1. Has the team determined any specific features they are looking for in the site? What navigational tools and pages have been created?

Yes. Those features will be shared with the provider after they have been selected to develop the site.

2. Is there a need for a private log-in area for town, board and/or staff use? If so, what kind of data would reside behind that log-in?

Yes. A private log-in will be required for association members to obtain access to electronic monthly magazines, videos, etc. The provider will be required to develop a log-in format on the WTA site that will automatically reset passwords/send temporary passwords without WTA involvement.

3. Has a budget for the project been determined? If so, what is the budget range?

No.

4. Is there any opportunity to meet with members of the team prior to the RFP submission to further determine site inclusions?

The provider will have an opportunity to meet with the WTA website development team after they have been selected to develop the new site.

5. Could *I see what the new WTA brand and color style looks like? What will the new mantra be for the WTA?*

6. What specific features or design elements do you like with the WCA webite; Wisconsin League of Municipality website; Illinois Municipal League website and Town of Buchanan website?

The specific features or design elements that the WTA appreciates on the WCA website, the Wisconsin League of Municipality website, the Illinois Municipal League website and the Town of Buchanan website will be shared with the provider after they have been selected to develop the site.

7. Can you give some examples of the items that you would like to be sold through your shopping cart? Please list the number of unique products.

The WTA foresees selling its handbook and other publications along with clothing and merchandise products on its website. The WTA also would appreciate a feature that enables it to collect and refund payments for registrations made online.

8. Will the WTA be providing any and all pdf documents in their final form to be uploaded to the website?

Yes.

9. When referring to integration of software. Is this your software that would run on the website or just referring to that we are supplying necessary software for full functionality of the website?

The WTA would prefer the provider providing the necessary software to have a fully functional website.

10. Do you want your website to be ADA compliant? If so, will WTA be responsible for documents uploaded to website?

Yes, the WTA site should be ADA compliant. Members of the association will require ADA compliant sites as well. The WTA expects to be responsible for uploading documents to the website.

11. Do you want proof of insurance for both liability and errors and commissions?

All providers should submit a certificate of insurance with their proposal. The insurance policy should carry provisions for both liability and errors and omissions.

12. I would think the site should have an SSL certificate for security as well to have HTTPS?

Yes.

13. Is the WTA seeking proposals from firms that will select and modify a generic theme or seeking to work with a custom design agency that is dedicated to creating a unique online brand?

The WTA is seeking proposals that do both. The proposal should encompass the ability to create a unique site for the WTA with an understanding that the provider may be creating a more template driven site for WTA member towns/villages that is financially achievable and responsible.

14. What is the most important factor in the RFP, custom development at higher cost or lowest possible cost?

Please see previous answer.

15. Will the endorsed provider be donating services in return for endorsement?

The WTA and the selected provider will be engaging in a dialogue that discusses the benefits that will accrue to both the WTA and the endorsed provider.

16. What is purpose of the website?

The purpose of the website is to have a fully functional website that serves as the primary tool for our association to educate and inform our members. Please see Section II, Scope of Project, of the RFP.

17. Would we consider screen sharing versus in person meetings?

The WTA will consider this option for its own site with the expectation that the endorsed provider will have the means and the desire to work one on one with our members in developing their own sites.

18. Will WTA be requiring e-mail services and spam filtering?

No.

19. Will the WTA be providing any further revisions, supplements or responses to questions to its RFP after December 4, 2017?

It is expected that this will be the only response/revision/supplement provided to questions received on the RFP but please check the WTA website through December 18, 2017, should a future response/revision/supplement be necessary.   Thank you for your interest in submitting a proposal!