

Questions and Answers for S-00044 RFP for Website Hosting Services

- **Question:** Could you please share details of the current website technology stack and content management system (CMS)?
- **Answer:** SRTA's current website is hosted through CivicPlus, a commercial municipal website platform. The website is built on CivicPlus's proprietary content management system (CMS), which handles page creation, document library management, media content, and user administration. SRTA does not manage the underlying server, database, or programming framework directly, as those are managed by CivicPlus. Vendors should assume content will need to be migrated from CivicPlus if selected as the hosting provider.
- **Question:** Are international vendors eligible to participate in this RFP?
- **Answer:** Participation is open to all qualified vendors, including those based internationally, provided they can meet the requirements in the RFP and comply with U.S. laws and regulations applicable to SRTA's operations.
- **Question:** Are there any specific compliance, certification, or security standards that vendors must meet?
- **Answer:** Vendors must ensure that the proposed website hosting platform and services meet the minimum requirements described in the RFP, including accessibility standards (WCAG 2.1 Level AA or equivalent) and industry-standard security practices. SRTA does not require specific certifications; however, vendors should describe their security measures and procedures to protect website content and infrastructure.
- **Question:** Is transmittal letter part of the 25-page count limit?
- **Answer:** Yes. Separate attachments do not count towards page limit.
- **Question:** Is there a cost worksheet form we should fill out?
- **Answer:** SRTA does not provide a pre-formatted cost worksheet. Vendors should provide a detailed cost proposal that clearly separates the following elements:
 - Base Services (required):
 - Website hosting and technical support for the five-year contract term
 - Content migration from the existing website
 - Staff training
 - Optional Services:
 - Website redesign (if requested)
 - Additional project-specific websites (1–3 sites, as described in the RFP)
 - Optional contract extensions (years 6 and 7)
 - For each component, vendors should include:
 - Estimated hours (if applicable) and hourly rates by personnel type
 - Total costs by task or option
 - Any annual recurring costs, such as hosting fees
- **Question:** Is a Table of Contents and Cover page included in the 25-page count limit?

- Answer: Yes. Separate attachments such as resumes do not count towards the page limit. SRTA will issue an addendum to the RFP increasing the page limit to 35-pages shortly after this posting.
- **Question:** We notice that the example TSA is included in the Appendix. Are Attachments A, B, and C should be included? Attachment C is referenced in the RFP specifically. What needs to be done with it? Is Attachment B the cost proposal worksheet needing to be filled out?
- Answer: Nothing needs to be done with the URL attachments in the appendix. They are for reference only. We will issue an addendum to clarify attachment names. Attachment C is the draft Technical Services Agreement that SRTA uses for most contracts. It will be updated with relevant contract information in coordination with the awarded vendor. The appendix will be updated to reflect the correct attachment IDs.
- **Question:** Is there an incumbent vendor currently providing web hosting services for SRTA? If so, how has SRTA generally been satisfied with their performance?
- Answer: Yes, CivicPlus is the incumbent vendor. SRTA has generally been satisfied with their performance.
- **Question:** Were any vendors consulted during the drafting of this RFP?
- Answer: Two vendors were consulted during the drafting of this RFP regarding content migration timelines only.
- **Question:** Has SRTA already received or reviewed demos from any vendors in preparation for this procurement? If so, are you able to share which vendors were involved?
- Answer: SRTA has not received or reviewed demos from any vendors for this procurement.
- **Question:** SRTA is familiar with the websites of other Northern California municipalities and regional transportation agencies and has observed a variety of content management systems and hosting approaches. However, SRTA does not require vendors to follow a specific platform or procurement model. Proposers should recommend a solution that meets the functional and technical requirements described in this RFP.
- **Question:** Is the estimated budget of \$96,730 already approved in the current fiscal year?
- Answer: No, the estimated budget of \$96,730 is provided for planning purposes only. It reflects SRTA's estimate of the potential cost for the base services and optional tasks, including possible contract extensions. Vendors are expected to submit their own detailed cost proposals, and the final contract amount will be determined during contract negotiations with the selected awardee. The SRTA Board of Directors will have final approval of the contract and associated budget.
- **Question:** Who holds final budget authority for this contract — department head, executive director, or does it require full Board approval beyond the April 30, 2026 meeting?
- Answer: The SRTA Board of Directors has final budget approval and will get an opportunity to vote on the matter at the April 30, 2026 meeting.
- **Question:** Would SRTA consider procurement through a cooperative purchasing contract (e.g., Sourcewell, OMNIA Partners, NASPO ValuePoint, or HGACBuy) to streamline the award process?

