page.	None
51	7/25/17	7/28/17	CMS, is the .NET stays?	No, it is going away and being replaced with Ingeniux	None
52	7/25/17	7/28/17	Will the transfer of the content data from the existing site to the new site be part of this project?	The Seattle Center is unsure of how this will happen now but most likely the Seattle Center staff will be doing this work.	None
53	7/25/17	7/28/17	Does having the search capabilities across the shared sites involve having a common database?	The search capabilities will only be across the SeattleCenter.com page.	None
54	7/25/17	7/28/17	There is a requirement that patrons would be able to create itinerary's, how will this be done? Shopping cart capability?	Event data, from Seattle Center's Event Management System (Microsoft SQL) will be exported to a data file and fed into the site.	None
55	7/25/17	7/28/17	Federated faceted search across multiple sites, what are the sites? How many sites need to be integrated into the search capabilities?	Only the SeattleCenter.com and a WordPress blog. Need the solution to provide an effective integration into the event management system.	None

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56	7/25/17	7/28/17	Will the blog remain in WordPress	Yes	None
57	7/25/17	7/28/17	How does social media integration happen?	We have a strategic marketing integration plan and are working on how FB, Twitter, and Instagram works now and in the new design. Looking for advice to what is the best way to use social media.	None
58	7/25/17	7/28/17	Is the Marketing Team at Seattle Center going to be involved in the Discovery Phase?	Yes, the marketing team will be directly involved in the full development of the new website.	None
59	7/25/17	7/28/17	Will the event management system be going away along with the content managements system?	No, the event management system is custom developed internally, it helps us schedule and manage thousands of events a year. It is not going away at this time.	None
60	7/25/17	7/28/17	Would you be interested in changing the phases or adjusting the deliverables (i.e., front end design) in each phase.	The Seattle Center would be willing to look at any situation that improves the delivery.	None
61	7/25/17	7/28/17	Would you consider a proposal for Phase 1 only and then pricing for the other phases once the Discovery Phase is completed?	No	None
62	7/25/17	7/28/17	What is involved in Phase 4, the scope is not really outlined.	Phase 4 (the 30 days after "go live" support phase) is intended to allow the designer to see the finished product through to application and operation, support the operation with any updates, patches and fixes, and to provide training to the Seattle Center staff as needed.	None
63	7/25/17	7/28/17	What is the scope of Phase 1 User Research	To identify content like navigation, work with Seattle Center staff to focus content, and within the budget that is available to help define what is the best solution.	None
64	7/25/17	7/28/17	Has Marketing identified the audience of the website.	Yes, they are identified in the Content Manager Notes attachment to the RFP	None
65	7/25/17	7/28/17	Google analytics specifics, can they be shared?	They are in the RFP and we can provide more if required. (see attached for  Data_All_170509.pdf additional user results)	None
66	7/25/17	7/28/17	How much of the work needs to be done onsite and can any of it be done off-shore?	There is a lot of work that needs to be done onsite, especially during Phase 1. Some parts could possibly be done offsite. If you do propose offshore resources please make sure to indicated what parts of the design is being done offshore and the specific locations. We prefer that vendor team members we'll be interfacing with will be in the Seattle time zone if not the Seattle area.	None
67	7/25/17	7/28/17	Is travel expenses to do Phase 1 work in addition to the Phase 1 budget?	No, travel must be included in the fixed fee.	None
68	7/25/17	7/28/17	Is there a usability survey that can be shared?	Yes, see item 65 above for the data.	None
69	7/25/17	7/28/17	If during the review the need for content videos or photos is recommended, is the Seattle Center open to the designer	Yes, but it depends on the cost and available budget.	None

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			providing them.		
70	7/25/17	7/28/17	Are there additional assets that are not currently being used available?	Yes, we may get some support for additional assets from the other organizations.	None
71	7/25/17	7/28/17	What is the scope of expanding the visual vocabulary?	The Seattle Center is looking to the designer to work with the Seattle Center to determine what is working and how to help the Seattle Center visually improve the brand.	None
72	7/25/17	7/28/17	Does the response proposal need to be in word format?	The proposal needs to be a hard copy, the electronic copy can be in any form.	None
73	7/25/17	7/28/17	Is the onsite work to be done at the Seattle Center or the Seattle Municipal Tower?	The work is to be done at the Seattle Center.	None
74	7/25/17	7/28/17	Is it time and materials or a fixed fee agreement?	The request is for a fixed fee, all-inclusive price for the project.	None
75	7/25/17	7/28/17	How would the invoicing be done?	Invoicing can be negotiated, please propose your intended invoicing schedule in your response.	None
76	7/25/17	7/28/17	How will decisions be made in the Seattle Center for getting sign-off and ensuring progress is being made on the project?	The Seattle Center Marketing Team along with the Seattle IT Project manager will be the decisions makers on the project. This will ensure that things are addressed quickly since the team is small with direct involvement.	None
77	7/25/17	7/28/17	The 6-9 month suggested project plan includes the CMS implementation is that correct?	Yes	None
78	7/25/17	7/28/17	Will the project manager be involved in the liaising the CMS implementation?	The CMS platform is already established and the work will only involve creation of templates and putting them into the CMS platform.	None
79	7/25/17	7/28/17	Confidential materials related to the cost proposals and the individual costs, can we make the cost information confidential?	The Seattle Center is governed by laws that make everything we get under this RFP public information. That said, in the Consultant Questionnaire, there is a section that will allow you to indicated materials you'd like to make a specific exemption under the Washington State Public Disclosure Act. The consultant would be required to find what specific rules would apply and note that in the questionnaire. Please send any other questions you have on this as a follow-on question.	None
80	7/25/17	7/28/17	Is the Seattle Center looking for language translations on the website?	We would like to be able to do this but given budget constraints we may only be able to put static documents up where appropriate for now. We are not looking for any translations under this RFP.	None
81	7/26/17	7/28/17	For accessibility-compliant sites, are there tools, scoring or grades that you are looking for or just the stories around them?	Although it will be the responsibility of the selected vendor to provide compliant deliverables as described above, Seattle Center will likely test for accessibility using WCAG 2.0 Level A compliance. https://www.w3.org/WAI/intro/wcag	None
82	7/26/17	7/28/17	For "front-end code" would a clickable prototype with some basic HTML/CSS suffice (e.g. Invision or Axure) or does it need to be actual standalone web page?	Phase 3 includes delivering Front End code, working xhtml validated page prototypes for all page types and component types required for implementation.	None

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83	7/26/17	7/28/17	Could you provide more clarity around the expectation of the relationship with Ingeniux?	The relationship with Ingeniux should be collaborative and flexible in order to deliver the best possible web site design at lowest cost to the City.	None
84	7/26/17	7/28/17	Will the front end developer be writing code directly on top of their CMS platform or is the City expecting that the Consultants provide html markup based on the designs that Ingeniux will take and apply to the site?	The designers will do the front end coding and HTML validated page cut-ups in accordance with Ingeniux's Markup Requirements Guidelines; the details of which can be discussed between all parties at the outset of the project and as work products are exchanged between Ingeniux and the chosen design firm..	None
85	7/26/17	7/28/17	Conduct of usability testing doesn't provide any specific details regarding duration and type of testing. Have these been identified? E.g. End user surveys, A & B testing, pilot groups?	The proposers' plans for how this will be provided in effective and cost efficient means (be it online user testing, in-person, remote or through other means) will be taken into account when evaluating proposals.	None
86	7/26/17	7/28/17	"In phase 4, the selected firm shall also provide a minimum of thirty (30) days of implementation support after the full site goes live" a. Is this to be included in the core estimate? b. Is Phase 4 a separate SOW?	a. Yes. b. No.	None
