



## RFP 2022-MKT01 Questions and Responses

Note: Questions are not modified and are presented here as delivered to the RSCVA

#	Question	Response
1	Whether companies from Outside USA can apply for this? (like,from India or Canada)	There is no specific restriction on the location of the chosen provider so long as any/all requirements outlined in the RFP are met. It should be noted that Section 8 Item G identifies the "Proximity of the staff to Reno, NV" as a criterion for the evaluation of a proposal.
2	Whether we need to come over there for meetings?	It should be noted that Section 8 Item G identifies the "Proximity of the staff to Reno, NV" as a criterion for the evaluation of a proposal. Historically, service providers have been required to come to our office in Reno, NV periodically for various reasons related to the scope of work.
3	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	It should be noted that Section 8 Item G identifies the "Proximity of the staff to Reno, NV" as a criterion for the evaluation of a proposal. Historically, service providers have been required to come to our office in Reno, NV periodically for various reasons related to the scope of work.
4	Can we submit the proposals via email?	Section 3 of the RFP defines the accepted method for the submission of proposals. Digital responses will be considered in future RFPs and may be included as an acceptable format.
5	I'm sure you'll get this one from a few other agencies, but, we have to ask - per Simpleview's environmental policies and commitment to sustainability - would it be possible to amend the RFPs to forgo the requirement of mailing physical responses for both RFPs and instead accept digital/emailed responses?	Section 3 of the RFP defines the accepted method for the submission of proposals. Digital responses will be considered in future RFPs and may be included as an acceptable format.
6	Assuming the answer to question 1 is "no, you need to mail them physically" - I noticed the RFP states we need to return an entire copy of the RFP attached to our proposal marked Original, plus 5 copies...I'm unclear on whether the original RFP also needs to be attached to all 5 copies as well?	The RSCVA is requiring one fully executed original of the RFP document with all addenda. The RSCVA is also requiring five copies of that submission package (including a copy of the RFP) - No originals are required to include in the five copies.
7	The RFPs mention addenda may be issued - will you be emailing those to us directly, or is there somewhere we need to go check for them? And what is the latest date that addenda may be issued? Sorry if the answers to this are in the RFPs, but I didn't see it. And it can be tricky sometimes to align the shipping of our proposal with the acknowledgment of receiving the final addenda.	RFP addenda will be posted to the RSCVA.com website. <a href="http://www.rscva.com/about-rscva/bidding-opportunities/">http://www.rscva.com/about-rscva/bidding-opportunities/</a>
8	Are you open to non-US vendors completing this work? Do you have a preference for local vendors?	There is no specific restriction on the location of the chosen provider so long as any/all requirements outlined in the RFP are met. It should be noted that Section 8 Item G identifies the "Proximity of the staff to Reno, NV" as a criterion for the evaluation of a proposal.
9	Does the RSCVA want to remain on Wordpress or migrate to a different CMS? If migration is desired, do you have a platform preference (e.g. proprietary or open-source)?	We have no preference for the technical tools/platforms used to complete this project so long as organizational objectives and budgets are met.
10	Are vendors able to submit for both RFPs- website design and SEO?	Yes, vendors can submit RFPs for multiple RFPs.
11	1.Can you please elaborate on what the \$400k budget includes? a.Licensing (platform/plugin-integrations)? b.Platform selection? c.Design? d.Implementation? e.Hosting? f.Maintenance for remainder of fiscal year?	All items listed should be included within the budget. Some 3rd party licensing has been paid directly by the RSCVA in the past. Please see page 15 for a more complete list of elements that might be included within the scope of the proposal.
12	Do you have a monthly budget for ongoing maintenance of the existing site?	Ongoing maintenance of the existing site should be included within the budget listed for the RFP. We would expect a basic/minimal level of service to maintain the existing site's performance and user experience while building out the new site. The RSCVA team would refrain, as possible, from requests such as new template designs and existing template changes to help reduce the work required for the existing site during new site development.
