Copper Country Trail National Byway Website Design RFP, March 2021

Responses to Questions Received

Thank you for your interest in the RFP. First, a contextual overview below will give some background, and any questions received that are answered in this overview will not be included in the Q&A below.

The CCT Byway was designated in September 2005. Funding from the federal government via the Michigan Department of Transportation (MDOT) was available for various activities for several years, including the website. When federal funding was phased out in the early 2010s, a minimal amount of MDOT-originating Byways funding remained available for specific projects, including websites, but was allocated to a small number of regions within the state each year. Other than that, there is currently no dedicated state or federal funding for proactive maintenance of the program.

We believe the current website is the original and was completed in 2007 or 2008. Due to its virtually obsolete design, as tourism to the area increased significantly in summer 2020, WUPPDR was able to secure some of the remaining Byways funding for website redesign in our current fiscal year, which ends September 30. Although we are preparing for a broader effort to update the entire Byway program and reengage former participating organizations, at this time the immediate need and available funding is for redesign of the website. WUPPDR will commit to critical updates of the new website in the near future after it is completed, but we also want the opportunity to allow certain other organizations access to the CMS in case they are able to share in maintenance responsibilities. We are aware of at least one other organization that will likely do this.

In the project timeframe, WUPPDR does not have internal capacity to create much original content – narrative or otherwise. Therefore the redesigned website will contain content similar to that of the current website, but refreshed with new photo/video/graphics and updated to the extent necessary to prevent content that is obviously out of date or inaccurate and to ensure no major new developments from the past 15 years are omitted. We expect the web developer to conduct basic research from available information online, including organizations such as the Keweenaw Convention and Visitors Bureau, Pure Michigan, websites with reviews of attractions (e.g. TripAdvisor), and simple web searches. WUPPDR staff can also provide information in discussions with the selected designers and can review draft content to ensure there are no major errors.

Finally, note that a logo for the Byway exists and is not expected to be changed. See page 5 of this Q&A.

Note: Throughout in our RFP documentation, "designer" is used interchangeably with "web developer."

1. *Do we have to use Wordpress?*

   No.

2. *Who did [the current website]? Will they be submitting a proposal?*

   We believe it was created by Self Propelled, LLC. However, due to WUPPDR staff turnover and destruction of many documents in a 2018 flood, we cannot say that with certainty. The RFP was not sent to that firm, and we have no way of knowing whether it will submit a proposal (if it still exists).

3. *How often is the content updated?*

Currently it is not being updated at all. We expect that after the redesign is completed, it will be updated at least on a monthly basis.

When was the last time it was updated?

The last updates were several years ago.

4. *Will the interactive map of points of interest replace the maps listed on the website and/or the interactive map on the Geocaching page?*

    We expect the current static maps will be retained only as downloadable documents. The geocaching program is not being actively maintained, so that component of the website will either be eliminated or will only retain the current map of sites. The main points of interest on the interactive map will be primarily what is on the "Copper Country Trail Historic Sites" static map on the current Maps page, but certain scenic assets and other points of interest for visitors may be added.

5. *Do you have a list of changes of the elements of the Byway and/or list of points of interest/other things not currently on it that you want to see there?*

    No. The selected developer will need to research this and can discuss with WUPPDR staff.

6. *Do you have media – videos, images, audio – that you want included on the website?*

    We do not necessarily have anything internal that is usable, nor do we have preconceptions about what should be included from a design perspective.

7. *How many WUPPDR staff members are in charge of maintaining/updating the website?*

    For minor updates envisioned in the future, one or two staff members will be responsible. There may be one or possibly 2-3 other organizations given access to update the website.

    Do they all have the same level of privileges or are there varying access/privilege levels?

    One level of permissions would suffice for WUPPDR. If possible, we would like to have a lower access/privilege level for any other external organizations given access. This would mainly entail removal of any administrative rights but allow full opportunity to edit pages, menus, etc.

8. *In terms of design, what would you say are the most important features/content types that you want to predominantly feature on the website?*

    We have no preconceived notions about this – we would like a developer/designer's perspective as to what would make the most sense.

    For example, are you envisioning the new interactive map to be the focal point of the website or do you have a different focal point in mind?

    The map would be, but is not specifically intended to be, a reasonable focal point.

