The following are answers and clarifications to RFP for the website for the Texarkana Airport.

1. Will the Branding package for the website be available before the bid and not just to the selected team? Yes
2. Can a Canadian Company bid on the RFP? Yes
3. For "*Incorporation of appointment-setting software and information/application submission forms for airport security badges and t-hangars"* - could you clarify if you are looking for us to integrate an application you currently have for this function or are you looking for us to build one? To build one
4. Are the comparative cost figures available for "*Creative and user-friendly travel cost calculator to compare costs with other surrounding airports – must transition to an option to "Book A Flight.""* or did you have something specific in mind to achieve this? https://www.aa.com/booking/find-flights?tripType=roundTrip
5. Would all stock or original photography and/or videography be provided or is it expected that we would procure the same? You can use any media we have but you will have to provide any content that is needed beyond what we may have.
6. Could you let us know how much content needs to be migrated across from your current Wordpress site? 22 pages
7. Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies? Yes
8. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across North America? We are open.
9. Is there a mandatory pre-proposal meeting? Yes
10. Is the due date still the same? Yes
11. Do you have a style guide or a brand guide? Green 004225 Gold d4ad34
12. Does the organization have a CMS preference? Open source? Drupal/WordPress?
13. Who are your primary and secondary users? Primary – Passengers Secondary – Site Selectors and Tenants.
14. Would you like detailed research in terms of your audience in the form of an audience needs assessment? No
15. Do you have a desired launch date? Is there a specific event driving the launch date? April 2024 Prior to the new terminal opening Summer 2024
16. What is the current hosting environment? Word Press
17. How many visitors does the current website receive on a monthly basis? Unknown
18. How many pages of content do you anticipate transferring to the new site? 22
19. What are your current pain points with the existing website? Appearance, ease of use, lack of business section
20. What are the current technical challenges (if any)? Unknown
21. How many site administrators will you have? 2
22. Will you require different levels of admin permissions? No
23. Do you expect copywriting or editing services as part of engagement? No

24. Do you have FIDS at the airport currently? If so, what company handles those FIDS? Would you want to use the same company for integration of the related website needs like flight tracking and status? No we would take suggestions
25. If you do not have an existing partnership with OAG Flightview or a related service, will you be negotiating this? Yes
26. According to a TSA.gov app, the average wait time at TXK is less than 15 minutes. We just wanted to confirm you would still like for us to include a security wait time plugin on the site? Yes
27. Is the automated error detection coding requested in reference to issues with the server being down, page errors, or something else? Unknown
28. For quoting purposes, can you please walk us through the steps you are envisioning for appointment scheduling of airport security badges and t-hangars?
    a.

29. For the interactive terminal map, do you have an existing contract with Art of Context or any similar provider? No map a 2D picture with labels
30. Should b-roll video production/photography mentioned in the RFP be included as part of the overall website cost, or will this be coming from another budget? Overall cost
31. Can you confirm that the new video/photography of the airport facility is only after the completion of the rebuild and not a time sequence during construction? After construction
32. We are assuming that any functionality or features added to the list of requests *after* the proposal is accepted will be quoted accordingly. Is that correct? Yes
33. What is the budget for the project?
34. Are there any existing materials or research on the target audiences or analytics that could be shared? No data
35. Do you have any specific accessibility requirements for the website? Unknown
36. Has GA4 been implemented on the current website? Unknown
37. Will any sensitive data be collected or stored on the website? No
38. What are the SEO expectations for the website and its content? Unknown
39. Will there be any restricted areas of the website accessible only to staff members? No
40. How many variations of admin access will be required?
41. Are there any websites outside the aviation industry that can serve as inspiration for this project?
42. Who will be responsible for the long-term management of the website, and what are their roles? Airport Executive Director
43. Who will serve as the project manager and/or product owner for this project? Airport Executive Director
44. Could you provide further information on the expected API integrations? Unknown
45. Could you provide more details on your vision for creative and interactive route maps?
46. Would you be amenable to utilizing a tool such as Real Time Flight Tracker & Airport Delays from flightview, as shown in the presentation? Would the visitor have to enter the flight information? If so no
47. Do you require the website partner to create content, specifically the items listed in 3.9 Fly Local Messaging? Yes

