

May 25, 2017

Questions and Answers – RFQ 2017-006 Website Redesign for Spare the Air

- 1. Will the District consider eliminating or amending the requirements for Sitecore expertise?**
Due to the highly customized nature of our environment Sitecore specific experience is highly preferable.
- 2. Would it be possible to receive our answers to our questions earlier than Thursday, May 25th if we submit our questions earlier?**
Yes.
- 3. In the proposal schedule it is indicated that proposals are due on May 30, 2017 and that a finalist will be selected by May 31, 2017. Is this schedule correct or is this a typographical error?**
It is correct. Should we be overwhelmed with responses we may choose to extend the review period.
- 4. I was wondering if there any possibility of proposing to move the CMS from SiteCore to Drupal?**
We are not considering switching to a different content management system as part of this request for proposals.
- 5. When it comes to backend development, which level of collaboration with the current vendors will be needed?**
It will primarily include infrastructure administration, source code management, bug management / resolution, Sitecore sublayout and template integration, and project management coordination.
- 6. Should the selected vendor include a backend developer in the team?**
Only to the extent necessary for the development of sublayouts and templates in Sitecore. Other backend development requirements are expected to be minimal.
- 7. Can the District identify how and where Amazon services are currently used?**
Only for the bike jersey on the homepage currently. More products may be added in the future.
- 8. Which e-commerce solution is currently being used for the store?**
Amazon.
- 9. “New store functionality to allow for the sale of items.” - Could you please give us some more details on this functionality?**
Maintain existing functionality (a basic link to the Amazon sale item) at a minimum but open to suggested improvements.
- 10. Does Amazon based sales service need to be on the same level of integration as it is on the current website?**

The level of integration required is only that to maintain the existing functionality (a basic link to the Amazon sale item).

11. What does the “New event display functionality” imply?

A calendar of District events.

12. What data do you have?

- Daily Air Quality Index forecasts
- Ozone (O3) exceedance dates
- Particulate Matter (PM 2.5) exceedance dates
- Spare the Air alert dates

13. "Design for front end handling of translated content." - Who will be in charge for language integration?

The District already manages third party translation services for our websites. The scope here should include front end multilingual content appearance but not the language translation or CMS integration.

14. Re. translated content functionality - Does the requirement “the District would like to extend this functionality to Spare the Air website” mean that this functionality should be exactly the same as on www.baaqmd.gov?

Yes, continuity with the www.baaqmd.gov is desirable.

15. What will be the current vendors' response time for the selected vendor's requests?

It would depend on the nature of the request but is typically highly responsive. For the purpose of estimating schedules assume 24-48 hours.

16. Which third-party integrations would you like to use?

- Google Analytics
- Typekit
- ExactTarget (Salesforce Marketing Cloud)
- AddThis
- Social
- Also open to additional options for suggested improvements

17. How deep the metrics should go?

Metrics should cover the entire site.

18. Would you like to track just the metrics that exist on the current website?

We would like to expand metrics in comparison to the current website.

19. Do you have any specific requirements related to the website performance?

The site must be responsive for constituents but no specific quantitative metrics have been established.

20. How often would you like to review the code on-site at the District offices in San Francisco?

Depending on productivity the review schedule can be mutually agreed upon but for planning purposes assume monthly.