9. *How is the current website being hosted and maintained?*

    It is hosted on A2 Hosting. It is on the Wordpress platform and we have access to the account.

10. *What is the budget for long-term support after the website goes live?*

There is no predetermined budget. Any outside costs will be paid only as absolutely necessary from funding sources not dedicated to the website. Although the RFP requires a fixed post-project hourly rate to be indicated, it is possible WUPPDR will not actually require or request any such services.

11. *On page 4, section 2.3 of the Scope of Work, it states that the website's scope of content includes "an interactive map of points of interest." Are you able to share further details on the functionality of the map, please? How is the map expected to be interactive? Is there an example you can provide?*

This is flexible based on the developer's vision in agreement with WUPPDR, but the ideal from WUPPDR's initial perspective is:

We envision an improved version of an embedded Google places/locations type of map – i.e. clickable symbols that would "pop-up" a link to directions to the site(s) and an external website link(s) if a site(s) exists. There should also be a photo for most sites (original, or obtained by the developer with permission or from public domain) and a description of the site from one sentence to a paragraph. The developer will be responsible for all of this content. A "story map" highlighting certain sites would be even better if the developer is capable of it.

12. *Is WUPPDR going to provide any desired design input direction, or will this be up to the designer/developer?*

The developer/designer will have considerable flexibility on this, but WUPPDR staff (communicated through one point of contact) would like an opportunity to provide feedback on the overall design scheme and can do so to whatever extent the designer requests.

13. *Are there any already existing photo or video assets (such as the historical ones currently on the website)? Will the designer/developer have access to this existing image library?*

The developer should not rely upon any existing content from WUPPDR. WUPPDR may be able to locate specific photo content internally or from other organizations if requested, but our own photo collection is neither comprehensive nor well-organized and cannot easily be provided as an entire library.

14. *Will there be an expectation to show all four seasons? A concern is that photo assets of the fall/winter may not be attainable during due to the RFP being only in the summer months, unless there is an existing asset library.*

No. We understand this is limited by the timing of the project. We do not have an asset library. However, there should be accommodation for WUPPDR to replace or add to the developer's initial photos with winter photos we are able to obtain in the future.

15. *Is there a promotional program to support this website? In other words, is this just a website that we hope people find, or is there any promotional program that will drive people to the website?*

The current website already is, and new one will be, linked from certain other sites such as America's Byways, Pure Michigan Byways, and perhaps others such as visitors bureaus. This is actually the biggest reason for the redesign: The website is already being linked to and needs to be respectable. A new promotional program is outside the scope of this project.

16. *Can companies from outside USA, such as India or Canada, apply for this?*

Yes.

17. *Do we need to come over there [to the project area] for meetings?*

    No.

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

    You should consider whether that is feasible. In evaluating submissions, WUPPDR staff will determine whether we think each respondent's work approach is realistic. We expect that some fieldwork would be beneficial if not essential.

19. *Can we submit the proposals via e-mail?*

    Yes. That is the required submission method described in the RFP.

20. *From the RFP: original videography and photography of the Byways*

    - *How many videos do you anticipate needing?*

      At least one

    - *Do they differ at all in approach? Example: short with photo/video footage with music vs. longer with voiceover and/or on-screen text?*

      The most likely utilization will be as a background element – some overlay text and perhaps music, but not voiceover unless the designer has a vision incorporating that.

    - *Assuming there is one primary video, does it require a voiceover or on-screen text? How long will the primary video be? (Note: we see this primary video going on the home page.)*

      See above. There is flexibility on this, but either a relatively short (30-seconds or so) looped background video or maybe a 1-3 minute video that is more up-front could be acceptable. Your home page would be an appropriate approach.

21. *From the RFP: an interactive map with points of interest*

    - *What featured content do you want with the interactive map? For example, does each point of interest need to show something specific (i.e. a writeup, video, photos, etc.)?*
      See #4 and #11.

    - *What functionality do you envision with the interactive map?*

      See #4 and #11.

    - *Who is responsible for identifying, documenting, and creating the content for each of the points of interest on the map?*

      The developer is responsible for this, using existing sources (including the static maps) and other content collected during development of the site, and with input from WUPPDR if/as needed.

    - *What is your best estimate of the number of points of interest that will be included on the new website?*

      We estimate no more than 10 in addition to the sites included on the static Historic Sites map (see #4).

Current and continuing logo: