



ADDENDUM 1

July 2, 2025

RFP #2025-04 Website Redesign

Please ensure you acknowledge ADDENDUM 1 in your proposal on "ATTACHMENT F-Signature Page/Acknowledgement of Addenda."

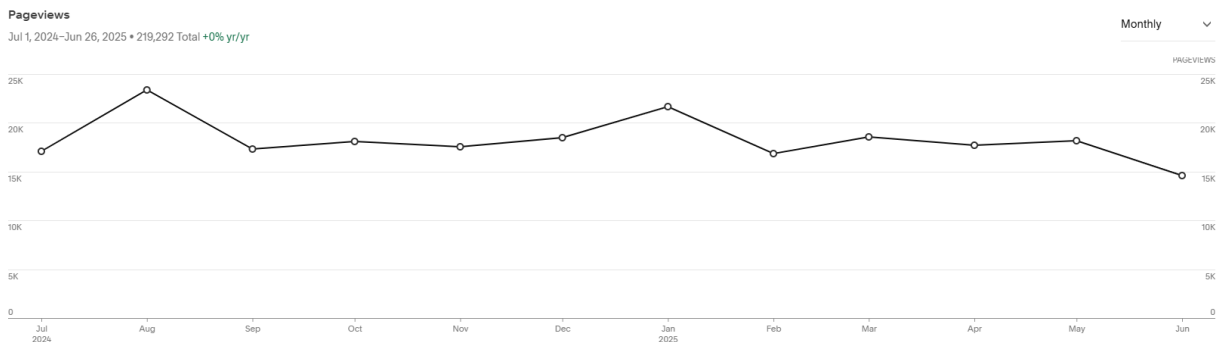
Questions received through June 30, 2025:

1. *Are Canadian vendors allowed to submit proposals?*
Yes.
2. *Can the scope of work be done by Canadian based employees?*
SMTD is unable to comment on the ability of remote employees.
3. *What is the budget?*
Would SMTD be able to share a budget range for this scope of work?
The not-to-exceed price for the contract is \$100,000.
4. *What is the ideal project timeline?*
SMTD would expect the project to kick-off within a month of award. SMTD will defer to the developers on a realistic timeline as a timeline is a required part of the proposal submission.
5. *Are you providing photos of SMTD buses and facilities or is the awarded provided expected to provide photography services as well?*
SMTD can provide photos to be used.
6. *Who supports the current site?*
The current site is hosted on Squarespace with all support being done through their helpdesk or addressed internally.
7. *Is there a (CMS) platform preference?*
Is SMTD amenable to using open-source technologies such as Drupal or WordPress?
A CMS must be user-friendly for non-technical employees and have appropriate training for staff. There is no preference for a specific company or style of CMS.
8. *What is the average bandwidth usage per month?*
Can you provide current storage requirements for both database and files?
SMTD does not have access to this information with the current Squarespace plan.



9. Can you provide the number of page views per month, currently, for the site?

VISITS	BOUNCE RATE	UNIQUE VISITORS	PAGEVIEWS
119K	66.6%	74K	219K
+3% yr/yr	+5% yr/yr	+9% yr/yr	+0% yr/yr



10. How many people will be administering content?

How many users will be accessing the site to make updates and changes?

Approximately 5 SMTD staff have access to updating the website.

11. Do you need to implement a change management feature?

Please provide more information on what a change management feature would include.

12. What 3rd-party integrations are included?

Would like to ask which plugins need to transfer?

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

13. Employee Resource Center - will this be a portal with individual logins for users? or password protected pages?

Is this meant to be a password-protected area?

Will the employee resources center be locked behind a username / password portal?

Is this set of functions already in place?

How many employees would have access?

The employee portal will be a new feature for SMTD. As such, SMTD is open to best practices for an employee portal. There are approximately 190 employees at SMTD.

14. Who supports the Bus Tracker?

Bus Tracker is a Clever Devices module.



15. *Google Map Planner - API/integration with Google Can you expand?*
Says you want to develop a full-feature trip planner with option to print trip - would be curious if you have examples?
Sound Transit in Washington State is a good example. Google Maps API provides the information for planning the trip and Google Places API provides the business information.
16. *What resource provides the table of bus routes?*
Please provide additional information.
17. *Fares are handled by 3rd party currently - check to see that we will indeed still link out*
Yes- purchasing fares will continue to be handled by a third party and will need to be linked out.
18. *Confirm that GTFS data modifications are not in scope.*
Correct.
19. *I also see you have an APP with fairs - just double checking that the APP is not part of this scope and we would only be linking out?*
Does this need to tie into their App?
The GO!SMTD mobile app is not included in the scope of work. Links to download the app will need to be included in the final website.
20. *On page 11 of the RFP, Section 2.1.6 could you provide additional context on the expectations for tagging in relation to analytics setup and tracking? Does SMTD have a preference for analytics solutions such as Google Analytics, for example?*
SMTD does not have a preference for analytics solutions with the assumption that proper training will be included.
21. *On page 11 of the RFP, Section 2.1.7, can you provide additional context on specific metrics or data you would like the customizable analytic reports to contain apart from what is mentioned in Section 2.1.6?*
- 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