



**MEMO TO:** ALL BIDDERS

**FROM:** Eastern Shore of Virginia Broadband Authority  
Robert Bridgham, Director of Network Engineering

**DATE:** October 20, 2015

**SUBJECT:** ADDENDUM #2  
IFB #2015B-004

This listing of addendum items is distributed to all bidding contractors and is to be included as part of the Website Redesign bid documents. Please certify on your Bid Form that you have received Addendum #1 and #2

### **Response to Queries**

1. Question: Does five custom images refer to five new pieces of photography?

**Answer: Not necessarily photography pieces, but five new custom images that would integrate the ESVBA logo colors as well as telecommunications in addition to stock pictures.**

2. Question: With regard to Google Earth, how do you foresee future updates? Is there a particular process you would like for updating?

**Answer: We are not looking for an exact map with exact locations of our network, but a rough image of our footprint. We are looking for the developer to provide a suggestion regarding how to take the Google Earth KMZ file and generate a rough map that shows the geography of the Eastern Shore and a rough idea of where our network exists. We are looking to show the general path as well as the towns the network extends into but not the full detail of every street.**

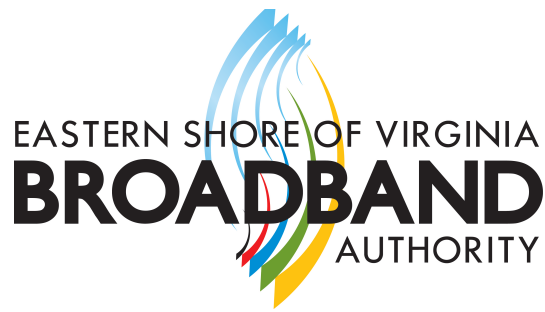
3. Question: How are you currently updating your current KMZ Files?

**Answer: Currently we do not have a map of our footprint on our website, but instead feature a list of areas we are in. This is a new feature we would like to add to our website.**

4. Question: Would it be possible to get a sample KMZ file ahead of time as an example of what it should look like?

**Answer: Yes, we have attached the file SampleGoogleEarth.kmz with sample content.**

5. Question: In terms of training, are you open to training videos on the site that only employees would be able to reach?



**Answer: We are open to video training on a go-forward basis however, we are requiring that there will be an initial training at or around the go-live date where the developer will provide on-site training for staff to understand how to use the CMS as well as reviewing information from any analytics.**

6. Question: What is expected to be provided in the initial on-site consultation?

**Answer: The initial consultation is intended to talk about the direction of the site, and to discuss the design strategy to help the developer focus their three design concepts more inline with our expectations.**

7. Question: Do these three examples need to be presented before or during the development phase?

**Answer: The three examples are to be presented during the development phase but are not required prior to the initial on-site consultation.**

8. Question: Is there a branding or style guide available?

**Answer: No, there is no style guide. Everything is focused around our logo and the organizational mission of proliferating broadband on the Eastern Shore.**

9. Question: Can you please advise if you expect this award to exceed \$100,000?

**Answer: We do not anticipate the award to exceed \$100,000.**

10. Question: Are there standards or compliances that are required as part of the bid?

**Answer: The website should comply with Americans with Disabilities Act and provide provisions for access by those with disabilities.**

11. Question: Will you be requiring search engine optimization and to what level?

**Answer: This was specified in the bid, Page 4 Section A, subparagraph I. The site should be searchable through keywords, metawords, site map, and indexing.**

12. Question: Who is the audience this website will reach?

**Answer: We have multiple audiences. We provide information to the general public as to display who we are and what we do on the Eastern Shore, we provide pricing information to potential clients, we also provide copies of our board minutes to any citizen who wishes to see how we are operating and we use the site to distribute information such as bids that we have open.**

13. Question: When was the logo created? Is there any dialogue regarding its creation and methodology?

**Answer: We are unaware of the exact date of creation and there is no information regarding the methodology of creation.**



14. Question: Is there a specific frequency of reporting for activity?

**Answer: We are looking to monitor the traffic so that we can direct our efforts where our audience is searching for content. There is not a specific interval in mind.**