- 21. Would virtual meetings be acceptable for “Weekly Project Status Meetings”, “Weekly Technical Development Meetings” and “other meetings”?**
Yes.
- 22. Is there an expectation on what codebase this should be built in?**
The existing codebase is .NET / C# on the backend and HTML5 on the frontend with tSQL for the Azure SQL database. The District favors Telerik, AngularJS, and Material Design for interface development.
- 23. Is there any opportunity to schedule a brief/live Q&A or are all questions being addressed via the website?**
No, there will not be a live Q&A session for this RFP – all questions will be answered in writing and posted on the website.
- 24. What are the main factors driving this project at this time? In other words, “why now”?**
The Spare the Air website is due for a redesign; it was necessary to complete a redesign of our main website first.
- 25. What is driving the launch date of June 30, 2018?**
We report project benchmarks to our Board and this is the final benchmark we are aiming for.
- 26. What is your number one goal for this project that will determine its success six months after the implementation is complete?**
The District’s goal is to have an improved, informative, and engaging website for Spare the Air that provides the public with information about air quality, alerts, and how the public’s behavior can change air quality for the better. In terms of success, the website should have a positive impact on end users, drive and increase social engagement, and work in concert with our Spare the Air advertising campaigns.
- 27. What is the most important thing for the chosen partner to make clear and communicate in their proposal?**
The District wants to know about the selected vendor’s experience and proven track record for delivery of engaging websites for similar agencies with similar technologies.
- 28. Will sparetheair.org follow the brand guidelines of baaqmd.org or its own brand guidelines/have those been updated for “Spare the Air + Cool the Climate”?**
The Spare the Air website uses its own brand guidelines, not those of baaqmd.gov or those of the Clean Air Plan “Spare the Air + Cool the Climate”.
- 29. Are you going through any new branding, changes to visual design or new marketing campaigns (e.g. “Spare the Air + Cool the Climate” that may impact the redesign effort?**
No new branding or significant changes to marketing are planned at this time. “Spare the Air + Cool the Climate” is not intended to be a marketing campaign, it is a Clean Air Plan.

- 30. When thinking about your current brand, what are some of its strongest applications and systems, and where are the key areas for growth and change?**
Spare the Air is a public health campaign designed to alert the public when air quality is unhealthy and change public behavior to benefit air quality. The program enjoys 75% public awareness in the Bay Area. We strive to continue to leverage this awareness to change public behaviors to benefit air quality.
- 31. Are there any other stakeholders/groups that will need to be consulted during the redesign process for input and approvals?**
Groups for consultation may include internal stakeholders who will be identified at the beginning of the project, Spare the Air contractors who handle advertising, and public focus groups if necessary. Other stakeholders may be identified as needed at the beginning of the project.
- 32. Will there be any collaboration with the Board and with how many members? Is there a single decision maker? Will the selected vendor be presenting to them during the project?**
The vendor will not have direct collaboration with the Board. Internal staff present website features to the Public Engagement Committee and Board on an as-needed basis; the selected vendor may assist in the development materials for such presentations but will work with the District project team only (vendor will not present to the Board). All decisions will be made by the senior project team members.
- 33. How would you describe the frequency and level of involvement the team should expect from members of the leadership team during this engagement?**
The District senior project team includes those leading the project. Involvement of the District will be frequent (daily) and significant where needed. It could be as frequent as daily standups, but at a minimum meeting every two weeks for sprint planning and review.
- 34. On a scale of 1 to 10 with “10” being “extremely aligned”, how would you rate the degree of alignment business stakeholders have regarding this project’s vision and goals?**
Approximately 8.76352.
- 35. Will there be any collaboration with internal or external specialists in change management, training, communications, business analysis, user-centered design, content strategy, information architecture, and/or creative design during this project?**
Collaboration is required with other contractors, including the Spare the Air program advertising contractor and the District’s general web and maintenance contractor. Close collaboration is also required with internal teams which will include IT / Web management staff and Communications staff.
- 36. Is there an articulated digital strategy that extends beyond the scope of this website that this project fits into?**
The digital strategy is managed by the District’s Communications Office and our Spare the Air advertising contractor.
- 37. Which of these statements best reflects your organization’s relationship to design?**
- Design plays no role in our current product/service development.
 - Design is only relevant in terms of style.

- Design is integral to the development process.
- Design is a key strategic means of encouraging innovation.
- None of these are applicable.

The District's overall approach to design varies according to project and department.

38. Are you able to share your budget or budget range for this project?

No - potential budget depends on the scope of the proposals received.

