



OZARKS TRANSPORTATION ORGANIZATION
A METROPOLITAN PLANNING ORGANIZATION

9/17/2018

RFP #001-2018 Website Design & Redevelopment

ADDITIONAL Documentation Based on Vendor Inquiry

- All Applicable content imported from current site:
 - What platform is the current site(s) built on? **DreamWeaver/html/CSS** Are you wanting us to use that CMS or are you open to other CMS **Yes**
 - What type of content will need to be imported (i.e. copy, images, word docs, pdfs)? **All documents and information will need to be available**
 - Are you expecting agency to import all content or just provide a vehicle (i.e. CMS) for OTO to be able to import content? **Agency but negotiable**
- What level of copywriting and design are you requesting
 - Wordsmithing or exiting content? **We have very little content. This might depend on your proposal.**
 - Color recommendations? **Refer to current site. Complementary colors will be entertained.**
 - Do you have existing design and/or colors? **Our logo and variations of green and black/gray located within it are our only design and colors that are standard. We are open to adding complementary colors but not changing what we currently have.**
 - Do you have imagery we can use? **We have aerial photos and some other photos that can be used.**
- A Blog
 - Are you just wanting the basic ability to put articles in a blog format on the site? **Yes**
- Social Media Integration
 - This could mean a lot of things (everything from linking to integrating posted content to automatically publish). We need more context here. **Propose price points for these features.**
- Interactive maps feature
 - Are you just wanting to turn filters on and off like the example? What do you mean by interactive? **Yes. The public can select the trail or features they want to explore.**
- Multiple e-newsletters with the ability to opt-in/opt-out **Rival to Mail Chimp, no existing e-newsletters—at the very least we would want templates**
 - Are you just wanting a list of check box opt ins/outs on the site?
 - Are you wanting archived e-newsletter sections on the site?
 - More detail around this section is required



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- Multiple calendars for events
 - Are these calendars existing in another system (i.e. google or outlook) that you want to integrate? **Our current site uses Google but it would be nice to integrate with Outlook so we do not have to update multiple calendars.**
 - Are these calendars that need to be built and updated in the CSM? **Make a proposal for this feature.**
 - How many calendars? **Just 2 to start**
- Widget to create polls/citizen surveys?
 - Can you provide an example or context here?
- Responsive and mobile friendly are synonymous but mobile dedicated or mobile optimized requires a different level of commitment and build out. We can do responsive within this budget but not optimized or dedicated for mobile and desk top. **Reference this in your proposal.**

ADA compliance can be broad and deep? Is there any more context you can provide

<http://wave.webaim.org/> **This site has identified some issues with our current site that we would like to avoid in our new one.**

- Map areas of concern – See MAP It
 - This section doesn't currently seem to be functioning. We believe your Google API call may not be working?
<http://oto.maps.arcgis.com/apps/GeoForm/index.html?appid=da6a2637467d4f3a888bf005e7f1cddb> **This is now working.**
 - Are you looking for us to fix this or is there functionality that isn't represented here we would need to add? **The site is now functioning. We would like to have additional features like trails or roadway projects that the public can comment on.**