

Addendum No. 1

Date: January 26, 2024

To: All Proposers

From: Mary-Michal Rawling, Public Affairs Manager

Subject: RFP20240105YARTS Design, Development and Hosting of the YARTS Website

Proposers: This Addendum issued by YARTS supersedes the language in the RFP. Any part of the RFP not addressed in this Addendum remains unaffected, and the original RFP language stands.

Please note that proposer questions are written verbatim and YARTS's responses are provided in **red** and *italicized* text.

Questions and Responses

1. How often does YARTS create new sites (or, if there was an easier way to do so, how often would you do so?) *The current site is the only site that YARTS has ever had and utilized.*
2. What is the current CMS being used for the website(s)? *WordPress.*
3. What are some things the team likes about the current CMS? *YARTS staff can make changes to both content and graphics.*
4. What are some things the team DOES NOT like about the current? *Not intuitive or user-friendly.*
5. What is the current annual spend on CMS, hosting, support, etc.? *\$9,000.*
6. Are you open to an open-source CMS? *YARTS is willing to consider any solution that meets the requirements of the RFP. Proposals should justify the reasons that the solution is most advantageous to YARTS.*
7. Are you open to a cloud-hosted solution? *YARTS is willing to consider any solution that meets the requirements of the RFP. Proposals should justify the reasons that the solution is most advantageous to YARTS.*
8. Do you have other relevant applications or technology leveraging a cloud provider like AWS, Azure, Google Cloud, etc.? If so, please specify which ones. *No.*
9. Are there any specific security compliance requirements like PCI, HIPAA, Fed-RAMP, others? *The selected contractor should be familiar with legal, regulatory, and compliance standards for transit agencies.*
10. Do you have any requirements around support response time SLAs? *Please refer to the Ongoing and Emergency Support section on page 9 of the RFP.*
11. Do you have a CDN and/or WAF in place currently? If so, please specify which one. *Online payments are currently processed and managed through a third-party vendor.*
12. Please provide the average monthly page views that your in-scope sites receive (to nearest 100K is fine) *YARTS does not have access to this information.*
13. Who built the current website - your team or an outside vendor. *An outside vendor.*
14. If an outside vendor, who was it and do you still have a relationship with them? *Trillium, Inc. built the site and continues to provide hosting and support services.*

15. If an outside vendor, how much did you spend on design/development? *Please refer to question #5 above.*
16. What are some examples of websites that inspire you or you'd like us to take inspiration from for the new design? *YARTS is a unique public transit system with no comparable websites in the industry therefore the new site will have to draw on inspiration from a number of tools across various transit services. Discussions of this nature will take place with the selected consultant upon execution of an agreement.*
17. What content will need to be migrated from the existing site? *All current content will need to be migrated to the new site.*
18. What is your preferred platform or tool for building the new website? *YARTS does not have a preference.*
19. What kind of training will your staff need on the new website? Are there specific areas where they may need more support? *YARTS staff will need to be trained to provide routine daily content updates and management of the reservation system.*
20. How often do you anticipate needing to update content on the site? *As frequently as every day.*
21. Are you open to a new payment system that can be more feasible? *Yes.*
22. What's the budget range for this project? *The budget range for this project is \$217,000 - \$252,000.*
23. Are there any roadblocks to offshore development? *Proposals should address how to fulfill the requirements of the RFP.*
24. Do you expect any onsite support/visits/meetings during the development/support phase? *This is not an expectation.*
25. Do you have any preference for a local vendor? *No.*
26. Do you have any "not to exceed budget"? *Refer to question #22 above.*
27. For the ability to create multiple promotion code rules for each code, could you provide examples of scenarios where multiple rules would apply to a single promotion code? *There are no current scenarios where this would apply.*
28. Regarding the different discount levels based on origin and destination (O&D) for the same promotion code, are there specific O&D pairs you expect us to prioritize or any historical data on usage patterns to guide the setup? *YARTS can provide any historical ridership data that is available to guide the setup.*
29. With the support for multiple passenger types, are there particular age ranges or definitions you use for Adult, Child, Senior, etc., that we should follow? *Please refer to the YARTS website for fares information: www.yarts.com.*
30. Can you provide more details on the Purchase Notifications subscribers will receive? What kind of information and in what format should these notifications be? *Discussions of this nature will take place with the selected consultant upon execution of an agreement.*
31. Concerning tax and fee requirements, do you have a detailed breakdown of current taxes and fees that need to be integrated, or will this require setup from scratch? *This will require setup from scratch.*
32. For the "I Agree to Terms" checkbox, is there a legal text already available, or will it need to be developed in conjunction with this project? *YARTS staff will provide the legal text needed for this project.*
33. In terms of real-time credit card validation and authorization, are there preferred or existing merchant services providers we should integrate with? *No.*
34. What specific reports do you need on fee overrides, and what information should these reports contain? *Discussions of this nature will take place with the selected consultant upon execution of an agreement.*