13	Do you have brand guidelines/standards that the new design/site would leverage?	Current brand guidelines for design can be found here. These may be updated prior to development of the new site. <a href="https://drive.google.com/file/d/1W_A6p-msKUbydxm9BSiUouYHZtmKD_Ib/view?usp=sharing">https://drive.google.com/file/d/1W_A6p-msKUbydxm9BSiUouYHZtmKD_Ib/view?usp=sharing</a>
14	For the requirement of UX A/B testing; are you expecting UX testing prior to the website launch? Or is the requirement to have A/B Testing capabilities once the site is launched?	The RFP lists aspects to consider, not requirements. Please leverage your expertise to make a recommendation that aligns your skills with our vision. We mention user research and A/B testing (specifically related to UX) as something to consider (page 15). We also mention consideration of integrating a CDP and/or personalization engine (page 14). These are things to consider and leverage as you share your vision for our next website. That those elements are mentioned is an indicator that the RSCVA is aware of and interested in those processes, but they are not a requirement.

15	Do you want to continue to leverage wordpress or are you looking for a vendor to go through a platform selection process with your team? If looking for a new platform, are there particular features, frameworks or languages that your team would be most comfortable in (ex. Lowcode/nocode capabilities, React vs. angular, PHP vs. .net)? Can you describe the technical acumen of team maintaining the site (developers? Content authors?, etc.)?	We have no preference for the technical tools/platforms used to complete this project so long as organizational objectives and budgets are met. Maintenance of the new site will be the responsibility of the firm chosen to build the new site. The RSCVA team does not get involved with the technical aspects of website maintenance, repair, or optimization. The RSCVA team does interact with the CMS to build new pages (from templates), update content/images, change links, etc., but does not engage in any activities that would typically be performed by those that specialize in "web development" services.
16	Do you have a preference to stay on Pantheon for hosting or is a hosting recommendation & migration a part of this project?	We have no preference for the technical tools/platforms used to complete this project so long as organizational objectives and budgets are met.
17	Do you continue to leverage VWO as your CDP and/or Personalization tool that you want the new site to integrate with or are you looking for a recommendation? If so, does scope include implementation of a new CDP or Personalization platform.	We have no preference for the technical tools/platforms used to complete this project so long as organizational objectives and budgets are met. If you decide to include a CDP and/or personalization engine in your proposal, all aspects should be included within the scope of your proposal. Should ongoing services be suggested that are outside the scope of your proposal, please make that very clear that those are options to consider but would not be included/executed as part of the current contract proposal.
18	Have you an ideal development timeline or target date for the new website launch?	We are flexible and will consider any timeline. Six to nine months to build and deploy the new site seems reasonable, but a lengthier timeline that includes additional desired functionality would be considered.
19	How many vendors are you getting RFP responses from?	We are unable to answer this question as the RFP responses are not due until January 13th.
20	Are you preferring to work with local vendors?	It should be noted that Section 8 Item G identifies the "Proximity of the staff to Reno, NV" as a criterion for the evaluation of a proposal. Historically, service providers have been required to come to our office in Reno, NV periodically for various reasons related to the scope of work.
21	We have the leadership and client servicing team based out of the USA and development team based globally. Will this impact our evaluation score?	It should be noted that Section 8 Item G identifies the "Proximity of the staff to Reno, NV" as a criterion for the evaluation of a proposal. Historically, service providers have been required to come to our office in Reno, NV periodically for various reasons related to the scope of work.
22	What led to this RFP specifically, why now?	The current website is 6+ years old, and we feel it has served its purpose and that it is time for a new site. Technology has changed, as has Google algorithms (prioritizing CWV as an organic ranking factor), and we feel that providing and great user experience (including technical performance) requires the adoption of new technology and website design.
23	What does success look like for this project and does that POV vary by stakeholder? If so, how?	Success means staying within budget and meeting the established timelines while achieving the core objectives of the new website defined on page 14 of the RFP under the heading "New Website Objectives."
24	How many responses to do you anticipate taking to the final round?	We have not established any target/goal related to the number of responses that may make it to various "rounds," nor do we have a plan to move responses through a predefined set of rounds.
