

**CHESAPEAKE BAY BRIDGE AND TUNNEL DISTRICT
REQUEST FOR PROPOSAL
Website Redesign and Digital Marketing Services
RFP# F-21-001**

ADDENDUM #1

The following Addendum is a comprehensive list of all questions received by the CBBT during the open question period of this Request for Proposal for Website Redesign and Digital Marketing Services, as well as the District's response to those questions. While the responses provided in this addendum might provide further clarity to the original Request for Proposal for Digital Marketing Services and impact your submission, the Addendum itself does not need to be included in your package.

No additional questions will be received and we look forward to your response to this RFP, due on Tuesday, November 23, 2021.

1. May companies from outside of the USA apply for this (like from India or Canada)?

Yes, but be advised that a critical component of the evaluation criteria for this RFP is a demonstrated understanding and knowledge of the local travel and tourism market in the Outer Banks/Coastal Virginia corridor and an understanding of the District's brand in the market.

2. Do we need to come over there for meetings?

As noted in Section VII. Evaluation Criteria, the District may require telephone conference(s), meeting(s), and/or an oral presentation from one or more Offerors as part of the evaluation process. Any such meetings or presentations shall take place at the District Administration Office located at 32386 Lankford Highway, Cape Charles, VA. Meetings may be conducted virtually.

However, the District feels that the successful Offeror shall be willing and able to make on-site meetings and visits periodically throughout the Contract period, as it will allow them to better understand and know the facility and its market.

3. Can we perform the tasks related to the RFP outside the USA (like from India or Canada)?

Yes, but be advised that a critical component of the evaluation criteria for this RFP is a demonstrated understanding and knowledge of the local travel and tourism market in the Outer Banks/Coastal Virginia corridor and an understanding of the District's brand in the market.

4. Can we submit the proposals via email?

No. Please reference Section X. Proposal Submission.

5. Can excerpts from the DVD "An engineering marvel in the making" be used as footage for a video on the website? Does CBBT own the rights for the same or can it be licensed for use?

The CBBT owns the rights for the DVD entitled "An Engineering Marvel in the Making" and portions of this footage may be considered for incorporation on the website.

6. Does CBBT own a bank of videos / photographs that can be used for the website? Are the images used in the photo gallery available with CBBT?

The CBBT has limited videography in addition to a collection of photographs that may be considered for possible use on the website. The images in the current photo gallery are available.

7. Can you please share the content / information housed in the employee login? We'd like to understand in detail - what is the information that is stored and accessible to employees when they use their credentials to access the employee (restricted) area.

Through an employee log-in, District employees can access any internal employment opportunities as well as monthly newsletters, employee forms and manuals. Some employees are also provided access to the weather station feeds across the facility.

8. In the proposal that was requested, in addition to redesigning the site, I worked with marketing campaigns, I would like to know if I can only present one proposal for the development of the site as it is my company's main service.

No, this RFP requires a response to both projects. The CBBT is hopeful that the selected Offeror will be able to provide the requested services, which together will enhance and promote the overall brand image in a cohesive manner. With that being said, the Offeror may partner with an outside consultant to provide the necessary services to fulfill this RFP.

9. Is there a possibility to make the training online?

As noted in Section V. Budget A. Website, iv., the website training shall take place in the offices of the Chesapeake Bay Bridge-Tunnel Administration Building located at 32386 Lankford Highway, Cape Charles, VA.

10. Is there a possibility of splitting the two projects? Or are you looking for a vendor that provides both Website Development and Digital Marketing?

As noted in question 8, this RFP requires a response to both projects. The CBBT is hopeful that the selected Offeror will be able to provide the requested services, which together will enhance and promote the overall brand image in a cohesive manner. With that being said, the Offeror may partner with an outside consultant to provide the necessary services to fulfill this RFP.

11. What is the desired Launch date for the re-designed website?

Late Spring 2022, in conjunction with the launch of the digital marketing campaign.

12. What are your biggest concerns with the current website? Where do you see the greatest need for improvement? Could you provide 2 examples of websites you like in terms of functionality?

- Needs to be stream-lined – more “topical” on the front end with the ability to dig deeper for more detailed information; better organization of information for the specific site visitor
- Possible separation of tourism/traveler information vs. investor vs. contractor
- Site load
- No examples of specific websites at this time.

13. Regarding the employee portal, once an employee logs in, what resources are they accessing? Are we responsible for developing the dashboard and content on the other side of secure login? If so, what is the scope of that content?

Through an employee log-in, District employees can access any internal employment opportunities as well as monthly newsletters, employee forms and manuals. Some employees are also provided access to the weather station feeds across the facility. The current information can be transferred from the existing site.

