



RFP# G5119
Website Redesign
Q&A
November 7, 2019

Below you will find the answers to the questions that we received from potential vendors, sorted by category and consolidated to remove duplicates. Questions requiring confidential or proprietary information or others not relevant to the requested Scope of Services have been excluded. Further information will be shared with finalists or the selected vendor as appropriate.

We received a number of questions about the project budget. Given the intentionally competitive nature of public procurement, the Trust cannot disclose the project budget. The Trust acknowledges that this poses certain challenges and will work with Finalists during the selection process to refine the Scope if needed. At that time, Finalists will then be able to provide their best and final pricing.

We also wish to clarify upfront that we have a clear vision of the strengths and pain points on the current site, as well as on our website audience and users. We do not foresee a need for the selected vendor to provide content auditing as part of the Scope. We have in-house content creators, who will manage any content refinement that will occur during the redesign process.

Thanks for your expressed interest and thoughtful questions; we very much look forward to receiving your proposals on Nov. 14th.

Website Needs

1. If you have allocated a not-to-exceed budget range for this project, can you share that with us in round numbers?

Answer: As a not-for-profit organization and small governmental entity, price is an important factor in the selection, and the point of the competitive selection process is in part to secure the best value for the project. To ensure competition, the budget cannot be provided; however, respondents are able to review the adopted budget for Hudson River Park and other publicly available financial information for insights into our typical spending. For example, see page 13 of the attached document:

[https://hudsonriverpark.org/assets/content/general/2019-2020_APPROVED_BUDGET- PDF_EDIT \(1\).pdf](https://hudsonriverpark.org/assets/content/general/2019-2020_APPROVED_BUDGET- PDF_EDIT (1).pdf)

2. Why is this project important now?

Answer: In 2018, we launched a new brand digitally and rolled out a new, robust signage and way-finding system in the Park. We want a website that matches the excitement, dynamism and accessibility of our new brand. Additionally, the Park stands at the cusp of unprecedented growth, with its final 25% in design and construction. At this pivotal moment, the Park's web presence should match its bright future.

3. What most concerns you about this project? What is keeping you up at night?

Answer: Completing the scope within the timeframe and budget allotted for this project.

4. How would you describe your level of understanding of your current website performance? (Please explain)

Answer: We know our problems, have a good understanding of our users and seasonality of traffic, and look to discuss these issues with the selected vendor.

Design/Content

5. Are you looking to evolve your brand at all as part of this redesign?

Answer: We launched our rebrand in 2018 (with Pentagram as a partner) and we're looking to better integrate the new brand into the site.

6. Do you have a defined list of content types that should be used?

Answer: The website should be able to support: Images, videos, social media feed, docs, excel sheets and pdfs – as can be seen on our current website.

7. What are the guidelines or procedures that exist for your team when they are creating content for your website or marketing? Can you share them with us?
Answer: We have a style guide for all content placement for the website that will be able to be shared with the winning vendor.
8. Is the Trust looking for the selected vendor to develop a content strategy?
Answer: No, HRPK will have its own content to be used and migrated for the website.
9. Would you describe the content as structured, with consistent separation of content and code?
Answer: Yes.
10. How do you typically plan out new content, e.g. monthly topics, blogs, gated content, automated emails, etc.?
Answer: The Trust has a content team that manages an editorial calendar for all digital channels through weekly meetings and a shared project management tool (Asana).
11. What user experience challenges have you identified with your existing website?
Answer: The current map functionality is clunky on desktop and doesn't work properly on the mobile site. The site has a cluttered and overcrowded menu bar that will need to be streamlined. We require that the site be responsive on all mobile devices. The detour system could be improved to ensure users never land on blank or dead pages.
12. How many unique page templates need to be wireframed? Which of these templates will you need?
Answer: We would expect to formalize this number during the Discovery process as we are interested in recommendations for best practices that will streamline content to meet our goals.
13. Do the templates referenced in task 2 refer to design templates tied to the seasons? Do you expect the overall layout of the site to be consistent across the templates?
Answer: For clarification, seasonal templates are needed solely for the homepage. We anticipate the optimal solution would be modular, enabling us to make adjustments based on the Park's highly season needs, however, we expect to work with the selected vendor on an optimal solution.