25	Is there an incumbent agency that will be responding?	It is a possibility. Our current agency is aware of the RFP and may, by their choosing, submit a proposal.
26	Is there a desired launch date/timing?	We are flexible and will consider any timeline. Six to nine months to build and deploy the new site seems reasonable, but a lengthier timeline that includes additional desired functionality would be considered.
27	We can most certainly provide written documents you requested, but is PowerPoint acceptable format for the response?	Section 3 of the RFP defines the accepted method for the submission of proposals, which does not allow for digital mediums. There is an option to include a digital version (flash drive) along with your standard submission, but be aware that the digital version must meet the requirements of the standard submission, including the inclusion of the RFP documentation.
28	Will all the rest of the Q&A from others be published/made public?	Yes, an aggregated list of questions and responses will be available at <a href="https://www.rscva.com/about-rscva/bidding-opportunities/">https://www.rscva.com/about-rscva/bidding-opportunities/</a>
29	What are the organizational goals the new website will need to support?	Please see the website objectives on page 14 under the heading "New Website Objectives" for details related to the website. These objectives will be considered within the scope of our organizational goals and current fiscal year annual plan. Please review the following documents to understand the goals of the RSCVA. Combined with our new website objectives, you will have a clear picture of the vision for this project.  <a href="https://www.rscva.com/wp-content/uploads/2022/09/RenoTahoeStrategicPlanFINAL-July2022.pdf">https://www.rscva.com/wp-content/uploads/2022/09/RenoTahoeStrategicPlanFINAL-July2022.pdf</a> (Fiscal year 22/23 - 24/25 Strategic Plan) <a href="https://www.rscva.com/wp-content/uploads/2022/09/FY22-23AnnualPlan-FINAL.pdf">https://www.rscva.com/wp-content/uploads/2022/09/FY22-23AnnualPlan-FINAL.pdf</a> (Fiscal Year 22/23 Annual Plan) Please review the linked documents.
30	Can you please share your strategic and marketing plans?	<a href="https://www.rscva.com/wp-content/uploads/2022/09/RenoTahoeStrategicPlanFINAL-July2022.pdf">https://www.rscva.com/wp-content/uploads/2022/09/RenoTahoeStrategicPlanFINAL-July2022.pdf</a> (Fiscal year 22/23 - 24/25 Strategic Plan) <a href="https://www.rscva.com/wp-content/uploads/2022/09/FY22-23AnnualPlan-FINAL.pdf">https://www.rscva.com/wp-content/uploads/2022/09/FY22-23AnnualPlan-FINAL.pdf</a> (Fiscal Year 22/23 Annual Plan)
31	Can you please share your current brand guidelines?	<a href="https://drive.google.com/file/d/1w_AugiXJnz-QB7WiqWLAoZ4k4ITd6Gb/view?usp=sharing">https://drive.google.com/file/d/1w_AugiXJnz-QB7WiqWLAoZ4k4ITd6Gb/view?usp=sharing</a>

32	What is your driving reason for seeking a new website at this time?	The current website is 6+ years old, and we feel it has served its purpose and that it is time for a new site. Technology has changed, as has Google algorithms (prioritizing CWV as an organic ranking factor), and we feel that providing and great user experience (including technical performance) requires the adoption of new technology and website design.
33	What do you like most about your current website?	We feel the current website does a good job of communicating the beauty and diversity of the Reno Tahoe region, from our beautiful Lake Tahoe to Downtown Reno/Sparks to the Black Rock Desert. We also feel the website does a good job of sending referral traffic to our partners.
34	What are some of your current pain points with the existing website? Are there any areas of the website that you feel deserve more attention?	The website has required substantial effort to rank well for Core Web Vitals. Technical excellence, in general, becomes more difficult as technology and performance standards change. Content that has been added over the past 6+ years has become hard to manage, as overlapping pages covering similar topics have been created, which creates a confusing user experience and negatively impacts our organic rankings (with various pages competing for the same keywords). Please review page 14 of the RFP and look at the new website objectives - many of these arose from current pain points or areas we feel deserve more attention.