14. Regarding archiving content please clarify:

a.) Do you want a form of "version control" for each page/post so the end user can see the changes that have been made on the page?

No.

b.) Or is the intent to store old pages/data that has become outdated? How far back would you need to store this data?

Yes. Archive timeframe to be determined.

c.) Does the archive need to be searchable by the end user, or employees (or both)?

Searchable Archives will be stored files for internal use/reference only; i.e. old/outdated/revise d/removed web pages.

15. Will CBBT be providing photography and video requested as part of the enhancements, or is capturing new photography and video part of this scope of work?

The CBBT has photography and minimal video assets; however, the capture of new photography and video are desired to be part of the scope of this work.

16. What functionality is required within the employee area?

Password-required access to internal documents in addition to limited access to CBBT weather station feeds.

17. How are the logins for the employee area managed currently?

The CBBT's IT Department assigns and manages log-in information to each employee at time of hire.

18. In reference to this RFP, can you share any customer demographics? We are especially interested in knowing, if it can be measured, where they are coming from and where they are travelling to.

Please reference the provided link on our website to the 2016 Traffic & Revenue Study performed by Steer Davies Gleave on behalf of the District.

<http://www.cbbt.com/investor-relations/>

19. Can CBBT provide a scope of work for the logged in (employee area) of the website? What features and functionality are required for this aspect of the site?

District employees, with password protected access, should have the ability to access a library of District manuals, forms, internal job posting and other miscellaneous information. Some employees are also provided access to the CBBT weather station feeds across the facility.

20. Is CBBT willing to consider proposals that offer an alternative allocation of budget in order to produce the best outcome if the overall budget remains the same?

The District is seeking proposals that provide the best overall value within the identified budget constraints. Suggested alternatives will be considered but the District reserves the right to negotiate and accept a proposal that shall be in its best interest.

21. Will CBBT provide professional photography? Is this the responsibility of the vendor and is it prescribed for a particular budget Digital Strategy or Redesign?

The CBBT has photography and some video assets that may be utilized; however, it is assumed that new photography and videography will be included by the Offeror in an effort to provide a fresh but cohesive brand image across all channels.

22. Will CBBT provide video or will this also be the responsibility of the vendor? Are the digital strategy media products part of the website content as well?

The CBBT has limited video available for consideration of use but is hopeful that the vendor will include additional videography as part of the assets needed to achieve a fresh website redesign that is complimentary of the digital marketing strategy proposed.

23. Does the budget include all hard costs for the website redesign?

Yes. The budget is all-inclusive for the web redesign and launch, with the exception of web hosting, which will be considered and negotiated separate and distinct from this RFP. Offeror must provide a list of any proposed software or licensing necessary for the rebuild and future maintenance of the site, including future renewal fees.

24. The website redesign does not include a description of discovery, content strategy, content development or editing services. Should these be understood to be included in the 50k budget? Who will provide SEO optimized meta content for example?

Yes. All should be included in the proposal and within the \$50K budget.

25. Is there an overall strategic plan which will inform the website redesign and provide key performance indicators or key objectives to inform the project?

No.

26. Does CBBT require formal documentation of website for training purposes and is that to be included in the 50k budget?

The proposal should include all necessary training for a minimum of three (3) District personnel on the new website and its operating system.

27. How many hours of training must be included for 3 staff? Will the training be in-person or virtual?

As noted in Section V. BUDGET A. Website iv., it is anticipated that this in-person training can be completed within an eight-hour period and it shall take place in the offices of the Chesapeake Bay Bridge-Tunnel Administration Building located at 32386 Lankford Highway, Cape Charles, VA.

28. Under website design, CBBT has listed two tasks that appear to be part of a separate set of services after the website is launched:

- o Ability to provide continued support and maintenance for the website, including technology updates, usage reports, SEO, and routine maintenance schedules.
- o Willingness to work with District staff in completing updates/revisions to website information in a timely manner.

Are these services considered to be included in the project or will they be separately contracted? The second bullet suggests that editorial or content development services are to be included in the proposed work. Can CBBT clarify if this is a follow-on or if CBBT will be responsible for providing all text content that is not part of calls to action or site utilities (navigation, section headers, feature controls)?

The District seeks a partner who is willing to assist with any future maintenance and support of the existing website upon completion of that portion of the project. Time and Expense pricing as well as a list of any proposed software or licensing renewals necessary for the rebuild and future maintenance of the site is requested.

Editorial/content development services are to be included in the proposed work. The District will work closely with the selected Offeror to determine the best way to streamline the existing information, resulting in a "refresh" of how it is served to the site visitor. Ability to adhere to a timeline is critical.

