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**REQUEST FOR PROPOSALS:  
WEBSITE AND CONTENT MANAGEMENT SYSTEM UPGRADE  
QUESTIONS AND ANSWERS**

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**Responses to Questions, issued on January 15, 2025**

**Question 1:** We understand that the deadline for written inquiries is 2/6/2025. However, could you kindly confirm if there is a specific cut-off time for submitting these inquiries?

**Response 1:** There is no cut-off time. We must receive questions on February 6, 2025.

**Responses to Questions, issued on January 30, 2025**

**Question 2:** What current CMS are you using?

**Response 2:** As stated in the RFP, Kentico v. 12.

**Question 3:** What are some things the team likes about the current CMS?

**Response 3:** It is a versatile CMS that has allowed us to create a well-functioning and attractive website. It allows forms to be used to create and add content to pages (see examples, Appendix I).

**Question 4:** What are some things the team DOES NOT like about the current

**Response 4:** As stated in the RFP, "Kentico version 12 is no longer supported, and extensive rebuilding would be required with the new version. In addition, NJTPA uses only a small portion of the features Kentico provides. Therefore, it intends to explore its options for a new CMS to migrate to that is more intuitive and suitable for the organization's website needs and will be cost-effective, secure and scalable to support future growth potential." In addition, small fixes cannot be easily addressed by staff knowledgeable about programming without extensive knowledge of the Kentico system.

**Question 5:** What is the current annual spend on CMS, hosting, ongoing support, etc?

**Response 5:** Average annual expenditures for website support range between \$15 and \$20K.

**Question 6:** Where is your CMS currently hosted?

**Response 6:** As stated in the RFP "All three sites are currently hosted by the NJTPA using Microsoft Internet Information Server (IIS)."

**Question 7:** Are you open to having your CMS on a cloud-based platform?

**Response 7:** As stated in the RFP, "Proposals that involve using a low code or visual web development system must describe and cost-out how these existing features of the NJTPA website can be replicated and maintained."

**Question 8:** What was the budget for the last website redesign & development effort?

- Response 8:** The cost to develop the website in 2013 is unknown due to age of these records. The cost to update website was approximately \$93,000.00.
- Question 9:** For your current site, did your internal team build it or did a vendor? If the vendor, who was it?
- Response 9:** No, an outside consultant developed the original site in 2013 and updated by a separate firm in 2019.
- Question 10:** The RFP mentions needing to integrate with other systems. Can you please provide some examples?
- Response 10:** The RFP mentions that NJTPA maintains other websites using the Arc-GIS Hub platform. An example is <https://connecting-communities-njtpa.hub.arcgis.com/>. Those websites only need to be linked from but do not have to be integrated with the three websites for which we are seeking a new CMS.
- Question 11:** Are there any specific security compliance requirements like PCI, HIPAA, Fed-RAMP, others? If so, please specify.
- Response 11:** As the RFP states, the NJTPA requires "stable, secure websites." We will rely on the developer to advise us on and implement systems to see that that is achieved.
- Question 12:** Are there any accessibility or content policy compliance you track against (WCAG, GDPR, etc)? If so, please state
- Response 12:** As stated in the RFP, the websites must be in "Compliance with United States federal accessibility standards (Section 508 of the Workforce Rehabilitation Act)." In part, this is accomplished through the Recite Me features of the website (top right corner of the homepage).
- Question 13:** Do you currently use anything to conduct accessibility scanning & reporting, and to help remediate issues? If so, please state
- Response 13:** We will rely on the developer to advise us on and implement needed features in this area.
- Question 14:** How many pages in total are your website(s)
- Response 14:** As stated in the RFP, njtpa.org includes 250 top level pages and 1,800 or more additional pages of information and resources. A media library includes 1,700 images and pdf documents linked to pages. InTransitionmag.org has approximately 50 pages; and BeStreetSmartNJ.org has approximately 100 pages.
- Question 15:** Do you have a CDN and/or WAF in place currently? If so, please specify which one
- Response 15:** We will depend on the developer to determine the need for these features.
- Question 16:** Please provide the average monthly page views that your in-scope sites receive (to nearest 100K is fine)
- Response 16:** As stated in the RFP, njtpa.org receives approximately 3,400 user visits per month, 20 percent of which are via mobile devices.

- Question 17:** Are there any documents or content not within the current CMS that the team would like to be able to have the site's search query? or is only CMS content relevant to site searches?
- Response 17:** Only the CMS content has to be searched, though extending to the linked ArcGIS Hub sites may be desirable.
- Question 18:** Will the pre-proposal meeting be recorded and shared?
- Response 18:** A copy of the preproposal meeting presentation and a RSVP/Sign-in Sheet will be posted on the RFP webpage after the meeting.
- Question 19:** Please explain the role of the selected partner in design and structure of the website.
- Response 19:** Please refer to the RFP which details the scope of work, expected deliverables and schedule for this project.
- Question 20:** How much of a redesign are you looking for with the primary site? Can you talk about content maintenance on the site, consistency with look and feel, and scalability?
- Response 20:** The current main website fulfills the needs of the NJTPA and serves its intended functions. However, as stated in the RFP, we will offer recommended changes, in particular, a streamlined navigation system. We are in the midst of developing these recommendations. The first task is to assess the site and provide recommendations for improvements that will meet the project's goals. The extent of changes will be agreed upon early in the project.
- Question 21:** Are you interested in a new look and feel for the site with a new UI design system? Or should we expand on the existing design?
- Response 21:** We are open to a new UI but as stated in the RFP it must fulfill all the functions of the current site and must include the programmed features and functionality that are highlighted with examples in the Appendix.
- Question 22:** You mention an "improved functionality and UX" as well as "revised menu systems" and updated "site features." Are there specific features or areas you would like addressed or are you requesting recommendations?
- Response 22:** See response to question 19.
- Question 23:** What is the ideal breakdown of responsibilities (migration, design, development) between your team and the selected partner?
- Response 23:** The consultant should provide their technical approach to this project which should provide a proposed breakdown of responsibilities in their proposals. The NJTPA has several staff members who edit content and will be involved with the migration. The NJTPA also has a graphic designer and IT department that the consultant team will be collaborating with on this project. The agency has no dedicated web development staff.
- Question 24:** Can you describe the ideal collaboration between your team and the selected partner from a design standpoint? From an IT standpoint?

