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VIRGIN ISLANDS PUBLIC FINANCE AUTHORITY/OFFICE OF DISASTER RECOVERY

ADDENDUM NO. 1

Request for Proposals

WEBSITE DESIGN & MAINTENANCE
RFP 005-2024-STX/STT/STJ

This addendum consists of ten (10) letter-size pages (8.5 x 11).

Addendum No. 1 is hereby made part of the RFP 005-2024-STX/STT/STJ for Website Design & Maintenance services. It includes **Attachment A:** Responses to Questions and **Attachment B:** Ninety Day Analytics Report.

Attachment A:
Responses to Questions

1.

1. The RFP States that the website, "Must be compatible with major browsers such as Internet Explorer, Mozilla Firefox, Safari, and Google Chrome." Internet Explorer is no longer a supported browser by Microsoft. Is this an absolute must, and if so, which version of Internet Explorer is required to be supported?
   Answer: No, compatibility with Microsoft Edge is required.

2. The RFP mentions some blocks & functionality as necessary scope. If this varies from what is determined during the discovery process, will your team be open to the recommendations of the UX & Design team?
   Answer: Yes.

3. What are the content types currently listed in WordPress? Of these content types, what are the total published posts for each?
   Answer: There are approximately 40 pages of various content that are all visible on ODR's current website www.usviodr.com.

4. Are there any special user groups/permissions present currently across the site? If yes, please elaborate? (Ex: X user role can only access Y content in the backend of WordPress and may only manage, but not publish)
   Answer: Yes, these permissions are based on staff assignments.

5. Is there a multi-language aspect of the website? Is the site completely translated or only certain types of content? Please elaborate?
   Answer: Currently, there is not. Users need to have the option to translate the site from English into Spanish and French/Creole.

6. How are Community Events submitted currently? How do you see this changing, if applicable?
   Answer: A member of the ODR staff updates this section. The ODR is open to changing this if a more practical approach is presented.

7. Is Career Application data currently being stored in WordPress?
   Answer: No, an email is automatically sent to info@usviodr.com from WordPress with the captured information and any attachments.

8. What applications does the website directly/indirectly integrate with, either via API or other means?
   Answer: We use https://optimole.com/ API for image optimization and Cloudflare.

9. Are any of these integrations subject/required to change?
   Answer: No.

10. Do you have a set budget for this project?
    Answer: Respondents are expected to provide the most competitive pricing.

11. Are you working with a development company currently? If so, are they submitting for this RFP process?
    Answer: Yes. This is an open bid. Anyone can submit a response.

12. On the current website what is and is not working for you?
    Answer: The adherence to branding, layout, speed, and infographics are high points. Low points are the organization and presentation of data and projects, as well as search features. Updates to the procurement page will need to be made to meet CDBG-DR compliance requirements.

13. Where is your site currently being hosted?
    Answer: The site is currently hosted on AWS EC2.

14. What sources are you currently using to gather data? Where is your data coming from?
    Answer: ODR's financial team gathers data from all relevant sources and programs and prepares a monthly report in Excel, which is then used to update the website.

15. When will you be awarding the project?
    Answer: The ODR anticipates awarding the project in October 2024.

16. We noticed that the current website is built on WordPress CMS. Are you open to exploring alternative content management systems or do you prefer to continue with the current CMS for the redesign with a version upgrade?
    Answer: Yes, the ODR is open to both exploring other options and staying on WordPress.

17. How long has the current website been in maintenance mode, and who is responsible for administering it?
    Answer: Two years, SFT Solutions.

18. Do you have any preference for a hosting platform?
    Answer: No.

19. What is the current website traffic, including unique visitors, page views, and peak usage times?
    Answer: Yes, see Attachment B: Ninety Day Analytics Report

20. Can you provide the number of pages the website has? Are there any subsites/sub-domains that we need to consider along with the main website?
    Answer: There are approximately 40 pages. Not at this time, but the ODR may consider the integration of a procurement tracking tool and any other recommendations.

21. Can you provide a complete list of third-party integrations as a part of the redesign?
    Answer: There are no selected third-party integrations, but the ODR may consider the integration of a procurement and PMIS tool and any other recommendations.

22. Are there any specific requirements for the website's search functionality, such as filtering, indexing, or integration with external data sources?
Answer: Not at this time.

23. What would be the anticipated volume of content that needs to be migrated from the existing to the new website? We assume all content to be provided by the authority. Please confirm.
Answer: Respondents should anticipate that what is currently on the website will need to be migrated to the new site in some form. Yes, content will be provided.

24. Is there an existing archive of content that needs to be migrated to the new system? How will archived content be handled in the new CMS?
Answer: Yes, it will be migrated.

25. Is there a requirement for archiving old content, and if so, what is the preferred method for doing so?
Answer: No, all content should be available or accessible via the website. The ODR is open to recommendations.