35	Can you please share any current user research or user personas?	Please follow the link to find our 2019 Visitor Profile Study. Be aware that we will soon be making our most recent VPS (2021) available to the public. Check back in late January for a link to our recent report. <a href="https://www.rscva.com/impact/research/">https://www.rscva.com/impact/research/</a>
36	Can we please view a copy of the monthly reporting for the website, including leisure and meeting audiences?	Website performance for our primary goals, as identified in the RSCVA annual plan, can be found at the following link. <a href="https://drive.google.com/file/d/1WoEJ2bM1x6F17wk__3923uVJN1pn1mMu/view?usp=sharing">https://drive.google.com/file/d/1WoEJ2bM1x6F17wk__3923uVJN1pn1mMu/view?usp=sharing</a>
37	Is the target audience staying the same? If not, who do you want to include?	Target audiences are not changing at the time of publication of this response.
38	What is the website's current analytics around repeat visitation (outlined as a major goal)? From a KPIs perspective, how is this currently being measured?	The following metrics are evaluated periodically to get an understanding of repeat visitation to the website: % new sessions, new users/total users, sessions/user, and count of sessions (dimension) by Sessions (metric).
39	Are you looking to migrate content directly or for help curating new content specifically for the new website?	We are looking to evaluate current content, optimize and migrate as appropriate, and develop new content to fill the gaps as needed based on priorities established during the research phase of the project.
40	What is the size of your email database, and is it currently segmented?	Our primary email subscriber list for our leisure audience is approximately 64,000. The leisure database is not segmented. Our email subscriber list for Meetings and Conventions has 11,000+ and our list for Sports has 650+ (neither are segmented beyond the primary grouping)
41	What proportion of your mobile traffic currently access your site via AMP pages?	From July 1, 2022, to December 7, 2022, 223,536 mobile sessions started on amp pages, and 880,656 mobile sessions started on non-amp pages.
42	What CRM, if any, are you using for partner listings?	We are not using a CRM for partner listings currently.
43	Who currently manages your partner listing content, and is it native to the CMS, or is it being passed into the site via integration with an external CRM system?	Partner listing content is updated in the CMS by the RSCVA team. Collecting or updating partner information is done typically by email, with partners contacting us <u>directly or vice versa, most often by email.</u>
44	What parts of the Reno Tahoe tourism product are the most important or unique?	Our Vision Statement is: To be the preferred outdoor, gaming, and event destination.
45	Are there other sites that you like or inspire you? If so, what are they?	There is not one worth directing you to for inspiration or ideas. We want to build a unique site that inspires others.
46	What would be a reason why we would not be able to get the dream outcome?	Budget is typically a factor in failing to meet aspirational outcomes.
47	We understand that your market is primarily domestic. That being said, do you have any requirements for internationalization in this phase or in future phases?	We do not see a need for this. Browser language translation is sufficient for our needs. We will not need to consider page variations by country origin.
48	Do you have any desire or requirement for monetization on the site?	We do not desire to monetize the site.
49	Can you please provide more information about the selection committee for this RFP?	All information we are able to disclose at this point is listed within the RFP.
50	Can you provide the primary reasons a new website is wanted for <a href="https://www.visitrenotahoe.com/">https://www.visitrenotahoe.com/</a> ? What are the current likes/dislikes about the current website? What pain points do you have in the current CMS editing experience?	The current website is 6+ years old, and we feel it has served its purpose and that it is time for a new site. Technology has changed, as has Google algorithms (prioritizing CWV as an organic ranking factor), and we feel that providing and great user experience (including technical performance) requires the adoption of new technology and website design. We feel the current website does a good job of communicating the beauty and diversity of the Reno Tahoe region, from our beautiful Lake Tahoe to Downtown Reno/Sparks to the Black Rock Desert. We have no major concerns with the current CMS editing experience - it is similar to other CMS systems or previous WordPress iterations - meaning the issues we have are not unique to our specific setup.
51	Is there a target date or event that you would like the new website launched by?	We are flexible and will consider any timeline. Six to nine months to build and deploy the new site seems reasonable, but a lengthier timeline that includes additional desired functionality would be considered.

