



Addendum / RFP 12-2039

ADDENDUM ONE

Brand identity enhancement and website redesign – Portland Center for the Performing Arts

Note: The following additions to Request for Proposal 12-2039, hereby become part of the Request for Proposals. It is essential that all prospective Proposers note the content of the Addendum.

Questions and Answers:

1. Does your existing site have the same type of documentation that is requested in your RFP? (web style guide, a CSS definition and style guide, technical site documentation, etc.?) If yes, can we obtain it?

There is no documentation.

2. Describe the previous work on Exp calendar and iEBMS interface referenced on page 4, item 12 of the RFP? Also, was this work done within a Drupal framework?

We won't be using this.

3. Currently, the e-commerce is a separate from the pcpa.com site. On page 5, item 7 the RFP requests a PCI compliance site. Does this mean that onlineservices.oregonmetro.gov will no longer be used for e-commerce?

We will continue to use the metro on line services.

4. On page 6, item 21 the RFP specifies that the CMS must support a clearly defined workflow— but Drupal has already been specified as the CMS. Is there currently a clearly defined workflow for working under Drupal? If not what is the current workflow and what does the PCPA/Metro team want to change within it?

The discovery process will uncover the workflow requirements and the solution should support the content workflow states and the role actions defined by those requirements.

5. On page 7, the RFP states: "PCPA/Metro staff support:

- Server administration, programming, hosting
- New and rewritten content for top tier pages"

- a. Is the intent that the consultant will program the new website? Or that the consultant will deliver templates to the PCPA/Metro staff and the PCPA/Metro staff will program the site?

The intent is that the consultant will provide a working solution that meets PCPA needs, and if they find that developing a Drupal module is necessary to accomplish that, then they must do that work. Metro Information Services staff handles server administration, programming and hosting. The consultant will not be asked to work with the Apache webserver, configuring Linux, or installing PHP updates.

- b. Is the intent that the consultant will deliver messaging direction (via the new brand identity guidelines) for the key audience segments and then the PCPA/Metro staff will write the content for the website? Or that the consultant provides all of the content for the site?

The intent is for the consultant to provide messaging direction via the new brand identity guidelines for the key audience segments and top level content on landing pages to establish voice and style. We do not expect the consultant to provide all of the written content for the site

- c. If the PCPA/Metro staff is writing/providing some of the content, what specific content will be provided? Or will all website content be provided to the consultant?

Yes, branding excepted.

6. Note: the social media integration strategy and the mobile device strategy planned for phase 2 of the project (page 8 of the RFP), may have a significant impact on the budget. For example, it may be determined that the mobile strategy would require a mobile web app, or a mobile app. If additional, deliverables such as this arise during the project, additional funds may be needed and/or these items may have to be integrated after site launch – is this acceptable?

This is open to discussion; however, we are working within a constrained budget.

7. Page 11, Item D of the RFP states that the expected budget is not to exceed \$70,000. Is there any flexibility with this budget or with the scope of the work to meet this budget?

See answer to 6.

8. Page 17 of the RFP under “Open Source Tools” states that all Metro documented web code and scripting standards must be met. Can we obtain this full documentation?

These standards are being created as part of our web governance effort and will be provided as soon as they are adopted. The existing Metro web coding standards are specific to the ColdFusion environment and are not applicable to Drupal

9. The proposed estimate states that any photography or artwork fit within the creative budget. Seeing as both these items can potentially, and quickly, get extremely expensive, is there potential for additional monies dedicated to these areas, or is there a current photo/artwork library to pull from as, or if, it relates to the site redesign?

We are working within a strict budget; however, we have a large library of excellent photos to use.

10. Will client resize and upload all photos once we provide migration plan? Or is photo resize and upload to be handled by Metro web employee?

We can although it would be preferable that the contractor do the resizing and uploading.

11. Technical Line 7, Supports Gift Cards: Please clarify: The existing site simply links to a secure skinned page hosted on the oregonmetro.gov website - are we simply to coordinate updating this page with the new look & feel. Or does the proposal include setup of a new secure processing system?

We will be extending the design to our current secure page.

12. Technical Line 12: Can you please provide additional information as to the technical nature of the Expo Calendar and iEBMS relationship with the current site?

The Expo Calendar receives a feed from iEBMS to automate loading of a standard based calendar. As PCPA will need to utilize a function-based calendar, it is unlikely that the feed from iEBMS will be adequate. The discovery process will uncover the calendar needs and options available.

13. Technical Line 12: Will we need to develop an API to pull information for an existing calendar system?

No.

14. Technical Line 18: In reference to 3rd party data; can you please provide a list of all 3rd party data vendors and how this information is pulled and displayed on the site?

Beyond any web fonts defined by the design, any third party data resources or data storage that your solution calls for should be integrated into the themes and modules that you provide or install.

15. In the “Project Constraint and Assumptions, Line 3”: SEO - Will PCPA be responsible for SEO research and implementation and updates for new pages developed during the IA development phase?

Whoever (the consultant, PCPA or Metro staff) creates any new pages for the site will also be responsible for any search engine optimization necessary for them

16. Newsletter / Ticketmaster Link: Will selected vendor be responsible for coordinating with external companies to update skinned pages off domain?

http://mm.ticketmaster.com/brand/userLogin.aspx?b=portlandcenter&l=17 To some extent. We will have to build new pages with our selected vendor so that the pages will match our site.

17. Will site need to support responsive design for mobile viewing?

Yes.

18. Will the selected vendor have access to any recent research pertaining to the online habits of the defined three audiences?

To some extent, yes. And, we have Google analytics.

19. Will client upload all content once we provide content audit and migration plan? Or is content upload to be handled by Metro web employee?

Once we have site and migration plan, we are assuming this will be a collaboration.

20. The current PCPA site links to ticket sales sites (Ticket Master, Tickets West, etc.). Will the new site continue to use these third-party sites for ticket sales?

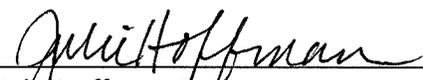
Starting July 1, 2012, ticket sales will reside on our site at www.pcpa.com.

21. What are your goals with respect to social media? From your perspective, how are your social media channels performing currently?

We currently have a presence on both Facebook and Twitter, and do use these, though not extensively. We would welcome suggestions for improvement in both these areas.

All other terms and conditions of the original solicitation remain unchanged.

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