35. Could you clarify the extent of user security roles and login requirements needed for the system? *There should be varying levels of access available, depending upon the position of the individual the role is assigned to. Examples might include administrator, editor, publisher.*
36. What formats do you require for passenger receipts/itineraries, and are there any legal or regulatory requirements for this documentation? *YARTS is willing to consider various formats of this documentation as long as it meets ADA requirements and provides the most benefit to YARTS passengers.*
37. Regarding the vouchers, what are the credit types and travel dates that need to be included, and are there any restrictions we should be aware of? *Discussions of this nature will take place with the selected consultant upon execution of an agreement.*
38. For the creation and management of taxes and fees, do you have specific computational rules or regulations that need to be adhered to? *Yes.*
39. When assigning fees to changes, cancellations, tickets, transactions, journeys, or passengers, are there existing algorithms or rules that dictate these assignments, or will these need to be developed? *Yes, please refer to the Terms and Conditions on the YARTS website: www.yarts.com.*
40. Are you looking for a website-as-a-service or a custom-developed website tailored specifically for your needs? *YARTS is open to a variety of solutions.*
41. Does the YARTS have a preference for any specific Content Management System (CMS) platform such as WordPress, or Drupal? *YARTS does not have a preference.*
42. Does the agency have any technological preference for the mobile app, or can the vendor suggest the best solution? *YARTS does not have a preference.*
43. Does the vendor have the flexibility to propose a progressive mobile app, or does the agency already have a preference in mind? *YARTS does not have a preference.*
44. Do you require a central repository for storing the data and a document management system to manage the documents/applications? *Yes.*
45. In terms of reports, do you anticipate the vendor to develop a website data dashboard for viewing reports to facilitate decision-making? If so, kindly provide detailed explanations regarding dashboards/reports. *Please refer to the Reports Requirements section of the RFP on pages 14 and 15.*
46. Is the anticipation that the website to have an internal or external reporting dashboard? *Internal.*
47. If dashboard is needed? Do you have any preferences over Business Intelligence tools like PowerBI, Tableau, Looker, Qlik Sense, etc.? *No.*
48. Are there any third-party software applications that need to be integrated with the new website? If so, could you please provide a list of these applications? *Not at this time.*
49. Are there any existing systems or databases the website needs to integrate? *No.*
50. What is the total number of anticipated pages the site would have? *There is no requirement, as long as the proposal addresses all requirements of the RFP.*
51. Could you provide additional details on the anticipated website traffic and functionality to help us determine the most suitable hosting environment? *YARTS is unable to answer the question of anticipated traffic. The website will be used to provide passengers/public/stakeholders with information regarding routes, fares, and booking options.*
52. Can you specify the user groups and number of users accessing the website? *There are no pre-existing user groups, although these may need to be created. Discussions of this nature will take place with the selected consultant upon execution of an agreement.*
53. "Describe the organizational experience that showcases your agency's capability in providing services similar to those outlined in your proposal" - Should the vendor have experience specifically in the transportation domain or is experience in a relevant scope of work also acceptable? *YARTS will consider all proposals that meet the requirements of the RFP.*

