



ADDENDUM 2

July 24, 2025

RFP #2025-04 Website Redesign

Please ensure you acknowledge ADDENDUM 2 in your proposal on "ATTACHMENT F- Signature Page/Acknowledgement of Addenda."

After internal conversations, the requirement for an employee portal is no longer included in the scope of work for this project.

Questions received through July 10, 2025:

1. *For the envisioned employee resource center, is this simply an internal gated portal that houses searchable files, or would any additional functionality be required? If additional functionality is needed, what would that be?*
How many websites are in-scope for this project?
Is there a plan (or desire, if it's easy to do so) to create more sites in the future?
After internal conversations, the requirement for an employee portal is no longer included in the scope of work for this project. The employee portal will be a future project. RFP 2025-04 is for the redesign of one website. An updated scope of work is included.
2. *What is the project budget?*
What is the budget for this project?
What is your current annual spend on CMS, hosting, and related support?
The not-to-exceed for this project is \$100,000. Currently, SMTD spends \$262 annually for a Squarespace subscription.
3. *Is there a preferred or required go-live date for the website?*
Is there a target launch date? Is it tied to an event or some sort of date deadlines like a fiscal year or event?
No.
4. *If you used an outside vendor, how much did you spend on the implementation of your current sites?*
Who built the current websites - your internal team or a vendor?
Is there an incumbent? Will they be bidding?
SMTD did not use an outside vendor for the current website. It was built and has been maintained internally. There is no incumbent.
5. *Is there any preference for local vendors?*
Are you open to working on this project with a remote team?
Please confirm that the awarded vendor will primarily work remotely, with regular web conference meetings as needed.
We are a US company with some remote team members working from outside of the US. Is there any restriction on their ability to contribute to the project?
SMTD does not have a geographical preference for vendors. SMTD has worked with remote



teams on several projects and is open to working remotely on this project with virtual meetings as necessary.

6. *What is the current CMS?*

Where is the CMS/website currently hosted?

What are some things you DO like about your current CMS?

What shortcomings of the current CMS do you hope to remedy with this effort?

What are some things you DO NOT like about your current CMS?

What is it about your current hosting setup that is making you seek a PaaS offering?

Are you open to a cloud-hosted CMS? If yes, do you have an existing relationship with a cloud provider like AWS, Azure, etc?

Squarespace is used for hosting and content management. Squarespace is easy to use and has an intuitive “drag and drop” interface. Overall, the CMS is acceptable and functional. SMTD is redesigning the website to better reflect an innovative and modernized District. The downside of Squarespace is limited analytics. For example, questions have been submitted regarding the storage and memory of the website, and Squarespace does not readily provide those metrics. SMTD is open to a cloud-hosted CMS and does not have a preference on provider.

7. *If open source is a consideration, is there a preference for a specific CMS (i.e., Drupal, WordPress)?*

There is no preference for a specific CMS.

8. *Are there multi-lingual requirements? Is Google Translate or similar sufficient?*

Do you require translations for this requirement? - “Accessibility. The proposed redesign is accessible across devices, abilities, and languages.”

Yes- Google Translate will be sufficient.

9. *Will single-sign-on be used to control administrative access to the site? If yes, please elaborate.*

No.

10. *How many levels of users are needed?*

SMTD is interested in three levels.

1. Admin: can add or delete pages, edit pages, etc.

2. Editor: can edit pages or add content to established feeds

3. Viewer: can access analytics but is unable to modify the website

11. *Are there granular levels of permissions needed where certain people should only have access to certain sites? Or, even certain areas of sites?*

After internal conversations, the requirement for an employee portal is no longer included in the scope of work for this project. There will be no need to password protect certain areas of the site.

12. *Please describe the internal team who will be responsible for the website post-launch (developers, non-tech users, etc)*

Do different teams/departments manage their own sites? Or does one team own all web work?

Post-launch, departments will manage their own information internally. User ability ranges from expert to beginner.