87	7/26/17	7/28/17	With each of the feature requests from submission forms for private events, trip planning tools, to marketing campaign lists, are these expected to be saved and captured in Ingeniux or will external data storage systems be required? (SQL, SMTP servers), and will this be the responsibility of the vendor?	Some features and functionality may require capturing data using Ingeniux or other External Systems. These solutions will be Seattle Center's responsibility to procure.	None
88	7/26/17	7/28/17	For the integration to other data sources, is the expectation that the front end developer will build out those integration points within the site (i.e account profile)?	Integration of data sources will be built out by Ingeniux, the back-end development partner.	None
89	7/26/17	7/28/17	During discovery, who will prioritize the requirements that surface?	The Seattle Center Marketing Team along with the Seattle IT Project manager will prioritize the requirements that surface. This will ensure that things are addressed quickly since the team is small with direct involvement.	None
90	7/26/17	7/28/17	Is the assumption that the Project Management functions will be owned by the City all up?	It is our expectation that the selected vendor will properly and professionally manage scope, schedule and budget and define the means by which project risks and issues will be identified, prioritized and mitigated in addition to the cadence by which all of these aspects will be communicated to City of Seattle personnel.	None
91	7/26/17	7/28/17	Are there core languages that need to be supported for translation? Is there a limit on the number of words/phases you can leverage your translation partner for?	The Seattle Center of Seattle (of which Seattle Center is a department), has identified more than 20 languages as priorities for having translated web pages. Please refer to - http://www.seattle.gov/languages No, there is no limit to the number of translated words/phrases.	None

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92	7/26/17	7/28/17	<p>Advertising and Sponsorship</p> <p>How do you intend to “track activation” of the advertising? Do you currently have a system? Who manages the advertising? What dimensions do the ads need to be formatted to? Do you have requirements for sponsor logo placement?</p>	<p>Seattle Center is looking for options to track activation, that is not part of this RFP. No, Seattle Center does not currently have a system to track activation and needs a recommendation for tracking activation.</p> <p>Seattle Center Marketing Manager manages the advertising.</p> <p>No current dimensions have been identified.</p> <p>Premier Sponsor activation is on the header and footer of the website. Additional activation of sponsors are located on program pages.</p>	None
93	7/26/17	7/28/17	<p>Facilities Rentals</p> <p>How many rental spaces do you have? When you say “interactive features” to browse and compare space, would it suffice to have a sortable list with links to more detailed page about each space?</p>	<p>Seattle Center offers indoor and outdoor rental spaces. See attached.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Grounds at a Glance links 2017.pc </div> <div style="text-align: center;">  Facilities at a Glance 2017.pdf </div> </div> <p>Interactive features include virtual tours or 3-D rendering that lets you “walk” through facilities, or a floor plan generator for event planners to explore setup and layout options.</p>	None
94	7/26/17	7/28/17	<p>Content Management System</p> <p>The RFP mentions that we will work “closely and iteratively with Seattle Center and Ingeniux throughout the project to ensure a successful handoff of designs”. In our experience, having the backend developers present at key design milestones to review and provide feedback on the design is essential to a smooth handoff and feasibility of integrating the final design. When and how will the Ingeniux team be involved throughout the project and what will their availability for this “close and iterative” collaboration?</p>	<p>There will be schedule overlap between the selected design vendor and the back-end development vendor; the preferred duration of overlap from the design team’s perspective could be called out as an assumption or variations presented as options within the proposals.</p>	None
95	7/26/17	7/28/17	<p>Online Trip-planning Tools</p> <p>Trip planning tools are complex and may not be achievable within the budget. Are you open to dropping this feature?</p>	<p>Content Manager Meeting Notes indicate users desire a tool to help plan their visit to Seattle Center, over 20% of Web Usability Survey respondents said trip-planning tools would improve their website experience. Seattle Center is looking for an affordable solution to provide this tool to website visitors.</p>	None
96	7/26/17	7/28/17	<p>Localization / Translation</p> <p>What is the extent of translation on the current site, and what is the expectation around translation of the site beyond what automated services such as Google</p>	<p>The current site does not contain translated content. Seattle Center is looking for recommendations on design for translated static content.</p>	None

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			Translate might achieve?		