14. Please expand on the website personalization requirements with use cases or examples of the types of personalization required. Website personalization can range from simple to complex and expensive content personalization integrations.
Answer: The depth of the personalization build-out will be considered alongside other UX improvements – we would expect our needs to fall on the simpler side of the spectrum, but think some degree of personalization functionality is a key part of future-proofing the site.
15. The RFP mentions a personalized experience on the site. Has the Trust already defined a personalization strategy or will the selected vendor be expected to define the strategy?
Answer: Personalization comes in many forms and since not all of them are appropriate for every site, we would expect to work together to develop this strategy, ultimately refined by the selected vendor, given their expertise.
16. Can we assume you have sufficient high-quality media assets (photos/video, etc.) to use on the new site?
Answer: The Trust has an in-house photographer with access to high-quality media assets.
17. Are you open to folding external sites (like [Pier 62 Carousel](#)) into this site?
Answer: No, we prefer to link to outside sites rather than fold them into the website.
18. Do you see part of the new site being dedicated to the progress/opening of Pier 55?
Answer: Pier 55 and other Park areas under construction will be part of the future website in a manner consistent with the Park’s communications strategy.
19. Who wrote the copy on the current site? Will this same person/people be writing copy for the new site or are you looking for the selected vendor to handle copywriting?
Answer: The Trust has a content team that develops and coordinates content with internal stakeholders, and will continue to do so for the new site. We will not require any additional content to be created by the selected vendor.
20. Are you open to us adding a photoshoot to the scope of this work?
Answer: Not at this time.

21. Does the current website use a responsive framework such as Foundation or Bootstrap?
Answer: The current site was not built with a responsive framework, the new website would need to be responsive but will be discussed with the selected vendor.
22. Do you plan on having any pages that would require a progress indicator or flow?
Answer: The Trust is interested in discussing whether this is considered to be best practices for any of the types of eCommerce that we do.
23. Do we assume that 2-3 different Home Page templates need to be designed based on the seasonality of traffic?
Answer: Yes.
24. Has the design/website plan already been laid out or would that also be included in the Discovery?
Answer: All planning will take place during Discovery.
25. The calendar also features “Plan Your Event” and “Sponsor an Event.” Does either of these features need to be addressed in the events management implementation?
Answer: The Trust creates and operates its own events (sponsored by the Trust or in collaboration with corporate partners) and separately makes available certain park areas (i.e. picnic area, ball fields) as spaces that can be reserved under individual permits. Information about these areas needs to be shown prominently and appropriately on the site.
26. How would you best describe the priorities driving hudsonriverpark.org’s content:
Answer: The content on the website is driven by a diverse set of needs, including, but not limited to, institutional/governmental requirements, user-engagement, brand elevation, general awareness – for Park initiatives including our public events, Estuary Lab, and diverse activities and fundraising.

Hosting

27. Can you share details into the expected hosting environment (i.e. internally with the Trust, with a 3rd party, shared or dedicated servers, etc.)?
Answer: Our site is currently hosted by a third party and we would expect the same for the future site. We will discuss this with the selected vendor.

28. Do you anticipate continuing to use LiquidWeb or should we provide an estimate for hosting?
Answer: The Trust currently uses LiquidWeb for its hosting services and will make the decision regarding hosting later in the redesign process. If the selected vendor has a preference for hosting, we will take that into consideration.
29. Is the Liquid Web LLC hosting on-premises or in the cloud?
Answer: Liquid Web is hosted in the cloud; we do not have hosting capabilities on-site.
30. Does HRP client have a hosting preference? We see Liquid Web listed as a current vendor but is there an inclination to migrate to a cloud platform as a service, i.e., Acquia.
Answer: The Trust currently uses Liquid Web for its hosting services. Should the selected vendor have a specific hosting service that would make more sense with the final outcome, we will take it into account, provided it doesn't interfere with the main goal of completing the website within the timeframe.

Support

31. Would Hudson River Park want maintenance and or ongoing marketing or social media support after the initial development?
Answer: At this time, we are focused on the website redesign and will consider ongoing support, as well as hosting, later in the process. We manage marketing and social media in-house.
32. Is the website currently maintained by HRPT or a third party and if so will they be available during the project to assist with questions?
Answer: Currently, the website content, page building and uploads are maintained by our Web Content Administrator (Redesign Project Manager), and the backend of the site is maintained by a third-party. This third-party will be available for questions during the project.
33. During the development process, will there be an SME (Subject Matter Expert) available for consultation?
Answer: The Trust's Web Content Administrator (Redesign Project Manager) will be on hand throughout the development process for guidance and learning.

