



RFP-020-25 FOR WEBSITE REDESIGN SERVICES

Q&A for answering vendors questions¹

Lot 5

No.	Questions	Answers	Additional Information
1.	Could you please confirm the approximate number of pages or sections you expect on the new website?	Undetermined. Our current website contains approximately 20–30 public-facing pages, including Home, About, Service Alerts, Title VI, Policies, Contact, and related forms.	
2.	Should we retain the current website structure and page hierarchy as the baseline, or are you open to a full content restructuring (for example, merging/relabeling sections)?	See Q&A Lot 4, No. 119.	
3.	Are there any new pages or features you expect to add beyond the current transitrta.com content?	Yes.	
4.	Do you have a content inventory or sitemap document available for the existing website that we can reference?	No. The existing site structure can be referenced directly at www.transitrta.com .	
5.	Would you like us to migrate existing content (text, PDFs, media) or start fresh with updated content?	See Q&A Lot 2, No. 31.	
6.	<p>Could you please elaborate on how you envision the Core Rider Tools (Schedules, Maps, Fares, Alerts, etc.) functioning from a user experience flow perspective?</p> <ul style="list-style-type: none"> Should each tool be a separate page, or integrated in a single “Plan Your Trip” dashboard? Should users be able to filter schedules by route, stop, or time dynamically on the website? 	<p>We envision the Core Rider Tools being highly accessible and user-friendly, with a focus on quick navigation and minimal clicks. Each tool should be easy to find from the homepage and optimized for both desktop and mobile users.</p> <ul style="list-style-type: none"> We are open to either approach. A unified “Plan Your Trip” dashboard could provide a streamlined 	

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

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		<p>experience, but separate pages for each tool may offer clarity and simplicity. We welcome vendor recommendations on which option best supports usability and performance.</p> <ul style="list-style-type: none"> • No. 	
7.	How would you like Service Alerts to appear as banners, pop-ups, or a live feed (e.g., from an API or admin updates)?	Service Alerts should be highly visible and easy to update. We are open to multiple display options—such as banners, pop-ups, or a live feed—provided they ensure timely communication to riders. The RFP notes the importance of real-time updates and accessibility, so integration with an API or admin-controlled updates would be ideal.	
8.	Regarding the Public Feedback Portal, do you expect simple contact forms or a structured system (category, attachment upload, automatic routing to departments)?	We expect more than a simple contact form. Ideally, the Public Feedback Portal should include structured options such as categories, attachment uploads, and automatic routing to the appropriate department for efficient handling. This aligns with the RFP’s emphasis on improving user experience and administrative functionality.	
9.	<p>The RFP mentions integration with Google Maps/GTFS and real-time data via Swiftly API.</p> <ul style="list-style-type: none"> • Should the trip planner appear embedded within the RTA site, or should it redirect users to Google Maps? • What trip-planning parameters should users be able to input (e.g., origin, destination, time, accessibility preferences)? 	<ul style="list-style-type: none"> • The trip planner should be embedded within the RTA website. • Users should be able to input origin, destination, desired departure or arrival time, and accessibility preferences. 	

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	<ul style="list-style-type: none"> Should users see bus arrival predictions and real-time positions on an interactive map? 	<ul style="list-style-type: none"> Users should see bus arrival predictions and real-time vehicle positions on an interactive map. 	
10.	Is there any preference for a specific map framework (e.g., Google Maps API vs. Leaflet/OpenStreetMap) for the interactive route maps?	Google Maps.	
11.	The RFP references integration with Token Transit or QR payment methods .	Yes.	
12.	Should this be a link-out to third-party systems or embedded payment functionality within the RTA site?	Refer to Q&A Lot 4, No. 86.	
13.	The current site's Fares section includes links to purchase passes — do you expect this to evolve into full e-commerce (cart, checkout, etc.), or should we mirror existing flow?	Mirror existing flow.	
14.	Are there plans for account creation or stored user profiles for fare management in the future phases?	No.	
15.	<p>The RFP specifies integration with Paylocity or the current Applicant Tracking System.</p> <ul style="list-style-type: none"> Should the Careers page mirror the current flow (redirect to external ATS), or do you expect a new embedded interface or job listing feed? Should applicants be able to filter, view, and apply directly within the RTA site, or only via the external Paylocity portal? 	<ul style="list-style-type: none"> Mirror existing flow. External Paylocity portal. 	
16.	If enhancements are desired, can you specify what kind of improvements or navigation changes you envision (e.g., visual job cards, filtering by department, on-site application form)?	Not at this time, however, applications should still route through Paylocity for compliance, as noted in the RFP requirement for ATS integration.	

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17.	<p>“Bus tracking via Swiftly API (or current RTA real-time provider)” — Currently, this link on the website goes to directly to Swift: https://live.goswift.ly/rtamaryland /. Will this be the required implementation as well on the new site OR will there be some other integration?</p>	<p>RTA prefers real-time bus tracking and the trip planner to be embedded in the new website.</p>	
18.	<p>“Clear access to GTFS/GIS resources where applicable”</p> <ul style="list-style-type: none"> • Can you clarify/expand on this requirement? • Are we expected to integrate real-time transit data, or is it static schedule data only? 	<ul style="list-style-type: none"> • The website should clearly display where GTFS and GIS files can be accessed—such as a clearly labeled “Data Resources” section so users can easily find and download them. • Real-time transit data. 	