**Response 24:** See response to question 23.

**Question 25:** Who will be responsible for content migration? Is there a limit on the number of pages that will need to be migrated?

**Response 25:** See response to question 23. The consultant must be prepared to undertake a substantial share of migration to ensure the 6-month timeframe for launch of the site is met.

**Question 26:** Have you conducted an inventory of pages that will need to be written/created/migrated?

**Response 26:** The consultant will create the inventory of pages.

**Question 27:** Would you be able to give us access to the platform or codebase to investigate content migration options?

**Response 27:** The selected consultant will have access to the platform or codebase upon award of the contract.

**Question 28:** Can you provide additional detail about revised menu systems, features and designs?

**Response 28:** See response to question 19.

**Question 29:** They say the “redesigned website” needs to be launched in 6 months - does this include the smaller sites or just the primary site?

**Response 29:** It would be desirable to relaunch all the sites at the same time but if there is a lag for the smaller sites that may be acceptable with sufficient justification and a detailed, agreed-upon timeframe for their relaunch.

**Question 30:** Are you open to a phased approach, such as launching the main site first and two smaller sites later?

**Response 30:** Yes.

**Question 31:** What is the expectation for redesign for the smaller sites?

**Response 31:** The smaller sites can be replicated as closely as possible to their current design and functionality as possible without redesign.

**Question 32:** There isn’t a mention of SEO in the RFP. Is this a concern or a priority? Do you have an existing vendor?

**Response 32:** The NJTPA is not actively concerned with SEO as it is a public agency.

**Question 33:** You mention content migration of up to 2,000 pages on the main site. Is the expectation to migrate the smaller sites within this limit? What about all of the images and PDFs (1,400+ on main site)?

**Response 33:** All content, pdfs and images must be migrated. The plan for migration should be determined during Task 1.

**Question 34:** Can you describe the skillset and responsibilities of individuals on the NJTPA TEAM?

**Response 34:** See response to question 23.

**Question 35:** What are the biggest challenges for you to overcome with this project?

**Response 35:** Ensuring the NJTPA has websites that continue to meet its needs and fulfill the goals of the project

**Question 36:** What are the biggest opportunities?

**Response 36:** A new CMS platform that makes the websites easier to manage, update, expand, and maintain.

**Question 37:** A year from now, or two years from now, how will you judge the success of this project?

**Response 37:** That the websites are fulfilling their function without many problems or need for extensive maintenance.

**Responses to Questions, raised at the January 30, 2025 Pre-proposal Meeting, issued on February 10, 2025**

**Question 38:** Does NJTPA have an anticipated budget for this project?

**Response 38:** Consultants should prepare a scope of work that is responsive to the RFP and develop a budget accordingly. The review committee will determine the practicality of each consultant's proposed hours relative to completing the scope of work and in relation to that of other competitive proposals. There will be an opportunity to negotiate the budget with the top ranked firm(s) after the Consultant Selection Committee has reviewed the technical proposals to ensure the proposed expenditures are reasonable and the project's outcomes justify the project's expenses.

**Question 39:** Do you want to move to the latest Kentico or are you open to any CMS?

**Response 39:** We are looking for an efficient CMS that can replace the current website platform. We do not have any preferred CMS and investigating CMS options is the first task in the scope of work. Based on that investigation, we'll come to agreement on how we want to move forward. We will depend on you to advise whether the CMS should be open source or not.

**Question 40:** Can you provide a bit more clarity on the cost plus fixed fee model?

**Response 40:** A cost-plus-fixed-fee contract is a cost-reimbursement contract that provides for payment to the contractor of a negotiated fee, which is fixed at the inception of the contract. The fixed fee does not vary with actual costs but may be adjusted if there are approved changes to the scope of work under the contract. The typical profit margin ranges between 10% and 12%, depending on the project's complexity and risk. There is a maximum contract awarded, which includes the fixed fee for profit. All other costs, such as salaries, direct expenses, and subconsultant fees, are covered within this budget.

**Question 41:** Any requirements of hosting infrastructure about being FedRamp certified etc.?

**Response 41:** We are federally funded but are not a federal agency so it appears FedRamp certification may not apply to our agency. We'd expect the consultant to advise us on that.

**Question 42:** Does the government require any copywriting services?

**Response 42:** NJTPA staff writes all the content for the website, so no copywriting services are needed.

**Question 43:** What is the current maintenance cost being spent on the project?

**Response 43:** On average, our annual maintenance cost is between \$15-\$20K per year. Maintenance on our current website includes patches and fixes and assistance in editing pages as needed. This may correlate to the current version of Kentico and its maintenance requirements.