26. Is there an existing issue tracking system in place, such as JIRA or Bugherd?
Answer: No.

27. Do you have a DevOps setup in place, or do you expect the vendor to provide it?
Answer: No.

28. How many staff members are anticipated to require training, and what is their current level of proficiency with website management tools?
Answer: A maximum of five. Proficiency will vary, but the selected staff will be capable of navigating website management tools.

29. Will there be different levels of training for technical and non-technical staff?
Answer: Yes.

30. Can you provide the Brand guidelines for the website to be redesigned?
Answer:
Spot Colors:
PANTONE 123 U
PANTONE 1235 U
PANTONE 3005 U
PANTONE 355 U
PANTONE Process Blue U

Fonts:
ZapBold

31. How often do you do plugin upgrades?
    Answer: Upgrades are completed monthly.

32. Are multilingual services a part of the redesign project?
    Answer: No, unless this is the Respondent's preferred translation method for website content.

33. For SEO, we typically use two products: Yoast and Rank Math. Do you have any preferences?
    Answer: No.

34. Are there specific security standards or certifications that the website must meet (e.g., ISO 27001, NIST)?
    Answer: There are no specific standards required other than what is stated in the RFP.

35. What is the estimated budget allocated for this project, including hosting and maintenance?
    Answer: Respondents are expected to provide the most competitive pricing.

36. What is the current spend on the maintenance and hosting of the website?
    Answer: Maintenance and hosting costs range from $10,000 - $13,000.

37. Are there specific performance benchmarks or scalability requirements that the CMS must meet, such as load times or concurrent user support?
    Answer: No.

38. What are the requirements for analytics and reporting? Are there specific metrics or KPIs that need to be tracked and reported?
    Answer: Analytics and reporting are requested on an as needed basis. No.

39. What specific security measures are required to protect sensitive data and ensure the integrity of the website?
    Answer: Regular security protocol updates, regular audits, and informing end users of potential vulnerabilities that may impact the integrity of the data.

40. Are there any incumbent vendors participating in this RFP?
    Answer: This is an open bid. Anyone can submit a response.

41. We are awaiting a response back from the Department of Licensing and Consumer Affairs regarding what trade to select when obtaining a board certification. Would you have any insight into what trade we should select when completing the forms?

Answer: Questions regarding the appropriate trade designation for your business license based on the services your company performs are best directed to the Department of Licensing and Consumer Affairs.

42. Can you tell me more about the business license required to win this RFP? Our company is based in Austin, Texas, USA and we are a licensed LLC. Is this the correct site for us to register? https://dlca.vi.gov/businesslicense/steps.htm
Answer: Yes.

43. Can you provide additional details about gross receipt taxes?
Answer: You can visit https://bir.vi.gov/ for more information on gross receipt taxes.

44. Can you provide more detail about the goals for the redesign, particularly regarding increasing user interaction and integrating financial and project information? What are the ideal outcomes you are aiming for in terms of user interaction with financial and project data?
Answer: Yes, the goal is to develop a new site using the latest web technology to foster effective and efficient communication between the ODR and the public, with an emphasis on streamlining the reporting of financial and project information as well as increasing the site's functionality. The website will track over 1600 projects across four major programs and share the status of $20 billion in federal disaster recovery funding. The new site must be able to offer increased ease and access to project information, expansion of capabilities, integration of the CDBG-DR program, and overall, a more user-friendly platform for both ODR and the end user. Any additions will seamlessly integrate audio/video content, charts, graphs, project pictures and infographics.

45. What are the primary goals for improving user experience on the new website?
Answer: The new site will offer increased ease and access to project information, expansion of capabilities, integration of the CDBG-DR program and requirements, and overall, a more user-friendly platform for both ODR and the end user. Any additions will seamlessly integrate audio/video content, charts, graphs, and infographics.

46. Are there any specific performance benchmarks or SEO metrics that the new website needs to meet? Is SEO part of this RFP's scope?
Answer: There are no specific SEO benchmarks.

47. Are there multi-lingual requirements for the website? If so, which languages should be included? English, Spanish and French?
Answer: Yes, English, Spanish, and French/Creole.

48. Are there any key performance indicators (KPIs) you would like to achieve with the redesign of the site?
Answer: No.

49. Can you provide an estimate of the current average monthly site visits, and are there any traffic growth targets for the new site?
Answer: Yes, see Attachment B: Ninety Day Analytics Report

50. Will the content for the website need to be migrated, rewritten, or created from scratch? If content is to be rewritten, will your team supply the content or will the selected vendor be responsible?
Answer: The content will need to be migrated. ODR and the current developer will work collaboratively with the successful respondent to meet any migration requirements.

51. Are there any third-party solutions or tools currently integrated with the website that need to be carried over or replaced?
Answer: Yes.

52. How many pages does the current website have, and will the structure change significantly?
Answer: There are approximately 40 pages. Yes, this is a redesign.

53. Are there any unique functionalities or custom features that are critical for the website that were not mentioned in the RFP?
Answer: Yes, updates to the procurement pages to include contracts and the posting of bid packages.

54. Are there any particular tools or systems you prefer for analytics, document management, or data tracking?
Answer: No.