48. Would you like the website partner to provide consultation on photos and videos or provide a solution for them? Provide a solution
49. Do you have a preference for in-person or virtual training sessions? virtual?
50. 3.11 Requirements and Preferences from Authority anything outside of the scope of work will be considered additional.
51. We are assuming that any functionality or features added to the list of requests *after* the proposal is accepted will be quoted accordingly. Is that correct? Yes
52. 4.1 Proposal Format: Will the Executive Summary be contemplated within the 30-page limit? Yes
53. Does TX-AR have a preferred font size and type? Garamond
54. Does TX-AR have a preferred margin limit for the document format? No
55. 4.5 RFP Response . 5. Team Qualifications: For the team members' resumes? is there a size or page limit? No
56. Does the Couty accept digital signatures? No
57. Can the team members work off-shore? yes
58. Can the team members work remotely? yes
59. If the resources we provide at the time of proposal submission are not available at the time of a potential contract award could we replace them with equally qualified resources? Yes with approval
60. If the subcontractor we are going to use is not a DBE, could we use them? Yes
61. If we use a subcontractor that is not a DBE vendor, how many points will be reduced in the Evaluation Criteria?" None
62. Is it required to provide the COI alongside the proposal response? No
63. Is it mandatory to provide airport references? Yes mandatory
64. Would all stock or original photography and/or videography be provided or is it expected that we would procure the same? We have some historical photos but the bulk would have to be produced.

65. What are the top two calls to action on the site? (what are the two primary things you want people to do?)Booking a flight and attracting site selectors for development.
66. What value does success in this project offer?
67. Who will be the project stakeholders over the course of this project? Airport Website and the community.
68. Can you give us a sense of how you balance partner exposure? Will the winner be able to write case studies and promote the project after launch? Yes
69. Is there an incumbent bidding on this RFP? No
70. We understand the launch is set for the summer of 2024. Is there a desired start date for the project? 30 days after the award.
71. In the pre-meeting, you mentioned being interested in having a video on the homepage. Who will be supplying the video? Is the vendor expected to provide video? Vendor will supply the video
72. Do you currently have Google Analytics (or another service) on the current site? No
73. Have you conducted any usability studies on the current website, or have any market research available for the onset of the project? No
74. How many page or template designs do you currently anticipate needing?

75. You mention under Section 3.2 that "a branding package must be included with the website." Can you further describe this requirement? Will this be branding for the website (i.e., new typeface, new colors?), or will this include print materials and other branded collateral? *Green 004225 Gold d4ad34

76. Not mentioned within the RFP are any usability, information architecture, or prototype testing. Are you interested in including user experience exercises like usability, information architecture, or prototype testing before finalizing design? We would want a 30-day period for the staff to evaluate.

77. Can you further describe your search capability needs? Needs to be able to search the site for keywords: airline, hangar, fuel, tickets…..

78. How many languages will you require for Multilingual support for the new presence? 1 - English

79. Are you interested in working with a language translation service, or will content be translated manually by your team? None

80. Do you have any existing third-party vendors that you work with? (CRM, Email marketing platform) No

81. Is there a content editing workflow in place? (i.e., some authors can create content but not publish it, while another role can approve and publish the content of authors) none in place

82. Are there any systems we need to work with to authenticate for login functionality? No

83. Your RFP states in Section 3.2 that you require "A site that is compliant with all ADA and accessibility standards" without mentioning which standards are your target. Please describe the standards that the site will need to conform to. Not required

84. Does or will the site handle payment data (PCI) at all? No

85. Does the site handle any kind of personally identifiable information, like passenger names and destinations? No

86. You state in Section 3.1 that the website needs to be "fully operational 100% of the time." What, if any, are the current mitigation efforts to avoid downtime? Are there site mirrors in place for redundant backups, are there expected maintenance windows for which downtime is acceptable, and so on? We understand that 100% operational is unachievable, we would like for you to provide a response time of any outages.