

Mecklenburg County Alcoholic Beverage Control Board Website Design Request for Proposal
 Addendum 1 Questions and Responses

Question	Response	Additional Notes
<p>What is your budget for the new site?</p>	<p>We are looking at the proposals to set the budget amount. Price is definitely a key driver of the redesign; however, we want to create a great experience for customers - internal and external - so heavy consideration will be given to the solution that provides both affordability, customer experience and ease of use.</p>	
<p>Can you tell us about your current intranet and the type of content, user roles, and restrictions currently in use?</p>	<p>The current intranet is built in as a part of the customer-facing website. Every employee and board member has a login for the website, which takes them to a <i>hidden</i> portion of the website that is only for employees, Meck ABC law enforcement officers, board members of Meck ABC. This portion of the website stores manager's meeting notes, board meeting notes and minutes, our annual report, weekly employee newsletter, quarterly employee newsletter, recipes for staff to post in store, HR documents (insurance information, training materials). We also have a place where law enforcement officers and managers can create and receive incident reports and banned from stores profiles. Archived interoffice memos, transfer requests and employment applications can also be found here. There are various levels of rights for each user in the system as well to allow only certain people to have access to certain things.</p>	

<p>How do you envision the editorial workflow of the new site?</p>	<p>The optimal workflow process would include the following features:</p> <ol style="list-style-type: none"> 1. A month-to-month publishing calendar of current and future content that indicates which posts are scheduled for what day and progress of those assigned on team 2. Content statuses/stages such as draft, pitch, assigned, in progress, pending review, approval by users, with feedback loop, prior to release, and ready to publish. 3. Revision tracking so that as content is revised, older revisions are stored to compare, and if necessary, be reverted back to. 4. Website accessibility check that tags images or links that are not descriptive to ensure website content accessibility compliance. 5. Would like CMS to have database that holds all of our content, including photos and videos, with solid search functionality and quick access to previous articles. 	
<p>What roles and permissions are needed for the website?</p>	<p>We currently have administrators; banned customers and incident (allows these users to view and submit banned customers and incident reports for their assigned stores); banned customer report postings (view only banned customers and incident reports for their assigned stores); board member; incident reports; law enforcement; law enforcement admin; registered users; spirit sales; user roles for each store (i.e. Store 1, Store 2, Store 3, etc); subscribers (public role for site subscription); translator (a role for English translators); unverified users. We would like to create a better user permission system.</p>	

<p>How is the product list managed now and how often is it updated?</p>	<p>Currently, our store inventory list is co-handled by a staff person uploads to an FTP server that then is uploaded to the website by our current website vendor and is not in real time. This frustrates customers who see products on the website, however, when they arrive at the store, that inventory could have been reduced and the website still indicates what it was when it was uploaded in the morning. This will change with the new website design. Our point-of-sale software/hardware vendor will be creating real-time XML point-of-sales file to be integrated into the website design for customers to see real-time inventory levels at each store. This will be a third party vendor and integration that the website design company will have to work with in the design, along with them to integrate the e-licensee program from the same vendor into the website for our permitted customers i.e. restaurants, bars, clubs for ordering.</p>	
<p>Is citizen feedback submitted through a contact form or through the survey section on the site?</p>	<p>There is a contact us section on the site :: https://www.meckabc.com/Contact-Us.</p>	

<p>Do we need to track/store all communication with the customer in a specific format/regulation?</p>	<p>Any correspondence we have with the public or in house is subject to public records laws. We need a way to track/keep communications for this purpose. It would be nice to have this in a database that allows us to create reports that directly relate to operations performance that could be used for continuous improvement such as categories i.e. rude service, great service, product availability etc.</p>	
<p>Is there an e-communication platform you are currently using that should be considered?</p>	<p>We use Mailchimp and an integration with Mailchimp or some other form of electronic newsletter would be preferred.</p>	
<p>Is the news announcements and dynamic content you post on the site or content pulled in from other resources?</p>	<p>No. This is content that we create and post. It would be great to have a place on the website where we can post stories/blog and then pull this into the news/dynamic feed. If this happens, we would prefer to have the photo from the story import directly to the display feed in the dynamic lead, but also have the option to change the photo if desired.</p>	
<p>On average how many support requests do you currently have monthly?</p>	<p>We have very few support requests as we are on a monthly maintenance plan and have an a-la-carte support plan that is costly. We would want to have a service agreement, instead, in place for the new vendor.</p>	
<p>Is there content not visible on the public-facing site that requires migration? If so, how much content is there?</p>	<p>Yes. There is a lot of content on the intranet side that would need to migrate over. Most of this content is PDF documents. It would be great to find a way to host this information in a way that is more easily updated and not in PDF format.</p>	

<p>Regarding email notification of submitted report forms, online report access, filtering and report data download ::</p> <p>Are the reports pulling data from form submissions, or are they a separate piece of functionality pulling data from other areas of the site?</p>	<p>These reports are pulling data from the banned store information, incident reports and other information entered by staff. These forms and auto-email notifications functionality were created by the current website vendor.</p>	
<p>Is there a newsletter subscription and/or online publishing platform that you are currently using that should be considered?</p>	<p>We have a MailChimp account. We currently allow customers to sign up for our newsletter. We want to keep that functionality. We also want the data collected to go into the email database directly. Our weekly employee newsletter, annual report and quarterly employee newsletter are a part of our intranet site. We publish these currently using PDF and Issuu (quarterly employee newsletter). We are open to the possibility of a better way to publish this information, including publishing to the site directly using a blog format.</p>	
<p>We can integrate with third parties. Are there specific third-party integrations you are looking to incorporate with the new site?</p>	<p>Our point-of-sales vendor has software programs such as e-licensee for our permitted customers and a soon to be released, program to link real-time inventory updates with the store's inventory display. Other possible third party vendors are under consideration at this time and will not be known until after June 2019. We also have a third party software integration with a career applications management company for our HR department.</p>	

Would MeckABC be open to the idea of splitting this project into two separate engagements? When building a website of this magnitude, we often find it beneficial to first engage with our client to craft the strategic foundation of the new site. As part of this initial strategy, our team would conduct a deep discovery into the project and its intended audiences. We will work with you to develop user personas and work with you to map how we want your audiences to interact with the new site.

From this initial discovery work, our team will then move into a strategy phase to determine the site architecture, UX/wireframes, content outline, SEO strategy, and the formalized technical requirements of the new site.

Strategy set, our team can then provide a more accurate quote and the timeline for the next phase of the project, the design, and development, of your new site. Further, this strategy work could (if desired) be handed to

It's not out of the question, we are open to suggestion, however, that would have to be presented in more detail to the CEO and other key decision makers for consideration after looking at the overall design and cost comparisons.

<p>another team to quote, design, and build.</p> <p>Bottom line, by setting a clear strategy first and foremost, you can earn cost and time efficiencies in the latter half of the site build.</p>		
<p>Per the solicitation, the redesigned site must be accessible to persons of all abilities...conformance to minimum WGCA 2.1. What level of accessibility do you need? Would A be sufficient, or does this project need to meet AA or AAA requirements?</p>	<p>We would like to meet a minimum of the AA level in this design. We would need to understand what the difference in conformance looks like and cost between the various levels.</p>	

<p>Do you currently use a CRM? If so, which CRM?</p>	<p>We currently use DNN. We do not want to continue on this platform. We want a secure platform that performs better than what DNN provides. Ultimately we are looking for a company that can create the website in a content management system that is easy to update/create on our end (preferably WordPress) , a website that is ADA compliant, includes HTTPS://protocol and digital security encryption of URL, engages customers, is mobile friendly, a company that can custom build ABC specific forms or web pages that are integrated into the website such as the employee intranet, forms for law enforcement that can collect data and produce reports, and, set the foundation for an e-commerce experience for customers in the future. We also are looking for the company to include training of our staff to manage the website.</p>	
<p>Could you please elaborate on what you mean by "third-party cloud software integration" (15)? Are there any specific third-party integrations we should account for?</p>	<p>Our point-of-sales vendor has software programs such as e-licensee for our permitted customers and a soon to be released, program to link real-time inventory updates with the store's inventory display. Other possible third party vendors are under consideration at this time and will not be known until after June 2019. We also have a third party software integration for career applications management for our HR department.</p>	