39. Is there an expectation for the onsite work and collaboration outside of monthly code reviews?

No.

40. What is the desired delineation of roles/responsibilities around the manual content migration effort?

With regards to the manual migration effort, it is expected that the selected vendor will assist the District and our Web Maintenance vendor with the creation of a plan for the handling of manually migrated content. The District can provide staff to assist with the actual migration tasks.

41. The RFP mentions the need for improved analytics and reports. What is the current state and what is the desired future state?

The current Spare the Air website has the standard Google Tracking code on all pages and collects basic analytics data. The desired future state is for increased Google Analytics integration with goals, event tracking, and other improved and more advanced tracking / reporting options.

42. What research activities (i.e. focus group, end user observation, survey, etc.) if any, have you conducted to assess key user tasks for this effort?

None yet. The District expects the selected vendor to either conduct or assist with managing such efforts if needed per the selected vendor's proposal.

43. For the "audience analysis" how deep do you desire the investigation to be? Is the research comprehensive or is there a desire for the selected vendor to conduct interviews and investigations?

We have surveys about public behavior surrounding air quality and the Spare the Air program; the audience analysis does not need to be very deep. We would need to assess the proposed level of analysis.

44. Do you have user requirements that would be available to the chosen partner at the beginning of the project above and beyond what was mentioned in the RFP (sections III. c and III. f)? Are they considered preliminary or detailed in nature?

We do not have additional user requirements at this time; we expect this to be determined over the course of the project as needed per the selected vendor's proposal.

45. Section III c. and III f. list components/features for redesign. For scoping purposes, can we assume this represents a comprehensive list of "must haves" or should we consider anything

else?

It should be considered comprehensive, but we're open to suggestions for additional features.

46. Given that there will be collaboration with the existing maintenance vendor, is there a required development methodology in terms of agile or waterfall?

Agile scrum.

47. "Improved standardization of content..." is this specific to written content or all types? Should we assume these are guidelines for the District to follow?

All types of content. Guidelines will be followed post engagement by District website editors and content developers.

48. Does the selected vendor need to create any new content?

No new written website content.

49. How many rounds of reviews are expected for each deliverable?

Initial expectations will be set for each deliverable over the course of the project, followed by draft and final reviews.

50. Which browsers & devices need to be supported?

Design needs to be responsive with graceful fallback.

Desktop (37.41% of total site use) analytics for the past year show:

- Safari: 46.62%,
- Chrome: 34.42%,
- Firefox: 6.58%,
- Internet Explorer: 6.13%, and
- Edge: 2.23%.

Mobile use accounts for 49.71% and tablet use accounts for 12.87%.

Access to the Spare the Air website analytics for additional detailed review and analysis will be provided to the selected vendor at the beginning of the project.

51. Which languages should be supported?

Language support requirements include design for language selection and consideration in design elements for varying word lengths depending on the selected language. Actual translation, CMS integration and language version management are handled by the existing integration with the District's main website and should not be considered as part of the Spare the Air redesign project.

Supported languages are currently:

- English,
- Spanish,
- Chinese,
- Tagalog, and

- Vietnamese.

52. Does the re-designed site need to present content in a language other than English? If so, Would the vendor or the Spare the Air be responsible for content translation? and What languages would need to be supported?

Yes, official translated versions are handled through our integrated language translation functionality (English, Spanish, Chinese, Tagalog, Vietnamese). All content translation is handled by the District and our translation vendor via an integrated service for translation management within our CMS. The scope here for the selected vendor should include front end multilingual content appearance but not the language translation or CMS integration.

53. It appears that both Google Translate and Sitecore language features are in use on the District website. Can you confirm your approach for spare the air?

Official translated versions are handled through our integrated language translation functionality (English, Spanish, Chinese, Tagalog, Vietnamese). Google Translate is made available for the convenience of the end users who may want machine translated in a non-supported language. English is the official language.