**Question 44:** Is it allowed to use offshore resources in this project

**Response 44:** Respondents to this solicitation must be able to comply with administrative and procurement requirements as specified in the RFP. A firm's use of offshore resources/independent consultants is permitted.

**Question 45:** One of the tasks is to recommend/propose three options for CMS with pros and cons of each during the initial phase of the project. Given this, how you expect vendors to respond in the proposal - since the option/s vendors/s propose and the associated costs may vary a bit.

**Response 45:** The proposal's initial recommendations should include estimated costs for the CMS software and hosting options, which should *not* be included in the respondents' cost proposals. CMS options including licensing and hosting are explored in Task 1. In the proposal, respondents are requested to include their initial recommendation for solutions they have the expertise in developing and maintaining.

**Question 46:** Do you need any content writing services?

**Response 46:** NJTPA staff writes all the content for the website, so no copywriting services are needed.

**Question 47:** Is \$15k to 20K is just maintenance or does this include hosting also ? Was that maintenance cost monthly or annual?

**Response 47:** For maintenance on an annual basis.

**Question 48:** What is level of support required? 24/7 OR Monday to Friday regular hours etc?

**Response 48:** There have been cases where the site went down, and we've needed emergency assistance. We'd expect that emergency support would be available at all times.

**Question 49:** Based on the different CMS options, do you expect vendors to propose the CMS options and pricing in the proposal itself

**Response 49:** See Response 45.

**Question 50:** Are you looking for redesign of all the three websites or just the redesign of the main website and change in CMS for the other two websites.

**Response 50:** We're looking for a new CMS for all three sites. The two small sites can be replicated as is, with no redesign. For the main site, we will at least create a streamlined navigation menu system. Other possible upgrades will be considered in Task 1.

**Question 51:** Can firm use subcontractor reference and experiences to meet any part of the requirements

**Response 51:** Yes, a firm can use a subcontractor to provide additional resources and expertise for the project. All subcontractors must be able to comply with the administrative and procurement requirements as stipulated in the RFP.

**Question 52:** Are you interested in user research? And is there existing research / information that will be provided to the vendor?

**Response 52:** Once the contract is awarded, we will provide the consultant with the findings on our research on what users like and don't like about the site. If additional user research is needed that can be discussed in Task 1.

**Question 53:** Is there currently a consultant firm that is actively contracted with NJTPA to provide similar website development / maintenance services?

**Response 53:** Yes.

**Question 54:** Would you like the selected consultant to evaluate the relevance of existing content as part of our recommendations?

**Response 54:** In Task 1, you can provide your assessment and suggestions regarding how the information is presented and its user-friendliness. Your experience in developing user-friendly websites is relevant for inclusion in your proposal for that reason.

**Question 55:** You are an ArcGIS user. Do you plan to have tighter integration with the platform or just bring the output to be displayed on the site

**Response 55:** We use ArcGis extensively for mapping. We also have a contract for Arcgis Hub which is a drag-and-drop website system. The Connected Communities Long Range Plan linked on the homepage is an example of one of our Hub sites. Hub sites, however, do not have the many needed features of a full CMS such as entering content into forms to populate pages.

**Question 56:** Who is the incumbent? and Is Incumbent allowed to bid for this project

**Response 56:** The firm that provides web support services is allowed to respond to this solicitation.

**Question 57:** What is the current approximate hosting cost yearly?

**Response 57:** We host the sites internally on our servers. We would consider a third-party hosting option that would allow us to keep the sites functioning even if we part company with the chosen consultant. However, we're open to all hosting options.

**Question 58:** Can you share the current traffic information?

**Response 58:** For NJTPA.org, on the order of 3500 views monthly. Once the project starts, we can give you access to Google Analytics.

**Question 59:** What are the integration points and/or do you expect the website to integrate with other platforms or enterprise systems.

**Response 59:** There are no real integrations with other platforms. We provide links to our Hub sites and various apps/tools (e.g. on the Data & Maps menu). We have a Mailchimp sign-up form (for our “E-list” communications) embedded on one Newsroom page. The Recite Me accessibility tool is included in the site header.

**Question 60:** Can you share the list of the third party integrations to the current site?

**Response 60:** See response to question 59.

**Question 61:** "To my knowledge, traditional Cost Plus contracts allow for hourly performance, without an enforceable not-to-exceed (NTE) limit. Does NJTPA intend to allow for hourly performance, as needed, as long as the billing conforms to the agreed rates and fixed fee? Or will this be treated more like a conventional FP vehicle, where the NTE limit is enforced?"

**Response 61:** See response 40. Reimbursement will be based on actual work performed up to the agreed upon contract award. The contract budget is fixed for the duration of the contract unless additional scope of work arises during the project, requiring further negotiation.

**Question 62:** What is the expectation around accessibility AA or AAA?

**Response 62:** We are required to meet federal accessibility standards and the consultant should advise us on the level and kind of accessibility needed to do so.

**Question 63:** Do you have a document library? Do you have a taxonomy in place or do you expect the vendor to work with your team to come up with one

**Response 63:** There is a media library where all our documents are stored within Kentico. It's not well organized. We're open to ideas for better organizing it.

