

# **ALBANY CSO POOL COMMUNITIES CORPORATION**

## **QUESTIONS AND ANSWERS TO REQUEST FOR PROPOSALS**

### **Notification system to inform the public on the progress of the Albany Pool CSO LTCP Implementation and Associated Water Quality Improvements made possible by the Program “Public Communications” RFQ# 2018-001**

**The following questions have been submitted. Answers are provided  
below.**

**Q) Whether companies from Outside USA can apply for this? (like, from India or Canada)**

A) the RFP is open to firms outside the US.

**Q) Whether we need to come over there for meetings?**

A) Because the project is technical in nature, and unique, it is advantageous, though not required per se, to budget for in person meetings with the Corporation Board and technical staff.

**Q) Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)**

A) The applicant will have the best handle on their remote capabilities to take in the tasks outlined in the project. However, because of the technical nature of the project, and its requirements that it meets an Order on Consent, it is advantageous to have a local presence. This also may require the applicant to be available for technical support between 8am-5pm EST, M-F.

**Q) On this RFP it does not mention the servers or where and how this website would be housed. Are there existing servers or should that be part of the proposal?**

We anticipate CDRPC will host the site on our server. However, applicants are free to suggest an alternative arrangement. The cost and benefits should be provided.

**Q) Should there be a disaster recovery plan in place?**

We have not discussed a disaster recovery plan. Applicants are free to include a plan in their narrative. The cost and benefits should be provided.

**Q) Is there a budget for the project?**

We have not prepared a budget. It was important to the Corporation to have a budget tied to the implementation of the product, and not the other way around.

**Q) Is this the map (<http://maps.cdrpc.org/>) that you're referring to on page 4 when you reference 'integrate pre-existing geographic interface that will display project location and CSO outfalls.'**

Currently the Albanypool.org website is a standalone site, on a separate server. We are not looking to make modifications to this site, however we do feel that consolidation of all CSO related material would be beneficial if under a single URL. Ideas for integration are welcome in the proposal.

**Q) Will you retain control of this URL with the new website?**

Yes. The Albanypool.org website was built for the Corporation.

**Q) Will the new site be designed on the Albanypool.org website?**

The new site will be hosted separately, as the outfall site needs a separate server for developer access, however, integration of the sites would be beneficial.

**Q) How many pages from the <http://cdrpc.org/> website will be included on the new website?**

We anticipate overhauling two pages:

- <http://cdrpc.org/programs/water-quality/combined-sewer-overflow-cso/>
- <http://cdrpc.org/programs/water-quality/combined-sewer-overflow-cso/albany-cso-pool-communities-corporation/>

Because the information contained on these two sites may not be formatted in the most public friendly format, it is anticipated that a plan for improving the aesthetics and functionality will be part of a successful solicitation.

**Q) For the task "Assist the Corporation with communications and outreach" Is the corporation looking for assistance with media relations? How would you describe the scope and level of outreach support the Corporation is seeking?**

Traditionally, the Corporation has taken a reactive approach for media relations. It's our intent to develop a set of tools, such as sample press releases and materials that are able to convey the successes and progress of the program in a manner that's digestible and understandable for the media to report.

**Q) Is the Corporation interested in building the site on a CMS platform, such as WordPress (like the cdrpc.org site)?**

Yes. WordPress is a vehicle that CDRPC staff is most familiar with and it would be an ideal platform.

**Q) In terms of website hosting, the RFP Scope of Work includes "Host, monitor, and ensure security for website". In the Q&A response, it notes that "We anticipate CDPRC will host the**

**site on our server.” Can you please clarify your expectations around where and who will host the website?**

We anticipate that CDRPC would host the site, but the applicant may propose an alternative arrangement if they feel that would be advantageous.

**Q) Is it correct to assume that the primary website will house the general information about the Corporation and resources and that the interactive map (CSO Status) will live on a separate server?**

Correct.

**Q) What will be the domain of the newly-designed website? There seems to be some confusion as to whether this will supersede albanypool.org.**

We have the opportunity to utilize AlbanyPool.Org, however, we are open to rebranding under another URL.

**Q) Is there already a domain for the new site? If so, where is it registered?**

We do not have another domain.

**Q) What are your expectations around the vendor’s responsibility (and/or liability) for security of the site?**

We anticipate that CDRPC would host the site, but the applicant may propose an alternative arrangement if they feel that would be advantageous.

**Q) Is there or will there be an over-arching logo for the Albany Pool CSO? Are there existing brand identity elements or brand guidelines?**

We do not have a logo, but anticipate this will be part the project. We have not identified any brand guidelines.

**Q) In the RFP, it states: “The Albany CSO Pool Communities Corporation website... includes a great wealth of information about the Albany Pool Communities Long Term Control Plan and associated projects.” Do you imagine creating a site structure and organization more in line with the model from savetherain.us you provided?**

We have viewed the SavetheRain site as the “gold standard” of websites that communicate the effectiveness and progress of a program like ours. We’ve been in communication with their staff about the cost to set up, administrate and host this site and believe something similar would benefit the Corporation greatly.

**Q) Does this refer only to the content under the Menu Items - “Albany Pool Communities Combined Sewer Overflow Long Term Control Plan” and “CSO Corporation”? Or will there be additional content and sections?**

There are only two sites that CDRPC manages to communicate progress of the program

<http://cdrpc.org/programs/water-quality/combined-sewer-overflow-cso/>

and

<http://cdrpc.org/programs/water-quality/combined-sewer-overflow-cso/albany-cso-pool-communities-corporation/>

**Q) Regarding the interactive map / CSO Status, does the Scope of Work only include re-skinning the shell for that application OR will there be any changes to the functionality, which may require re-coding?**

No, we do not anticipate any modifications to the map site. However, we are interested to learn how we can better integrate that site within our own platform (such as a live preview window, for example).

**Q) Will the communication materials be designed / branded using the Corporations VIS, or will there need to be separate variations, one for each of six communities?**

We expect that the materials will be branded uniquely for the corporation. While we may feature each of the community's seals or logos, there are no plans to develop separate materials for any of the communities.

**Q) Is there a communications plan that can give an indication of the format, quantity, and frequency of the production of press releases, presentation materials, print materials for distribution, infographics, and newsletter articles?**

We do not have a communication plan at this time.

**Q) For Deliverable #2, are you only looking for an hourly rate for those services? Or are we supposed to make an estimate based on a certain collection of materials that might be created over the contract term?**

An hourly rate and an estimate is helpful – this way we will be able to estimate the costs of additional materials, or the scope changes, the impact of that change.