34. Can the Trust assure that we will be provided access to the necessary personnel and/or systems to properly conduct Discovery, receive signoff on agreed-upon Requirements, and conduct UI/UX interviews in a timely manner in accordance with the project schedule?

Answer: This will be settled during the Discovery process. Necessary personnel will be on hand for all the support needed. The Web Content Administrator (Redesign Project Manager) will be the main point person.

35. Appendix B - Scope of Services: Do you have a developer on your team that we could coordinate with, regarding hosting, technology decisions, long term maintenance, etc.?

Answer: The Trust's Web Content Administrator (Redesign Project Manager) will coordinate technical questions with relevant Trust and Friends staff to make informed decisions.

CMS

36. The RFP states that ExpressionEngine (EE) limits updates and improvements that can be made directly by Trust staff. Can you illustrate this with a few examples and provide the pain points you are experiencing?

Answer: Some of the limitations and pain points we experience with EE could potentially be resolved with additional investments in the platform (though there is a limited talent pool that works in this legacy CMS). As we move forward with a redesign, we want to ensure that we're building in a future-facing tool. Below we've noted some of the limitations we have experienced:

1. No connection to the CSS and JavaScript external pages that would provide access for changes to the website design.
 2. Insufficient support system for our needs
 3. Limited options for customization
 4. Challenges with event series, date entry (can't select dates easily)
 5. Image sizing/editing issues and compatibility
 6. Limited preview schematics
 7. Limited SEO tools
 8. Lack of opportunity to create various page structures
 9. File structure and search engine makes it difficult to find items/pages
37. How many staff members will require training on the new CMS?

Answer: Four staff members will need to be trained on the new CMS.

38. Is there an organizational preference between Drupal or Wordpress?
Answer: Our staff has experience with WordPress, but the Trust does not have a preference at this time. It will depend on the functionality that the final product will require. The Trust's interest in these platforms is based on our current research that they are broadly in use, functionality that creates ease for user experience and a wide ability for tech support. These are the main reasons why we don't want a proprietary CMS.
39. Is the current site hosted in a dev/staging/production setup with code managed via Git or similar?
Answer: The Trust's website uses dev, update server, production and a localhost server.
40. Will a development and/or staging environment be provided?
Answer: The selected vendor should supply at minimum, an environment for development, staging and preview uses before final implementation.
41. What kind of CSS/JS changes are you anticipating on doing on the new site – content updates or more involved things like styling/design changes
Answer: This will be discussed during the Discovery phase with the selected vendor.
42. When you say the CMS will allow access to CSS and JS, are you looking to be able to code directly in the CMS or rather, you want the ability to update styling and functionality through flexible templates?
Answer: Currently, we do not have access to the CSS and JS external style sheets, and we want to. We want to be able to code directly in the CMS, or otherwise have access to do so.
43. Is there an existing digital library system / Asset management tool used? If yes please provide the full details.
Answer: All assets are currently uploaded to ExpressEngine's file library.
44. How is user management done on the existing CMS?
Answer: Superadmins have the ability to add users at all other admin levels.
45. What is the present version control system? Is there any preference from your internal team for the version control system?
Answer: Currently the website allows us to save one draft version and access 5 prior published versions of each page. We would like to increase this to 10.

46. Are you open to other platforms beyond the CMS that can support needs described in the RFP such as content segmentation and personalization?
Answer: Possibly, we would need to discuss this further to understand associated costs and deliverables.

Integrations & Capabilities

47. Do you have documentation on the APIs?
Answer: The Trust will work with the selected vendor regarding any API breakdowns necessary for the new design.
48. Do you have a defined list of taxonomy vocabularies that should be used?
Answer: No.
49. What external authentication or SSO system is required, if any (CAS, LDAP, SAML, etc.)?
Answer: Currently, the Trust does not use any SSO system, and do not consider this relevant to the redesign.
50. Does site search need to index the contents of documents attached to the site?
Answer: Yes.
51. Will an external search engine like Solr search needs to be configured? If so, can you share with us your requirements for this configuration?
Answer: Effective site search important, and we're open to suggestions on how best to accommodate this without incurring added software license costs.
52. Will the site require more than the default language? If so, how many additional languages?
Answer: No
53. Select which set of browsers you'd like the website to support:
Answer: Modern Browser Support (latest version of Chrome, Firefox, Safari, Edge, Android).
54. Is there anything that may block us from navigating fully through your existing site, e.g. logins? Can you share with us the login info, etc.that will allow us to freely navigate the site?
Answer: Currently, there are no pages that require logins.