**Question 64:** Is there any go-live data decided yet?

**Response 64:** The go-live date for the main website will be within six months of the start of the contract. While it is desirable to have the two other smaller sites launched at the same time, it is acceptable for those launches to be delayed as long as detailed schedules are provided and agreed to for their launch.

**Question 65:** Can we self perform MBE goal ?

**Response 65:** As a federally funded agency, the NJTPA must comply with the federal disadvantaged business enterprise goal. The DBE/ESBE goal has been waived for this project.

**Question 66:** What is the anticipated budget for this

**Response 66:** See Response 38.

**Question 67:** Do you think there is value in NLP/Chat Bot feature in the site.

**Response 67:** You can propose the feature in your submission.

**Question 68:** Will these questions be transcribed and posted on the website along with the RFP documents?



**Response 68:** Yes.

**Question 69:** Do you have a ticketing system or would you go with what the vendor uses

**Response 69:** No, we do not have a ticketing system. The vendor is required to provide a ticketing system to track requests (see Task 5).

**Question 70:** Can we add a description to suffice the financial capability requirement or do we need to add our financial statements?

**Response 70:** The description of your financial capability meets the requirement. We do not need copies of your financial statements.

**Question 71:** What about multilingual capabilities in the website?

**Response 71:** The Recite Me tool at the top-right of page headers offers translation of webpages into many languages.

**Question 72:** "Do you have dedicated stakeholders to provide us copy, approve the wireframes, and approve the site designs?"

**Response 72:** You will be working directly with the NJTPA staff and we will approve all elements. Three rounds of revisions are acceptable.

**Question 73:** What is the tech skillset in your team? This will have an implication on the CMS options being proposed?

**Response 73:** Some members of NJTPA staff have the capability to do HTML programming and understand CSS. Some of our IT staff know dot-net programming and various Microsoft systems. They are used for our internal agency applications. We also have staff who work on sophisticated transportation modeling. We have no web programmer on staff.

**Question 74:** Are there any requirement to be compliant ADA guidelines (Section 508 compliance)

**Response 74:** See Response 12.

**Question 75:** Would you provide a focus group to test and provide feedback of the website?

**Response 75:** Focus group review is not needed as this is not a marketing site.

**Question 76:** Do you foresee a need for onsite support?

**Response 76:** No.

**Question 77:** "The site will work on mobile devices, desktop computers and tablets. This will mean three breakpoints. Are you fine with that?"

**Response 77:** Yes, we expect there'll be break points and the current site includes them.

**Question 78:** "It is our experience that -- after launching the site -- for a site of your scale, 20 hours per month of maintenance and support is adequate. Do you have any preferences?"

**Response 78:** Our support and maintenance is currently done on an as-needed basis. We do not have an estimate of monthly hourly support requirements at this time.

**Responses to Questions, issued on February 10, 2025**

**Question 79:** CMS Options and Flexibility. The RFP requires us to evaluate at least three CMS solutions and include details on licensing costs, features, security measures, and hosting options. Could you clarify whether the evaluation criteria favor proprietary platforms over open-source solutions-or if a hybrid approach that leverages open-source benefits with added enterprise support is acceptable?

**Response 79:** The NJTPA has no preference for CMS solutions and expects the consultant to explore options and make recommendations in Task 1. See Response 45.

**Question 80:** Integration with Non Standard Applications. The current NJTPA server hosts several non standard webpages and custom applications (for example, ArcGIS Hub and custom programmed tools). What are the expectations regarding the integration of these tools with the new CMS? Should these functionalities be tightly integrated within the CMS environment or maintained as separate entities with external links?

**Response 80:** See Response 59.

**Question 81:** Content Migration Scope and Process. The RFP mentions migrating up to 2,000 pages from the current site. Is there an existing, detailed inventory of these pages, or will the consultant need to conduct a full audit to identify content types and migration requirements? Additionally, what is the expected balance between automated migration and manual intervention?

**Response 81:** All pages must be migrated, though some older pages/studies may not be a priority. Staff can assist in identifying those older pages. The consultant will have to compile the inventory and develop a plan for the migration with whatever methods will yield the best results. NJTPA staff can assist in the migration - see Responses 23 and 25.

**Question 82:** Replicating and Enhancing Custom Functionalities. The project calls for replicating custom programmed features-such as dynamic board member data displays, news posting mechanisms, and interactive content forms-within the new CMS. Are we expected to merely replicate these functionalities as-is, or is there an opportunity (or expectation) to enhance them for improved user engagement and maintainability?

**Response 82:** Most existing programmed features should be replicated. It is expected that the consultant will recommend improvements based on an assessment of the main site. Staff will recommend improvements including a streamlined navigation menu. Agreement on necessary improvements will be determined early in the project schedule.

**Question 83:** Phased Delivery and Milestone Validation. With the redesigned site expected to launch within the first six months and a subsequent six-month support period, could you elaborate on the key milestone deliverables during the initial phase? In particular, what are the critical go/no-go decision points, and how will the NJTPA validate progress against the proposed schedule?

**Response 83:** See Response 29. It will be up to the consultant to propose a plan and schedule for upgrading and launching the three sites.

**Question 84:** Project Management and Support Ticketing Requirements. Task 5 outlines the need for a support ticketing system to track NJTPA comments and requests. Are there any specific tools or integrations mandated by NJTPA for this purpose, or does the consultant have the flexibility to propose a system that best fits the overall project management strategy while ensuring transparency and timely communication?