55. What kind of data and metrics should be included in the dashboards?
Answer: That depends on the disaster and program. However, more details can be found at the pages below.
https://www.usviodr.com/irmaandmariafunding/#
https://www.usviodr.com/covid-19-funding-details/

56. Will training be required for ODR staff to manage and update the website, or is that outside the scope?
Answer: Yes, training is required.

57. When do you want this project complete by?
Answer: The project should be completed in December 2024.

58. Are there any WordPress plugins currently in use for dashboarding, financial projections, or other critical functionalities that need to be retained or replaced during the redesign?
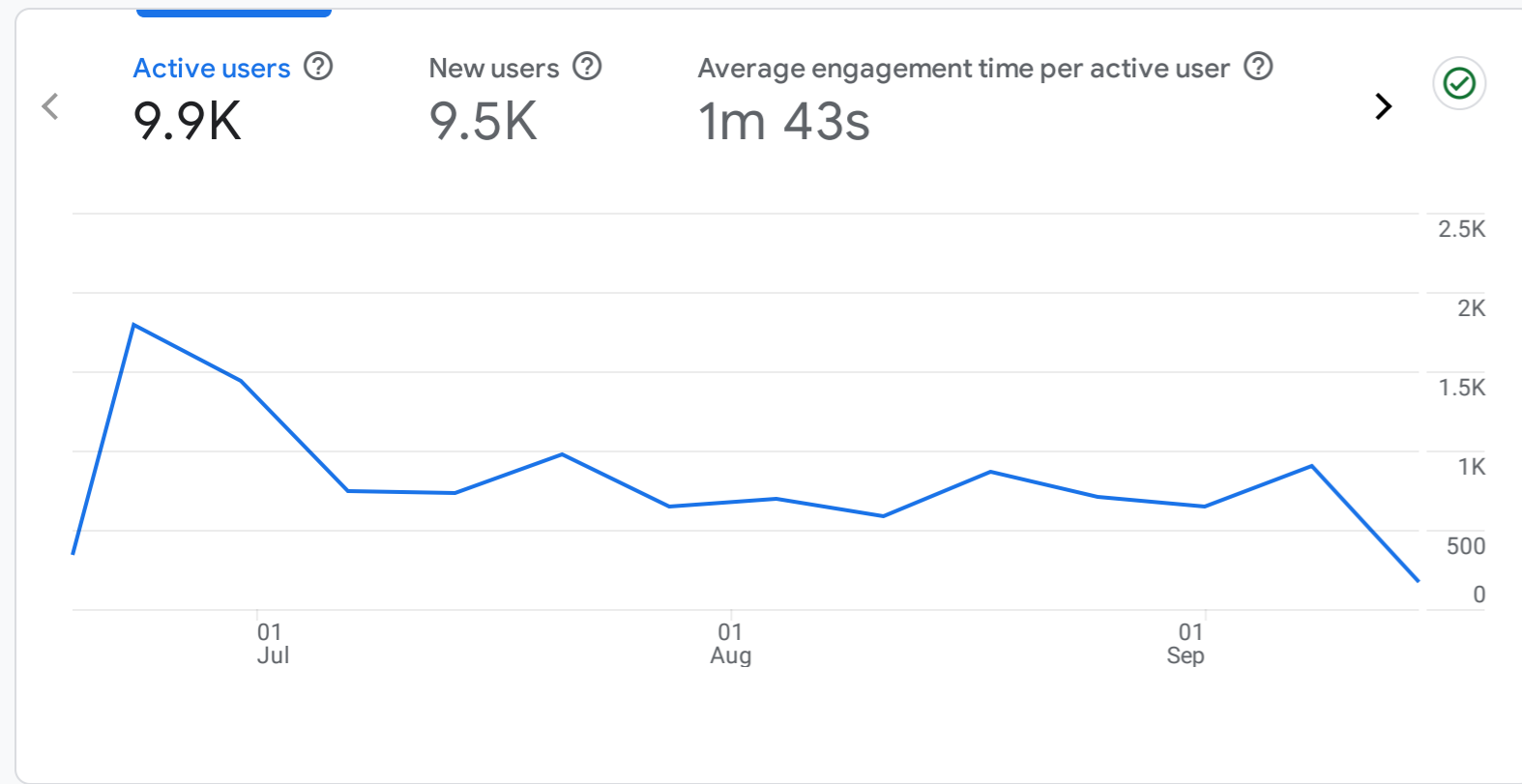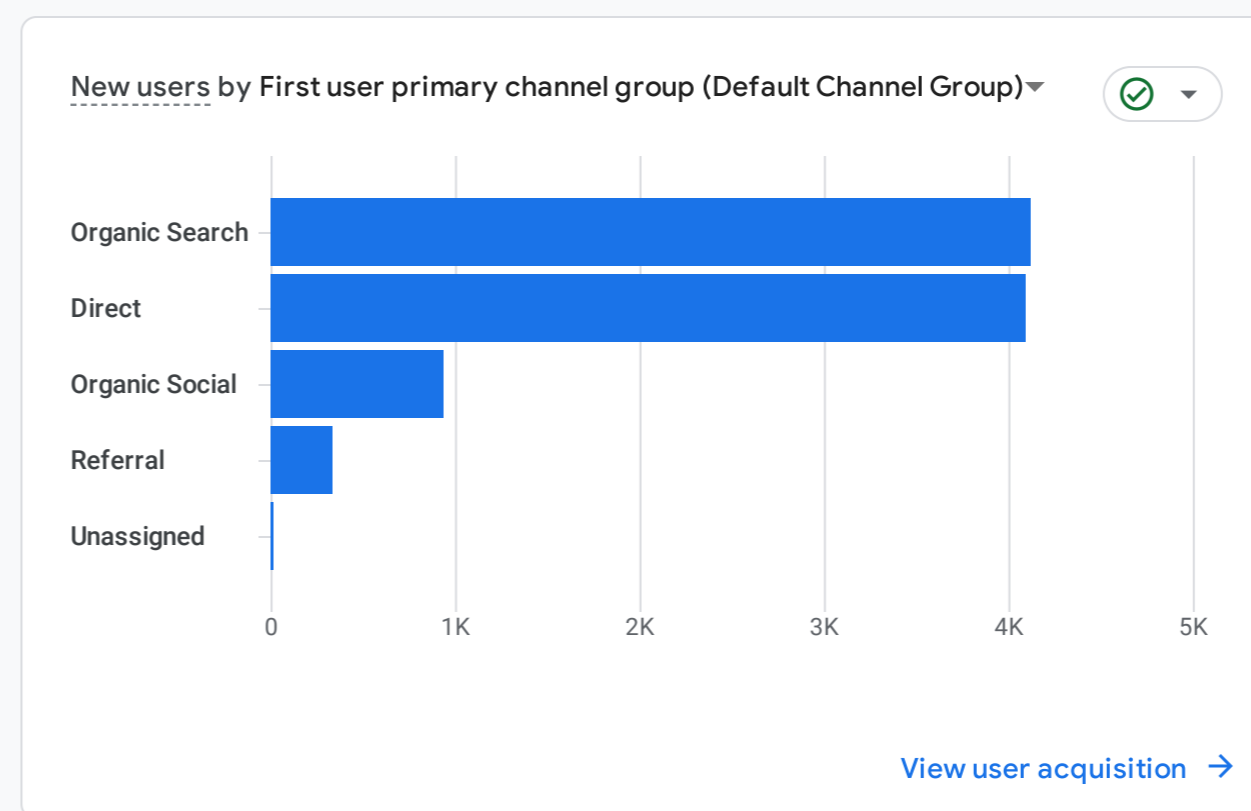**Answer:** Yes.