55. The current site features membership join/renewal forms, is this a 3rd party form?
Answer: A membership form is a JavaScript form that has been embedded into our site through EE. We are interested in an improved eCommerce experience on the new site.
56. Will the new site require users to register for events?
Answer: We currently handle event registration through third-party platforms and expect to continue to do so. We're interested in hearing the selected vendor's recommended best practices.
57. How is the interactive calendar built into the website? Is it built with EE components, JavaScript and Google Maps, etc.?
Answer: The calendar was built with EE components.
58. Do you expect the "You might enjoy this" feature to be automated in making content recommendations, or is it something your team will manage manually?
Answer: We'd expect at a minimum automatic population-based on meta-tags that we manage.
59. Should the "additional features (AI chatbot, river conditions, etc.) be included in the proposal estimate?
Answer: The additional features listed in Task 2 of the Scope of Services are to be discussed if the budget allows for the extra features. The vendor may include these features in the proposal at their discretion.
60. Please describe all integrations with other sites or data sources more complex than an iFrame or embed code.
Answer: Currently, we have no other complex coding besides what is listed in the question. We would prefer to be able to upload as many sources as possible with the new site design.
61. Does the current website do any sort of load balancing?
Answer: We do not use any load balancing.
62. Does HRPT use a source repository?
Answer: The website uses bitbucket for its source repository.

63. What system is used to accept/process online donations?
Answer: Hudson River Park Friends uses Raiser's Edge to collect the information from a JavaScript form that is currently embedded on the site. We look for improved eCommerce in the redesign.
64. Is any credit card/financial information from donations stored on the website or in its databases?
Answer: At this time, there is no personal financial information stored on the website.
65. Could you please provide more insight into this statement: Built-in or easily integrated, highly customizable and update-able modal pop-up.
Answer: With the current state of our EE module, we have no easy way to integrate a popup field to collect email addresses or facilitate donations except through third-party JavaScript forms. We expect to see some form of plugin or attachment that would provide easy access to edit and update a modal as necessary.
66. Assuming that Google API keys (with subscription) will be provided.
Answer: Yes.
67. Would Hudson River Park want to provide data from their site to other sites/applications via a feed or API?
Answer: This is not something we currently anticipate, but we would be open to discussing the possibility.
68. Would the HRECOS be a live feed data into the new website or can it be an iFrame or embedded in the page?
Answer: The HRECOS could be embedded or use an iFrame to place on the page, we do not expect to build a new live data feed.
69. Would MailChimp be utilized as a mailing list?
Answer: This is the current system in use.
70. Do you plan to use gated content? Is so, what rules is this based on? Is there any website section that requires sign-in?
Answer: At this time, the Trust does not have any sections on the site that require any log-in or portals to gated content.

71. Will the website access or manage personal user information?
Answer: No.
72. How much weight is in the requirement of Ruby on Rails?
Answer: Ruby on Rails is not a requirement, however, should the Trust and the selected vendor find it necessary for a specific function on the site, it might be required.
73. Do many donations come through the site? What's an average/typical amount for a site donation? Are you currently driving people to the gifts page of the site in any way (besides the nav)?
Answer: The Trust will discuss this in more detail with the selected vendor.
74. What types of editing functions are desired for the new Interactive Map? Just adding/removing items and editing copy? Any others?
Answer: The interactive map is a very popular feature, and we look forward to exploring dynamic solutions. Some of the items we have discussed are:
1. To be able to add and remove locations with ease
 2. Add and remove icons
 3. Optional: Hover states showing what the location is
 4. Optional: Direction options to and from locations
75. Appendix B - Scope of Services, (Page 2): The RFP states: "The website currently hosts an interactive map that provides Park visitors information to Park locations with ease. However, the functionality is out of date and fails to provide a mobile-friendly experience." For the interactive map feature, are you looking to completely replace the current interaction model (along with providing support for mobile), or would you be open to a building on top of the current system if it proves to be the right foundation?
Answer: The Trust is open to building on top of the current system if it turns out that is the more economical option.
76. Is there any additional functionality required for Friends users (the RFP mentions increased donor engagement in the "Project Goals" section) or will they simply be accessing and using the standard site functionality as positioned in the Scope of Services?
Answer: Hudsonriverpark.org is a shared website with a shared digital team. The donor-facing needs are part of the Scope.