52	Should we presume all current site functionality is desired on the new site, as well, or is there specific functionality you already know you won't need any longer?	We are looking to build a new experience for our audience. In some ways, like being able to track/store content users "favorite," functionality might be considered to stay the same between old and new; but we expect to re-envision this functionality and build a totally new experience. Review page 14 of the RFP under the heading "new website objectives" and you will find several functional requests for the new website that are not available on the current website.
53	Thank you for providing the breakdown of your current audiences. Will this be your target audience in the future or are you looking to confirm/reassess this during the discovery phase?	Target audiences are not changing at the time of publication of this response but may change in the future. If audiences change, that would be led by our agency of record partner and distributed amongst other partners responsible for working on various channels/projects. User research that informs UX design would be part of the scope of this project, but general audience definitions are not. The organization awarded the contract will receive full documentation and findings regarding our primary and secondary audiences.
54	Does this scope need to include any considerations for rscva.com or any other URL/Web asset?	This project scope will only apply to our primary customer-facing website, visitrenotahoe.com
55	What type of personalization do you currently have running on the site? (e.g. different variations based on geographic, based on content consumed, others?)? How often is this updated?	We have personalizations running based on location and content consumption. We also personalize paid landing pages leveraging unique query parameters to match ad intent/creative with lp experiences.
56	Do you have a preferred CMS for the new website? Would you like to stay in WordPress or are you open to new options?	We have no preference for the technical tools/platforms used to complete this project so long as organizational objectives and budgets are met.
57	Does the FY23/24 budget also need to include third-party licensing costs (e.g. CrowdRiff annual costs)? If so, can you provide the budget amount currently allocated to these third-party costs?	No, the RSCVA is currently billed directly for third-party licensing and we are willing to continue with that.
58	Is there a page limit or size requirement (e.g. 8 1/2x11 pages) for this RFP?	There is neither a page limit nor a size requirement for this RFP.
59	Can you expand on what "Proximity of staff resources to Reno, NV" means in the evaluation criteria?	Historically, service providers have been required to come to our office in Reno, NV periodically for various reasons related to the scope of work. Staff resources, in this case, means the individuals working most closely on the account.
60	Do you see the following clients as conflicts of interest: Visit Carson City, Reno-Tahoe Territory, or Incline Village General Improvement District?	From and organic search perspective, there is a possibility that one or more of these organizations could be considered a "keyword competitor," which could present a conflict of interest.
61	We are happy to submit a response to your request for proposal number 2022-MKT01 and wanted to ask if you would accept a digital submission?	Section 3 of the RFP defines the accepted method for the submission of proposals. Digital responses will be considered in future RFPs and may be included as an acceptable format.
62	We assume there is no onsite requirement for the key staff to be available for this project. Please confirm?	It should be noted that Section 8 Item G identifies the "Proximity of the staff to Reno, NV" as a criterion for the evaluation of a proposal. Historically, service providers have been required to come to our office in Reno, NV periodically for various reasons related to the scope of work.
63	Will RSCVA allow offshore resources to work on this project where the primary communication is handled by US resources. Please confirm.	There is no specific restriction on the location of the chosen provider so long as any/all requirements outlined in the RFP are met. It should be noted that Section 8 Item G identifies the "Proximity of the staff to Reno, NV" as a criterion for the evaluation of a proposal. Historically, service providers have been required to come to our office in Reno, NV periodically for various reasons related to the scope of work.
64	While redefining the branding strategy & redesigning the new website. Does RSCVA want vendor to examine any specific list of competitors as a benchmark?	That is likely.
65	The proposed budget is inclusive of providing Post implementation support or vendor need to provide additional cost for the same. Please suggest	We do not understand this question.
66	For how long the Post implementation support is required after Go Live. Please confirm	Our contracts are typically 12 months for services such as this.
67	We would request the district to consider email submission instead of sealed submission as a Primary submission to meet the deadline and follow-up by a sealed submission as per the required format. Please consider.	Section 3 of the RFP defines the accepted method for the submission of proposals. Digital responses will be considered in future RFPs and may be included as an acceptable format.