<p>What level of control currently exists within the CMS and template environment?</p>	<p>Ultimately, the website vendor has super user controls over our website and our staff has only administrative (limited) roles in the template environment. We would like to have super user control along with being able to assign different administrative/function levels.</p>	
<p>Could you please elaborate on the citizen sourcing tool requested in the wish list?</p>	<p>We would love to begin to engage customers more using our website. Integrations with social media or other tools that allow for citizen idea submissions, engaging discussions, voting etc. are welcome.</p>	
<p>Is there other staff or additional scope available for a better multilingual experience? We find Google translate to be a little hit-or-miss when it comes to providing a smooth user experience. Our team has experience and recommended solutions for handling multilingual translations if there is scope to support.</p>	<p>We are open to suggestions.</p>	
<p>Could you please elaborate on what you mean by dynamic image display in bullet point 7 of the wish list?</p>	<p>We currently have a dynamic image display on our homepage. This is the box at the top left of the screen that scrolls with photos and various stories. We want to have the same functionality on our new website.</p>	<p>Dynamic image display</p>

<p>Could you please elaborate on point 28? What is the need being solved by this request?</p>	<p>This is referring to our need to have staff and law enforcement submit reports in a secure way, allowing only those who have rights to submit and view the information to see and create information, provide email notifications when new information is entered and allowing reports to be generated based on the information entered.</p>	<p>Point 28 from RFP :: Approximately two custom-designed website specific pages and four custom-designed secured online submission forms with user-restricted permissions, email notification of submitted report forms, online report access, filtering and report data download.</p>
<p>Are you able to provide insight into your vendor selection criteria? Are you awarding this project based solely on price?</p>	<p>Price is definitely a key driver of the redesign; however, we want to create a great experience for customers - internal and external - so heavy consideration will be given to the solution that provides both affordability, customer experience and ease of use.</p>	
<p>Which hosting server do you want to go with? Virtual Private Server (VPS) or WordPress Optimized Server?</p>	<p>We would want to look at both options from pricing standpoint as well as the performance of the VPS if we are sharing physical hardware with other VPSes as sometimes performance may be lower, depending on the workload of any other executing virtual machines.</p>	<p>VPS server includes all of the security levels you need including DDOS and TLS.</p>

<p>Who will have the rights and capabilities to update and change content on the website?</p>	<p>We will have at least two full administrators who will update the site.</p>	
<p>Please clarify :: <i>Provide an audit trail and roll-back utility for prior changes.</i></p>	<p>We want the site to have the ability to capture changes by user in a change history. The goal is to be able to track who makes changes to the website, what changes were made and when the changes were made.</p> <p>We currently have the DNN platform. In this platform, the super user and administrative users are able to see version history over a period of time that includes the user that made a change to content, a preview of what that version previously looked like and ability to reinstate a previous version should it be necessary to save time on re-creating the work.</p>	
<p><i>Create foundation for future e-commerce functionality i.e. online ordering that includes a legal age liability release pop-up with disclaimer before entering to order or creating an account</i></p> <p>When do you want to integrate e-commerce platform into your site?</p>	<p>We don't have an exact timeline for when this will be ready to go live; however, we want the functionality to exist so that we will be able to activate when we are ready.</p> <p>We would like to know if it is possible to have an add-on capability for e-commerce for future looking. We would be unable to implement this until State laws allowed. Also, it would have to be integrated with a third party point of sale vendor that we currently contract with.</p>	