97	7/26/17	7/28/17	<p>Branding for Signature Programs and Venues</p> <p>“... recommendation for a design that integrates and highlights standalone signature events and other lines of business within the full site...”. This is outside the scope of this project, correct? This is not listed as any part of the phases or deliverables.</p>	<p>The requirements for Branding for Signature Programs and Venues are identified in the Statement of Work – the bullet under requirements, goals and objectives, Phase 1: 2nd bullet, Phase 2: 10th bullet, Phase 3: 1st bullet and Phase 4: 3rd bullet</p>	None
98	7/26/17	7/28/17	<p>Performance Schedule</p> <p>Is the “estimated completion of phases 1-3 of the Scope of Work to be within 6-9 months” taking into account the backend development or simply for the Web Design portion? We assume that phases 1-3 will take substantially less than 6-9 month (more like 3 months), with the remaining be allocated to backend development on Ingeniux. Is this correct?</p> <p>There is a requirement that the selected firm provide “a minimum of 30 days of implementation support after the full site goes live”. Assuming that phases 1-3 will end and there will be a period of backend development on Ingenuix and the site will be launched months after phases 1-3 are complete, does the 30 days of support come after the backend has been completely developed and IA/UX issues be hard to adjust? Wouldn't it not make more sense that the support be after the handoff has been made following phase 3?</p>	<p>Seattle Center has allocated 6 – 9 months for Phases 1 – 3. Timeline for backend development will depend on features and functionality identified in the design requirements.</p> <p>There will be schedule overlap between the selected design vendor and the back end development vendor; the preferred duration of overlap from the design team's perspective could be called out as an assumption or variations presented as options within the proposals.</p>	None
99	7/26/17	7/28/17	<p>Patron-focus</p> <p>Given that the redesign is driven by “patron-focused content strategy”, does Seattle Center have clear definition and articulation of the “patron”, target audiences, segments, or personas?</p>	<p>Seattle Center audience profile:</p> <ul style="list-style-type: none"> • Seattle Center's primary customer profile/persona is a 21 – 54 years old, female, typically a mom, lives in King County, who is interested in finding information on events, arts and culture. • Secondary audiences include: <ul style="list-style-type: none"> ○ 13 – 20 years old – this group is targeted to help grow and sustain Seattle Center's audience/patrons into the future. We want to introduce our brand and mission to create awareness 	None

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				<p>and support as they grow into adulthood, hopefully creating new brand ambassadors for Seattle Center.</p> <ul style="list-style-type: none"> ○ 54+ years old – this group is already a part of our current audience/patrons. We want to continue to foster their support and meet their needs. <ul style="list-style-type: none"> • Age: <ul style="list-style-type: none"> ○ 21 – 54 ○ 13 – 20 ○ 54+ • Geographic: <ul style="list-style-type: none"> ○ King County ○ Washington State ○ Out of State (U.S. and International) • Characteristics: <ul style="list-style-type: none"> ○ Female ○ Moms ○ Interests: Events, Arts & Culture <p>2016 Seattle Center Economic Impact Study contains customer profile (demographics, education, location, etc.) – http://seattlecenter.com/eis</p>	
100	7/26/17	7/28/17	<p>Event Management System integration</p> <p>In the Pre-Proposal Conference, it was noted that the Event Management System has been “home-grown”. What is the output of the event data, and does it follow industry standards that will facilitate integration and display?</p>	<p>Output of event data includes exported data tables from Microsoft SQL Servers.</p> <p>Yes, data source and types follow industry standards.</p>	None
101	7/26/17	7/28/17	<p>Internal Stakeholder Interviews</p> <p>How many stakeholders will we need to interview? Can this happen through a single workshop (this is preferred) or individual interviews?</p>	<p>Seattle Center has a core team of 5 – 6 stakeholders.</p> <p>Seattle Center will not guarantee that information/requiriements gathering can happen in a single workshop.</p>	None
102	7/26/17	7/28/17	<p>Personas</p> <p>How many personas are we expected to develop? Are there existing target audiences or market segments that will form the basis of the personas? Has there been any audience research conducted to date you can share?</p>	<p>Top 3-5 personas</p> <p>See response to question #99 for current information on audience and persona research.</p>	None

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103	7/26/17	7/28/17	<p>Website Content Audit</p> <p>Can you share the website content audit?</p>	<p>See embedded file.</p>  <p>website inventory 2017 rfp.pdf</p>	None
104	7/26/17	7/28/17	<p>Usability Survey</p> <p>Can you share results from the usability survey?</p>	<p>Yes, see item 65 above for the data.</p>	None
