The submitted questions from interested companies (as written with no editing) have been organized into categories. Because several questions were similar, an answer may follow a list of questions instead of an answer for each question.

Budget

Q: Do you have an identified budget range or ceiling in mind?

A: A budget or ceiling price has not been identified. Companies that submit a proposal may structure price options as they choose.

Location

Q: Can companies from outside the USA apply for this (From India or Canada)?

A: Companies from outside the U.S. may apply If they choose to, but keep in mind that PSMFC may require face-to-face meetings at its offices, so preference will be given to firms located in PSMFC's five-state region

Q: Do we need to attend meetings at PSMFC's office?

A: Yes.

Q: Can we perform the tasks outside USA (From India or Canada)?

A: If you choose to.

Q: In regards to your selection process, how much weight would be given to a firm located in your five state region? In fairness, what chance do we have in securing the work if we are not in those five states?

A: With all other factors being equal, if a company located in our member States and a company located outside our member States had the same score after a fair and equally weighted review, preference would be give to a company located in one of our member States.

Deadline

Q: What is the deadline for submissions? The cover of my RFP copy suggests it is June 17, 2011 but Page 5 of the document says the deadline for proposals is June 27, 2011. Which is correct?

A: The deadline for receipt of proposals is June 27, 2011.

Submission Requirements

Q: In part of the RFP, it is indicated that two physical and one electronic version of our proposal response need to be provided (Page 1), but later in the document, it seemed to be suggested that electronic proposals (PDFs or Word documents) are acceptable by themselves. Which is correct?

> **A:** Proposals may be submitted as an electronic file (PDF or Microsoft Word) attached to an email and sent to michael_arredondo@psmfc.org with "PSMFC Website Redesign" inserted in the "subject" line of the email:. Emailed proposals must be received by the June 27 deadline according to the internal clock of PSMFC's server.

Publishing Platform/CMS

Q: The RFP specifies the use of WordPress as the CMS tool of choice for the organization, but there is also a section of the document (2.5.2) that details the functional specifications required for *any* CMS. Is that section available purely to illustrate the associative expectations of choosing WordPress as your CMS? Or, is there a desire on the part of PSMFC to explore additional alternatives to WordPress for content management solutions?

Q: In the Scope of Work, section 2.3, you specify WordPress as your preferred publishing platform. TrestleMedia is well versed and fully capable of developing in WordPress, however, we generally recommend Drupal for our clients as it provides a more robust and configurable open source content management system. We would, of course, develop the site to your required specification, but since the majority of our work samples were created using Drupal, would that automatically disqualify us from progressing to the interview round?

Q: We have a CMS & Portal technology, called Centralpoint. It meets all your needs listed in the PSMFC Website Redesign and implementation RFP, and more. Our approach is much different than any other vendors....We have hundreds of 'out-of-the box' modules and believe in building you a live portal on our platform before signing anything. That way there is no risk.

Q: You mention that the site should be developed in Word Press and the scope of work calls for a self editing platform. Do you want Word Press and a self editing platform? It is our normal policy to do one or the other instead of both.

Q: Would you accept a proposal that uses a content management system other than Wordpress?

> **A:** WordPress is PSMFC's preferred platform; however, we will evaluate other Open Source CMS if presented. Bidder must address the reasons for using a CMS other than Wordpress. Keep in mind that PSMFC intends to host, administer, maintain, and edit the website, content, design, and CMS following the initial website redesign using internal staff.

Q: Are there specific reasons "Wordpress" has been specified as the CMS to be used?

    A: Yes.

Q: Would you be interested in a fully hosted turn-key solution? We typically host our client's websites, providing all system maintenance, backups and updates for them. With servers located in top-level national data centers, we can provide faster, more reliable, and more economical hosting for our clients.

    A: No.

Q: Does PSMCF anticipate the need to change the main navigation frequently or just add/remove pages within an established top-level hierarchy?

    A: It is anticipated that the main navigation will not change, if at all, and that the majority of changes to the site will be adding or removing pages, updating content, and refreshing "themes" (look and feel of the site).

Q: Special charters: What type of special charters would need to be accommodated? Are they all Unicode standard?

    A: Yes, all charters are Unicode standard.

Q: All WordPress templates are generally editable by the admin user, but they will need to edit PHP/HTML via a text field. Are you requesting more than this? For example, are you seeking the ability for non-technical people to be able to edit templates?

    A: No.

Q: Templates should comply with CMS infrastructure for ease of future upgrades: Does this refer to WordPress upgrades? Please clarify.

    A: Yes, this means the ability to stay current with WordPress updates as they are released.

Q: Item 2.5.2 says "Employ user-customizable templates for various content types." What exactly do you mean by "user-customizable templates?" I'm not familiar with that term. The standard setup is to let your personnel change between pre-built templates for specific pages (and be able to edit the specific content, of course), but I'm unclear if additional customization is need.

    A: This pertains to PSMFC's ability to edit the "theme" that is enabled in the WordPress site, thereby giving PSMFC the ability to edit the custom content (i.e., CSS style sheets that would be used by the WordPress theme).

Content Development & Graphics

Q: Is the PSMFC writing new and/or additional content for the redesigned website? What are your expectations regarding content development?

Q: How much content/information will be incorporated into the new site? Will the updated site be populated with the same content now housed in the current site?

> **A:** PSMFC will develop and maintain content for the website.

Q: Are the desired new graphic and photographic images pre-existing or will they be created or acquired during this effort?

