

**Questions and Answers from the Pre-Proposal Conference Call of
May 29, 2012
RFQ No. SCA52512Q0009
TasteUS! Website Development Services**

The following questions were asked during and after the pre-proposal conference call, and answers are being provided.

1) Where will the answers to the questions be posted?

Questions and Answers (Q&As) regarding this Request for Quotation (RFQ) will be posted in the U.S. Embassy Ottawa Procurement page: <http://canada.usembassy.gov/about-us/procurement.html>. Prospective offerors will be notified once the Q&As are posted.

2) Is there any ongoing requirement for the agency, or do you just want us to take you to the launch phase?

PR services will only be required up until the launch phase of the website. On the technical side, the contractor will be responsible for training FAS Canada staff on the Content Management System to allow continuing updates of the site and also for ironing out any problems that may arise. This period may last up to a couple of months, but exact dates will be finalized with the chosen contractor. Please provide estimated timelines in your proposal. After this point, FAS Canada will be responsible for maintaining the site.

3) Who will be maintaining the site after the contract concludes?

The website will continue to be maintained by two members of FAS Canada on a part-time basis.

4) You 'welcome a creative approach'. Do you wish to see mock ups?

Mock-ups are not a required element of the proposal, however firms are free to include as much information and material as they wish to give FAS Canada a complete picture of their vision for the project.

5) Do you want to explore other venues of social media – Facebook and Twitter?

FAS Canada is open to suggestions on how best to use social media to increase awareness of the site. These suggestions will have to be examined against relevant government regulations.

6) Is there a requirement to adhere to section 508? (US Government Usability guidelines).

This site is intended to be a stand-alone site to promote commercial trade and it will not have a .gov domain. Adhering to section 508 is not a requirement for the site. Estimates on cost and the amount of time it would take to implement these changes are welcome, but not necessary. If the offeror wishes to include this element, it should be presented separately from the offeror's total firm-fixed price for the project.

7) **Do you have any additional demographic information you can share?**

The target demographics for this site will be primary grocery shoppers, retail category managers and other industry buyers.

8) **Should the site be English-only?**

At this time, FAS Canada is looking to develop an English-only site with plans to translate all pages into French once the site is up and running.

9) **In regards to Section D on page 6 of the RFQ: "...Site must be adaptable and able to interface with other applications. This will include allowing for automatic updates from other sites where applicable." What are the "other applications" that the site must be adaptable to and interface with?**

FAS Canada is open to feedback on this aspect and welcomes any suggestions for applications that will make the site as user-friendly and effective as possible. At this time, FAS Canada is specifically interested in having its site interact with its cooperators' sites and be able to reflect changes made on those separate sites.

10) **Will a search function and database be required?**

A search function that allows information to be located on the entire site is a requirement for the final product. FAS Canada will present the contractor with the necessary information to include on the site, if the contractor decides that a database is the best way to present the information then the database must also be searchable through the search function.

11) **Should the website be accessible from mobile devices?**

This is another area that FAS Canada is open to hearing feedback on, especially in regards to pricing, effect on the final product and ability of FAS Canada to maintain the site on its own. Again, this pricing should be shown separately from the offeror's total firm-fixed price.

12) **What latitude will the contractor have in regards to the design of the site? Must it reflect other government sites (particularly fas.usda.gov)?**

This site will be a stand-alone site for the U.S. Food and Beverage Alliance, the site will not be recognized as a U.S. government site. The design does not need to incorporate elements from government sites and the contractor will be able to develop their own design, with the **tasteUS!** logo included.

13) Will the contractor be responsible for writing any content? If so, how much?

Yes, in order to get the site up and running the contractor will need to do some writing. It will be approximately five web pages in and may vary a bit depending on the final design. FAS Canada will be providing some, but not all, of the content for the site.

14) How many stakeholders will be involved in the process?

FAS Canada has approximately 40 cooperator groups that are active in Canada. Among them, 15 to 20 are likely to actively be involved in providing input over the course of the design and building of the final site. FAS Canada will make the final decision on the awarding of the contract.

15) Is it possible to respond to the RFQ without having participated in the conference call, and if so, would it be possible to receive the answers to the questions, which will be provided by June 12th?

Yes, proposals from companies who did not participate in the pre-proposal conference call are welcome.

Approved by:

/signed

Mirena P. Hine
Contracting Officer