15. Question: Is there currently a Google Analytics account set up?

**Answer: Yes, but it is not currently implemented in our website.**

16. Question: Is the site hosted in your own server?

**Answer: The site is hosted on Network Solutions.**

17. Question: Should the cost for hosting be included in our estimate?

**Answer: No, we plan to continue hosting through Network Solutions.**

18. Question: Is there going to be enough room to partition a beta site for development?

**Answer: Yes.**

19. Question: Will you be providing the staging environment for the new site?

**Answer: Yes, we will setup the staging environment.**

20. Question: Is there anything that you would like to have in your website that is not currently present?

**Answer: The network map as well as analytics.**

21. Question: Are you currently using Ookla?

**Answer: No, we are not.**

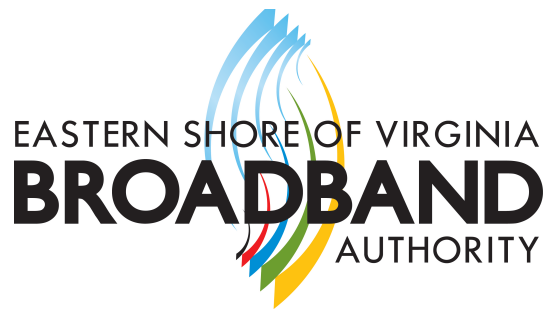
22. Question: How many people do you currently have, or will you have, on your internal communications team to work with the vendor, and approval?

**Answer: Three.**

23. Question: Do you currently have any reports about current site traffic which can be used as a benchmark?

**Answer: No, we do not.**

24. Question: Would branding and design for social media also be part of this project?



**Answer: No.**

25. Question: Would we have access to the APIs for our social media sites?

**Answer: Yes, we can make that accessible.**

26. Question: Are there any subsequent milestones beyond the initial timeline?

**Answer: We expect the developer to provide a timeline working backwards from the go-live date and then provide details as milestones are met.**

27. Question: Is there an overall budget in mind for this project?

**Answer: There is no specific budget, but is part of our existing marketing budget.**

28. Question: Is there any other website that you would like to use as a model? Or features present in other sites that you would like present?

**Answer: We would rather developers look at our current site as well as understand our overall mission to build a framework than us providing sites that we currently favor.**

29. Question: What was the process for creating the RFP, was it done internally or via a consultant?

**Answer: It was created internally.**

30. Question: Are there any devices you are looking to target with the site?

**Answer: The site should render correctly on traditional desktop browsers, as well as mobile or tablet formats.**

31. Question: Is there a specific browser that you are targeting? Is there a specific browser or version you are using internally?

**Answer: No, there is no target browser for this site.**

32. Question: When addressing a content managing strategy, are you expecting the vendor to assist with scheduling updates, or just the tools discussed previously?

**Answer: Looking for the vendor to develop the site with the CMS in mind such that the ESVBA staff can easily update the site without requiring a developer on a go-forward basis. We do not expect the developer/vendor to do further updates past the go-live stage.**

33. Question: Are you asking for a schedule to be provided for updates?



**Answer: No, the schedule is the timeline for development. Updates to the site, past the go-live stage, will be done internally.**

34. Question: Is there a specific social media presence you would like the developer to focus on?

**Answer: Our social media footprint is minimal, however we would simply like the option should we choose to expand our social media presence.**

35. Question: Is there an email Id we can send other questions to?

**Answer: [info@esvba.com](mailto:info@esvba.com)**

36. Question: Is there a deadline for questions?

**Answer: We will continue to accept questions until Friday October 21 at 5:00pm EST.**

37. Question: Has the deadline been changed or extended from October 23<sup>rd</sup>?

**Answer: No**



**ALL OTHER SPECIFICATION, TERMS & CONDITIONS, AND BID DUE DATE REMAIN AS ISSUED IN THE ORIGINAL BID.**

NOTE: Signature on this addendum does not constitute your signature on the Bid Form, Attachment A.

Sincerely,

Robert Bridgham, Director of Network Engineering

Bidder Acknowledgement of Addendum #2

\_\_\_\_\_  
Name of Firm

\_\_\_\_\_  
Signature/Title

\_\_\_\_\_  
Date