13. Referencing section 2.1.4, Provide a content management system (CMS) for easy updates and maintenance by non-technical District staff. Is this referring to content or does this include servers and patch updates?

This refers to content.

14. Can you provide usage data, or estimate expected traffic to the site?

Please provide the average monthly numbers for page views of the websites combined.

Do you experience frequent surges of traffic that impact performance at critical times?

What are the application's total CPU, storage (TB), and memory allocations?

SMTD averages 18k page views monthly. Squarespace does not provide SMTD with CPU, storage, or memory data.

15. Are there special security requirements or audits involved?

Are there any security standards required for your CMS platform? i.e. HIPAA, PCI, SOCII, Fedramp, etc?

Have you dealt with any security issues or malicious traffic on your sites like DDoS attacks, SQL injections, etc? If so, what was the impact?

There are no special security requirements or audits anticipated for this project. SMTD is unaware of malicious traffic. It is expected for the redesign to include securing the website and all related information to prevent such attacks.

16. Do you need us to conduct an extensive discovery process that includes extensive research into user persona development - or a more streamlined discovery based on the web team's input and best practices?

What is your plan for editing/creating content during the redesign?

Do you expect copywriting or editing services as part of engagement?

Is the awardee expected to lead, direct or create in this process?

Do you have high-quality photography/media assets available for the new site?

Does SMTD have the website design ready or will the design be part of the project?

A priority for the website is to look professional and modern. Currently, there is not a cohesive look throughout the website, and creating a cohesive design is part of the project. SMTD has had internal meetings to identify information on the website that can be removed or re-worked, but SMTD will lean heavily on the awardee for guidance on content best practices. The awardee should be prepared to lead this process with SMTD ultimately providing media assets and copywriting. If the awardee is so inclined, they may include photography and copywriting costs as optional costs in their proposal.

17. What percentage of the current content is obsolete and won't be migrated to the new site?

How many pages or what percentage of the website content do you estimate needing content creation or copywriting support for?

SMTD expects about 50% of the content to be obsolete. SMTD will lean heavily on the awardee for guidance on content best practices. The awardee should be prepared to lead this process with SMTD ultimately providing media assets and copywriting.



18. *Does SMTD anticipate the sitemap and navigation changing?
Will there be a new page structure?*
Yes- SMTD believes there is room for improvement on site navigation. The awardee should be prepared to create a new sitemap.
19. *How many interactive elements (animations, etc.) do you anticipate needing implementation support for?*
SMTD has discussed virtual photo “tours” of the new facilities in the form of a click through slideshow. Aside from this, SMTD is open to best practices and will defer to the awardee.
20. *Are survey/voting tools required?*
No.
21. *Are you requiring photo/video galleries?*
Photo and video galleries are not required.
22. *Is there a need for a document library?*
A document library is not required; however, there are several documents that must be available on the website.
23. *Do you want email newsletter distribution capabilities?*
No.
24. *Are Ecommerce or personalization features desired?*
No.
25. *Does search need to index the contents of pdf/Doc files?*
This is not required, but may be an added benefit.
26. *Does the site search need to index content from other domains?*
No.
27. *Would you describe the existing content as structured, with consistent separation of content and code?*
The existing content is designed exclusively using Squarespace’s editor.
28. *Are tables used for layout in the existing content?*
Layouts are generated using Squarespace’s page editor.
29. *Can you clarify the original data sources of the statistics and documents provided on the SMTD 'Stats & Docs' page (<https://www.smttd.org/statsanddocs>)?*
The statistics are from SMTD’s CAD/AVL system, and the graphics were created using Squarespace’s chart tool. The documents are produced internally and uploaded.
30. *Can you provide more details on what is envisioned for the collapsible “Ridership” toolbar? Is this meant to be visible to logged-in users only? Could the toolbar be consolidated into the top navigation, or does it need to be a standalone right-side toolbar separate from navigation?*
The “Ridership” toolbar is intended to keep the main audience of the website at the forefront. The toolbar allows visitors to quickly access information about trip planning, rider alerts, and



bus trackers regardless of what page they are on. It would be visible to everyone. Visit connect-transit.com for a sample.