Attachment B:

Ninety Day Analytics Report

A All Users | Add comparison +
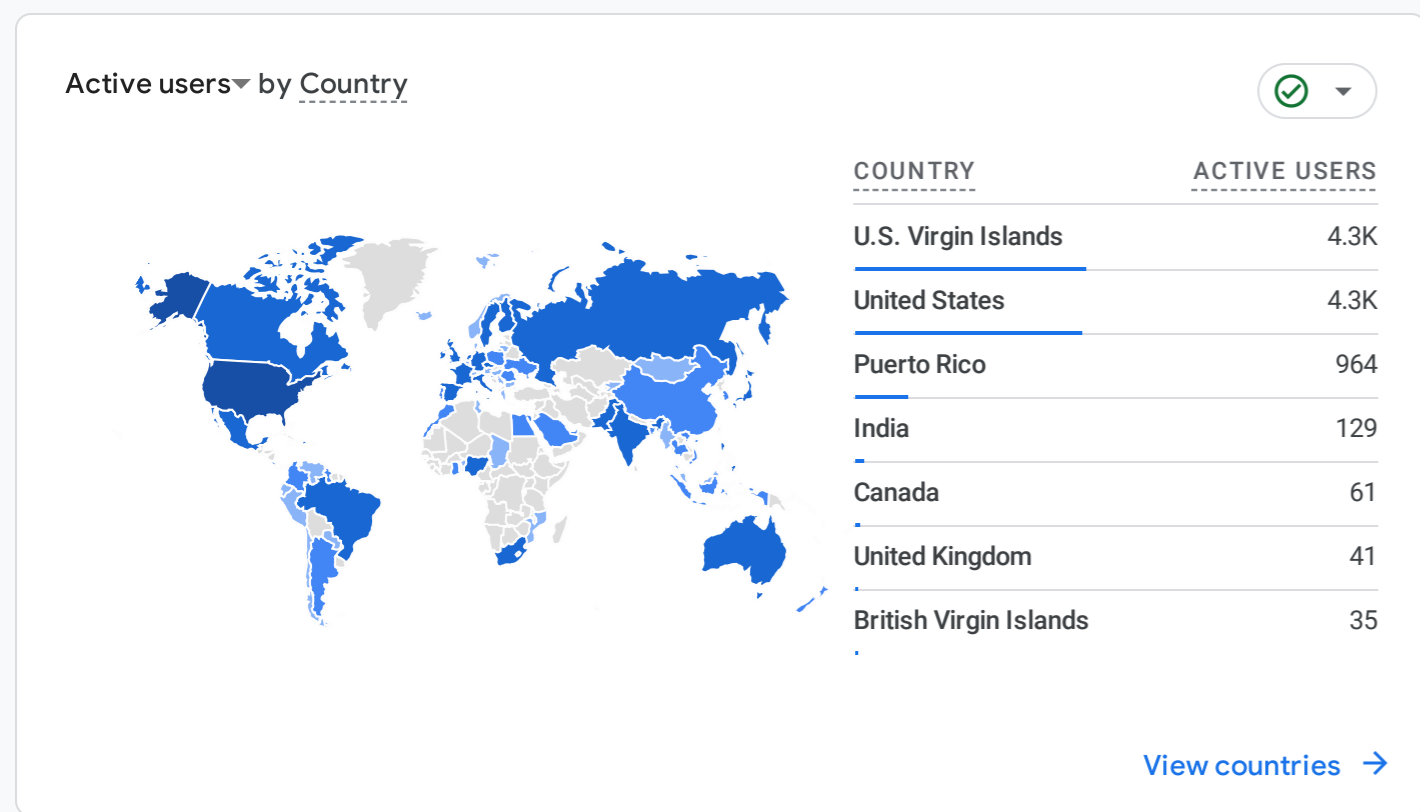
Last 90 days Jun 19 - Sep 16, 2024 ⌄

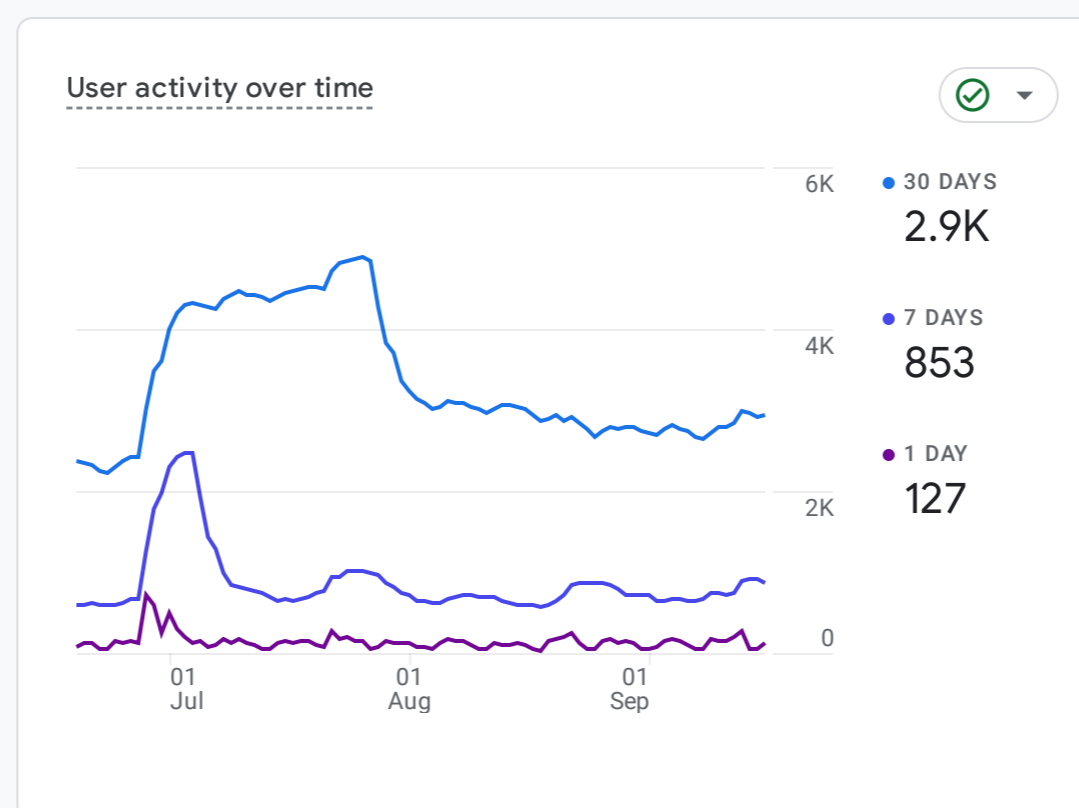## Reports snapshot

Active users | New users ⓘ | Average engagement time per active user ⓘ
9.9K | 9.5K | 1m 43s

2.5K
2K
1.5K
1K
500
0

01 Jul | 01 Aug | 01 Sep

WHERE DO YOUR NEW USERS COME FROM?

