

For Wireless Philadelphia organizational/consumer site:

-Are there defined reasons for the entire system described in the RFP (public facing and internal intranet) to be fully integrated? I.e. are there reasons why the project management section needs to share data with the content management system governing the public-facing website?

WP is contemplating a distributed and collaborative model with existing community groups in Philadelphia, but at the same time would like its own website to be a single portal into which all information regarding WP, WP participated programs and WP community partners can be accessed. By integrating both public facing and community partner intranet functionalities into the same platform, WP is requesting an interactive, single source solution that facilitates the real time modification and dissemination of information regarding itself, its programs and its partners. WP believes that it is both logical and efficient to use the same site to interact with both its consumers and its community partners because of the distributed model that WP contemplates and the need for flexibility in the administration of information and the management of multiple schedules and tasks that relate to the same content and its modification.

-What types of applications will the system accept? Are payments to be submitted for one-time or on-going service? Will credit card information be stored?

Currently, this functionality is forward looking. WP anticipates that Digital Inclusion Rate applications will be handled by a separate system and payment for access services will be handled by the ISP. However, WP would like to leave open the possibility of handling transactions or engaging in other revenue producing activities on its website and wants the most flexibility possible in that regard including the ability to handle Digital Inclusion Rate or computer purchasing or other transactional issues itself.

-Are there any details that can be shared on the sitelets mentioned in section 1.a.iii? Are they the community portals?

It is currently contemplated that these will be partner information or program information portals or both that allow consumers to learn about WP programs and WP partners. How they are physically represented (i.e. geographic/program specific/partner or community specific) has not been determined yet.

For Wireless Philadelphia Community Websites:

In general, the Community Websites relate to the six links that WP has on the EarthLink splash page that the consumer hits after signing on to the WiFi network. In order to motivate consumers to use the Internet, WP is requesting proposals to build an engine that can manage a “nest” of services in a “safe” and controlled environment where consumers can self identify themselves in a meaningful way (age/community/interest) and allow informational sources, service providers and others to deliver information in a managed and effective way to those consumers. While the RFP encompasses all six links, WP is interested in any alternative proposal of how to use these links to advance its goals and objectives that do and can include consumer education, fostering consumer creativity, motivating consumers to use the Internet to advance their lives, facilitating interaction for desired services and receiving and delivering pertinent news and other information while also enhancing tourism and facilitating small business interaction, community, political and government interaction.

-Are there goals (such as the learning goals mentioned in 1.c.) that can be shared with us so that we can tailor the proposal to meet these ends?

See above statement.

-Why is use of Flash a requirement? Is that just the potential to include Flash, or does the design necessitate/mandate it?

WP prefers the availability of Flash multimedia because of its widespread use for Internet multimedia delivery and the probability that Flash multimedia will be desired by news sources or other service providers who would like to participate in the nest of services.

-Will local news be fed to all 6 sites in same manner, or will community info be parsed, and if so, at what level? Are these sites for six small neighborhoods, or for six sections of the city, covering the entire wireless area?

WP anticipates that the six links will be demarcated in a way that offers the best opportunity for consumers to self-identify their interests and for service and information providers to deliver relevant content. The manner in which these six links are parsed should be suggested by the bidder. WP has contemplated geographic/neighborhood parsing, age and nature (consumer, business, tourist, political, etc.) parsing among others.

-Do administrative architecture requirements call for individual administrators to govern each community site, as well as having overarching administrators? Are these local admins able to post to each other's sites through the unified system? If so, do the administrators who work on individual sites need capability of reviewing, editing or rejecting content from other local administrators, or do the overarching administrators make decisions for what appears on local sites entirely?

WP anticipates that the bidder will propose a way to manage the six sites that empowers service and information providers to post information into managed sections that are organized in ways that are meaningful and useful to consumers. The manner in which information is reviewed and edited is for the bidder to propose. WP intends that the nest be a sponsored "safe" area and that a consumer be informed when they are leaving the WP nest and going into the Internet.

-Does the evaluation plan need to be done by same company that develops the website?

No, but it is important that the system that manages the six sites have a functionality that allows for access to relevant information that can be used for evaluative purposes.

-If sites need to be live for beta testing by August 15, when is the target date for contract signing? How long does the process leave for development?

This point is negotiable.