

Q&A FOR WEBSITE PLATFORM VENDOR EOI

As a reminder, the objective from the Expression of Interest states that, *“One of SALT’s main deliverables is a online knowledge platform for learning and collaborating. The platform or “website” should provide relevant content on seafood traceability and be an interactive platform where people can receive relevant information, interact with colleagues and peers, with the option to provide a secure space for collaboration.”* Please note that SALT is *not* developing a traceability system, but a collaboration and knowledge sharing website.

1. Does SALT have a preference in CMS or platform (e.g., Drupal, WordPress), or in open-source vs. proprietary CMS?

While SALT is open to all proposals, WordPress is preferred based on SALT team experience. SALT staff will need to access the site occasionally to update the site internally so a proprietary platform is not desired.

2. Does SALT/FishWise have website development staff or vendors currently engaged for similar work?

FishWise has its own website and website developer, on which SALT currently has a few pages hosted. SALT does not have any vendors engaged for its SALT platform.

3. Can SALT share the names of any third-party platforms or APIs that it anticipates integrating into the new site (e.g., ESRI)?

Most are not known at this time as we are still in co-design to determine the needs of the broader community. Some potential functions we will seek include a calendar platform, mapping feature, videos, and social media feeds. As a knowledge platform, searchable queries is important. Different forms of functionality is something we would discuss with a potential vendor and finalize in the scoping of the project.

4. Can SALT share the number of content administrators/community managers that would be working on the site, and the different permissions for content administrators expected on the new site?

Initially, there would be about 3 administrators on the SALT team. In the next few years, as the site expands, we may have community members access parts of the site that would be protected.

5. Can SALT share how many vendors have been invited to bid on this proposal?

The expression of interest was posted publicly on the FishWise website and is open to all qualified bidders.

6. Has funding been approved for the project? If so, does SALT have a budget range in mind for this engagement?

Funding for the platform is already allocated for year one, and the range will vary by year. We will need a simple design to start, and may become more complex throughout the years as we add more content and develop materials. We are thinking about the longevity of the site and maintenance costs, so that the platform can be passed to others if the projects changes hands.

While we will not specify a budget number since the selection will be based on best value. It may be helpful to know the total value of the SALT project is \$5M over five years, or \$1M a year for all implementation costs including staffing, hosting convenings, travel, etc.

7. Does SALT currently have a legacy database of existing content (Files, Images, Multi-Media Materials, Members) that will need to be ported to the new portal developed for the SALT project?

SALT currently has one simple page with limited links to documents, a blog, pdfs, and google form. We are essentially starting from scratch.

8. Are their current SALT partnership groups with existing members that need to be supported?

No.

9. Is there a platform preference, or will you consider any platform currently approved and in use by USAID?

The platform does not have to be something USAID is already using. It needs to employ the USAID requirements for an Assistance project found [here](#). We prefer a WordPress design and nothing proprietary, so we are able to upload content ourselves when necessary.

10. What is your target users/audience /stakeholders of this platform?

This will be worked out more specifically with the selected vendor as we go through the development process. For now, the focus is on those working within the sustainable seafood space including the seafood industry and technology producers, as well as government officials, agencies, and philanthropic donors.

We have reviewed a number of sites in this space and found these site to have similar types of information we would share (in addition to many others): <https://forestlegality.org>, or <http://ndcpartnership.org/knowledge-portal>

11. Should this platform be developed in multiple languages? if so what languages?

Currently it will be in English, but in targeting a global audience, some pages may need to be translated in the future into additional languages.

12. How critical is it to have the following?

- Experience developing website for US government (USG)
- Experience developing platforms for global audiences or alliance

The eligibility and criteria/qualifications for evaluation is included in the EOI.

While it's not required to have past experience developing US government websites, it is beneficial. Research into the requirements will tell you what to consider (see answer to question 9). The point of this website is to share knowledge in a way that allows groups around the globe to share their information and access an online interactive portal, thus understanding how people best grasp information online, and having experience creating learning websites would be advantageous.

13. Would a range of \$50,000-80,000 be within the realm of what SALT is considering?

We are not setting parameters on cost. While it's an important evaluation criteria, there are many points that will be considered. It would be important to specify whether your costs are for the entire website project and maintenance, or just specific parts of it.