54. Will the start language always be English?

No – the start language may vary depending on how the website is accessed; end users may have direct links to pages in any of the supported languages. Localization is always Bay Area, CA.

55. Will some content exist in other languages but not all? Or is the translated content always a mirror of English?

There may be content that does not or will not exist in languages other than English or translated content may take longer to release due to the length of time required for translation efforts. In such cases, the Spare the Air website will use the same fallback methodology as the District's main website. The only visual fallback elements required will be for display of alternative language documents when shown on an automated basis. Additional details on the fallback methodology can be provided as needed to the selected vendor at the beginning of the project.

56. For email blast functionality, is there integration expected in the CMS or will it continue to be handled externally of CMS by Exact Target and EnviroFlash (alerts)?

The Spare the Air website will use the same integration components as currently used in the District's main website to enable email blast construction and sends from the Spare the Air website. Development on integration of the backend components and Exact Target (Salesforce Marketing Cloud) API is not expected of the selected vendor since this functionality is already in place. Design templates that align with the new Spare the Air website look and feel and integrate with the existing structure of the email blast component are expected of the selected vendor.

EnvironFlash alerts are not email blasts and are handled by District staff externally (no CMS integration); website integration is limited to a sign-up form.

57. How many templates are expected to be designed for email blast?

One to two email templates styles are expected, with support for all component layout options following industry standards for email blasts (with expected compatibility for Outlook, Gmail,

and other popular email clients). Each template style has an email version and a web archive version with the following elements that apply to modular components in Sitecore:

- One, Two, or Three columns;
- Nested columns;
- Columns contents may be any number or order of the following:
 - Header,
 - Image,
 - Body Content,
 - Back to Top links,
 - Link to continuation of article (email version only)
- Link Box;
- Google tracking for the web archive version and ExactTarget (Salesforce Marketing Cloud) tracking for the email version;
- Table of Contents;
- Header and Footer.

Detailed wireframes are available for every layout option and will be shared with the selected vendor at the beginning of the project.

58. Will the site leverage the same search technology as baaqmd.gov?

Yes – the Spare the Air website currently uses and will continue to use Google Search (via JSON) with Sitecore’s internal Lucene search as a fallback and for select CMS related functions.

59. The RFP mentions integration with a mobile app as a key feature. Can you elaborate on expectations or requirements for this?

The existing mobile application is dependent on feeds from the Spare the Air website and need to be maintained at a minimum.

60. Should the future state site be developed on Sitecore 8.1/2?

The District is currently on release 8.1 of Sitecore. An upgrade is expected over the next 6 to 12 months as the District transitions to Microsoft Azure; the exact release number is not yet known. The selected vendor should expect that the District keeps up to date with regular upgrades and patches. The exact schedule for upgrades can be shared with the selected vendor at the start of the project.

61. Is the expectation to use Sitecore only as a CMS (w/ Google Analytics) or expand to use the full Sitecore Experience Platform including xDB?

Expansion to the Sitecore campaign and marketing tools (Sitecore Experience Database aka xDB) is expected as part of the redesign project to fulfill item III.e. Alternatives may be considered but strong integration with Sitecore is a requirement.

62. Is the sparetheair.org website hosted on the same instance of Sitecore as baaqmd.gov or are they hosted separately?

The Spare the Air website is hosted on the same instance of Sitecore as the District’s main website and shares a number of components and tools. Design for dynamic components such as Spare the Air Alerts must be completed within the parameters of the existing frameworks; technical details on the components will be provided to the selected vendor over the course of

the project.

63. Can you expand upon the requirement for "strong social media integration"?

The District uses numerous social media platforms and wants them work synchronously between the website and social media systems. Examples include easy sharing of Spare the Air website content, visible Facebook and Twitter feeds, and are open to other social media content options. The District has a fully developed Social Media Plan which can be shared with the selected vendor at the beginning of the Spare the Air redesign project. Social media platforms the District uses include Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram, Four Square, YouTube, Next Door, and others.