**Response 84:** The ticketing system will be determined by the consultant.

**Question 85:** On page 11, the RFP seems to indicate that it will be necessary for each proposal to include a New Jersey Business Registration Certificate (BRC). Our company is not yet registered in New Jersey, and although we would be happy to comply in the event that we receive an award, we are hesitant to take on additional administrative reporting responsibilities, just for the purpose of this one offer. We are therefore curious if this requirement could potentially be waived, with the understanding that the successful contractor would be expected to register immediately upon being notified of the NJTPA's intent to make an award. We believe that such a waiver would potentially be in NJTPA's best interests (maximize potential number of bids received).

**Response 85:** All consultant vendors including proposed subconsultants are required to have a NJ Business Registration certificate. This requirement is non-negotiable.

**Question 86:** Is NJTPA definitely planning to change to another CMS platform, other than Kentico? Or would a more recent version of Kentico still be a potential consideration?

**Response 86:** See Response 39.

**Question 87:** Please provide an anticipated budget range, or NTE value. The budget information is quite important for two reasons: 1) providing some basic assurance to prospective offerors that a realistic amount of funding has been allocated towards the project; and 2) giving vendors the opportunity to realistically right-size their solutions/approaches within the parameters of available resourcing. Please understand that web projects can vary widely in budget, from \$5,000 all the way upwards of \$1 million. We just need a very rough, general ballpark sense of NJTPA's expectations (i.e., less than \$100K, or \$100K-\$300K, \$300K-\$500K, or greater than \$500K). Clearly, competitive pressures will assure that NJTPA still receives the most aggressive bids possible.

**Response 87:** See Responses 38 and 8.

**Question 88:** Has funding already been publicly allocated to this project in a published budget? Is so, how much funding has been publicly allocated in each year?

**Response 88:** See Response 38.

**Question 89:** Are there any incumbent contractors who are currently accomplishing work on the Kentico platform? If so:

- Please indicate who the contractors are, and provide some indication of the general scopes of work that each contractor is accomplishing.
- Please provide the relevant contract numbers.
- Please indicate how long each contractor has been working on the assigned scope.

**Response 89:** The NJTPA cannot provide you with this information. Additionally, it is not required to respond to this solicitation.

**Question 90:** Please clarify any preferences that might exist in terms of the selected platform's native coding language (ex. PHP, C#, .net, Java, etc.)

**Response 90:** No preferences.

**Question 91:** Please provide a rough/estimated/approximated skills breakdown of current staff and resources, in terms of familiarity common coding languages, such as PHP, .net, Java, etc. (ex. PHP - 10 people, .net 45 people, etc.)

**Response 91:** See Response 73.

**Question 92:** On a scale of 1-10 (10 highest), please characterize NJTPA's openness to introducing a platform that might represent a new or less popular language in the NJTPA's present IT portfolio?

**Response 92:** 10

**Question 93:** Please describe any weaknesses, problems, and/or challenges that the NJTPA might be experiencing with its present Kentico platform.

**Response 93:** See Response 4.

**Question 94:** What are some of the strengths of the current Kentico platform that NJTPA has appreciated?

**Response 94:** See Response 3.

**Question 95:** Please clarify any expectations pertaining to on-site performance. Will remote performance by the contractor be deemed generally acceptable?

**Response 95:** Remote is acceptable.

**Question 96:** Will there be any preference given to vendors headquartered in New Jersey? If so, please explain the extent of the preference, and how it will factor into evaluation.

**Response 96:** Please refer to Consultant Selection Criteria in the RFP and the requirements for how to respond to this solicitation.

**Question 97:** Please provide some basic/minimal sense of the roles and workflows that are anticipated. (we just need a general sense of what NJTPA has in mind, not the firm and final detailed plan; a tentative and notional sense of the intended approach would be sufficient, even if imperfect)

- Who will be generating and working with content/data?
- What sorts of roles?
- What sorts of workflows? How many steps?

**Response 97:** We expect the consultant to propose a plan, schedule and division of responsibilities for achieving the plan goals. See Response 23.

**Question 98:** The RFP indicates that the successful vendor will be expected to deliver a technical study ("technical memorandum") that will present three CMS options, with corresponding discussion/exploration of the respective strengths and weaknesses of each. Although we appreciate the intention and rationale behind this requirement, we would like to point out to NJTPA that this might be something of an awkward request. We would propose to NJTPA that it would rather be in NJTPA's best interest to work with a highly qualified vendor that has very strong skills and expertise with the adopted platform - whatever that platform might be. This usually means working with a vendor that has already committed itself to the chosen platform in a more concentrated and focused way. The irony, of course, is that any such vendor would have a pretty very hard time delivering an honest, accurate and fair-minded analysis of sort requested (and any analytical output that amounts to less would surely be of questionable enduring value). Hence, we are wondering whether this requirement could ultimately be waived/reconsidered. The more cost-effective alternative might be to simply allow bidders to present their straightforward platform recommendations and justifications at the time of bid, within their proposals. Then vendor demonstrations could be used to obtain further insights as needed.

**Response 98:** See Response 45.

**Question 99:** With regard to prospective user testing, please respond to EACH of the following:

- Prior to beta testing and launch (as a part of Task 2), will NJTPA expect the successful vendor to conduct design and navigation testing with citizen end users? If so, please explain the relevant expectations.
- Will citizen end users need to be mobilized to participate in beta testing? If so, will identification of subjects/participants be the responsibility of the vendor? Or will NJTPA be able to provide sufficient participant/candidate lists?
- Will any user testing be necessary after initial launch, as a part of ongoing system sustainment and maintenance? Please provide a description of any such post-launch user research that is envisioned.

**Response 99:** Beta testing will be conducted with NJTPA staff only. The six month maintenance period after launch will include needed fixes and modifications to the site to fully meet project goals.

**Question 100:** Please provide some sense of NJTPA's intentions relative to the existing content. Specifically, please provide the following:

- A very rough and ranged estimate (initial gut) of the percentage of legacy content that NJTPA would like to maintain in its present state, and simply migrate as-is to the new platform.
- An very rough and ranged estimate (initial gut) of the percentage of legacy content that NJTPA might wish to edit/update

- An very rough and ranged estimate (initial gut) of the percentage of legacy content that NJTPA might wish to more substantially revise or redevelop entirely.

**Response 100:** NJTPA estimates that 90% or more of the existing content must be migrated to the new platform with streamlined navigation menus. Staff will consolidate content on pages or created new pages as needed for the new navigation menu or other upgrades to the site. Staff will determine if a small share of old studies/pages are still needed.

**Question 101:** Approximately how many distinctive types of content do the existing sites currently have. Please provide a simple list of the known current content types, by site, if possible. (We will conduct our own analysis here as well, but an enumeration of types from NJTPA's perspective would be quite helpful for triangulation purposes).

**Response 101:** We can consult on this during Task 1 and 2.

**Question 102:** With regard to the current status and condition of the legacy content:

- Approximately what percentage of the legacy pages are using a standardized format and layout, such that they can easily and consistently mapped to new CMS content types?
- Is there currently any clean and consistent separation between content and presentation?
- In the current Kentico format, is the content being stored strictly plain text, or does it blend-in / intermix html tags amidst the content?

**Response 102:** This will require an analysis by the consultant. The pages are formatted in custom Kentico templates.

**Question 103:** The RFP included page and file counts, but does not provide any sense of NJTPA's forward-looking expectations. Please therefore clarify:

- Approx. how many PAGES (estimate) would NJTPA expect to migrate into the new system.

**Response 103:** All pages must be migrated except a small number consolidated or eliminated based on age.

**Question 104:** Approx. how many FILES (estimate) does NJTPA expect to migrate into the new system.

**Response 104:** We do not use files.

**Question 105:** Describe any OTHER STORED DATA that will need to be re-stored/migrated into the new system.

**Response 105:** A media library includes 1,700 images and pdf documents linked to pages

**Question 106:** Please provide some sense of the scope of resources that NJTPA would be prepared to allocate to assist with migration. It would be very helpful to have some sense of the quantity of staff, their allocated hours, and the approximate timeframe of availability. (ex. five people, each devoting 100 hours per month,

starting sometime in early February, continuing for four months through the end of May).

**Response 106:** See Response 23. Up to seven staff members can assist in migration, if provided instructions and assignments.

**Question 107:** Please describe any intentions to convert legacy files (ex. pdfs, word files, excel files, etc.) to html.

**Response 107:** Consultant should advise on this.

**Question 108:** Please describe any intentions to convert legacy HTML content to pdf (ex. archived meeting notes and minutes).

**Response 108:** Consultant should advise on this.

**Question 109:** Will the contractor have any content writing, editing, or revision responsibilities during the contract term? If so, please answer the following:

- Provide some reasonable sense of the volume of content that will need to be created new/fresh. Ex. total quantity of pages, number of pages per week, scope/length of typical page. Please also provide some indication of whether this estimate reflects contractor responsibilities only, or joint/shared responsibilities with NJTPA.
- Provide some reasonable sense of the volume of content that will need to be actively edited. Ex. total quantity of pages, number of pages per week, scope/length of typical page. Please also provide some indication of whether this estimate reflects contractor responsibilities only, or joint/shared responsibilities with NJTPA.
- Will the individuals supporting the content development/redevelopment requirements need to have any particular subject expertise? If so, please specify.
- Please confirm that content production will only be necessary in English. If content will need to be manually produced in other languages, please specify the relevant requirements.
- How will source information for the content be accessed? Interviews with SMEs? Some other way?
- What is the nature of the content that must be produced? Just text?
- Identify the target audience(s) for content that might need to be produced by the contractor's team.
- Given the fact that the scope of content development/redevelopment requirements are often harder to estimate until a project is well underway, is there a particular measure of time and/or effort (ex. hours, or FTEs per week for a given period) that bidders can assume will be necessary/satisfactory to fulfill these service obligations? What would NJTPA deem reasonable in this regard?
- If content development and redevelopment (writing, editing, revision) responsibilities will be shared, please provide some sense of the scope of resources that NJTPA is prepared to allocate.

**Response 109:** NJTPA staff writes all content for the website. The consultant can provide recommendations for making content more user-friendly which can be considered by NJTPA staff.

**Question 110:** What is the specific scope of search functionality that might be required? (ex. in document search, faceting, weighting, etc.) Please describe any particular features and use cases that are presently anticipated.

**Response 110:** Existing search functionality should be replicated.

**Question 111:** If multiple languages must be supported, please provide answers to the following:

- What languages will need to be supported? (or at least provide an estimated quantity of languages, such as 3 languages)
- Please confirm that translation will not be the responsibility of the contractor.
- Please confirm that, for the initial bid, bidders can assume left-to-right languages only.