- Answer: SRTA is issuing this RFP as a standalone procurement and will not be considering cooperative purchasing contracts for this project. Vendors should submit proposals in response to this RFP only.
- **Question:** Who will serve on the proposal evaluation committee, and what areas of expertise will be represented?
- Answer: The proposal committee will consist of SRTA staff and potentially outside partner agency staff who have experience working with websites and the type of work SRTA does.
- **Question:** Would SRTA consider extending the proposal due date to allow vendors additional time to prepare higher-quality, more competitive submissions?
- Answer: Due to the existing contract expiration and the frequency of board of directors' meetings, it is not feasible for SRTA to extend the RFP submission deadline.
- **Question:** All SRTA staff have access to the CivicPlus CMS and can edit, update, or add content directly within the platform. In practice, some staff provide content to a central staff member for posting, rather than entering it directly themselves.
- Answer: SRTA uses CivicPlus features such as the Agenda Center; however, agendas and staff reports are typically prepared outside the CMS (e.g., in document formats such as PDFs) and then uploaded to the website. While some pages are created using CivicPlus's built-in HTML editor, these activities occur within the CMS. SRTA does not rely on complex external workflow systems for website content management. For additional project-specific websites, such as the North State Super Region site (<https://superregion.org/>), content is managed directly within the respective platform.
- **Question:** Budget Range – The RFP notes an estimated budget of \$96,730. Is this a firm ceiling, or should vendors propose independently within reasonable ranges?
- Answer: The estimated budget of \$96,730 is provided for planning purposes only and is not a firm ceiling. Vendors should submit their own cost proposals based on the scope of work. The final contract amount will be determined through negotiation with the selected proposer and is subject to approval by the SRTA Board of Directors.
- **Question:** The RFP requires a user-friendly CMS. Does SRTA have a preferred CMS (e.g., Drupal, WordPress), or is the choice left to vendors?
- Answer: SRTA does not have a preferred content management system. Proposers may recommend any CMS that meets the functional and technical requirements outlined in the RFP.
- **Question:** If SRTA requests a redesign in year 3, should vendors include detailed design concepts now, or only cost estimates?
- Answer: At this time, SRTA is requesting cost estimates only for the optional website redesign. Detailed design concepts are not required as part of the proposal.
- **Question:** For optional project sites (3–15 pages), should vendors assume hosting on the same platform, or separate environments?
- Answer: Proposers may assume that additional project websites would be hosted on the same platform as the primary website; however, proposers may also recommend

alternative approaches if appropriate. Proposals should clearly describe the proposed approach and any associated cost implications.

- **Question:** The RFP specifies up to four training sessions. Could you confirm expected format (in-person, virtual, or hybrid)?
- Answer: Training sessions may be conducted virtually or in a hybrid format. SRTA anticipates that virtual training will be sufficient but is open to proposer recommendations.
- **Question:** Among the scoring criteria, does SRTA place particular emphasis on innovation (AI, UX improvements), or are all criteria weighted equally in practice?
- Answer: Proposals will be evaluated based on the criteria and point allocations identified in the RFP. No single criterion will be weighted beyond the stated scoring; however, SRTA places importance on solutions that effectively meet the project requirements while providing value, usability, and long-term sustainability.
- **Question:** What specifically is included in the provided budget amount?
 - a. Are hosting and maintenance considered a pass through expense?
- Answer: The estimated budget is intended to cover the full scope of services described in the RFP, including website hosting, technical support, content migration, training, and optional tasks. Hosting and maintenance are not considered pass-through expenses and should be included in the proposer's cost proposal.
- **Question:** Is the budget for the initial build or for the entire contract term?
 - b. Optional Task A
 - i. Is this a separate budget?
- Answer: The estimated budget reflects SRTA's anticipated total cost for the full contract term, including the base scope of work and optional tasks. Optional Task A (website redesign) is not a separate budget but should be priced independently within the cost proposal.
- **Question:** If the provided budget amount is only for the Website Migration, what is the budget for the remaining contract years?
- Answer: The estimated budget is not limited to website migration. It represents SRTA's planning-level estimate for the full scope of services over the contract term, including ongoing hosting and support.
- **Question:** Do you have a separate anticipated budget for ongoing support and strategic partnership? Please provide amount
- Answer: SRTA has not established a separate budget for ongoing support or strategic services. Vendors should include all anticipated costs for ongoing hosting, maintenance, and support within their cost proposals.
- **Question:** Can you provide budgetary spend (or range) for website support/maintenance?
- Answer: SRTA's prior contract for website hosting and support averaged approximately \$5,000 to \$6,500 annually. This information is provided for reference only and does not represent a required or target cost.
- **Question:** Can you provide budgetary spend (or range) for digital marketing for the past two to three years?