64. Will the current vendor be responsible for any new infrastructure build out or configuration required for the future state? What are the expected responsibilities for selected vendor on infrastructure and IT support? (I.e. deployments)

There are no IT support, infrastructure build out or configuration requirements for the selected vendor other than collaboration with the current Web Maintenance vendor.

With respect to deployments, code management, and other component related support, the District has documented procedures for the collaboration work on the part of the selected vendor. This includes information on access to source control, documentation and rules for new template names, rules for elements transfer, specifications for data organization, front-end support requirements, code delivery and more. This documentation will be shared with the selected vendor at the beginning of the project.

65. Are you able to provide the core component documentation and overview of existing systems at this time?

No, core component documentation and an overview of the existing systems will be provided to the selected vendor at the beginning of the project.

66. Which version of Sitecore is the District currently using?

8.1. The selected vendor should expect that the District upgrades the CMS and other systems on a regular basis and significant system upgrades are expected over the next 6-12 months as the District migrates to Microsoft Azure for website hosting.

67. Does the District use Sitecore analytics?

Not currently, but we are open to suggestions and the idea of using Sitecore Analytics in conjunction with our current tool – we use Google Analytics and do not plan to discontinue.

68. In the RFP it is mentioned that there are multiple sites hosted on the same Sitecore instance,

a) Are there site specific workflows set up?

Yes, specific workflows are set up for each site.

b) Is there a code promotion strategy?

Yes, our code promotion strategy is a documented branching, merging and release process enforced by source control. Every code update/task goes through the same code "promotion" process and is deployed first to the DEV environment, then to STAGE and finally released to PROD, with each step codified within the source control system.

c) Are there some governance rules set up?

Yes, our governance rules define the goals for site updates (speed, quality, etc.) and our code promotion strategy is part of the governance process. These rules or policies are defined through our development processes, site requirements, QA strategies, code standards, and other documented processes. Our governance policies aren't in a single document, but policies exist for all the critical elements of the site, staff, etc. This would also include all the documentation that we create for the staff members using the CMS. The Air District and the web maintenance vendor will share the documentation and policies with the selected vendor as needed throughout the project.

- 69. The RFP talks about shared content and components, are there some design guidelines or constraints? For instance, if a component is being used by another site, can we redesign it?**
Yes, components can be redesigned to match the proposed design as long as the new design:
- a) Uses the same data fields, and
 - b) Accounts for any restrictions, such as EPA color scales, which the District can provide during the requirements gathering phase.
- 70. There is a mention of strong social media integration, is this for:**
- a) **Publishing content to social media?**
Possibly.
 - b) **Allowing social media authentication?**
No.
 - c) **Social media content aggregation**
Yes.
- 71. How frequent does the District expect the on-site code reviews to be when moving from the development environment to the staging environment to the production environment?**
Expect two on-site reviews; others can be conducted remotely.
- 72. Can we assume the languages that will be supported are the same as baaqmd.gov?**
Yes.
- 73. Does the District have prebuilt modules to handle language translations through Sitecore?**
Yes, language translation functionality is already integrated into Sitecore.
- 74. The RFP mentions non-stock photography. Can you clarify what the District intends?**
No, stock photography should be used. The District has a vendor for photography who can provide photography services as needed throughout the project.
- 75. Is the District willing to assist with recruiting website users for discovery interviews and testing?**
Yes.

- 76. Should we assume that we will include content from other sites linked to from SpareTheAir.org such as Clean Air Primer or SpareTheAir Youth?**
No, the Clean Air Primer will be phased out. Spare the Air Youth is a separate site that Spare the Air will link to, but not include content from.
- 77. With reference to the aforementioned RFP could you let us know if you are open to a Canadian agency that has previously worked with clients in the States?**
Yes.
- 78. Wi What is the District's expectation for landing pages and microsites? What are the top 3 features you seek?**
Landing pages and microsites are intended to provide for ongoing campaigns and special projects. There is not a set number of microsites. Microsites are expected to continue to be developed and released post conclusion of the Spare the Air redesign project as needed for advertising campaigns and special projects. The District would like to review feature options proposed by the selected vendor.
- 79. In the RFP it mentions that forecast map design will remain as is. How prevalent will the forecast maps be in the STA site, and are any design changes allowed?**
Forecast and Alert components are required to be very prominent on the website. The revised forecast map, a cross-site component not yet on the Spare the Air site, is a significant interactive feature improvement over the current display of the forecast on the Spare the Air website. The initial phase of maps integration is as-is, with no changes to the map interface. The Air District will be open to interface customization per site post website redesign.
- 80. The website launch date in the RFP is June 2018. Can we assume that the front end phase of the project has an earlier deadline, so there is time for back end integration? Or is June 2018 the deadline for HTML static web pages?**
June 2018 is the anticipated launch date for the site. Vendor should expect to complete front end design ahead of the launch date with enough time to accommodate back end integration, content migration, internal preview launch, and QA / bug resolution.
- 81. Is there a budget range or any kind of estimate?**
No, potential budget depends on the scope of the proposals received.
- 82. Will BAAAMQD seek to make adjustments to the site by either adding or removing significant content as part of this project?**
Portions of the site that are expected to be removed include:
- The Clean Air Primer;
 - A Day in the Life of Ozone; and
 - Smog City.
- 83. Can responding vendors assume all technologies in use today will remain so during the timeline for this project?**

Yes, the District will continue to upgrade and patch as needed, so versions may be updated but the core technologies will remain the same. The District is also open to introducing new technologies where there is an unfulfilled need.

- 84. Can you provide details on the internal team who would collaborate with selected agency?**
Management of the project is led internally by the Online Services team in conjunction with the Communications Office and, externally, the web maintenance vendor.
- 85. Other than the feed to your mobile app, are there any other downstream dependencies for the website for respondents to keep in mind?**
RSS Feeds for forecasts and alerts
Widget system using Newsgator for inclusion of various widgets on third party / end user websites.
- 86. Do you have any existing branding guidelines that you could provide for review prior to the response window closing?**
The District has guidelines and standards for usage of the Spare the Air logo. Broader brand guidelines are currently under development.
- 87. Could you expand on your expectations for Section 3, II.2 – regarding your requested approach for design reviews? Are you open to alternative approaches should they also deliver approved designs?**
We're open to alternative design approaches as long as they are approved by the District prior to the start of the design task.
- 88. Does your current site cooperate with any third parties that affect your website's workflow? If so, please explain the workflow.**
We have integrated language translation that uses workflow but doesn't prevent the publication of English content.
- 89. What SEO standards do you require? Have you developed a URL structure/model to be followed?**
User friendly URLs, content tagging, meta data, keywords and other SEO standards are in use and expected to continue and be expanded upon during the course of the redesign project.
- 90. Have you considered the number of unique templates to have on the new site ? or is that can be determined be the selected vendor?**
We are expecting to determine this in conjunction with the selected vendor based on the initial assessment and requirements gathering. At a minimum, we expect the following:
- a. Home page
 - b. Section page
 - c. Content page
- 91. As a part of this redesign, would you like to clean up legacy data exits on the site?**
No.

- 92. As a part of this redesign, is there any new features you would like to add to the site, that does not exist in the current website?**
New features we require as part of the redesign are listed in the RFP scope. The District is also open to suggestions of additional features.
- 93. Is personal information about visitors being stored on the site?**
No.
- 94. How many users we have on the current website?**
Internally, we have approximately 10-15 content editors.