<p>Google Analytics</p> <p>Who is managing your Google Analytics account?</p>	<p>Currently the Google Analytics account is managed by the current website vendor. We want to obtain all rights to Google Analytics and manage this on our own moving forward.</p>	
<p>The last time you engaged in a project such as this, what did you like and what did you dislike?</p>	<p>We updated the website in 2013.</p>	
<p>What is the single greatest problem this new website redesign/development will solve for you?</p>	<p>The single greatest problem we are trying to solve is developing a customer experience that promotes and supports our business leading to stronger engagement, brand loyalty and increased sales.</p>	
<p>Have the Meck ABC Board Business Resources and/or stakeholders been identified to support this project? If so, what percentage of their time will be allocated to this project?</p>	<p>We aren't sure how to answer this question. Feel free to re-submit with more explanation so we can offer a response.</p>	
<p>What major benefit or secondary benefits do you need to get from this new website?</p>	<p>Customers feel that the website is a value add and not just a sophisticated business card when visiting the website and content offered or design increases sales, without directly advertising (laws do not allow for advertising/promoting brands directly) provides analytics that contribute to business performance and efficiencies. Better informed public on the positive aspects of the alcoholic beverage control system.</p>	

<p><i>Some content migration from site to site may be necessary.</i></p> <p>Who has the credentials to access your current site so we can do the migration for you?</p>	<p>We have several people in the office who have administrator roles for the website. They would be available to assist with content migration. The person directly responsible for assisting you will be Brandi Williams.</p>	
<p><i>Approximately two custom-designed website specific pages and four custom-designed secured online submission forms with user-restricted permissions, email notification of submitted report forms, online report access, filtering and report data download.</i></p> <p>Please share the details or samples of the expected data elements for each of the requested forms and reports, emails. If available, provide samples.</p>	<p>The two-custom designed website specific pages refer to public facing vs. intranet. We would want the pages to feature custom-designed online submission forms:</p> <ol style="list-style-type: none"> 1. Reports-Banned Customers (user restricted for input and viewing for intranet) 2. Incident Reports (user restricted for input and viewing) (with email notification for intranet) 3. Customer Contact/feedback (for public facing that alerts or is directed to staff) 4. Procurement database of bid opportunities and submissions feature.(for the public facing page and includes email notifications) 	
<p>Individual store location/hours pop-out pages/make-it my store for customer and store personalization- quicker customer access for information.</p> <p>Please share details as to how you expect this to perform.</p>	<p>We are providing an example to better explain this. Target has a landing page with find stores link. Once clicked, it takes you to store choices and when store info is clicked on, a dedicated store highlighted page pops out along with stores nearby. Consumers also have the ability to “Make it my store” for future referencing along with store map. i.e. https://www.target.com/sl/pineville/762.</p>	

Citizen sourcing tool-encourages citizen ideas, engaging discussions, voting etc.

Please provide requirements and details as to how you expect this to perform.

Citizens' can report law enforcement issues such as
Some examples of complaints are:

- Businesses selling or serving alcohol to underage people.
- Persons or businesses providing underage individuals with alcohol.
- Alcohol being sold out of houses after businesses that sell alcohol close.
- Violation of any alcohol law is important and will be investigated.

If you would like to contact ABC Law Enforcement about suspicious activity with ABC permitted establishments.

Citizens could send ideas such as drink recipes and we have the ability to have them vote on the best recipe and it is shown on the website such as on the products page.

They could provide input for improvement ideas much like crowdsourcing.

Vote for best store or employee customer service etc. or best in-store displays.

We are open to suggestion as to how other companies might do this to engage consumers and build brand loyalty.

Examples are: <https://www.speakupaustin.org/>.

	https://www.citizenlab.co/platform	
<p>Multi-lingual support-using Google Translate Alerts & emergency notifications-posted on website and public notifications sent through email, text message and social media</p> <p>Please provide details as to how you expect this to perform. Do you mean, you will send the public notifications from email, text message, or social media? If so, that is not possible unless you have access to the CMS to make any updates or changes. If we are wrong, please share more details.</p>	<p>We would be interested in suggestions for a platform that could be integrated into the website such as Everbridge Nixle http://www.nixle.com/emergency-notifications/ but not necessarily just for emergency notifications.</p>	

Is there a particular design quality or visual appeal you have in mind for your new site so that it will support your Board's branding efforts, store operations, customer and employee engagement?