**Response 111:** English only. Recite Me feature is used for translations.

**Question 112:** Describe any interactions the site will need to have with other infrastructure, especially if the interactions are anything more than mere linking.

**Response 112:** No interactions.

**Question 113:** With regard to accessibility compliance:

- Please confirm that bidders will only be responsible for technical configuration and layout issues.
- Please also confirm that bidders will not be responsible for textual content issues, such as linguistic readability.

**Response 113:** A goal of the project is to meet federal accessibility requirements. We expect the consultant to ensure this. The Recite Me feature meets many of the requirements.

**Question 114:** With regard to other miscellaneous functionality, please indicate whether bidders will be required to introduce or support any of the following (please specify any requirements as needed):

- Live Chat
- Calendar
- E-Library / Document archival
- AI / Chatbots
- Visual Reporting / Data Visualization
- Social Media Integration
- Single Sign On
- Microsites & Subdomains
- Surveys
- Media Streaming
- In-system Messaging



- Emails / Newsletters
- SMS messaging
- Ecommerce
- GIS

**Response 114:** The site requires a calendar and archive. None of the additional functions listed are required.

**Question 115:** How many personnel from each role category will need to be trained?

- Can bidders assume that all training may be conducted at a single location? If training must be conducted in more than one location, please describe the geographic scope of the training requirements.
- Please describe any subsequent training needs that will be pertinent after initial training has been accomplished. Please specify topics to be addressed, quantity of participants, roles targeted, and frequency that the additional training that will be required.
- Will remote training (webinars) be acceptable?

**Response 115:** 10-12 staff persons will need to be trained. Virtual training is acceptable. Training will be required for migration, site maintenance and content updating. Full documentation must be provided

**Question 116:** If at all possible, please ensure that the schedule affords bidders a period of at least 10 business days to prepare responses subsequent to Q&A being published.

**Response 116:** Responses to questions will be posted no later than the date stipulated in the RFP.

**Question 117:** Please provide an indication of the institutional roles that will be involved with proposal evaluation (ex. technical IT specialists, communications, etc.). This will help to ensure that bidders are targeting their proposals appropriately.

**Response 117:** NJTPA IT, Planning and Communications staff.

**Question 118:** Concerning Page 1 - Paragraph 2, how many unique page templates are in use currently on NJTPA.org, InTRansitionMag.org, and BeStreetSmartNJ.org?

**Response 118:** The consultant will have to analyze this. Most pages are made on a standard template on the main website. There are perhaps 15 special templates, for instance to add news articles, blog articles, committee descriptions, board member profiles, studies, etc.

**Question 119:** Proposal Submission Requirements, Page 13: Are there any formatting restrictions in either the technical or cost proposals (other than the 2 page limit on resumes)? This includes font size, margin size, page limits, single vs. double spacing, etc.

**Response 119:** No.

**Question 120:** Proposal Submission Requirements, Page 15: "summary of the firm's financial performance over the most recent three (3) years of operation as evidence of adequate financial stability, including that of any proposed subconsultants whose

percentage of work to be performed equals or exceeds 20 percent of the proposed cost;" Can NJTPA describe what kind of documents will fulfill this requirement? Will accountant-prepared profit and loss statements suffice?

**Response 120:** There are no specific document requirements to meet this request. The consultant may provide whatever information or documentation it feels will provide the NJTPA with the information needed to adequately assess a firm's financial stability.

**Question 121:** Proposal Submission Requirements, Page 15: "firm's commitment to quality management (QA/QC); and" Can NJTPA clarify what is being asked of in this section? Is the respondent expected to provide some type of quality management plan?

**Response 121:** In this section, the respondent is expected to demonstrate the firm's commitment to quality management by outlining its Quality Assurance (QA) and Quality Control (QC) practices. This may include a description of internal policies, procedures, and industry standards followed to ensure high-quality outcomes. The respondent should highlight relevant certifications, past project successes, and key personnel responsible for QA/QC can strengthen the response. The goal is to convey how the firm maintains consistency, reliability, and compliance with quality standards throughout its operations.

**Question 122:** Are you able to share a budget range?

**Response 122:** See Response 38.

**Question 123:** What is driving the 6-month launch schedule? Is this timeline up for negotiation?

**Response 123:** See Response 29. The six month timeframe applies at least to the main website.

**Question 124:** How many staff members will need to have administrative access to the websites?

**Response 124:** At least 5 people with admin access and 8 with content editing access.

**Question 125:** Will there be a review and approval process needed for the addition of new content?

**Response 125:** NJTPA staff are responsible for all content.

**Question 126:** Are you interested in soliciting feedback from stakeholders external to the organization

**Response 126:** Staff will gather any needed external feedback.

**Question 127:** Are you happy with Recite Me features? Any concerns? Do you wish to build an accessible site without the use of compliance tool/addon like Recite me?

**Response 127:** The Recite Me tool meets the agency's current needs. We are open to proposals for alternatives if justified.

**Question 128:** Aside from externally linked ArcGIS Hub content, does the current CMS contain any structured data (e.g., databases, metadata, interactive tools) that must be migrated to the new system?

**Response 128:** No.

**Question 129:** Is there any third party integration that we need to take into account? e.g Auto data from population report etc?