77. Is there a search engine license that is used on the current site that we should use on the new site?

Answer: The Trust does not have a search engine license.

78. The current site is using YouTube for videos – Is this the preferred platform for the future site?

Answer: Yes. The CMS will need to have an easy way to embed videos from inside and outside sources.

79. Is there any desire to display 3rd party ads on the new site?

Answer: No.

Compliance

80. What level of Accessibility compliance must this site adhere to?

Answer: The site must meet applicable regulatory requirements.

81. Are there any important organizational (cultural, political, etc.) contexts and/or constraints for this research project that is important for us to consider?

Answer: Hudson River Park’s website performs multiple functions, some of which are required by law for government transparency. Some of the pages provide government, financial, informational and fundraising content that may not lend itself to dynamic user experience. That being said, they need to be incorporated into the site along with the more “exciting” content.

82. Are there any privacy requirements (GDPR)?

Answer: While our primary user base is within the United States, we would expect to work with our counsel and the chosen vendor to ensure the website complies with all applicable data privacy laws.

SEO

83. Tell us about your SEO strategy. How well are you performing against your SEO goals? What do you attribute that performance to?

Answer: We are looking for the opportunity to develop a more robust SEO strategy with the new website.

84. Have you developed an SEO migration strategy?
Answer: The Trust sees this new site as an opportunity to develop this strategy as part of the project plan with the selected vendor.
85. Can you share your marketing automation plan? If you don't have one, would your organization and your audience benefit from one?
Answer: In addition to standard welcome email automation, we employ automation as a tool for specific campaigns (retargeting our engaged email audience for strategic communications), and automation is built into the membership/donor renewal process for the Friends organization.
86. How confident are you with your website analytics data (e.g. Google Analytics data)?
Answer: We're able to confidently pull analytics data, however, we expect to work with the selected vendor to ensure a robust analytics implementation is part of the project.
87. What are your key performance indicators (KPIs) for benchmarking and goal setting, e.g. operational efficiencies, customer loyalty, marketing goals, revenue goals, communication goals, etc.?
Answer: Broadly, we have identified the following indicators for personas/interest groups ID'd below but would want to reevaluate this as part of a Discovery process:
1. Audience growth/retention: total page views, sessions, new users, returning users, time on page, bounce rate, top visited pages
 2. Fundraising: # of new and returning donors, amount raised (secondary: page views, time spent on fundraising pages)
 3. Event attendance/volunteer registration: registered participants (secondary: page views, time spent on the event page)
 4. Sponsors: downloads on sponsorship materials
 5. Hosting events in the Park: downloading materials
 6. Business partners: RFP downloads and page views
88. How many people have access to Google Analytics?
Answer: A select few have access to analytics, based on job function.

89. Do you have metrics that show page drop off?

Answer: Yes, we have data on bounces and page exits.

90. Are data from web engagement used to inform offline park activities?

Answer: Yes. We have a variety of metrics that we use to inform offline park activities and audience attendance.

Project Management

Launch Schedule

91. How firm is the full/partial launch on May 1? Would you be open to an approach where the full site launches at once at a later date?

Answer: To answer the first question, the Trust would like to launch the full site on May 1 in coordination with our events season, however, if the full launch cannot take place at that time, the functionalities necessary for the busy summer season will need to be prioritized and launched. Launching a minimum viable product by May 1 is non-negotiable.

92. Part I Section 2.2.3 indicates that the anticipated contract date is December 1, 2019, and is for a duration of 12 months. Appendix B indicates that the Project schedule has the desired launch date of May 1, 2010, which is 5 months from the award date. Please clarify what services are expected for the remainder of the contract period from May 1 - November 30, 2020.

Answer: The Trust seeks to have the website up by May 1, in time to launch ahead of our busy events season and would prefer if the entire Scope was completed by this date. However, we are open to a plan that delivers the minimum product to launch on May 1, while continuing to iterate on non-time-sensitive features between May 1-November 30, 2020.