29. For the Digital Marketing Campaign, should this be a budget estimation only or a full media proposal including suggested tactics?

A detailed schedule should be provided showing an estimated allocation of the budget for the initial year of the contract, which should include suggested tactics.

30. For the website development, several questions:

- a. Resource repository: Who will use this and what types of resources would it hold?

The District is a political subdivision of the Commonwealth of Virginia and has a fiscal responsibility to provide quarterly and annual financial reports to its investors as well as the general public. Additionally, the District has a project library that is laden with many lengthy documents. Many of these documents are currently accessible through a DropBox link.

- b. Employee admin area: What employee information would be available here, and how would this be used?

Through an employee log-in, District employees can access any internal employment opportunities as well as monthly newsletters, employee forms and manuals. Some employees are also provided access to the CBBT weather station feeds across the facility.

- c. Social media plugins: Does this include displaying content from social platforms on the website, or simply links to other platforms and possibly share/like buttons?

This would be an area for further discussion as development begins. At a minimum, the site should include links to other platforms as well as share/like buttons; however, the TWITTER feed is desired to continue to be displayed in an easily-viewed manner on the home page.

- d. Enhanced photo/video content: Would this be something that we'd be responsible for creating?

Yes.

31. Can the total budget be used across both parts of the project? (e.g., if we budget less for the website, can we use the remainder to support the digital marketing campaign?)

The District is seeking proposals that provide the best overall value within the identified budget constraints. Suggested alternatives will be considered but the District reserves the right to negotiate and accept a proposal that shall be in its best interest.

32. Is Google Analytics being used on the current CBBT site? If so, what metrics are being tracked?

Yes. Metrics include monthly sessions and pageviews, top page visits, and site accessibility.

33. What is the current site's traffic volume (average number of visitors a month/week/day)?

The CBBT's current website averages 400,000 visits per year.

34. What is the current breakdown of users by browser/user-agent type (i.e. browser vs mobile users)?

The site access averages 70% via mobile device or tablet vs. 30% via desktop.

35. Is it possible for offerors to access a current Google Analytics snapshot?

No.

36. Does the information architecture of the current site require revision?

The District feels that a revision to the existing information architecture is needed in order to better separate traveler information, investor information and project information.

37. Will the redesign require content revisions on individual pages, or simply a lift and shift of existing content?

Content updates/refresh are desired. The District will assist with the restructure of information.

38. Should the proposing vendor account for development of new photography and/or video footage to highlight the project; or will existing videos and images be available for website design and marketing?

Both.

39. On page 2, under **III. Objectives**, you mention "enhanced photography, videography, and graphics." Is new photography, or videography, from your website development team a request for the website or will you be providing all images and video?

Yes, it is requested.

40. On page 2, under **III. Objectives**, you mention "limited streaming video." Are there any other specifications for the streaming video provided, such as the amount of simultaneous streams, or the equipment we'll be streaming from?

No.

41. On page 2, under **III. Objectives**, you mention “continued ability to provide employee information (log-in and password required).” Are you referring to an employee portal? Do you have an existing one? If so, how many users do you currently have?

Reference is in regard to an employee portal. There is an existing portal on the current website with approximately 165 users.

42. On page 2 under **III. Objective**, you mention you would like a redesign of your website. Do you have a list of websites that we can draw our design inspiration from, or would you like suggestions from the Offeror?

We do not have a list of websites to reference at this time but will look for suggestions from the Offerors.

43. Who is the incumbent agency for the current www.cbbt.com website?

The current website was designed by CINIVA Web Agency of Norfolk, VA.

44. Do you have a formatting preference for confidential information?

No, not at this time.

45. Does the District have branding guidelines available?

No.

46. Will the District need any research to support the strategy or will existing research be provided?

The marketing strategy presented should be focused to the appropriate audiences. We expect the Offerors to provide a defined digital marketing strategy that targets travelers in the locations they feel will be most successful in their professional opinion.

Please reference the Traffic and Revenue Study performed by Steer Davies Gleave on behalf of the District via this link (<http://www.cbbt.com/investor-relations/>). While too voluminous to summarize in this addendum, it provides data collected from users via an online survey in combination with information collected about users’ travel patterns, origins and destinations provided via data from AirSage, Inrix, and E-Z Pass.

In this study, it is noted that the CBBT offers a greater travel benefit to those headed to the Outer Banks of NC, Virginia Beach and south Hampton Roads, as it reduces travel time (30 minutes on average) and distance (more than 75 miles).

The study concluded that CBBT users, on a typical trip to south Hampton Roads from the New York City area, received total cost savings of \$15 for summer weekends

and \$21 during the rest of the year when combining savings in vehicle operating costs and after converting travel time savings to dollars.