**Response 129:** No.

**Question 130:** On the website's Blog page (<https://www.njtpa.org/Newsroom/NJTPA-News/NJPTA-Update-Blog.aspx>), there are blogs posts available all the way until 2017. Do you want to migrate all or just last few years worth of news / blogs

**Response 130:** We can likely archive the content of older blog posts. This can be decided when planning migration.

**Question 131:** Copy writing: Does NJTPA need help creating/re-writing any type of content with this RFP? If yes, approximately what is the volume? This will help us with budget planning

**Response 131:** See Response 109.

**Question 132:** The RFP requires proposals that involve low-code or visual web development systems to describe how existing features will be replicated. Are there specific low-code solutions already considered by NJTPA, or should consultants propose them from scratch?

**Response 132:** Consultants should propose them either as their preferred CMS in the proposal or as an option that will be considered in Task 1. See Responses 39 and 45.

**Question 133:** Would NJTPA prefer a CMS with built-in low-code/visual development capabilities over other cost-effective and streamlined CMS solution that suits the needs of NJTPA?

**Response 133:** See Response 132.

**Question 134:** Are there specific authentication or access control measures required (e.g., Single Sign-On, multi-factor authentication)?

**Response 134:** Single Sign-On and MFA preferred. Currently NJTPA is deploying Cloudflare ZeroTrust which may be leveraged for this.

**Question 135:** What is the current hosting cost?

**Response 135:** See Response 57. Cost to host internally is unknown.

**Question 136:** What is the current support and maintenance cost?

**Response 136:** See Response 43.

**Question 137:** SLA on the current support: Is it 9 - 5 weekdays? OR 24/7 OR any other combinations of the support structure?

**Response 137:** See Response 48.

**Question 138:** Are there any specific requirements around hosting infrastructure? E.g public cloud (like AWS, Azure, GCP) OR it requires to use GOV cloud solutions (AWS

Gov Cloud, Azure Gov cloud etc)? Also, does the FedRAMP or similar requirement need to be met?

**Response 138:** As the RFP states, the NJTPA requires "stable, secure websites." We will rely on the developer to advise us on and implement systems to see that that is achieved. NJTPA has our own Azure tenant which could be utilized if warranted.

**Question 139:** Will compliance testing be conducted internally, or do you expect the vendor to provide accessibility validation and remediation?

**Response 139:** The consultant should conduct necessary tests or advise us on how that can be accomplished.

**Question 140:** Is there an incumbent vendor currently providing maintenance or support for the existing website? If yes, are they allowed to bid for this RFP as well?

**Response 140:** See Response 56.

**Question 141:** Which specific MPO or regional council websites do you find most effective in terms of design, navigation, and functionality that should serve as a reference for the redesign?

**Response 141:** NJTPA staff is currently exploring streamlining the navigation menu system. We are open to approaches used by other related websites but have no preferences. We expect to come to agreement on preferred approaches early in the project schedule.

**Question 142:** Apart from ArcGIS Hub content and custom-programmed tools linked from the website, is there any third-party APIs or systems does NJTPA currently use that must be integrated into the new CMS?

**Response 142:** No.

**Question 143:** Are there any existing analytics platforms (Google Analytics, Hotjar, etc.) that must be maintained?

**Response 143:** We have a Google Analytics account which must be maintained.

**Question 144:** How many internal team members require training on the new CMS? Would NJTPA prefer on-site training, virtual training, or a combination of both?

**Response 144:** See Response 15.

**Question 145:** Will the two smaller websites (InTransitionmag.org and InTransitionmag.org) be incorporated within the new NJTPA website, or will they remain as standalone websites?

**Response 145:** They will remain standalone.

**Question 146:** If all three are website are to be standalone instances, is there a preference to have all three websites built using the same CMS solution?

**Response 146:** Yes, they should use the same CMS.

**Question 147:** Can you please share what are considered the top attributes of the current website?

**Response 147:** See Response 3.

**Question 148:** If applicable, can you please share any issues/opportunity of improvement associated with the current CMS/infrastructure?

**Response 148:** See Response 4.

**Question 149:** Does NJTPA have a CMS preference?

**Response 149:** No.

**Question 150:** Are there any server and/or security requirements we need to consider?

**Response 150:** See Response 11.

**Question 151:** InTransitionmag.org website: what subscription tool being used (Referencing <https://intransitionmag.org/Subscribe.aspx>)? Is it adequate for NJPTA's needs?

**Response 151:** The website uses Mailchimp for the subscription system which currently meets our needs.

**Question 152:** In addition to what has been expressed in the RFP, are there any operational bottlenecks, marketing, stakeholder interaction challenges/opportunities for improvement that are being faced which we may factor in our proposed solution?

**Response 152:** The project goals reflect our priorities.

**Question 153:** Given that hosting will be handled by a 3rd party data center, can cyber liability insurance be waived for the selected website developer?

**Response 153:** No.

**Question 154:** What is the current spend, monthly or annual, for website maintenance services?

**Response 154:** See Response 43.

**Question 155:** In terms of the proposal selection process, does NJTPA take a lowest cost or best value approach?

**Response 155:** See RFP - Consultant Proposal Evaluation Criteria

**Question 156:** In order to ensure that we are offering an appropriate approach, range of deliverables and services, can you please share the budget max for this project?

**Response 156:** See Response 38.

**Question 157:** Is the budget referenced in the RFP for just for the NJTPA website, or is it for all three websites?

**Response 157:** All three websites.