New users by First user primary channel group (Default Channel Group) ⌄

Organic Search	
Direct	
Organic Social	
Referral	
Unassigned	

0 1K 2K 3K 4K 5K

View user acquisition →

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions ⌄ by
Session primary channel group... ⌄

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	8K
Direct	6.7K
Organic Social	1.3K
Referral	691
Unassigned	132

View traffic acquisition →

Active users ⌄ by Country

COUNTRY	ACTIVE USERS
U.S. Virgin Islands	4.3K
United States	4.3K
Puerto Rico	964
India	129
Canada	61
United Kingdom	41
British Virgin Islands	35

View countries →
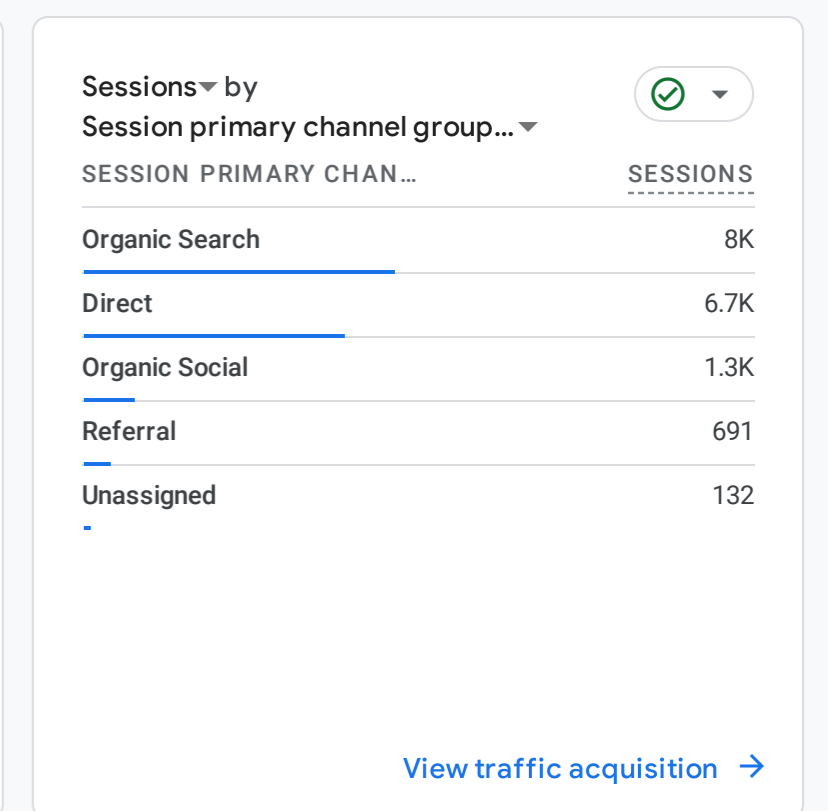
HOW ARE ACTIVE USERS TRENDING?

User activity over time

6K
4K
2K
0

01 Jul | 01 Aug | 01 Sep

● 30 DAYS 2.9K
● 7 DAYS 853
● 1 DAY 127

HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort
Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	4.3%	2.4%	2.0%	1.4%	0.7%
Aug 4 - Aug 10						
Aug 11 - Aug 17						
Aug 18 - Aug 24						
Aug 25 - Aug 31						
Sep 1 - Sep 7						
Sep 8 - Sep 14						

6 weeks ending Sep 14

View retention →
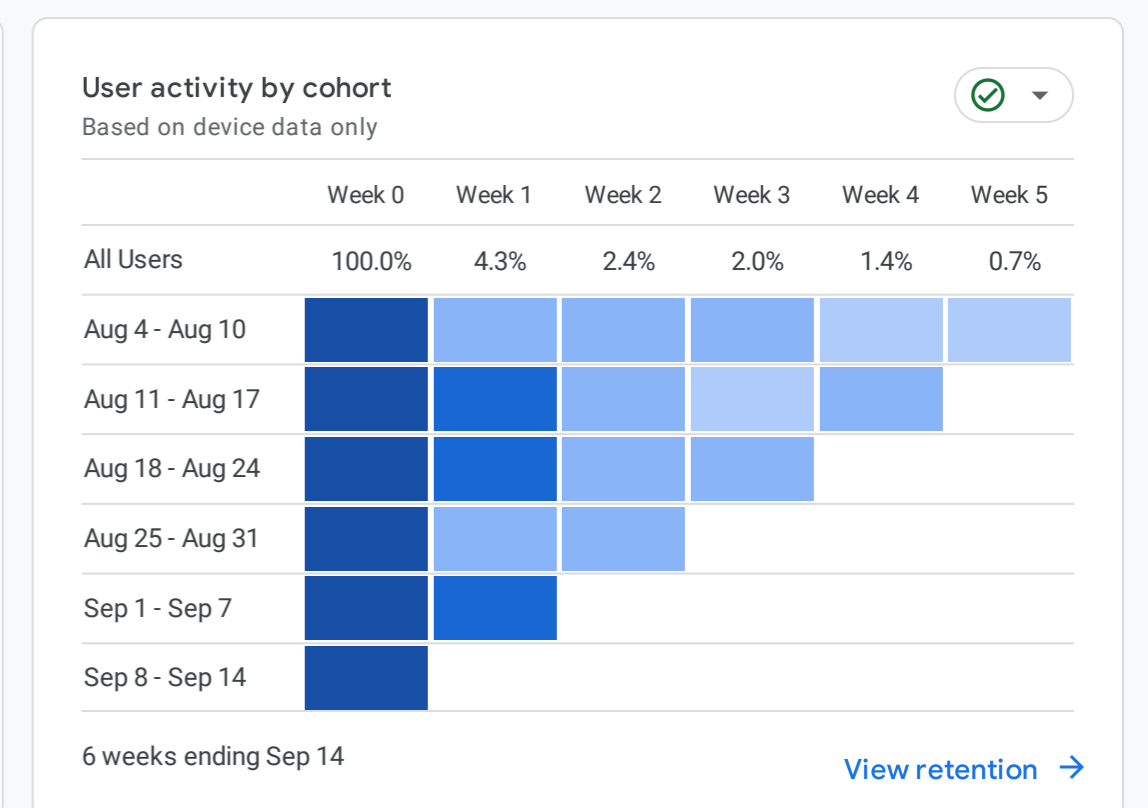
WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Own a Lot, Build a Home First...	4.4K
Home - US Virgin Islands Offi...	3.7K
Doing Business with ODR - U...	1.7K
Positions - US Virgin Islands ...	1.5K
Priority Projects - US Virgin I...	1.3K
Careers - US Virgin Islands O...	1K
Virgin Islands Office of Disas...	965