68	On #PG 15 of the RFP, it is mentioned that different commencement dates are planned for "new website design/development and MRO for the existing site". Does RSCVA have any start date or deadlines for launch for each respective section? Please confirm.	July 1, 2022 for RFP-2022-MKT01 and June 1, 2022 for RFP-2022-MKT02
69	What are the key weightage points that would be considered for the vendor selection by RSCVA?	We do not understand this question.
70	How many references have to be provided by the vendor? Is there any specific category/domain that vendor should keep in mind while providing those references?	Please provide at least three.
71	Will the new content need to be written for the new site? If so, how much help are you expecting from your chosen partner? Do you need a content strategy, copywriting, or copy-editing services?	Content plans will be determined during the initial phases of the project and will be informed by multiple assessments of current content and content gaps.
72	Are you looking to use WordPress going forward or do you plan to move to a different CMS?	We have no preference.
73	What are the primary challenges with the current site you hope to address?	Not necessary to respond to this RFP.
74	What existing plugins (free/paid/custom), add-ins, etc. do you use on the site currently?	This is addressed within the RFP.
75	Does the current website have any dashboard report or analytic developed/integrated? If yes, how many reports do you have? What are they?	We do not understand this question.

76	Will the website content and page count be roughly the same as the currently available on the website? Please share content statistics, i.e. frequency of content updates, how many content writers and content publishers are involved, which section or page of the website is most frequently accessed, and what is the page visit count, etc. You should be able to get this information from Google Analytics installed on your existing website.	Not necessary to respond to this RFP.
77	Is any redesign work needed for the website of any areas behind the login which we cannot currently see? If yes, please provide the type of pages and page count for such login-based website pages.	Not necessary to respond to this RFP.
78	Will this project require a substantial amount of data or content migration from the old system to the new one? If so, who will be responsible for this migration? Please estimate how much content, and what types of content, should be migrated over? How many past years should we consider at the time of website content migration? Does the current website have a stored HTML tag within the content? How many files(document/images/etc.) need to be migrated? Are the vendors expected to clean up and rewrite the existing content?	We expect the contract winner to answer these questions.
79	How do you manage media assets? Are they stored within the website along with the WordPress source or in a separate location?	We upload images to WordPress.
80	For the new website, does RSCVA plan to have an itinerary planner for events? Please confirm.	This is something we would consider.
81	The Current website has YouTube links embedded, will that be the continued plan on the video front assuming the videos won't be uploaded on the website server, it's just the video URL consumption on the website? Please confirm.	We expect the contract winner to answer this question.
82	Please provide the High-Level Architecture of the current website.	Not necessary to respond to this RFP.
83	How many web sites and Web Portals are to be integrated with the new website?	We do not understand this question.
84	What is the current process for website content to be updated, is there a staging environment and/or sign-off workflow?	Content updates are made directly on existing pages and changes are pushed live.
85	What is the personalization engine you have integrated with the current website? What is the strategy/ruleset to populate the content based on user behavior?	We currently use VWO for a variety of personalized experiences.
86	What is the SEO strategy for the current website?	We can tell you we prioritize technical health and seasonal content gaps focused on geographic regions/attractions of interest and relevance to our mission of attracting overnight visitors to Reno Tahoe.
87	Are you expecting both onsite (for example, addition of metatags, alt tags, image tags, header tags, etc.) and offsite SEO (content and external links, etc.) strategies as part of the scope?	This is answered within the RFP.
88	Do you have any plans to enable Marketing tracking tools (other than Google Analytics) to capture site visits, bounce rate, user access, SEO, etc.?	The RFP specifically states that a CDP should be "considered."
89	Can you please help us understand your digital marketing / Martech ecosystem – tools used, marketing activities done today, challenges involved?	Not necessary to respond to this RFP.
90	Do you have an existing keyword matrix for us to utilize or will you need help on keyword research for the new site launch? Any pain points within current SEO strategy to note?	Not necessary to respond to this RFP.