Team

93. Can you list all actors interacting with your system (human and machine) and the types of information that flows between each actor and the system?

Answer: We have a content group, graphics teams, IT group and developer who interact with our system.

94. How many user roles will the site require (both authenticated and anonymous users)?

Answer: We currently don't have any community users/authenticated guest users, and do not expect this to change. Our current authenticated users are all admins on our team:

1. Super-admins: Site managers will vary from administrators who can access, edit and troubleshoot the main functions and pages to the site
2. Content admins: Site editors – those who have limited access to the files, pages and editing tools, but are capable of updated pages, posts and image uploads.

95. Do you have an existing relationship with a vendor included in the bidding process?

Answer: No

96. How will project decisions be made (functional requirements, technology, etc.), by a single stakeholder, product owner, project committee, or broad organizational acceptance? Who has ultimate decision-making authority and what will be their accessibility and interaction with the project be?

Answer: The Trust will have a designated point person that will interface with the appropriate staff at the Trust and Friends to ensure timely project decisions. We are targeting our goals and we have clarity with what we want to achieve.

97. What is the structure of the approvals process for key deliverables once the project is underway? Does each requirement include acceptance criteria that state the user role, functional requirements and/or performance requirements?

Answer: The Web Content Administrator (Redesign Project Manager) will serve as the communication point, and will ensure coordination within our team. Regarding the second question, we would be happy to review demonstrated solutions that have worked in past projects.

Methodology

98. Does your team currently working in a Waterfall or Agile environment and is there a preference for this project?

Answer: We would be happy to consider the process most conducive to success for this project.

99. What level of comfort does your team have with agile delivery methodologies?

Answer: While an agile workflow is not the official methodology employed by our team, we are familiar with this process and are prepared to approach this

redesign iteratively with the selected vendor if that is what is deemed by both parties to be the most efficient and successful method for this project.

100. Have you created user flow diagrams? If so, can you share them with us?

Answer: We have not created user flow documents.

101. What are the most important qualities you are seeking in a partner for this project?

Answer: Dependable, communicative, trustworthy, has a passion for their work, fiercely creative, strong problem-solving skills, innovative and experienced.

102. Would a detailed site inventory or sitemap be included?

Answer: Yes, we will provide the sitemap/inventory to the selected vendor.

103. Is the 500 or more individual pages a definitive requirement? How do you count the number of pages from your RFP respondents referenced large sites?

Answer: Our goal is to work with a vendor who has experience building a large website that meets the needs of diverse personas, like ours. In our evaluation, we are less focused on sheer content volume than the complexity and diversity of content, made accessible and easy to navigate.

104. Is there an expected workflow around the events calendar management that you envision? Can outside parties add events to the calendar or does Hudson River Park staff add 400+ events to the calendar?

Answer: The Trust solely manages the events calendar.

105. Have you completed a qualitative audit of content on hudsonriverpark.org? (Assessment of content structure, quality, usage, and effectiveness)

Answer: Yes, we've begun a qualitative content audit as part of this process, and expect to continue to assess this further in the Discovery phase.

106. How do you prefer project deliverables?

Answer: Iterative documentation in phases that defines and plans releases in sprints of build, measure and learn as agreed upon by the scope.

Logistics

107. Do we need to come in person for meetings?
Answer: HRPT will require in-person meetings for relevant tasks. As noted, 5% of the scoring criteria is location-based. We would be willing to consider the use of video conferencing technology as appropriate.
108. Do you want to conduct Discovery in person, or would web conferencing work?
Answer: During the Discovery phase it would be great to have as many in-person meetings as possible.
109. Please confirm that awarded vendor will primarily work remotely, with periodic onsite meetings as needed.
Answer: Yes, the vendor will be able to do the work remotely, with onsite meetings interspersed. The Web Content Administrator (Redesign Project Manager) would prefer to be involved as much as possible during the Discovery phase, building and launching process.
110. Will preference be given to NYC/Tri-State Area located agency partners?
Answer: 5% of the selection criteria is the location.
111. Is your team familiar with ticket-writing or user stories?
Answer: We are not familiar with the above processes.
112. Is there any type of onboarding process you require before work begins (e.g. VPN, Background, User accounts)?
Answer: The Trust will ensure that the selected vendor will have the appropriate accounts and data, clarified goals and other processes as needed.
113. After launch, are there marketing plans (e.g. digital advertising) to bring relevant audiences to the new site?
Answer: We will build the new site into our ongoing digital marketing initiatives.
114. Please confirm, HRPT will provide desired infrastructure support (work location, internet connectivity, meeting rooms) for our onsite staff during project execution?
Answer: We expect that while some meetings and working sessions will take place on-site, the majority of the selected vendor's work will be done offsite.