View pages and screens →

WHAT ARE YOUR TOP EVENTS?

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	32K
user_engagement	23K
session_start	17K
first_visit	9.5K
scroll	8.2K
click	3K
form_start	1K

View events →
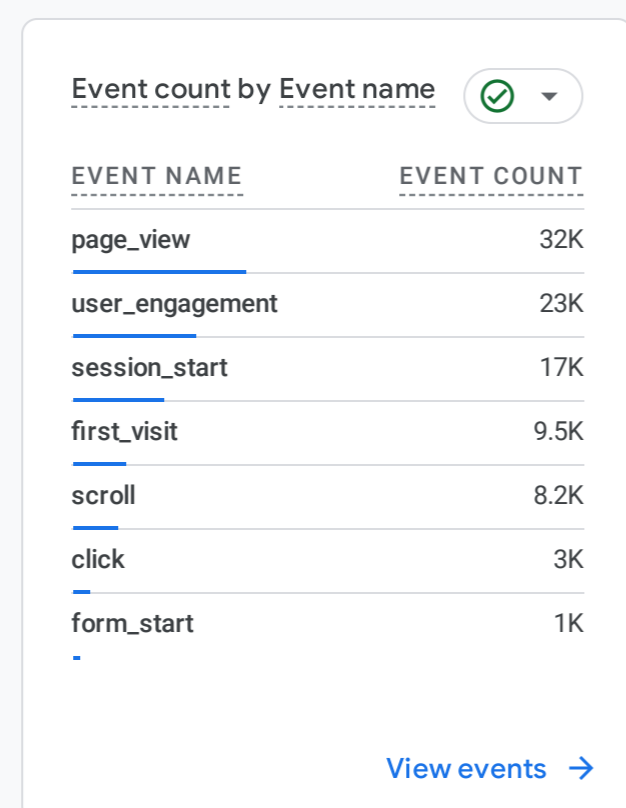
WHAT ARE YOUR TOP PERFORMING KEY EVENTS?

Key events by Event name

EVENT NAME	KEY EVENTS
session_start	17K
first_visit	9.5K
click	3K
form_submit	466
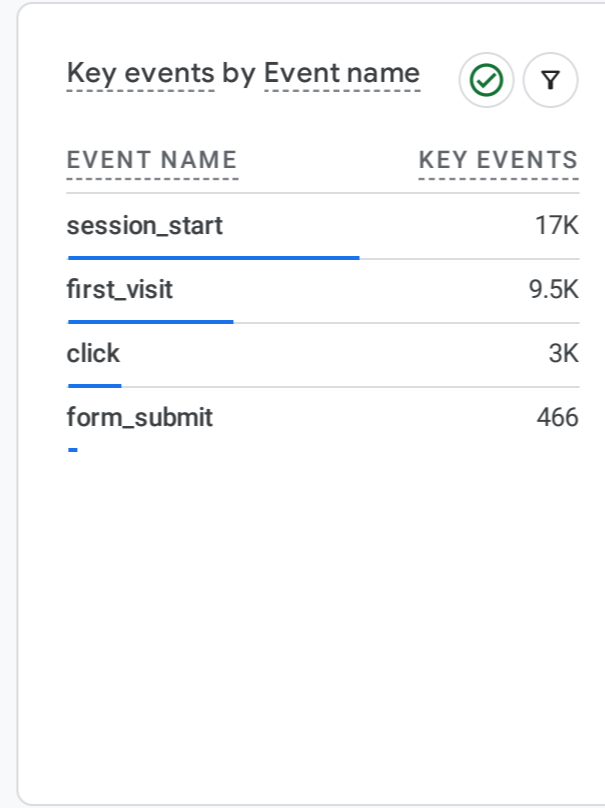
WHERE DOES YOUR AVERAGE 120D VALUE COME FROM?

