



Request for Bids

WEBSITE LOCALIZATION SERVICES





May 12, 2017

Visit California, a privately funded nonprofit corporation, is seeking bids for Website Localization Services to support our mission of promoting California as a premier travel destination.

Please provide your bid by June 9, 2017.

The California Travel and Tourism Commission d.b.a. Visit California is a private non-profit 501(C)6 funded by assessed businesses that have an interest in promoting tourism to California. California Tourism is marketed exclusively by Visit California.

1. PURPOSE

The purpose of this request is to obtain bids for ongoing Website Localization of our global marketing site and its 13 localized sites in 8 languages.

2. CONTRACT TERM

Visit California generally contracts for these services annually.

3. OVERALL SCOPE OF WORK

- Provide ongoing translation/localization of Visit California website content into 8 languages across 13 localized sites;
- Integrate content with existing Drupal website infrastructure; and
- Provide regular status reporting regarding all aspects of localization process and content.

4. CONTENT OF BID / PROPOSAL

Company Description: Please provide a brief description of your company including years in business, experience, location, number of employees, and any other information that you believe would help us in our decision.



Scope of Work: Please clearly indicate the Scope of Work that you propose as it relates to your bid. The Detailed Scope of Work on which to base your annual bid is included in the following section.

Responses to Questions: Please include your responses to the questions in Section 6, Vendor Questions.

Special Project: In order to help us assess your capabilities, we've included a special project. See Section 7, Special Project. Please include this with your bid.

Bid Amount: Please provide your total bid amount for a one year period of work, along with additional details that may help with our bids analysis. Additional information may include sub-categories, hourly rate, out of pocket expenses, etc.

Contact Information: Please provide a contact name and number that we may use should we have any additional questions.

5. DETAILED SCOPE OF WORK

Bidders should use the following detailed scope of work to help develop their bids. Your bids should be based on a full year of services.

The current Visit California website was launched in 2015, with 13 local sites being rolled out over the course of 2015 and 2016. The site was developed in Drupal and the code base is hosted and maintained by Acquia.

Website Goals

- To drive consideration of, and preference for, California as a tourism destination.
- User engagement: As an umbrella marketing organization for California travel providers, our goal is to drive consumers to our partners' websites (local destinations, hotels, restaurants, car rental, activities, etc.) through engaging content.
- Organic traffic: Search engine optimized translated content to drive traffic growth.
- Agility: Ability to produce translations in a matter of days and avoid content backlog.
- Transparency: Ability to know status of all translated content pieces from submission to publication.
- Ease of use: Clear, easy-to-follow process that eases the publishing burden on our in-market content teams.



Website Content

Visit California produces an average of New article content-- 5 articles per week (1000 words per article) for the domestic website and the team has invested considerable energy over the course of 2016 to transform its content ideation process into a nimble, content publishing operation. One of the goals of the website localization project is to extend that agility to the international stage through a crisp, clear process providing insight into the status of all localization efforts to the team at HQ while easing the burden of content backlogs on the regional representatives.

In terms of the scope of the publishing and localization efforts, since the 2015 launch, there is a backlog of 90+ articles across 13 markets, totaling 98k words. Although the backlog is not part of this bidding process, it should provide insights into the volume of localization that will be required on an annual basis.

Refreshed article content: We are updating 1600+ articles (word count: 62K+) in English and require the edits translated across the 13 markets.

Podcast content: Localization of English-language transcripts on biweekly basis. Word count: 2000 words

Daily Blog: We are considering adding a daily blog with 10 to 15 posts per week (300-500 words per post). We will consider testing this concept in target international markets in FY17/18.

The localization languages are as follows:

- French
- German
- Italian
- Mexican Spanish
- Brazilian Portuguese
- Korean
- Japanese
- Simplified Chinese
- International/British English for use in UK, India, Australia, etc.

Website Infrastructure

From the scoping phase of the initial site build in 2015, a conscious decision was made to create local Drupal sites, each with its own local domain. This decision was made based upon the guidance provided by the website development agency as well as for reasons

related to SEO, site performance, and perceived authority in the local markets. This is not a decision that we are seeking to roll back.

In each of Visit California's target markets, the regional content representatives like being involved in the content process and enjoy the ability to create local-only content for their sites, in addition to the content provided by the domestic operation that has been localized for their market. While we understand that many clients are looking for a more hands-off approach, however this is not the approach of Visit California.

Desired Scenario & Workflow

In an ideal world, the content localization process would work as follows:

- New Content uploaded to US Global Site categorized as either Mandatory or Optional.¹
- Vendor system automatically recognizes new content.
- Workflow alerts regions and allows them to opt-in if optional, or routes directly to Translators if mandatory.
- Translator, aided by TM, translates and localizes content and creates draft in the local site. Once draft is ready for review, Translator updates status to Ready. If the content is for a region whose approval process is more lightweight, e.g. UK, draft goes straight to Published and an alert is sent to the Regional Representative who can make edits once Published.
- Workflow alerts regional representative to the draft creation Ready for review.
- Local representative provides feedback/edits and can send back to translator or make edits and publish.
- Reporting and dashboards.

Reporting

One of the challenges of the current infrastructure is that Visit California lacks insight into the status of localization efforts. The team at HQ would like to be able to track and report on the status of any and all localizations by language at any given time, to understand the average length of time to get a localization published, the quality, etc.

Budget

¹ In some instances, content will originate from the local offices. That content should also be able to follow a similar process for consideration and potential use across other global sites.

We are seeking professional services at competitive pricing. As our policies require us to conduct a full Request for Proposals process for contracts exceeding \$350,000. Any bids submitted must be below this amount.

6. VENDOR QUESTIONS

Please include responses to the following questions with your bid.