Migration

115. Content will need to be migrated, but will user accounts, taxonomies, and 301 redirects need to be migrated as well?

Answer: There are no end-user (no registered site membership as 'end-users' accounts. Taxonomies (assuming information hierarchies) are expected to be recreated as part of the content exercised, so not anticipated to be migrated. Redirect migration should be considered based on new content taxonomy.

116. Can you share your source content/accounts/taxonomies with us that need to be migrated, privacy permitting? We need this to evaluate the complexity of migration.

Answer: We expect that the content of approximately 900 of our current pages will need to be migrated. We anticipate that determining how the migration is achieved would be a piece of the Discovery process. Our team will develop content that will populate the newly created structure.

117. How many of the 900 odd pages to be migrated are blogs built on the same template?

Answer: Approximately 325 blog pages will be migrated and are anticipated to have the same template.

118. Are there any other large chunks of content that might lend itself to a mass migration effort?

Answer: Yes, event pages would have a similar page structure, as would activity locations, series pages, and possibly more when discussed during the Discovery phase.

119. How many documents (Word / PDF) need to be moved to the new site?

Answer: There are approximately 1,700 documents currently stored in our file library. In advance of the migration, we will complete a content inventory to determine the final number. We expect it to be significantly lower.

120. How did you determine the 300–400 pages you'll be removing?

Answer: The Web Content Administrator (Redesign Project Manager) and Content Team are determining which pages to filter out the out-of-date, closed and unused pages.

121. Please confirm the size of CMS data to be migrated to new Open-source CMS (WordPress or Drupal).
Answer: This will be determined during the Discovery process.
122. Appendix B - Scope of Services, (Page 1): Is content migration also in scope for this project? And if you have specific ideas about what content you would like to keep vs. content you wish to replace or eliminate, can you provide specifics?
Answer: The migration would be in the scope of this project, and we will discuss what will be migrated and eliminated with the selected vendor. At this juncture, we can say that the majority of the website contains current, relevant content, and while this may be repackaged, we are not looking to rewrite most of it.

Testing

123. How many cycles of user testing design revisions will you need?
Answer: With the selected vendor, we will choose major areas of the design that would require internal testing and there will be no need for user testing outside of the Trust.
124. Can you clarify the following requirement: "Multiple testing options to make sure all pages, structure and designs have been followed as approved by HRPT"?
Answer: The Trust wishes to have a dev/localhost site that provides the ability to test out functionalities and pages prior to the launching of the site.

RFP Process

125. Is the fee schedule based upon tasks completed/milestones?
Answer: Yes, the fee schedule is based upon the four tasks that are laid out in the RFP.
126. Is this RFP open to any vendor?
Answer: Yes, any vendor is encouraged to apply, provided they are authorized to do business in the State of New York and the entity must be able to meet all contract requirements in the draft contract that is provided in the RFP.
127. Do you allow companies outside of the USA to apply for this RFP?
Answer: Yes, as long as the company is authorized to do business in the State of New York and the entity must be able to meet all contract requirements in the draft contract that is provided in the RFP. As noted, 5% of the scoring criteria is location-based.

