

The State Bar of California

**Website Redesign
Request for Proposal: Questions & Responses**

September 13, 2015

1. Is there an incumbent contract for the State Bar's web development function?

There is no current contract for this development.

2. Have you worked with an outside vendor in preparing the scope of work for this RFP?

The scope of work for the RFP was developed internally by State Bar staff.

3. Will the scope of work include full site migration/integration, as suggested in Project Scope/Deliverables sections III. D, E and G? Or will it be limited to "Information Architecture, a redesign of the UI, and HTML/CSS templates" with in-house development resources handling implementation and migration, as described in the preamble to the introduction on page 1?

The primary goal is to have a comprehensive website redesign. The scope of work for this award is geared towards this deliverable. However, design firms that also have the capability to assist and/or provide full site migration/integration would be desirable and considered for additional services, if necessary.

4. Is it safe to assume that any content revision found necessary as a result of analysis regarding compliance with WCAG 2.0 Level AA and Section 508 will be covered under separate scope? (It seems impossible to allow for potential revision of several thousand site pages.)

Ultimately, the vendor is providing HTML/CSS templates, a finite number of templates that will be employed on all existing and future content. The standards to meet accessibility compliance would be in the build and design. Implementation and verification of pages will fall on the Bar itself.

5. Will development of metadata to ensure search engine optimization be handled by in-house resources or the vendor?

This activity should be a collaborative work with the vendor and customer.

6. Regarding the financial details that are on Attachment B – Vendor History Questionnaire. Is this information mandatory?

The attachment is required, yes. You may elect to mark the financial portion confidential or submit a non-disclosure agreement with your submission. This information will only be shared with the members of the evaluation team.

7. Regarding the information on Attachment C – Accessibility Compliance Web Design. We are not selling any products. We are a Solutions Provider/Integrator. In terms of User Interface/Experience, we can meet those requirements as it relates to the Design aspect of the website and CMS. But we are not offering an actual product. So our assumption is that we do not need to fill out this Attachment as it pertains to selling of a Product.

Correct. Our intent is that our own site design meets these requirements and that the chosen designer has the expertise to achieve this goal. Please submit the attachment in this context.

8. In the Requirements Gathering section of the RFP, the wording indicates there will be “sessions” but in the Attachment A document the wording indicates only one “session”. How many requirements gathering sessions are required by The State Bar?

The number of “sessions” face-to-face with teams from the Bar will depend on the project management approach of the vendor. There are a number of key stakeholders representing different segments of the Bar, which the vendor will no doubt wish to engage and understand for best approach. The amount of time/number of sessions on site will depend on vendor’s approach.

9. Can you elaborate on what The State Bar expects of the Site Map? How extensive will it be? Will The State Bar generate XML data for which the Vendor is to provide a front end HTML template?

Guidance with the Site Map will be important. The Bar IT team will ultimately create the XML for it, according to spec. A key component of this project is information architecture and navigation and so the underpinnings of a site map will be important.

10. Can you elaborate on the content of the emails the State Bar plans to send using the template?

Email templates would be for a Daily Newsletter (News round-up) and a Monthly State Bar newsletter.

11. Is the Vendor to deliver 5 or 7 copies of their proposal? Both quantities are listed in the RFP.

Please submit 7 copies for the evaluation team, IT and Procurement.