Technology

- What types of integration do you provide to Drupal-based systems? Proxy solutions? Connectors? Which would you recommend given our ideal scenario and why?
- Can your technology solution integrate with our distributed Drupal architecture, as this is not something we intend to abandon? If so, please explain how that would work.
- If you propose a proxy solution, what would consumers see for content that had not yet been localized? E.g. would they see the US English version on a French site? What do you recommend we do with our localized sites? How do the 2 interact or interfere with one another?
 - Would SEO be impacted? Why or why not?
 - Would site performance (site speed, etc.) be impacted? Why or why not?
- Please describe your translation memory, how it works and whether or not that would be portable should we part ways?
- How difficult would it be to roll back your solution should we part ways?
- Do we have the ability to localize some pieces and not others, e.g. tiered content where some is mandatory and others option to be decided by regional representatives? If so, how would that look operationally?
- Describe the workflow your system is capable of implementing given our desired scenario. Can we have a more rigorous process for one country and a more lightweight for another, e.g. Non-English vs. English speaking countries? Can we modify the workflow by language?
- Do you provide support/integrations to other CMS, e.g. WordPress?
- How do you integrate with social platforms? Does the process differ at all from how you localize Drupal content?

Integration & Professional Services

- Please describe any Professional Services or Integration work that would need to be completed for us to go live.

Translation Services

- Please list the languages in which your organization has coverage.
- Are the translators full time employees or contract staff? Where are they located?
- Will we have named translators localizing our content or will it be new people potentially for each article?
- What happens if we are unhappy with the translator for a given language/country?
- Given what you know about VCA's content, would you recommend Machine Translation for some/all/none of our content? Does it have a place in our solution or would you advise against it? What are the benefits/drawbacks of using it for our type of content?

SEO Services

- Please describe your SEO methodology, including meta data localization and keyword research.

Reporting & Dashboards

- Please provide screenshots of any out of the box reporting and dashboards that your system provides.
- How are custom reporting requirements handled?

Relevant Experience

- Please list any customers (current or previous) in the VCB/Travel/Tourism/Hospitality industries.
- Please provide examples of customers (not necessarily VCBs) with similar technology stacks and how you've addressed their needs.

7. SPECIAL PROJECT

In order to assess your capabilities, please complete the following assignments.

Assignment 1

Please provide a before and after sample of content (minimum 300 words) that has been localized from English to Italian and English to Korean. If you have a sample related to the hospitality/VCB space that would be ideal but is not required.

Assignment 2

Please provide a localization of the following article into German, Italian and Korean:

SEVEN SAFARIS

YOU DON'T HAVE TO TRAVEL FAR TO GET A CLOSE LOOK AT A WILD VARIETY OF EXOTIC ANIMALS

1. **SAN DIEGO ZOO SAFARI PARK** Thirty miles north of San Diego, this safari flips the script of a normal zoo—the animals roam free while visitors are kept inside vehicles for a tour. The 1,800-acre park has more than 400 species of animals, including zebras and giraffes. sdzsafaripark.org

2. **SAFARI WEST** For an overnight safari experience, Safari West, in Northern California's wine country, is an all-inclusive resort that allows visitors to live among the animals, including antelope and cheetahs. Glamp in "tents" with hardwood floors and bathrooms. safariwest.com

3. **VISION QUEST RANCH** Another overnight option: the Vision Quest Ranch near Monterey. The 51-acre ranch features canvas-walled bungalows that allow you to hear lions roar outside. An elephant will deliver your breakfast. montereyzoo.org

4. **THE LIVING DESERT** Armadillos, opossums, and hedgehogs, oh my! South of Palm Springs, the 1,200-acre Living Desert is home to an array of native and nonindigenous animals, like the leopard tortoise of sub-Saharan Africa. livingdesert.org

5. **B. BRYAN PRESERVE** This preserve on the Mendocino Coast takes in endangered African mammals such as the Grevy's zebra and the Rothschild's giraffe. Ninety-minute tours as well as overnight stays are available. bbryanpreserve.com

6. **BIG BEAR ALPINE ZOO** Every Saturday night in October—weather permitting—this low-key zoo takes visitors on flashlight safaris where they get face-to-face (safely) with things that go bump in the night, including mountain lions, owls, and black bears. bigbearzoo.org

7. **MALIBU WINE SAFARI** For those interested in wildlife and wine life, the Malibu Wine Safari offers the best of both worlds. There are seven different packages, including a family-friendly tour with lemonade for the little ones after visits with the property's llamas. lasafaris.com

8. QUESTIONS

If you have any questions about this Request for Bids, please email us at rfps@visitcalifornia.com.



9. TENTATIVE SCHEDULE

May 12, 2017	RFB public announcement
June 9, 2017	Deadline for bids
June 19, 2017	Estimated date of vendor selection
July 1, 2017	Estimated date for services to begin

10. DELIVERY OF BIDS

Bids may be delivered by hard copy, electronically, or both. Electronic versions must be in PDF format and sent to rfps@visitcalifornia.com. Hard copies must be sent by courier such as FedEx or UPS to:

Visit California
Request for Bids: Website Localization
Attn: RFB Submissions
555 Capitol Mall, Suite 1100
Sacramento, CA 95814 USA

All proposals submitted shall become the property of Visit California and shall not be returned to the Proposer. Visit California also reserves the right to:

- Reject any and all bids;
- Waive any or all mandatory requirements;
- Cancel this RFB;
- Revise the amount of funds available under this RFB;
- Amend this RFB as needed; and
- Not select a vendor and award a contract from this RFB.

All proposers agree that budget costs submitted with their proposals are valid for 90 days from the date Visit California receives your proposal.