128. Can we perform tasks (related to RFP) outside the USA?
Answer: We expect the work to be self-performed by an organization that is authorized to do business in the state of New York. All work performed by the selected vendor will need to comply with the terms and conditions set forth in the contract between the Trust and the selected vendor.
129. Can we submit proposals via email?
Answer: Proposals cannot be submitted via email. Three (3) hard copies of the proposal need to be submitted along with an electronic copy via a USB drive.
130. Does Exhibit 7 - Contract Draft - need to be filled out and returned or is this included for our reference?
Answer: This exhibit is for reference purposes only. This is a form contract that does not need to be completed but is substantially similar in form to the contract that will be signed by the selected vendor.
131. If winning vendor doesn't currently possess the stated insurance requirements, is the Bidder open to mutually agreeable alternatives to preserve Bidder's interest?
Answer: Not likely.
132. Can you let us know how many vendors you anticipate to bid in the RFP process?
Answer: The RFP has been posted in numerous locations online and the Trust has performed outreach to a variety of vendors, so it is impossible to predict how many vendors will send in proposals.
133. Would you entertain a home page mock-up submission along with our proposal?
Answer: Yes. Vendors are encouraged to create a proposal they feel will be the best representation of their services.
134. Part 1, Introduction, Section 1. Invitation to Submit Proposal (Page 2):
The RFP states "Respondents are required to disclose any conflict of interest(s) that may preclude them from participating in this solicitation, including participation in other Project contracts." Can you please elaborate or provide examples of what you qualify as a conflict of interest? Would a potential 3D project on another public park on the Hudson River qualify as a conflict of interest?
Answer: The selected vendor must be able to provide all representations and warranties that are outlined in Article III of the Contract Draft, which includes

specific conflict of interest provisions. Working on a project with another public park does not create a conflict of interest, however, committing personnel or engaging in other projects during the term of the Contract with the Trust that adversely impacts the quality, efficiency or completion of the services in the time requested by the Trust would be a breach of contract.

The Contract Draft also contains a provision on confidentiality in Article VI, Section

135. Part 1, Introduction, Section 2. RFP Summary 2.2.2.2 Minimum Experience Required (Page 3). The RFP states “Minimum Experience Required: The Consultant must meet the following requirements: A full-service website agency with capabilities across website design and development.” Please confirm that the primary consultant can lead the UX/Design and Front-end Development, but has the ability to hire a sub-consultant for back-end development?

Answer: We consider both front-end/UX and back-end development equally important for this project. If the vendor intends to propose using sub-consultants to complete any element of the project, they need a proven track record of delivering fully-integrated projects on time and budget.

136. Part 1, Introduction, Section 2. RFP Summary 2.2.5 Optional Pre-Proposal Meeting (Page 3). The RFP states Optional Pre-Proposal Meeting but the Date, Time, Location, and Time are N/A. Will this information be released at a later date?

Answer: There will not be a pre-proposal meeting for this solicitation.

Audience

137. Can you tell us about any audience research you've done? How was the audience research performed? How long ago was it done? Can you share your results?

Answer: We will work with the selected vendor and provide the necessary analytics as needed.

138. Tell us about your primary and secondary audiences; what roles are they and what are their typical tasks?

Answer: Please refer to the introduction section on page one (1) in the RFP under “Hudson River Park Trust Business Opportunity.” All information on our audience is located there.

139. Do you have personas? Do you know what percentage of your users use desktop (particularly in the offseason), tablet and mobile?

Answer: Regarding personas, please see KPI question. Yes, our analytics provides information on all three platforms, but this data is highly seasonal – during summer, mobile #s spike.

1. The percentages from May 1, 2019-October 22, 2019:

- a. Mobile: 58%
- b. Desktop: 38%
- c. Tablet: 4%

2. During the off-season from October 23, 2018-May1, 2019:

- a. Mobile: 37%
- b. Desktop: 59%
- c. Tablet: 4%

140. Do you have a good handle on the user personas for the website, or should we plan to include persona development in the Discovery phase?

Answer: While we have done some persona development, we would absolutely like to revisit this as part of the Discovery phase, and see this as a key component to the success of the redesign.

141. How did you create the list of audiences outlined in the RFP?

Answer: The list of audiences is based on our research at events, donor events, and other sponsored activities that occur in the Park. Also based on a 2012 survey regarding the neighborhoods that surround the Park.

<https://hudsonriverpark.org/Realizing-the-Benefits-of-Hudson-River-Park>

142. Are you open to us engaging directly with your main audience groups to gain their input?

Answer: No.

143. Are you interested in us conducting user testing?

Answer: Our understanding is user testing and design iterations based on the test results add cost and additional time. Because of this, we do not feel this would be in the Scope of these services.

144. Among the members of the general public that are interested in getting your website currently? Organic search? If so, what are they searching for?

Answer: We have data on the source/medium of web visitors that we will share with the selected vendor during the Discovery phase.

145. Do you have user journeys?

Answer: Yes, we follow our users series of steps and regularly run A/B testing but have limitations due to our legacy CMS.