> **A:** PSMFC has some graphic and photographic images ; however, additional graphics are welcome especially if they contribute to the aesthetic design of the site.

Multi-Lingual Viewing

Q: In section 2.5.5, you suggest that Multilingual Viewing is desirable. Can you provide additional details? How many languages does your organization seek to support and how much content will be affected by such support?

Q: Multilingual viewing: Do you want to program unique pages or should we use the free Google converter that is available for multiple languages?

Q: Is multi-lingual interpretation a requirement for this version of the site? If so, which languages? Or, as above, will multi-lingual functionality be implemented in a future version of the site?

Q: Item 2.5.5 says "Multilingual viewing." Does this mean that you want additional language version beyond just English? I'm not clear what multilingual viewing means without having foreign language versions involved.

> **A:** The Google converter will be adequate for multilingual viewing for our organization's website. At this time, we cannot identify a need to redevelop the site in additional language versions.

Mobile Optimization

Q: Is mobile optimization a requirement for this version of the site? Or, does the RFP language "website redesign must include the ability…" indicate that mobile optimization will be implemented in a future version of the site?

Q: Are you seeking pure mobile optimization, in that a unique user experience is provided to mobile users (think cnn.com vs. m.cnn.com) or mobile access, where users can view/navigate the site using a mobile browser? Can you provide the desired minimum platform requirements for mobile browsing (platform and OS version)?

> **A:** No, mobile optimization is not a requirement at this time, but may be a possibility in a future version. This possible future "mobile" version would have the ability to detect the browser version being used and redirect "mobile" devices (iPhone, iPad, Android, etc.) devices to a "m.psmfc.org" site that would have simple information (address, phone number, etc.).

ADA Compliance

Q: ADA compatibility. Which level of compliance is being targeted? Priority I, II, or III?

> **A:** It is expected to – at a minimum – integrate Priority I ADA compliance in the programming of the website redesign.

Previous Design

Q: Finally, how long ago did PSMFC work with the incumbent web design firm with regards to the current website?

> **A:** The current website was originally designed in 2005.

Q: Who was the previous vendor that designed the PSMFC website?

> **A:** Synotac Web Design.

Q: Did this vendor assist in the preparation of this proposal?

> **A:** No, they did not as this would be a conflict of interest.

Q: Will this vendor be partaking in this bid process?

> **A:** Possibly. They have been informed that we have posted the RFP and they are free to submit a proposal if they wish.

Audience & Secure Sites

Q: Does development of the website include a "secure" section of site other than website management interface? For example "**Commissioner's Web Site**". If so please detail.

Q: The Commissioner's Web Site link has a log-in and password requirement and cannot be viewed. Will the Commissioner's web site(s) be a part of this project or just a link? If part of the project, we will need access to the site.

Q: PSMFC Commissioners: See question above (sec 2.3). If the commissioner's web sites are part of this project, please list the features and needs of those web sites.

> **A:** No. The Commissioner's website is not included in the scope of work. We will not need additional "secure" sections for the redesigned website.

Q: Job Seekers: It appears a new External and Internal Career Center is in place as of May 2011. Please describe the integration the new web site will have with this system.

> **A:** The External and Internal Career Center will need a wrapper/iframe. The main content is derived from our recruitment module, ADP Virtual Edge. PSMFC, in partnership with ADP, maintains the coding for the Career Centers. The selected firm will work with PSMFC Human Resources Staff to develop these pages to maintain continuity in design.

Q: PSMFC Employees: There is a PSMFC Employee Login. Are there any unique needs or features desired for Administrative/Employee that will be in the scope of the new web site?

Q: Will you need to make revisions to the employee login page or is that separate?

> **A:** No. We no longer require the employee login.

Q: Other Users: Are there known unique needs or features desired for the new web site that pertain to the listed group of other users?

> **A:** Yes. User testing has been performed and will be discussed with the selected firm.

PSMFC Program Sites

Q: Will vendor be expected to manage the migration of existing non-database based content such as the "Fisheries Economics Data Program" sub-site at http://www.psmfc.org/efin/index.html?

Q: Are any of the web sites links listed under the Projects/Program or the Links navigation bar to be included in this project or are these external pages and sites being referred to in this bullet? For example the Pacific Coast Marine Habitat Program (http://marinehabitat.psmfc.org/).

> **A:** No.

Miscellaneous (i.e., Site Map, pages, etc.)

Q: Has a website map been developed for the new website? Do you have an estimate of how many pages will need to be programmed?

> **A:** The site map design and structure will be a collaborative effort between PSMFC and the selected firm. As an estimate, PSMFC anticipates up to 10 main navigational pages and up to 50 content pages. It is our primary goal to establish a new design structure that internal staff will update and add content pages to over time.

Q: Do you need any special databases created?   Employment?

> **A:** No, none are anticipated at this time.

Q: What and how many secure user "roles" can access secure content? Ex: "site administrator", "content editor", "member", etc.

> **A:** The user roles, as defined by WordPress, will be sufficient.

Q: How many people will need to be trained to update your new website?

> **A:** If using WordPress – zero.

Q: Does PSMFC have any potential future uses or features currently identified for the web site?

> **A:** At this time, PSMFC's main objective is to redesign the website using a publishing platform and CMS, preferably WordPress as identified in the RFP, that will allow internal staff to make necessary updates and upgrades in the future.

Q: Will the PSMFC IT staff also provide a "staging" or development environment on the LAMP stack?

> **A:** Yes, PSMFC can provide a development environment on the LAMP stack.