31. *Is there anything about the current trip planner that does not fulfill SMTD's requirements, other than print functionality? What do you like and dislike about the current feature? Are you open to using TomTom or another third-party solution?*

SMTD does not have a trip planner currently integrated in the website. Third-party apps provide the information. While Google Maps works well, it cannot be embedded on the website. Moovit can be embedded but does not have the detail Google Maps does.

An ideal trip planner would be embedded on the website with access to Google's- or a similar product's- addressing/geocoding features via the Maps API and/or Places API. Third-party solutions are acceptable. [Sound Transit in Washington State](#) and [Rockford Mass Transit in Illinois](#) are good examples of the type of trip planner SMTD is interested in.

32. *For the passenger feedback form, can you provide more information on specific features and functionality SMTD wants to replicate based on the City of Springfield example? Are you looking for a feature that's identical to what the City of Springfield currently has on its website?*

The option to upload pictures or access the user's location are features SMTD is interested in replicating. Below is a sample of the forms SMTD would be including:

- Report a Stop: Option to upload a picture of an overgrown, dirty, broken, or vandalized stop.
- Submit FOIA Requests: Fillable form
- Service Issue: Fillable form
- Service Suggestions: Fillable form

33. *Please describe all integrations with other sites or data sources more complex than an iFrame or embed code.*

The following 3rd-party [links](#) will need to be incorporated into the redesign:

- Bus Tracker Clever Devices
- Snow Routes Remix
- App Download Google Play, App Store
- Fare Purchases Genfare

34. *How detailed are the existing branding guidelines?*

The existing style guide is included as Attachment B in the RFP.

35. *Please confirm that one design theme will carry across the entire site. If we need sub-themes of any type please specify.*

SMTD would like a consistent design theme across the entire site.



36. Can you provide examples of sites that are good models for what you want?
<https://connect-transit.com/>
<https://mtd.org/>
37. What is the single most important purpose for the site?
What are the secondary objectives for the site?
The site is primarily used to communicate with ridership: routes, changes, trip planning, etc.
Secondary objectives include providing agency information to the public, media, and regulatory entities.
38. Do you need a contractual SLA for hosting (more expensive) or a best-effort SLA based on a 99.9% historical uptime (less costly)?
Best-effort SLA will be sufficient.
39. Do you require specific response time SLAs for critical issues? If so, please specify expectations.
For critical issues, SMTD would expect a response within 1 hour of notification.
40. Do you require 24/7 support access in the case of critical (site availability) issues?
No.
41. Are you using anything for CDN or WAF currently?
Does your organization currently use a web application firewall (WAF)? If so, do you prefer to keep using it? If not, do you have a preference between CloudFlare and ModSec?
SMTD has not procured CDN or WAF beyond what Squarespace provides with the subscription and would defer to the awardee on best practices.
42. Would you prefer to keep your current Google Analytics GTM property G-985XZ5DK5F or have the vendor create a new one?
If possible, SMTD would prefer to use the current Google Analytics account.
43. Do you expect a Voluntary Product Accessibility Template (VPAT) and accessibility statement as part of this partnership?
A VPAT and accessibility statement are not required.
44. Can you provide any additional information about the site's current level of ADA compliance and any existing efforts to maintain compliance? How do you currently monitor your compliance score to maintain a 90+/100 rating?
SMTD has conducted scans to identify any ADA concerns on the website and corrected those issues as they arose. SMTD will rely on the awardee to share best practices.
45. Could you kindly confirm if there are specific insurance requirements for this engagement, and if so, where those details might be found or what coverage levels are expected?
Upon request of SMTD, the Contractor agrees to furnish evidence acceptable to SMTD of adequate insurance coverage of public liability, automobile liability, property damage liability, and workers' compensation. The Contractor shall, at all times during the project, maintain and provide Certificate of Insurance naming the SMTD as additional insured for all required



insurance. Certificates may not be modified or canceled until at least 30 days' notice has been provided to SMTD.

- The Contractor shall carry general liability insurance to cover its liability to third parties for personal injury and property damage with a single limit liability of at least \$1,000,000 and at least \$1,000,000 in the aggregate.
- The Contractor shall carry Auto Liability, including Hired Auto and Non-owned Auto, Combined Single Limit Bodily Injury and Property Damage in amount of \$1,000,000 per occurrence with a deductible of not more than \$10,000.
- The Contractor shall carry Worker's Compensation Insurance in the amount required by law.
- Insurance shall not limit the Contractor's obligation to indemnify, defend, or settle any claims.
- Subcontractor's Liability. Any portion of the Work to be performed for the Contractor by a Subcontractor shall be performed pursuant to an appropriate written subcontract between Contractor and Subcontractor. No subcontract shall relieve the Contractor of its obligations under this agreement. The Contractor shall remain responsible for all subcontracted work, and the Contractor shall be as fully liable to the District for the acts and omissions of its Subcontractors, their agents, representatives, and persons directly or indirectly employed by them as it is for the acts and omissions of Contractor's own employees. Any subcontracts between Contractor and Subcontractor will obligate the Subcontractor to the District to the same extent as the Contractor is obligated to the District. The District is a third-party beneficiary of such Subcontractor or Subcontractors and, in that regard, will have the same rights against the Subcontractor as the Contractor would have against the Subcontractor. Such subcontracts will specifically require that the Subcontractor will comply with the insurance provisions of this agreement for the benefit of the District, to the same extent that the Contractor is obligated to do so.
- Contractor agrees to comply with all rules and regulations including, but not limited to, general rules and regulations, electronic regulations, smoking restrictions, and safety requirements.

46. *Are there any sites (or web apps) that are not directly referenced in this RFP that the county would benefit from consolidating into this new platform? If so, approximately how many?*

SMTD cannot speak on the County's needs as they are a separate entity.

47. *In addition to uptime, do you have RTO and RPO targets?*

SMTD does not have RTO and RPO targets but would be interested in exploring those with the selected vendor.

48. *How will the winning vendor be selected? Is there a scoring matrix or something similar?*

See Section IV: Evaluation in the RFP for evaluation criteria.



49. *Will you be attaching the winning vendor's RFP response to your form contract, or will the winning vendor have an opportunity to negotiate a scope of work to be attached to your form contract?*

A complete contract includes the vendor's proposal with the RFP. Some aspects of the contract (timeline, payment schedule, and minor scope adjustments) may be negotiated prior to contract execution.

50. *Please add the word "material" after the word "other" in the first sentence of Section 22.2, page 26.*

Noted. Please see the revised section below.

22.2 Termination for Default. If the Contractor does not deliver supplies in accordance with the contract delivery schedule, or if the contract is for services, the Contractor fails to perform in the manner called for in the contract, or if the Contractor fails to comply with any other provisions of the contract, the District may terminate this contract for default. Termination shall be effected by serving a Notice of Termination on the Contractor setting forth the manner in which the Contractor is in default. The Contractor will be paid only the contract price for supplies delivered and accepted, or services performed in accordance with the manner of performance set forth in the contract. If it is later determined by the District that the Contractor had an excusable reason for not performing, such as a strike, fire, or flood, events which are not the fault of or are beyond the control of the Contractor, the District, after setting up a new delivery of performance schedule, may allow the Contractor to continue work, or treat the termination as a Termination for Convenience.

51. *Please add language related to a limitation of liability into the draft contract.*

Language related to a limitation of liability can be discussed during negotiations prior to contract execution.



SECTION III: SCOPE OF WORK

1.0 Project Overview

The redesigned website will serve two main purposes:

- Providing information about the District, upcoming service improvements, and service details for current and future passengers;
- Publishing organizational and business information- such as open and upcoming procurements, board meeting information, and required documents.

Squarespace currently hosts the District's website. It is not a requirement to continue hosting through Squarespace; however, the web host must allow for frequent updating of the website in real-time by non-technical District staff.

2.0 Technical Specifications

A successful redesign will modernize the website overall in addition to adhering to the following technical specifications.

2.1 Website Redesign

- 2.1.1 Develop a modern and responsive website compatible across devices and browsers.
- 2.1.2 Implement robust security measures to protect against vulnerabilities and threats.
- 2.1.3 Adhere to accessibility guidelines as stated in Section 508 of the Rehabilitation Act (<https://www.section508.gov/>).
- 2.1.4 Provide a content management system (CMS) for easy updates and maintenance by non-technical District staff.
- 2.1.5 Provide the ability to set an expiration date on documents (Board Meeting Minutes, procurement notices, reports, etc.) that are available for download on the website.
- 2.1.6 Set-up analytics and tracking tools to monitor website performance and user behavior including, but not limited to:
 - Website Traffic
 - Visitor Sources
 - Bounce Rate
 - Time on Page
 - Click-Through Rate
 - Top Clicked Elements
 - Click History
 - Exit Pages



- 2.1.7 Produce customizable analytic reports in CSV and PDF formats.
- 2.1.8 Migrate text-based, multimedia, downloadable documents, online forms, and custom plugins to new platform.
- 2.1.9 Preserve search engine ranking by redirecting old URLs to new URLs to minimize broken links.
- 2.1.10 Implement a scrolling ticker on the Homepage that identifies any disruptions to service, important announcements, and alerts.
- 2.1.11 Include links to external sites for the purchase of passes and surplus equipment that open in a new tab or window.
- 2.1.12 Develop a full-feature trip planner with the option to print the trip map and directions. The trip planner should connect to Google maps to allow for integration of Amtrak and other transit agencies.
- 2.1.13 Include fillable forms that can be submitted online and are sent directly to specified inboxes, including:
 - Paratransit Application
 - Employment Application
 - FOIA Request
- 2.1.14 Improve the passenger feedback form to allow for more specification, like the “Report a Problem” feature on City of Springfield’s website, with the ability to upload pictures.
- 2.1.15 Create a page for tourists who may be using public transportation during their visit.
- 2.1.16 Include a collapsable “Ridership” tool bar on all pages that links to the most visited pages: Trip Planner, Fares & Passes, and Rider FAQs.
- 2.2 Content Creation
 - 2.2.1 Communicate the District’s services, values, and mission in an engaging and informative manner.
 - 2.2.2 Optimize content for search engines to increase visibility and traffic.
 - 2.2.3 Implement interactive elements, animations, and multimedia content as needed.
 - 2.2.4 Assist with content strategy and creation, including copywriting, imagery, and multimedia assets. For example, high quality and visually striking photos, click through slideshow of amenities at Transfer Center or highlighting features of services.
 - 2.2.5 Incorporate District’s style guide (Attachment B) for visual consistency across pages.
- 2.3 Testing and Quality Assurance



- 2.3.1 Conduct testing across various devices and browsers to ensure compatibility and functionality.
- 2.3.2 Identify and resolve any bugs, errors, or usability issues.
- 2.4 Training and Support
 - 2.4.1 Provide training for District staff on using and updating the CMS.
 - 2.4.2 Provide training on IT troubleshooting and common support inquiries.
 - 2.4.3 Provide ongoing technical support and maintenance options.

3.0 *Proposed Sitemap*

The current sitemap contains outdated information and unclear paths. A successful redesign will streamline the sitemap and remove irrelevant or outdated information. A proposed sitemap can be found in Attachment C. The District is open to best practices and suggestions from Respondents.