105	7/26/17	7/28/17	<p>Content Personalization</p> <p>Is the Seattle Center permitted to collect physical location data and track engagement behavior? Does this pass the City of Seattle's data collection or privacy policies? According to the City's Privacy Principles:</p> <p>We collect and keep only what we need... We only collect information that we need to deliver City services and keep it as long as we are legally required and to deliver those services. Whenever possible, we tell you when we are collecting this information.</p>	<p>Yes, Seattle Center is permitted to collect physical location data and track engagement behavior. Yes, this passes the City of Seattle's policies.</p>	None
106	7/26/17	7/28/17	<p>Phase 1 deliverables</p> <p>"Initial greyscale wireframes" do not seem appropriate as a deliverable for the discovery phase. Are you open to reconsidering this requirement?</p>	<p>Yes.</p>	None
107	7/26/17	7/28/17	<p>Federated Faceted Search</p> <p>Search is highly dependent on the CMS Platform functionality. What is the level of faceted search capability Ingeniux provides? What are the web properties that will be federated in the search results?</p>	<p>Ingeniux InSite is a Lucene-based search index available within the CMS application and the dynamic site server for content discovery and search. It provides automatic indexing, faceted search, stemming, relevancy, and other capabilities. The CMS repository is NoSQL document database that supports high performance search using full content structure and meta-data. Use the InSite connectors to bridge search across your entire enterprise. Easily add secure search collections for databases, applications, file systems and other content sources. More information here - http://www.ingeniux.com/products/cms/cms-features</p> <p>http://seattlecenter.com http://keyarena.com http://mccawhall.com</p>	None

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				http://centerspotlight.seattle.gov	
108	7/26/17	7/28/17	Design Concepts Is the expectation that there be 3 unique design concepts for all 4 page types? I.e. 12 pages designs in total?	Yes.	None
109	7/26/17	7/28/17	Phase 4: Implementation and Launch Support "Web Design Consultant shall review build out of selected pages in the staging environment during the Building Phase" - if the "building phase" lasts 4-6 months after phase 3 deliverables have been completed and delivered, does that require review, support and availability during this period, in addition to the 30 days of support following the launch of the site?	Seattle Center does not anticipate additional time and materials during the "building phase. Thirty (30) days of support follows the site launch.	None
110	7/26/17	7/28/17	Project Management Does Seattle Center follow Agile methodology? Will there be a single Product Owner on the Seattle Center side that will wrangle feedback from the stakeholders and empowered to make decisions?	No, Seattle Center does not currently follow Agile methodology, but is open to design and development workflow recommendations. Yes.	None
111	7/26/17	7/28/17	Stakeholders Who are the stakeholders and how will they be informed? What is their involvement?	Stakeholders include Seattle Center Advisory Commission, Executive Team, Staff, Sponsors and Partners. They are invited to communicate related interests and concerns.	None
112	7/26/17	7/28/17	Content Migration Once the site design has been completed and the handoff to Ingeniux made, who will populate and migrate the content? Is there expectation that the Web Design Consultant be involved in the migration? This would dramatically increase the budget burden.	Seattle Center plans to migrate the content. The web design consultant will not be involved in the migration, but would advise on content to-be migrated.	None
113	7/26/17	7/28/17	Content Strategy Is there any content, features or functionality on the current site that will be deprecated or removed for the new site?	Yes, there are features and functionality on the current site that will be deprecated or removed. Seattle Center is looking for recommendations for content, features and functionality to include and remove from the new site.	None
114	8/2/17	8/15/17	We would like to form a group as a joint bid on the project. It mentions looking for over 5+ years' experience, are you looking for 5+ consecutive years from an individual LLC?	The minimum qualification says, "Successful completion of work over the past five (5) years on five (5) similarly complex projects that require collaboration with a team consisting of client-side web staff and 3 rd party CMS/back-end development partners." So basically, if the firm has collectively worked on five (5) similar projects	None

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			Will we be considered if we have 5+ years of cumulative experience from the combined companies? We have individuals with personal experience of well over 5+ years, but aren't sure if that would qualify either.	<u>within</u> the last five (5) years, then you will meet the requirement. The focus is on the number of projects that meet the complexity of the City's project within the time frame.	