We would like the site to feature photos and videos humanizing operational transparency built into design to help consumers see what goes into operation behind the scenes on their behalf so that they value the service more. Looking to create a trust and satisfaction with customers and our products and services. We also want customers to be able to virtually ride along with law enforcement officers when they are conducting their prevention or compliance efforts to show how they work to keep citizens safe. We want them to better understand how revenues are redistributed in the community to the City/County & Library and for alcohol and substance abuse prevention and treatment. Our overall goal is to educate customers so they learn more about what we do and have a positive view of our operation.

<p>Newsletters-subscription and online publishing</p> <p>When you said online publishing, do you mean users/viewers can publish an article or post directly to the site? Please provide details as to how you expect this to perform.</p>	<p>No, we don't want users/viewers to publish on the site. We want to continue being able to publish information for them to consume. We currently allow customers to sign up for our newsletter. We want to keep that functionality. We also want the data collected to go into the email database directly. Our weekly employee newsletter, annual report and quarterly employee newsletter are a part of our intranet site. We publish these currently using PDF and Issuu (quarterly employee newsletter). We are open to the possibility of a better way to publish this information, including publishing to the site directly using a blog format.</p>	
<p>Do you have sample sites or descriptions on how you want your new site to have enhanced user experience, simplified content management, and provide better information to customers? If available, please provide sample sites.</p>	<p>Please see the list below of sample sites that we like:</p> <p>https://www.videinfra.com</p> <p>https://us.camposcoffee.com</p> <p>https://mpdguardians.com/</p> <p>http://makeyourmoneymatter.org/</p> <p>https://apps.ua/en/</p>	

<p>There are several target audiences that this website is intended to strengthen relationships with and provide a unique experience for ongoing engagement.</p> <p>Please provide details of each targeted audience user experience as to how you expect the website to encourage engagement and/or perform.</p>	<p>Customers :: We want our customers to be able to come to the site and get information on our store hours, the store closest to them, get product information and details on which stores have the products they seek.</p> <p>Employees, board members and law enforcement staff :: We want to continue to have a back-end or hidden portion of the website that provides employees, board members and law enforcement staff with the current information (manager's meeting notes, board meeting notes and minutes, our annual report, weekly employee newsletter, quarterly employee newsletter, recipes for staff to post in store, HR documents (insurance information, training materials). We also have a place where law enforcement officers and managers can create and receive incident reports and banned from stores profiles. Archived interoffice memos, transfer requests and employment applications can also be found here).</p> <p>The information found on the site should load easily, quickly and the website should be easy to navigate. We want a fresh, clean and appealing site that encourages use.</p>	
<p>What type of website traffic do you want increased on the site? For instance, more first-time visitors, organic visitors, local community, etc.</p>	<p>We want more first-time and return visitors and to optimize organic visitors.</p>	

<p>How much traffic are you seeking to attract to the site? Is there a percentage increase or target number?</p>	<p>We are looking to increase traffic 20% over the benchmark.</p>	
<p>Will you need any ongoing assistance with website edits after the site is launched?</p>	<p>We would love to be able to fully own the site and be able to make all edits and changes needed. We want a CRM that will update the site to address issues such as ADA (updates) or other such issues.</p>	
<p>Will reporting of data analytics be handled in-house or is this expected to be the responsibility of the vendor?</p>	<p>We will handle this internally.</p>	
<p>What are some sites that you like the style of, features, and functionality of?</p>	<p>https://www.videinfra.com</p> <p>https://us.camposcoffee.com</p> <p>https://mpdguardians.com/</p> <p>http://makeyourmoneymatter.org/</p> <p>https://apps.ua/en/</p>	
<p>Will the RFP/RFQ bid posting functionality need to mimic an existing platform/service or can it simply be content entered via the Content Management System?</p>	<p>We would love ideas on how to manage this. We would love to have something that allows people to create profiles, get RFP/RFQ directly from the site and also notifications when the site is updated. MeckProcure.com is a good example.</p>	