Externally, typical months over the past year have averaged 50,000 – 60,000 visitor sessions per month.
- 95. What are your expectations around how many concurrent users the site should be able to scale to?**
The highest usage month in the past year (May 2016 – May 2017) had 215,000 visitor sessions. We expect the site to continue to handle large spikes in traffic and grow with increasing traffic.
- 96. What performance enhancing capabilities exist within the hosting environment? How much additional RAM can be added to expand the amount of caching that can be implemented?**
The District is currently reviewing these requirements as part of a migration to Microsoft Azure hosting and is open to adjustments as needed. Specific requirements can be considered during the course of the redesign project.
- 97. What are the current security metrics associated with the current site?**
FIPS 200.
- 98. Are you happy with the current google search or do you have plan to change the search provider?**
Yes, we are happy with and plan to continue using Google Search. Our fall back search tool and internal CMS search is Lucene.
- 99. Does Spare the Air have any hosting preference i.e. Shared or Dedicated?**
Spare the Air and other District websites are currently undergoing migration to Microsoft Azure hosting; our dedicated hosted environment will be shared with other District Online Services and Websites.
- 100. Has a budget been established for this project?**
No, potential budget depends on the scope of the proposals received.
- 101. Does the re-designed site need to present content in a language other than English? If so, Would the vendor or the Spare the Air be responsible for content translation? and What languages would need to be supported?**
Yes - official translated versions are handled through our integrated language translation functionality (English, Spanish, Chinese, Tagalog, Vietnamese). All content translation is handled by the Air District and our translation vendor via an integrated service for translation management within our CMS. The scope here for the selected vendor should include front end

multilingual content appearance but not the language translation or CMS integration.

102. Does Spare the Air expect development work to be executed on-site or remotely at vendor facilities?

Development work should be completed remotely at vendor facilities with two on-site code reviews at the District office.

103. Are there any specific security requirements for handling of data (e.g. encryption in transit, encryption at rest). If so, can you share the specific security requirements?

The District typically follows standard State and Federal Government standards for both security and accessibility. The District is anticipating a FTIPS 200 audit within the next year.

<http://nvlpubs.nist.gov/nistpubs/FIPS/NIST.FIPS.200.pdf>

104. Are there any site traffic and load testing requirements? if so can you share them?

The site must be responsive for constituents but no specific quantitative metrics have been established. The District expects this can be determined during the course of the redesign project.

105. Any site examples that you intend the website that is to be developed to look like?

We expect this to be determined by the selected vendor in conjunction with the Air District during the assessment phase.

106. Presuming that most of the contents in the existing site would be reused, do you anticipate that new contents would be added before the site is being launched? If so, how many?

We don't currently anticipate any significant content additions, but the Spare the Air website is constantly being updated and revised with news, promotions, seasonal content and other standard updates.

107. For updating contents via the CMS back-end, are there any role based workflows that you envision? i.e. Do you have a desired workflow for content publication with roles like content creators, content approvers etc. Would you like to have an approval chain set up?

The District has specific workflows set up for the existing Spare the Air website which include content authors, approvers, and a specialized role for setting Spare the Air Alerts. We expect these workflows and roles to continue in the new site, and do not currently expect drastic changes in the process.

108. For Migration, do you have an approximate number of contents to be migrated? Are there any components of the current site that will not be part of this new redesigned site?

Portions of the site that are expected to be removed include:

- The Clean Air Primer,
- A Day in the Life of Ozone, and
- Smog City.

109. Are there any specific requirements for site analytics?

The Air District uses Google Analytics and plans to continue doing so.

110. What is the response time for the pages that you expect?

The site must be responsive for constituents but no specific quantitative metrics have been

established. The Air District expects this can be determined during the course of the redesign project.

111. Is your current site using any CMS ?

The Spare the Air website uses Sitecore CMS; the selected vendor is required to have Sitecore experience as specified in the RFP.

112. How many microsites are envisioned to be created?

There is not a set number of microsites. Microsites are expected to continue to be developed and release post conclusion of the Spare the Air redesign project as needed for advertising campaigns and special projects.