115	8/3/17	8/15/17	To confirm, for the "one (1) electronic (flash drive) copy of the response", does that file need to be saved as a docx . or PDF ?	Except for the Excel pricing sheet, as long as we can open up the file and print copies either is fine.	None
116	8/4/17	8/15/17	"Working XHTML validated page prototypes for all page types and component types required for implementation" - what specific deliverable does the prototype need to take? What is the expected handoff: functional html and css for the ui?	Yes, please deliver functional XHTML, CSS & JS	None
117	8/4/17	8/15/17	What is the difference between page prototypes and final pages?	Page prototypes is a model or simulation of how the final page will work without the fidelity of the finished product. The prototype demonstrates the user experience, usability and feasibility of final designs.	None
118	8/4/17	8/15/17	Can redlines and style guides be provided via a service like Zeplin?	Style Guide yes, redlines no.	None
119	8/4/17	8/15/17	Do you currently have a sense of the amount/scale of differences in audience goals between desktop and mobile experiences?	Seattle Center has not identified the differing goals between mobile and desktop users, but trends indicate a substantial increase in mobile use.	None
120	8/4/17	8/15/17	What is the Ingeniux team's preferred front-end stack/framework? (e.g., Angular, Ember, Compass, Bootstrap, Sass, etc.).	Bootstrap, Foundation, or Angular are all good.	None
121	8/4/17	8/15/17	Does the Ingeniux CMS have out-of-the-box multilingual features that we could leverage?	Ingeniux fully supports multilingual websites and can also manage the translation process through WorldView.	None
122	8/4/17	8/15/17	What's the scale of advertising that needs to be accommodated by the new version of the site? (banner ads, box ads, etc.?)	Banner ads, box ads, logo placement, video ads, etc.	None
123	8/4/17	8/15/17	Can you provide examples from the current site of pages that you would consider be built into a "microsite" in the new design?	A venue or signature event: Venue - http://seattlecenter.com/armory Signature Event - http://seattlecenter.com/festal/	None
124	8/4/17	8/15/17	Can you provide sample trip planning itinerary features that you would like to use as models for the new Seattle Center site?	Events to attend (by name, date, time, location, etc) Attractions to visit (art, fountains, gardens) Amenities to discover (food, parking, gift shops)	None

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				Relevant news, traffic, customer service information, faqs	
125	8/4/17	8/15/17	Tab B – Is question 4 the format that you would like questions 1-3 answered in?	#2 Labeled as Tab B - Demonstration of Experience refers to section 8.5 Proposal Response for this RFP. #2, part 4 indicates how the response should be formatted.	None
126	8/4/17	8/15/17	During the preproposal call, you mentioned providing a PDF was an option. However, in the addendum it mentions that you would prefer the proposal to be submitted in a Word document. Can you clarify this?	We are asking for One (1) printed hard copy of your proposal and the electronic just needs to be in a program that is readable. The pricing matrix must be in Excel and the contract changes are to be in Word.	None
127	8/4/17	8/15/17	Tab E- Initial Analysis: this section seems as if it will be covered during the Discovery process. What additional information would you like for us to provide to adequately respond to this section?	Additional information may include identifying areas or processes that need attention which are not feasible in this RFP.	None
128	8/4/17	8/15/17	Tab F- Resumes: Is it appropriate to provide a short bio for each employee and a link to their LinkedIn profile?	Yes.	None
129	8/4/17	8/15/17	Does Seattle Center also intend for customer personas to extend to customer journeys and expected website pathways?	Yes.	None
130	8/4/17	8/15/17	Does Seattle Center have an estimate of the current number of website pages and the current number of pieces of content?	The current website contains more than 220 public-facing pages, many of which are dynamic data-driven pages. There is no count for the current number of pieces of content.	None
131	8/4/17	8/15/17	Does Seattle Center have an estimate for the ideal number of pieces of core content?	Seattle Center does not have an estimate for the ideal number of pieces of core content.	None
132	8/4/17	8/15/17	Identifying and Analyzing the data sources for the Event Management system would likely require expertise in Solution Architecture/ Back-end development. Should this also be assumed as a desired qualification of the Consultant along with Front-End development?	A solution architect / back-end developer is helpful for understanding how data sources will be integrated into the new website, however proposers will not be ranked higher or lower if this resource is not on staff.	None