54. What is your preferred hosting preference (Cloud or On-prem)? *YARTS does not have a preference.*
55. What is your preferred hosting service provider (AWS or Azure)? *YARTS does not have a preference.*
56. Is the YARTS open to utilizing a hybrid resource model for this project, where work can be performed both on-site and remotely (offshore or otherwise)? *YARTS does not have a preference.*
57. Is the project funded? Do you have any not-to-exceed budget for this project? *Please refer to #22 above.*
58. What is the anticipated project go-live date? *Please refer to the RFP Scope of Work, Section 2.1.*
59. Are there more detailed technical specifications available for the reservations system, interactive map, and other web functionalities? *No.*
60. Does YARTS have a preferred/existing CMS, or is it at the contractor's discretion? *See answers 2, 3, and 6 above.*
61. What are YARTS' specific security standards and compliance requirements? *The selected consultant should be familiar with cyber security standards for transit agencies.*
62. What is the budget range for this project? Understanding the budget can help propose a solution that aligns with the financial expectations. *Please see #22 above.*
63. What web statistics will YARTS be tracking? *YARTS is open to any analysis tools to track statistics, such as Google Analytics.*
64. What specific SEO tools is YARTS requesting? *YARTS is open to a variety of SEO tools. Proposers should indicate which tool they would use and why it would be the most beneficial for YARTS.*
65. What specific marketing tools is YARTS requesting? *YARTS is open to a variety of marketing tools to perform tasks such as email marketing, SMS notifications, passenger alerts, social media integration, etc. Proposers should indicate which tool they would use and why it would be the most beneficial for YARTS.*
66. Does YARTS have a preferred hosting environment, or is this at the contractor's discretion? *YARTS does not have a preference.*
67. Elaborate on the level of maintenance that will be required. *The level of maintenance required by the contractor would be dependent upon the level of access provided to the agency and staff. Site security and other technical aspects are expected to be maintained solely by the selected consultant.*
68. What existing systems or databases will need to be integrated with? *See #49 above.*
69. What is the scope on which the YARTS staff will be trained? *The scope of training should be provided by the selected consultant dependent upon the solution proposed.*
70. Does YARTS have a preferred email and SMS provider? *YARTS does not have a preference.*
71. We understand a hybrid resource model (mix of US based and offshore resources) to deliver the project where the primary project management and communication will be led by US based resources and offshore team would provide required development support on as-need basis is acceptable by the YARTS. Please confirm? *YARTS does not have a preference.*
72. We assume there is no onsite requirement for the key staff to be available for this project. Please confirm? *Correct.*
73. We understand YARTS is seeking technical support during business hours only (8 a.m. to 5 p.m. Monday through Friday except for holidays) and not 24/7. Please clarify? *Please refer to the Ongoing and Emergency Support section on page 9 of the RFP for more information.*
74. Does YARTS expect vendors to provide L2 & L3 support only? We are assuming the L1 support would be managed by YARTS itself. Please confirm. *More information would be needed to understand and answer this question.*
75. Do you have any specific expectations for training, such as video tutorials or remote training sessions? *YARTS has no preference in training format.* (a) How many users should we consider

- the training to be provide? *5-10.* (b) Do you prefer onsite training or virtual training? *YARTS has no preference.* Should vendors include anticipated travel costs in our budgets? *Yes.*
76. Assuming that Microsoft tools/software will be involved with initiative, we assume you expect us to have the highest level of partnership with Microsoft. Please confirm. *YARTS has no preference.*
77. Are you expecting us to represent/demonstrate where we have implemented ADA accessible website solutions? *It is not a requirement to provide a demonstration, however, it would be helpful in assessing a consultant's experience.*
78. Are you expecting us to represent/demonstrate how we test our solution to meet changing mobile platform requirements (i.e., iOS and Android ecosystems)? *It is not a requirement to provide a demonstration, however, it would be helpful in assessing a consultant's experience.*
79. The RFP document does not state any budget for the proposed project. Has YARTS established any budget for the same? If yes, please share the budget or budget range that YARTS would expect the proposal to be in the range. (a) If you are unable to state the budget, can you kindly confirm if the budget is in the range of \$200,000 - \$300,000 or \$400,000 to 600,000. *Please refer to question #22 above.*
80. What are the Key problem areas that the existing site is not able to cater? *The current site is not intuitive or user-friendly and lacks the ability to integrate with more sophisticated tools such as a reservation system.*
81. What are the current technology stacks and what are preferred technology stacks (if any)? *YARTS does not currently utilize technology stacks. YARTS has no preference.*
82. How are we maintaining the server, is it on premise or cloud – if we are going to cloud then any cloud preference such as AWS, Azure, or Google cloud. *Proposers should indicate which they would use and why it would be the most beneficial for YARTS. YARTS has no preference.*
83. Please specify the user roles in the system (e.g., admin, individual, agency etc.) and how many user roles are going to be there in the system? *There should be varying levels of access available, depending upon the position of the individual the role is assigned to. Examples might include administrator, editor, publisher. There are no pre-existing user groups; these will need to be created. Discussions of this nature will take place with the selected consultant upon execution of an agreement.*
84. What are we expecting through translation services, please explain? *Site visitors should be able to translate site content to their preferred language via a translation tool.*
85. How many types of languages do we need to support? *As many as possible due to YARTS' international consumer base.*
86. Do we need only responsive pages or do we need mobile app(android/iOS) also? *YARTS does not need a mobile app, but the responsive pages should be compatible with mobile devices.*
87. Any existing reporting tools are in use? *YARTS does not currently have any in-house reporting tools in use.*
88. For future capacity, do we need to use AI predictive analysis based on the past trends or the capacity entered by admin user? Refer section Reports requirements. *This is not a requirement, however, YARTS is open to considering this type of tool.*
89. What types are purchasing notification we are expecting (SMS, email or WhatsApp)? Are we expecting PDF tickets emailed to user email-id/WhatsApp apart from downloading after transaction successfully completed? *YARTS is willing to consider various formats of this documentation as long as it meets ADA requirements and provides the most benefit to YARTS passengers.*
90. Once scanning is done it should not rescan and print the ticket again. What is the make and model of devices to be used to scan and print the tickets? *Please refer to the Scanning and Redeeming section on page 14 of the RFP.*