- Answer: SRTA does not currently maintain a dedicated digital marketing budget associated with the website. Marketing-related activities are limited and not a primary component of this procurement.
- **Question:** Cost proposals to include
 - c. List the cost proposals you are expecting to receive?
 - i. Based on what we've read, it appears you are looking for cost proposals for the following (Please confirm or correct):
 1. Website Migration
 2. Ongoing Hosting, Maintenance & Support for Contract Term
 3. Technical/Marketing/Strategic Coordination for future content development
 4. Task A – website redesign
 5. Task C – additional website development and/or migration for future projects
- Answer: SRTA expects cost proposals to include, at a minimum:
 - Website migration
 - Ongoing hosting, maintenance, and technical support for the contract term and optional two one-year extensions (Task B)
 - Staff training
 - Optional Task A: website redesign
 - Optional Task C: additional project-specific websites

Strategic or marketing services are not a required component of this RFP but may be included at the proposer's discretion if clearly identified as optional.
- **Question:** Is there an attachment size limit we should be aware of?
- Answer: SRTA does not have a specific attachment size limit; however, proposers are encouraged to ensure that submission files are of a reasonable size and can be transmitted via standard email systems. If file sizes are large, proposers should coordinate with SRTA in advance of the submission deadline.
- **Question:** Would you accept a dropbox link for the RFP within the body of the email? Is that an acceptable submission format?
- Answer: Yes, SRTA will accept proposals submitted via a secure file sharing link (e.g., Dropbox), provided that the link is accessible without restrictions and remains active through the evaluation period. We suggest coordinating with the SRTA office ahead of submission deadline to ensure there are no technical difficulties.
- **Question:** Will we receive a confirmation response for RFP submissions?
- Answer: Yes, SRTA will provide confirmation of receipt for proposals submitted prior to the deadline.
- **Question:** Would you be willing to expand the proposal pages from 25 to 50 pages?
 - a. Are resumes considered apart of the page count?
 - b. Can an appendix (not to be included in page count) be used expand on additional details or services?

- Answer: We will issue an addendum to the RFP to up the page limit to 35 pages. We encourage concise proposals. Attachments will not count towards the page limit. As stated in the RFP, the 25-page (now 35-page) limit applies to the main proposal and excludes attachments. Resumes may be included as attachments and are not counted toward the page limit. Attachments should be limited to supporting materials (e.g., resumes) and should not be used to supplement or replace required proposal content. All information necessary for evaluation must be included within the 25-page (now 35-page) proposal.
- **Question:** What is your current process for ensuring ADA Accessibility?
- Answer: SRTA strives to ensure that its website content meets applicable accessibility standards, including WCAG 2.1 Level AA. Accessibility is addressed through use of the current CMS platform's built-in tools and general staff awareness when posting content.
- **Question:** What tools do you use to monitor accessibility issues with your websites, videos, attached files, etc?
- Answer: SRTA primarily relies on the accessibility features and tools provided within its current CMS platform. SRTA does not currently utilize a standalone third-party accessibility monitoring tool.
- **Question:** How do you engage with the accessibility community to continue evolving equal access to your site and its information?
- Answer: SRTA has a public participation plan that is always open for public comment. The public participation plan is updated every three years and the public is solicited for feedback.
- **Question:** What are your expectations of the website vendor to ensure accessibility over the lifetime of the contract?
- Answer: SRTA expects the selected vendor to provide a platform that supports compliance with applicable accessibility standards, including WCAG 2.1 Level AA, and to ensure that website templates and functionality are designed with accessibility in mind. Ongoing content accessibility will be a shared responsibility between SRTA and the selected consultant.
- **Question:** Please describe the expectations of internal teams and other external vendors such as copywriters, videographers, graphic designers, or marketing agencies of record to produce accessible work that may be used on the website.
- Answer: SRTA expects that content developed for use on the website will be created with general accessibility considerations in mind. Responsibility for ensuring accessibility of content is shared between SRTA staff and any external contributors, as applicable.
- **Question:** Do you have a brand guidelines document created? Can you share this with vendors?
- Answer: SRTA does not have a brand guide beyond hex color codes for our logo colors.