133	8/4/17	8/15/17	Is the current GA instance set-up to enable funnel/ pathway analysis, as this is not something that can be added to data if it was not added when data was collected?	The current website is setup with standard Google Analytics, which includes metrics for user flow analysis.	None
134	8/4/17	8/15/17	The RFP requirements seem to assume in-facility user testing, but discovery mentions an onsite survey plus Google Analytics analysis. Is in-facility testing envisioned as part of the project?	Only if it's a cost-effective part of a received proposal.	None

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135	8/4/17	8/15/17	Content personalization can be achieved in a variety of ways dependent on the CMS utilized. Does Seattle Center's Ingeniux CMS implementation have personalization orchestration capabilities built in? If not, does Seattle center own other Marketing Technology that could deliver on personalization (for example, a marketing automation platform with the ability to segment visitors and serve up components in the presentation layer based on targeting attributes)?	Ingeniux supports a robust segmentation system that allows elements of content within a page to be targeted to different visitors based on their interests (page views or profile data), their location (geo-targeting), search behavior, or login/authentication state. Users in the CMS can preview content for each segment to simulate what content would be displayed/hidden based on user type. The system tracks page views - even for anonymous visitors - and has a scoring system to assign scores/values to different pages and actions to allow users to implicitly self identify their preferences. The targeting system can also combine/layer multiple data points to create an extremely targeted experience with minimal extra work for CMS content managers.	None
136	8/4/17	8/15/17	Should the mobile experience 100% mimic the desktop experience? Are there any features that can be left out of the mobile experience?	Seattle Center is looking for design and content recommendations for their mobile and desktop experience. What items are included (or allowed to be omitted, if any) in a mobile responsive rendering of the site should be captured during requirements gathering sessions with stakeholders.	None
137	8/4/17	8/15/17	Facility rentals: what are the minimum requirements to book a room?	Minimum requirements vary per facility. Please refer to the Event Planner Overview for more information - http://seattlecenter.com/admin/fileout.aspx?thefile=411	None
138	8/4/17	8/15/17	What level of experience does the Seattle Center design team have working with Ingeniux? First project?	Seattle Center's staff has not used Ingeniux, however Seattle IT personnel have been supporting Ingeniux for almost 10 years and have migrated nearly all Seattle.gov Departmental websites. Content managers at Seattle Center plan to attend content manager training prior to launch. This will be the first website project for Seattle Center personnel on the Ingeniux platform.	None
139	8/4/17	8/15/17	Branding for Signature Programs and Venues: Will any assets need to be branded for print, or is this RFP strictly for a digital execution?	At this time, no assets will be branded for print. This RFP is strictly for digital execution.	None
140	8/4/17	8/15/17	Has Seattle Center had any positive and negative moments during past discovery phases? If so, why, how, and what aspects were positive and negative?	Yes, positive moments during discovery include finding common solutions for common goals. Negative moments include challenges in obtaining information or conflicting priorities.	None
141	8/4/17	8/15/17	Throughout the process of design and development of the site, who from the Seattle Center design team will be participating?	The Core Seattle Center Project Team will participate. Members include Seattle Center Marketing & Business Development Director, Marketing Manager, Seattle Webmaster, Marketing Coordinator, a few subject matter experts.	None
142	8/4/17	8/15/17	Does Seattle Center have a preferred format for documentation of findings to be presented in (Word, PowerPoint, PDF)?	Microsoft Word or PDF are preferred	None
143	8/4/17	8/15/17	Who from the Seattle Center design team will be working with the design consultant?	Seattle Center has a core team of 5 – 6 stakeholders, including 1 Content Strategist responsible for the project, managing the approval process.	None
144	8/4/17	8/15/17	Will the design consultant follow current branding, and adapt to new page templates	Yes, see RFP section 1, Purpose & Background, Branding for Signature Programs	None

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			and platform?	and Venues.	