91. Is there any preference logic/algo for particular stop that exists in route for example using some predictive analysis from which stop user travels the most so that we can give higher quota to that stop. Please refer section Scheduling & Pricing requirements. *YARTS has regularly scheduled stops and a posted fare table that must be adhered to. Please visit the YARTS website for more information: www.yarts.com.*
92. How many L2/L3 support tickets we are getting currently in a month/Year? *Unknown.*
93. What would be the duration for L2 /L3 support after we go live? *Throughout the term of the contract.*
94. Which search engine are we expecting to integrate with Google or any other for ranking of YARTS site? *YARTS does not have a preference.*
95. Are there any existing SEO tools / Marketing tools in placed? *Please refer to questions 64 and 65 above.*
96. What is the team size maintaining the existing web site? *The site is currently maintained by a third-party contractor.*
97. How many concurrent users are there using the system? *Unknown.*
98. What is the daily traffic, and do you anticipate the traffic will grow in 2024/2025? *Please refer to #51 above.*
99. Do you want Chatbot functionality to be implemented for support? *No.*
100. What is the primary reason for changing website providers? What is YARTS looking for in a relationship with a new vendor that you don't currently have? *The current agreement is nearing its end and there is a desire for an updated website that is functional and meets the needs of YARTS' passengers and stakeholders.*
101. What is YARTS's primary goal in soliciting a new web site vendor? *Please refer to question #100 above.*
102. Is YART open to an out of state (California) offeror / vendor? *Yes.*
103. What does YARTS expect/require in terms of in-person collaboration vs virtual? *YARTS has no preference.*
104. How is the current content on the YARTS website organized? *Please refer to the YARTS website: www.yarts.com.*
105. What specific functionalities and features are required for the consolidated website? *Please refer to section 2 of the RFP.*
106. Are there any particular content management or accessibility requirements? *There are no particular content management requirements. The selected consultant should be familiar with accessibility standards for transit agencies.*
107. Who are the primary users of the website, and what are their specific needs? *There should be varying levels of access available, depending upon the position of the individual the role is assigned to. Examples might include administrator, editor, publisher. Discussions of this nature will take place with the selected consultant upon execution of an agreement.*
108. How should the website be structured to ensure easy navigation and accessibility? *YARTS has no preference.*
109. What are the technical requirements for the website, including compatibility with browsers and mobile responsiveness? *The YARTS website should be compatible with all browsers and should be compatible with use on mobile operating systems.*
110. Are there specific search functions, online libraries, or document management requirements? *YARTS is open to a variety of solutions and would expect the proposer to provide a solution that best meets the needs of YARTS customers.*
111. How should the new website integrate with the existing dashboard, PIMMS, and mapping websites? *YARTS does not have an existing dashboard or PIMMS. YARTS GTFS data will need to be integrated and maintained.*

112. Are specific technical integrations or data flows needed to be maintained or developed? *Please refer to the Scope of Work, Section 2.1 of the RFP.*
113. What are the critical elements of YARTS's current brand identity that should be preserved or updated? *Discussions of this nature will take place with the selected consultant upon execution of an agreement.*
114. Do you have a vision for how new branding will be reflected in the website design and other communication materials? *Discussions of this nature will take place with the selected consultant upon execution of an agreement.*
115. What ongoing support, maintenance, and training level is expected post-launch? *Please refer to the Ongoing and Emergency Support section on page 9 of the RFP. The scope of training should be provided by the selected consultant and dependent upon the solution proposed.*
116. Are there specific requirements for hosting, security, and backups? *YARTS is willing to consider any solution that meets the requirements of the RFP. Proposals should justify the reasons that the solution is most advantageous to YARTS.*
117. What timeline is envisioned for the website transfer, testing, training, and launch? *Please refer to the Scope of Work, Section 2.1 of the RFP.*
118. When responding to this RFP, is there a budget range or other financial parameters an offeror should know? *Please refer to question #22 above.*
119. Are there any specific legal, regulatory, or compliance standards the website must adhere to, such as ADA compliance or data protection laws? *The selected consultant should be familiar with legal, regulatory, and compliance standards for transit agencies.*