91	Please confirm the website will be in only 1 language (English).	Confirmed.
92	Are you looking to move out to a different hosting provider for your new site? If yes, will the hosting procurement be the responsibility of vender's responsibility? Will the hosting costs be contracted in a separate maintenance scope?	We have no preference for the technical tools/platforms used to complete this project so long as organizational objectives and budgets are met.
93	What is the current website's deployment process? Please elaborate	Not necessary to respond to this RFP.
94	Will RSCVA be responsible for deploying the new website?	No.
95	We found a new URL "Reno-Sparks Convention & Visitors Authority (rscva.com)". Is this also in the scope to redesign?	No.
96	Will RSCVA be providing stock Images or videos (if/where applicable) or should this be considered as part of our proposal?	We do not use stock imagery of videos.
97	Regarding page layout designing, how many unique page layouts do you have on your current site?	Not necessary to respond to this RFP.
98	Please confirm that one design theme will be carried across the entire site. If we need sub-themes of any type, please specify.	We expect the contract winner to answer this question.
99	Is ADA compliance required for the new website? If yes, what is the level of compliance expected?	Yes, ADA compliance is required. The level should be recommended by the contract winner and approved by the RSCVA.
100	What user impact would you expect?	This is addressed in the RFP.
101	Are one-on-one surveys/interviews a required component of the research? If so, how many surveys are you expecting to conduct, and what do you expect the audience sizes to be for this activity?	We look forward to hearing your recommendations in your proposal.
102	If email surveys are conducted, does RSCVA have a pre-existing list for each category or does the vendor need to create a list for any or all the audience categories?	The RSCVA has lists for both our Leisure and B2B audiences.
103	Will RSCVA identify a single point of contact to coordinate target audience lists, survey instrument feedback, and final approvals?	Not necessary to respond to this RFP.
104	What are the expectations in regards of styling colors, Icons, and logos for the application?	We look forward to hearing your recommendations in your proposal.
105	Does RSCVA have an existing style-guide to be applied, or will the application require its new Style-Guide?	The RSCVA has brand standards that can be leveraged, but we would expect a new web design style-guide for a new website.
106	What level of UXD interaction do you expect with End-users of these applications? Will UXD Team Conducting Feature Focus Groups?	We do not understand this question.

107	What type of application architecture and cross-platform user experience do you expect for this application? (Responsive Web Browser, X-platform mobile, Mobile Native Features, PWA).	We do not understand this question.
108	What are your expectations for improving existing pages? Do you seek assistance from the selected agency to optimize (either heavily or lightly) existing content pages?	We look forward to hearing your recommendations in your proposal.
109	Are there any functionalities or sections on the current site that you would like to get rid of? Are there any you would like to see expanded?	Not necessary to respond to this RFP.
110	On the new website, are there any special features or functionality that will need to be developed, outside of what is mentioned in the RFP?	Possibly - we look forward to hearing your recommendations.
111	Are there granular levels of permissions needed where certain people should only have access to certain sites? Or, even certain areas of sites?	No.
112	For how many users should we consider the training to be provided?	3 to 8.
113	Do you have any specific expectations in training like video tutorials, remote training sessions before UAT / launch, developer training, etc.?	We look forward to hearing your recommendations in your proposal.
114	Do you prefer onsite training or virtual training? Should vendors include anticipated travel costs in our budgets?	We look forward to hearing your recommendations in your proposal.
115	In the RFP, Website maintenance expectations are not mentioned. Please share what all activities, you are looking for in website maintenance.	We look forward to hearing your recommendations in your proposal.
116	Who manages the current website and what are the activities performed by them?	Not necessary to respond to this RFP.
117	Is the 400k budget inclusive of both continued support for the current website until decommission and the development of the new website? Is this also inclusive of hosting and support costs post launch?	Ongoing maintenance of the existing site should be included within the budget listed for the RFP. We would expect a basic/minimal level of service to maintain the existing site's performance and user experience while building out the new site. The RSCVA team would refrain, as possible, from requests such as new template designs and existing template changes to help reduce the work required for the existing site during new site development. Hosting expenses for 3rd party services/platforms has historically been paid directly by the RSCVA.

*Note: Questions are not modified and are presented here as delivered to the RSCVA*