- **Question:** Do you have an assets library of images and videos that can be used in the new site design? For example, images of the vehicles, stations, stops, customer/lifestyle images, partnered agency etc.
- **Answer:** SRTA has a collection of images and documents used on the current website. These materials will be made available to the selected consultant for use as appropriate.
- **Question:** Do you have personnel who are responsible for creating new media on an ongoing basis?
- **Answer:** SRTA does not have dedicated staff for ongoing media production. Content and media are developed on an as-needed basis.
- **Question:** Can you provide source files for your logo and brand assets?
- **Answer:** Yes, SRTA can provide available logo files and brand assets to the selected consultant upon contract award.
- **Question:** Are you considering a rebrand in the near future? If so, could you provide preview access to vendors to evaluate the media?
- **Answer:** SRTA is not currently planning a rebrand. Any future changes to branding would be addressed separately from this contract.
- **Question:** Related to Task 1 and 2:
 - a. The ask is to migrate the website as is into a new CMS?
 - b. Is there a pain point you can share that you'd like to address with the current CMS?
- **Answer:** a. yes b. no existing pain points other than wanting to be able to custom edit modules on our own, but the reasoning behind limitations is understood and staff knowledge for custom editing is limited.
- **Question:** Is this website managed by SHASTA and/or apart of the project?
<https://rabaride.com/>
- **Answer:** No, SRTA does not provide any transit services.
- **Question:** Do you plan to offer payment options from the website?
- **Answer:** No.
- **Question:** Do you provide transit schedules/route information on your site? If not, is it your desire to display schedules/route information on your site for neighboring/coverage agencies?
- **Answer:** No, SRTA does not provide transit schedule or route information to the public. The Redding Area Bus Authority is responsible for transit operations in the Shasta Region.
- **Question:** What's the key information website visitors need to know or do on your site?
- **Answer:** The website primarily serves as a public information resource, including board materials, plans and reports, program information, funding opportunities, and general agency information.
- **Question:** What type of information do you plan to collect? Text? Document/file uploads?

- c. Are they short forms or single or multi-page applications (job applications, feedback, accessibility registration, event registration/rsvp, etc.)
- d. Are the forms departmentally specific? (will this require cross-departmental training?)
- e. What is the workflow after the form is submitted? Where will the information go?
- f. Is it your desire to capture form submissions then route them through the CRM which will send/assign it to the appropriate department/contact?
 - i. If yes, what CRM are you using?
 - ii. How does/should the content from the website flow into the CRM? What are your expectations?
- Answer: SRTA may utilize basic web forms to collect general information (e.g., contact forms or feedback). Forms are expected to be relatively simple and do not currently require complex workflows or integration with external systems. Forms are generally simple and department-specific. Submissions are typically routed via email to appropriate staff. No complex workflow or routing system is currently required. SRTA does not currently utilize a CRM system for website form integration, and no such integration is required as part of this project.
- **Question:** Email notifications.
 - g. Do you collect email information for website visitors? What's your current process?
 - h. Where are you storing that information?
 - i. How are you currently utilizing email notification? Platform i.e. Mailchimp, SendGrid, Emma?
 - j. How do you hope to improve this process?
 - k. Are you using text notifications?
- Answer: Website visitors may subscribe to email and text notifications for various items such as bid opportunities (like you should be subscribed to), agenda postings, and project/plan specific updates through the CMS. The existing system which stores contact information in the CMS, works fine.
- **Question:** Do you display website alerts?
- Answer: yes.
- **Question:** GTFS/Real time data
- Answer: SRTA does not manage GTFS data or real-time transit information through its website. This functionality is outside the scope of this project.
- **Question:** Will we be keeping the existing navigation structure in place and migrating content to the new system or are you looking to completely overhaul and replace your existing content and navigation structure?
- Answer: The intent is to migrate existing content and maintain general continuity of information. Proposers may recommend improvements; however, a full restructuring is not required unless directed by SRTA. As stated in the RFP, the vendor will be responsible for migration in coordination with SRTA staff.

- **Question:** Speak to your working relationship (marketing or cross-marketing strategy) with the partner transit agencies/providers to ensure there is a seamless transition from your service to theirs?
 - l. How do you want to improve this process with this project?
- **Answer:** SRTA coordinates with partner agencies as needed. Improvements to user navigation or access to partner information may be considered but are not a primary requirement of this project.
- **Question:** List specific functionality that the current website has that is a MUST for the redevelopment?
- **Answer:** Key functionality includes content management, document hosting, accessibility compliance, and reliable public access to information. Proposers should demonstrate how their platform supports these core functions.
- **Question:** Marketing?
- **Answer:** SRTA is a regional transportation planning agency, and the primary purpose of its website is to provide clear, accessible public information rather than to support formal digital marketing or campaign efforts. The website is primarily used by community stakeholders, partner agencies, and members of the public seeking information on plans, programs, funding opportunities, and board activities. SRTA does not currently maintain a formal digital marketing strategy, run marketing campaigns, or utilize advanced analytics tools for the website. Social media accounts are maintained separately and are not integrated with the website. SRTA does not collect or maintain detailed demographic or user analytics data. Website content and updates are managed by a small staff, with one staff member dedicating a limited portion of their workload to website, social media, and IT-related tasks. SRTA does not have dedicated marketing or communications staff. Occasionally, SRTA develops project-specific websites for major planning efforts, as described in the RFP. These sites are informational in nature and support public outreach and engagement for specific projects. Proposers should assume that the website will primarily function as an informational resource and are not required to include marketing, campaign management, or advanced analytics services as part of their proposals.
- **Question:** Do you have a cross-departmental team that regularly meets to discuss how internal decisions and systems impact the ability for you to provide the optimal customer experience and engagement?
- **Answer:** No.
- **Question:** How often do you anticipate scheduling vendor collaboration meetings to ensure that we act as a team to best serve your needs?
- **Answer:** Maybe biannually
- **Question:** How do you respond to and internalize metrics and data to inform changes, optimizations, and new opportunities for the websites?
- **Answer:** As needed.

- **Question:** Partnerships are hard to execute if vendors are not afforded time to be “always on.” Are you amenable to a retainer or minimum spend model regarding the aspects of the project that are related to ongoing improvements and partnerships.
- **Answer:** SRTA has not established a requirement for a retainer or minimum spend model as part of this contract. Ongoing services are expected to be provided as described in the RFP, including hosting and technical support, with any additional services requested by SRTA on an as-needed basis. Proposers may include alternative approaches, but such services should be clearly identified as optional.
- **Question:** Support and compliance?
- **Answer:** SRTA expects the selected consultant to provide a secure and reliable hosting environment and ongoing 24/7 technical support services consistent with the requirements described in the RFP. As set forth in the RFP, the selected consultant will be expected to support system availability, security, performance monitoring, routine maintenance, backup and recovery capabilities, and response to technical support requests, system errors, bugs, operational issues, and platform updates or configuration changes.
The website is not intended to process payment transactions as part of this procurement. SRTA also does not anticipate the website serving as a repository for sensitive or highly regulated data beyond basic information that may be submitted through ordinary website functions. Proposers should describe their standard security practices, support model, service level commitments, backup frequency, recovery procedures, uptime targets, and general approach to protecting website infrastructure and content. SRTA has not established separate compliance certification requirements beyond those described in the RFP.
- **Question:** Are there existing integrations not mentioned in the scope that need to be accounted for?
 - Third party iframes and the like
- **Answer:** No.
- **Question:** Outside of the vendor meeting the defined requirements, what do you hope to accomplish that may not be communicated in the RFP?
- **Answer:** SRTA wrote the RFP to communicate our requirements and hopes. There are no unstated goals to accomplish.
- **Question:** How will you measure success for this project?
- **Answer:** Success for this project will be measured by the completion of the website migration and hosting services, provision of technical support and training, and delivery of any optional tasks requested, in accordance with the requirements and timelines described in the RFP. Accessibility, uptime, functionality, and adherence to the defined scope are the key metrics.
- **Question:** Are you open to the idea of aspects of your digital solution being structured as a service rather than a large, upfront design/build project
- **Answer:** SRTA expects proposers to provide a complete solution for hosting, migration, technical support, and optional tasks as described. Proposers may include alternative

approaches in their proposals if clearly identified, but the award will be based on the solution that meets the RFP requirements.

- **Question:** Is there a sample contract that we can review?
- **Answer:** Yes, it is in the last attachment in the RFP and is mentioned in the body of the RFP as well.
- **Question:** Contract Language. Does the contract include language to allow piggybacking?
 - a. Would you be open to adding language to allow piggybacking?
- **Answer:** Please review the contract that is linked in the last page of the RFP. No modifications for piggybacking will be made.