145	8/4/17	8/15/17	What level of review will be required for brand approval of page templates and design?	Page template designs will be driven through Seattle Center's approval process by the Seattle Center Core Project Team.	None
146	8/4/17	8/15/17	Does Ingeniux have any front-end support in house to help collaborate any design implementation and performance issues?	Yes, Ingeniux has a full services team that will provide implementation services for this project and can work with design firm on design related questions and performance issues.	None
147	8/4/17	8/15/17	Is Ingeniux open to travel, are they setup to receive visitors for any cross-collaboration?	Ingeniux is happy to host the selected design firm here at our offices in Seattle. And always happy to participate in cross-collaboration during the project – remote or otherwise.	None
148	8/4/17	8/15/17	Does Ingeniux have a preferred way of receiving feedback and filling bugs during design implementation and launch support?	Yes, we utilize an issue tracking system (punchlist is what we refer it as) that will be available to the client and design firm during the implementation and up through launch of the site.	None
149	8/4/17	8/15/17	Will the events calendar data collaboration be taken care of by Ingeniux?	The selected Design firm would need to design for the display of the calendar data and likely collaborate with Ingeniux dev services on ensuring that data is populated and rendering correctly on the page.	None
150	8/4/17	8/15/17	What is the current implementation for analytics on the website?	The current implementation for the website includes page-by-page and site-wide analytics.	None
151	8/4/17	8/15/17	Are there any specific requirements around analytics?	No specific requirements have been established. Seattle Center is seeking recommendations for analytics requirements.	None
152	8/4/17	8/15/17	Does Ingeniux CMS come with built-in analytics that can be applied to the templates?	Yes, Ingeniux provides web analytics dashboards on a page-by-page and site-wide. Analytics data is integrated via provider model with pre-build connectors for Google Analytics, WebTrends, and Omniture SiteCatalyst. Each Publishing Target in Ingeniux CMS can have a unique analytics provider.	None
153	8/4/17	8/15/17	Is the CMS compatible with all sorts of templates/UI methodologies or are there any restrictions on which type of UI frameworks/Page types/Templates can be used with the CMS?	Yes, the CMS is compatible with a variety of template frameworks - http://www.ingeniux.com/products/cms/technology-platform On the back-end the page templating is using Razor. Front end UI methodologies are flexible. We prefer using Bootstrap for Responsive design.	None
154	8/4/17	8/15/17	Does the current site have integration with email service provider /marketing tool to send emails out? If not, is there any preferred 3rd party email service provider that will be preferred upon another?	There is no integration with an email service for the existing website. Seattle Center is currently in a ticketing agreement with Ticketmaster, whose email service is called tmMessenger.	None
155	8/4/17	8/15/17	Will site testing be done by Ingeniux? Is a testing strategy in place?	There is currently no testing strategy in place.	None
156	8/4/17	8/15/17	Is the backend and the CMS migration	The existing Ingeniux CMS at the City of Seattle will be extended to include agreed	None

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			already done, or will be done in parallel as we are designing and working on the frontend?	upon designs and page controls for the Seattle Center site. These page designs will be created by the chosen vendor for this RFP and Ingeniux dev services will be leveraged to ensure proper implementation on the backend.	
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