Average 120d value by
First user primary channel group (Default ... ⌄

No data available

$0.00 $0.20 $0.40 $0.60 $0.80 $1.00

View user acquisition cohorts →
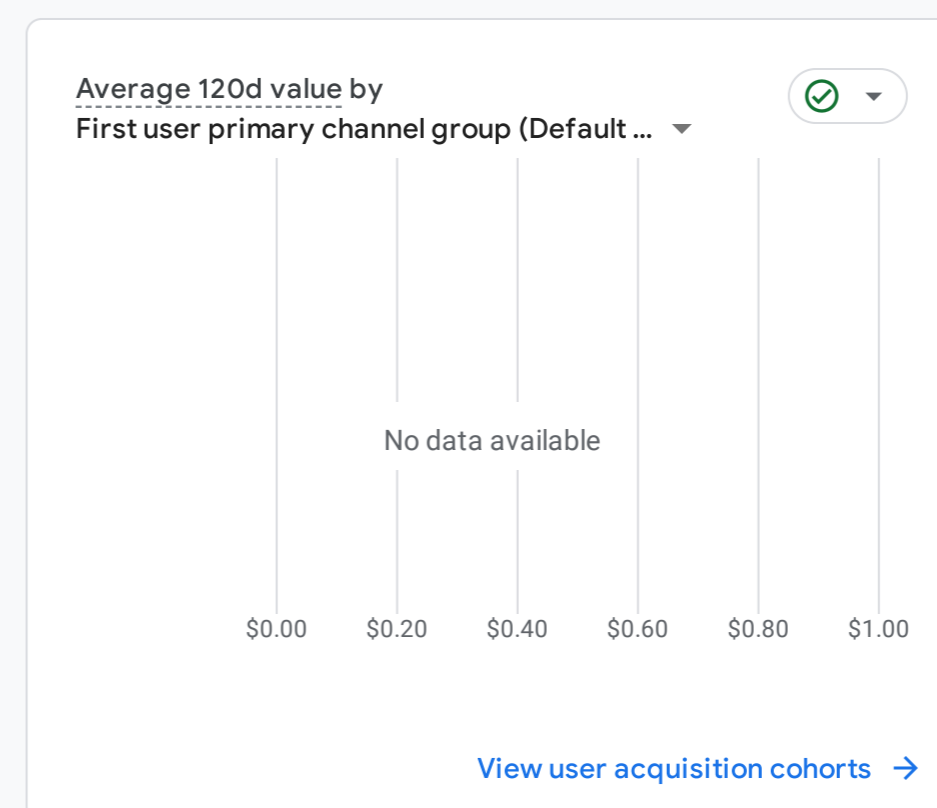
WHAT ARE YOUR TOP SELLING PRODUCTS?

Items purchased by
Item name

ITEM NAME	ITEMS PURCHA...

No data available

View ecommerce purchases →
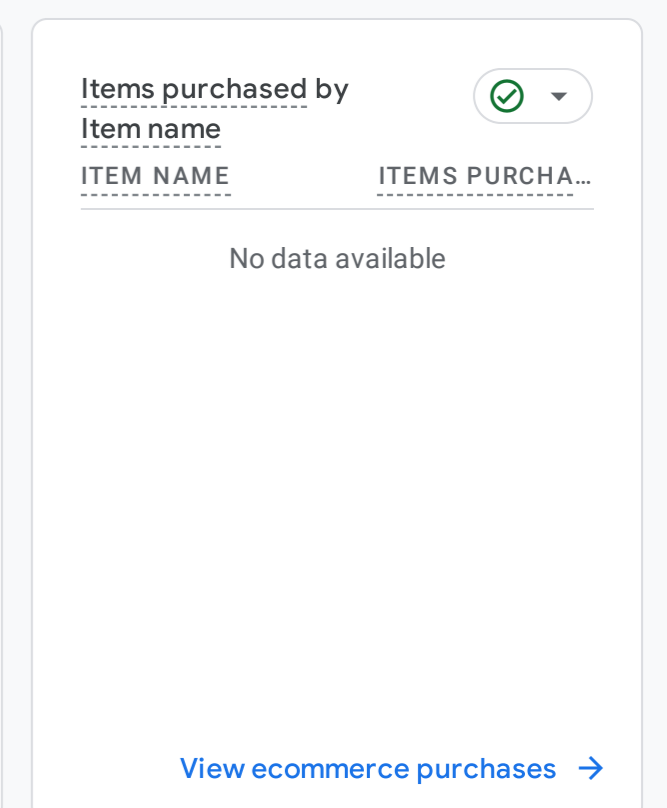
HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?

Key events ⌄ by Platform

● WEB
100.0%

View tech details →