<p>What current SEO is being conducted?</p>	<p>None at this time.</p>	
<p>Will you be running ads on your site? If so, what type. If available, please provide examples.</p>	<p>No.</p>	
<p>Would you prefer to give feedback on the site wireframes, designs, and staging site through email or a project management or creative collaboration system?</p>	<p>We would love to be intimately involved in feedback as much as possible. Creative collaboration system sounds okay, but meetings to review updates and test the site at key intervals would be preferred.</p>	
<p>Do you have photos and visuals to use for the site that can be used for commercial purposes or should we budget for stock or custom photography?</p>	<p>No. We don't. We prefer to use actual photos of employees and we are planning to complete a photo shoot during the website process. We can work with the selected team to ensure we get shots during this process that will work for the website.</p>	
<p>We know that you had a major redesign of your website in 2013, are there specific reasons for the new site design/development so that we have a better idea of what you are trying to achieve with the new site besides outside of the reasons you have provided?</p>	<p>We want a new website so that we can develop a customer experience that promotes and supports our business leading to stronger engagement, brand loyalty and increased sales.</p>	

<p>Are you looking for more automated functionality for customers who visit your website where everything is being interacted solely on your new website? (i.e. sending direct messages, chat messaging or submitting/uploading forms on your website?)</p>	<p>Automation is great. Where we can automate and it makes sense, we would love to have that functionality.</p>	
<p>Upon the completion of the new site, you are looking to have your designated super users to maintain, control, and update your new site? Thus, you need a CMS that will make it simple and easy to use for them to make any minor changes or updates. Is this correct?</p>	<p>Yes, this is correct.</p>	
<p>Additionally, you will need our team to train your team to do everything they need to know without hassle.</p>	<p>Yes, this is correct.</p>	
<p>Lastly, you want to have your team to maintain your new site without having to contact us unless it's a major update that required new coding and programming, is this correct?</p>	<p>Yes, this is correct.</p>	

<p>What reports do you want us to have available (daily, weekly, or monthly)?</p>	<p>Analytic reports that indicate business performance drivers i.e. number of times a particular product is searched for, stores with the highest search traffic, what monthly special product is popular, how many employees logged in and read training or policy manual materials, what store had the most searches on policies or procedures, what law enforcement services are clicked on the most?</p>	
<p>Do you want all the content to be stored and be accessible online without having to contact us to view or access? Thus, your content will be stored on a cloud storage which is part of your server that your team will have access too.</p>	<p>Yes, this is correct. We want the content to be stored in a way that we can access it anywhere without having to contact you to get the information. A cloud setup would work for most of the content we would need to post/share.</p>	
<p>What are your concerns for your new site redesign for our team?</p>	<p>Content, URL redirects, timeline, strong search visibility, security, sacrificing functionality for aesthetics, website transition from old site to new site for both internal and external customers-want handoff seamless vendor to vendor.</p>	
<p>What are your questions for your new site redesign for our team?</p>	<p>Will ask the questions to the finalist when chosen after hearing presentation.</p>	

<p>What do you look for when selecting a vendor to work on your website redesign? What are the key indicators to measure vendor success for this project?</p>	<p>We are looking for a vendor that offers experience, subject matter expertise, aesthetics, technology platforms, support & maintenance, budgeting, process, and cost. Key indicators to measure vendor success include quality, delivery, innovation, risk, cost, customer service and account management.</p>	
<p>What are the top three goals for this new website redesign?</p>	<p>Our top three goals are developing a customer experience that promotes and supports our business leading to stronger engagement, brand loyalty and increased sales.</p>	
<p>What are the functionality features that your current website cannot do that you want your new site to do?</p>	<p>The current website doesn't meet any of our needs. The website is functions as a sophisticated business card.</p>	
<p>Do you want your site to be both a marketing and informational website?</p>	<p>Yes. The site should have several functions, including a goto place for employees, board members and law enforcement and also information for customers.</p>	
<p>What are the additional functionalities and wish lists outside of what is mentioned in the RFP do you want to have on your new site?</p>	<p>The selected vendor should feel empowered to provide ideas that could be beneficial and meet our stated goals.</p>	
<p>Who is your current email provider?</p>	<p>MailChimp is the platform we currently use to run marketing campaigns. It is currently only used for external customers.</p>	

How many emails do you have with your current email provider?	We have access to approximately 4,000.	
Are you willing to share login credentials so we can work on your new website redesign?	We would like to have a different CRM so this won't be necessary. We would be setting up new credentials for the new site.	