



RFP-020-25 FOR WEBSITE REDESIGN SERVICES

Q&A for answering vendors questions¹

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No.	Questions	Responses	Additional Information
1.	Can you provide budgetary spend (or range) for website support/maintenance? And for the past two to three years?	Undisclosed.	
2.	Can you provide budgetary spend (or range) for digital marketing for the past two to three years?	Undisclosed.	
3.	Just to confirm, proposals can be submitted via email to ronaldo.joanis@transitrt.com ?	Yes.	
4.	Is there an attachment size limit we should be aware of?	No.	
5.	Should the Technical proposal and financial proposal be separated if submission is via email?	Yes. Please follow the proposal format.	
6.	Would you accept a Dropbox link for the RFP within the body of the email? Is that an acceptable submission format?	No.	
7.	Will we receive an email confirmation response for email RFP submissions?	Yes.	
8.	What is your current process for ensuring ADA Accessibility?	We provide information/documents in alternative formats when necessary.	
9.	What tools do you use to monitor accessibility issues with your websites, videos, attached files, etc.?	None at this time.	

¹ These answers are informational and don't change the RFP-020-25 for Website Redesign Services.

10.	How do you engage with the accessibility community to continue evolving equal access to your site and its information?	Community events and social media.	
11.	What are your expectations of the website vendor to ensure accessibility over the lifetime of the contract?	Website must be developed in accordance with ADA regulations and compliant with WCAG.	
12.	Please describe the expectations of internal teams and other external vendors (copywriters, videographers, designers, etc.) to produce accessible work for the website.	Limited internal support will be provided for photography, copywriting, or other content creation; vendors are expected to produce accessible work (if necessary) and may use existing website content.	
13.	We recommend involving the accessibility community in the website creation process. Can you create a “website redesign action group” that includes key members of your accessibility community to assist in critical review periods of the site?	The creation of a website redesign action group is not necessary at this time. Website must be developed in accordance with ADA regulations and compliant with WCAG.	
14.	Do you have an assets library of images and videos that can be used in the new site design (vehicles, stations, lifestyle, etc.)?	No. However, we do have access to images through our WordPress media library, which includes previously uploaded photos and graphics. If additional images or videos are needed—such as vehicles, stations, or lifestyle shots—we can source or create	

		them as part of the new site design process.	
15.	Do you have personnel responsible for creating new media on an ongoing basis?	Yes.	
16.	Can you provide source files for your logo and brand assets?	Yes	
17.	Are you considering a rebrand in the near future? If so, could you provide preview access to vendors to evaluate the media?	No.	
18.	How many website domains and subdomains are a part of this RFP? Please provide a list of domains.	One domain and no subdomains.	
19.	What are your future goals for digital marketing and communication efforts?	None at this time.	
20.	Are you currently running any campaigns with digital components? If so, can you describe the digital execution of these campaigns?	No current campaigns outside of normal advertisements of services.	
21.	Do these campaigns have landing pages or forms that collect rider/audience information?	Yes.	
22.	Could you describe your current digital marketing strategies for each audience segment (Riders, HR, Procurement, Stakeholders)?	Our only digital marketing efforts are through social media, specifically Facebook and X (formerly Twitter). We do not have separate strategies for different audience segments at this time—these platforms are used for general updates, service alerts, and community engagement.	
23.	What is the current site traffic (sessions per month)?	We do not have any tracking mechanisms in place at this time.	

24.	Do you have Google Analytics reports to share?	No.	
25.	Do you have ownership of all third-party tools/systems such as: a. Google Tag Manager b. Google Analytics c. Google Cloud Console/APIs d. Google Translate e. Meta (Facebook/Instagram) f. X (formerly Twitter) g. Others	Current site links to Meta and X.	
26.	Could you please provide demographic information regarding your ridership?	Not available at this time.	
27.	What is the size of your current marketing and communications team?	One person.	
28.	Could you provide an org chart or description of positions and responsibilities?	No.	
29.	Is this a project-based contract — meaning once the website is built and the team is trained, the contract is closed?	Yes.	
30.	Is support and maintenance a separate contract?	Yes.	
31.	If this is a year-over-year contract, how many years does the contract cover?	Undetermined at this time.	
32.	Who will be responsible for content entry/updates or direction on critical website information (Marketing or IT)?	Marketing.	
33.	Do you have a cross-departmental team that meets to discuss how internal systems impact customer experience?	No “cross-departmental team” but cross department meetings are held on a regular basis.	

34.	How often do you anticipate scheduling vendor collaboration meetings?	Meeting cadence will be set during planning. Vendors may propose what they recommend.	
35.	How do you respond to and internalize metrics and data to inform changes, optimizations, and new opportunities for the websites?	Input from internal and external users are considered and changes are made to the extent possible.	
36.	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 for ongoing improvements?	Technical and Cost Proposal should include a period (60 days) of technical support post launch of new website.	
37.	Would you be open to a proposal for a Software as a Service (subscription service) vs. a large upfront project cost?	RTA is seeking a project-based pricing model	
38.	Would you be open to adding language to allow piggybacking? (covered under Contract)	No.	
39.	Do you expect the selected vendor to be responsible for the site’s data security?	No. However, development of the site should be incorporated with appropriate security features.	
40.	Do any specific compliance standards need to be adhered to? If so, how often do you perform compliance audits? Can you please share the results of the last compliance audit?	Needs to be ADA compliant. No compliance audit is available at this time.	
41.	Do you have an internal or vendor-provided security/compliance team?	Vendor provided.	
42.	Do you perform routine security testing/monitoring (penetration testing, dark web monitoring, anti-phishing training, etc.)?	Security monitoring is provided through a third-party. Anti-phishing training is provided.	
43.	If so, can you share info about the testing and monitoring measures you have in place?	Security monitoring is provided through a third-party.	

44.	Do you maintain a Backup and Disaster Recovery (BDR) plan? If so, can you share information about it?	We do not maintain an internal BDR plan, but our hosting provider GoDaddy does and includes regular backups and disaster recovery measures.	
45.	If not, do you want the vendor to implement a BDR plan and solution?	No.	
46.	Do you have a desired uptime requirement that goes beyond the 99.9% baseline? If so, are you tolerant of additional cost for a “cold” or “hot” data center?	No.	
47.	Will the new site need to store any Personally Identifiable Information (PII)?	No.	
48.	Will the new site handle any Payment Card Industry (PCI)–compliant transactions?	No.	
49.	Is 24/7 support required?	N/A.	
50.	Do you have expectations regarding an SLA for response and break-fix tickets?	N/A.	
51.	What is your current backup and disaster response plan for the website and other digital properties?	Our current backup and disaster recovery plan is managed through our third-party provider, GoDaddy.	
52.	How does IT handle change control and coordinate with external vendors?	Other than hosting our website, we maintain/update our own site.	
53.	What teams are available after hours, and is there a concept of being “on call” for emergencies? What are those communications pathways?	Not necessary.	
54.	Are there existing integrations not mentioned in the scope that need to be accounted for?	No.	

55.	Outside of the vendor meeting the defined requirements, what do you hope to accomplish that may not be communicated in the RFP?	Vendors should stay within the objectives and scope outlined in the RFP.	
56.	Are there internal processes or workflows you hope to improve with this project?	The ease of update content on the website.	
57.	How will you measure success for this project?	Improved user experience, increased engagement, easier content updates, and positive feedback from riders and staff.	
58.	Is there a sample contract we can review?	See attachment C: sample contract in the RFP.	
59.	Contract Language: Does the contract include language to allow piggybacking? Would you be open to including?	No.	