

**RFP #2015-AS-03 City of Cottonwood Website Design Services**

**Addendum #1 – Questions and Answers**

**5/22/15**

**1. Our question is simply confirming that the site has to be compatible with IE 5.0 and higher?**

After looking closer at our analytics, the website needs to be compatible with IE 8.0 and higher.

**2. Can you elaborate on the interactive maps functionality? What level and type of interactivity?**

An embedded Google Maps would suffice or an interactive map similar to it where we can pin all City building locations.

**3. Can you elaborate on alerts? Will they just be displaying on the site or pushing out to registered users?**

Alerts would show on site and should have the ability to push to social media and an email list. We do not currently have an email list.

**4. How are you currently handling Pay-your-bill Online? On the new website, are you looking to utilize an already existing service that can be integrated into the website or a custom solution?**

We will be utilizing existing services for our different departments, they are external links. One of our billing services is not active yet but it will be embedded or an external link to the payment service.

**5. To what extent should staff be able to moderately modify the site design after he launch in a WYSIWYG platform? Can you provide some modification examples?**

Staff should have access to the source code of the website template. So, template design changes do not need to be made directly from the WYSIWYG. Some examples would be changing logos, colors, adding menus, and changing the layout.

**6. How many user levels do you anticipate beyond administrator and editor?**

There will also be users that can make changes to the site but it has to be approved by an editor or administrator first. We will also need to be able to allow users to only modify their own pages in their department, editors and basic users both.

**7. Can you elaborate on the “seamless flow of requested information in mass quantities from the database to appropriate City departments or partner organizations”?**

The City will provide the content for the new website. The City has eleven (11) departments plus one partner organization (The EDC) which will actually be included as part of the website. The other three (3) partner groups will be included as an external link to their existing websites. There is only one website being designed in this project.

**8. Section 4.1 on page 6 states that offers shall be submitted on the forms provided in the RFP. Are addendum materials such as case studies, relevant work experience, etc. permitted as well? If so, is there a page limit for the addendum materials?**

The City would like to limit additional materials to eight pages outside of the required forms provided within the RFP.

**9. Exhibit B, Offer Section provides spaces for Hourly Rates per Position but not number of hours or totals. Where do we submit our total estimated cost for the project?**

This has been addressed with a revised offer section, released as addendum #2 to this solicitation. The revised offer section released as addendum shall replace the offer section released originally.

**10. What is the timing for selecting a vendor? What is the start date and deadline for the project?**

We would like to make a recommendation for award sometime in July of 2015. Our goal is to have a website up and functional by January 1<sup>st</sup> of 2016.

**11. Is there a determined budget for this project?**

This information will not be released by the City.

**12. Can you please provide the scale to which proposals will be evaluated.**

The evaluation criteria is included within the RFP, section 6.5.

**13. Do you have a silence period after proposal submission? If so, when does this time frame end?**

All proposal terms and conditions are outlined within the RFP documents.

**14. What key factors are important to you that may not be clearly outlined in the RFP?**

The City will need a website that is modern in design and matches our brand identity, but will be conservative as most municipal websites are. The awardee should be prepared to present to the City of Cottonwood Council for final approval of a new website.

**15. What are you overall goals of the project?**

This information is available in section 2.2 of the RFP titled *Purpose*.

**16. Are you open to receiving additional information within the proposal that may be outside of your current scope outlined in the RFP?**

Yes, please limit this additional information to eight (8) pages. A listing of active websites you have created will be helpful in this section.

**17. How many staff will need training.**

The City is open to both online/webinar training as well as in person training conducted in a conference room within the City. There will be at least one person from each department, some departments may send multiple people.

**18. What, if any, 3<sup>rd</sup> party pieces might we need to accommodate?**

Social media integration – When staff make a post or certain website updates it should automatically post to our social media accounts. Council Agendas/Minutes – Novus Solutions provides our software for this and the current public interface is iframed on our website: <http://cottonwoodaz.gov/councilmeetings.php>

**19. Can you tell me about your mobile strategy?**

The website design needs to be responsive and work well with the majority of mobile devices. At this time we are not looking to have our own app developed.

**20. Have you done a page count of your site recently? How many pages did you come up with?**

There are approximately 230 pages. Some pages will be combined and some will be split with the new website.

**21. Is the City interested in showing zoning on GIS maps through the website?**

For now, the City will most likely include an external link that points to the Yavapai County GIS system. This is something that will not be considered as part of this project.

**22. The RFP mentions the availability of providing alerts and notifications. What types?**

Mainly emergency alerts and Public Service Announcements pertinent to municipal governments.

**23. Is a wireframe available?**

Yes the wireframe is available. After the project transfer the access and credentials are the same.

Click here to access:

<http://invis.io/P327ONKGZ>

Password is:

H3art0fAZWC

The City does also have a site map completed for the website. The site-map has been included within this addendum to provide useful information to potential bidders.

**24. Does the City have a written branding or marketing plan available to assist the winner of this solicitation?**

The City has a branding plan, but not a marketing plan.

**25. How would the City like to see the blog with current news and events?**

The City has eleven (11) departments and one (1) partner which would need to be broken out by categories within a single blog. We would not need twelve (12) separate blogs.

**26. Is the City interested in providing staff members throughout the City the ability to create online response forms?**

Not at this time, we may look into adding that functionality later.

**27. What is the estimated volume of forms the City anticipates in including in the set up of the website.**

Many of the forms may be moved into our ERP, Springbrook. The current forms can be viewed here: <http://cottonwoodaz.gov/PDFgallery.php> as well as here: <http://cottonwoodaz.gov/parksrec/index2.php> There are also currently two password protected (employee only) forms that are PHP based, not PDF. One form is a basic contact form with option fields, four total fields. The other form is five text areas, six checkboxes, and 3 optional text boxes.

**28. Does the City currently utilize fillable PDF forms?**

A few of the PDF forms available online are fillable but the user needs to save or print them then send them to us. If this process can be streamlined that would be great.

**29. Does the City currently have an existing Google Analytics account?**

Yes, and our IT manager is the only staff member that has experience with Google Analytics.

**30. How does the City envision training and extended services?**

The proposal should include the initial training of our users.

Proposers should also include an hourly rate for extended service and training after the project is complete. The City would pay at an hourly rate for any changes, fixes, etc., which may occur in the future. The successful bidder will need to be available if needed.

**31. Does the City need an interactive calendar?**

Yes. This would be similar to the blog aspect where the City has the option to be selective in what is shared, but also interactive. Visitors should be able to see all City events or narrow it down to one or two departments if they choose to do so.

**32. Are the insurance requirements listed needed?**

Yes, these are required by the City of Cottonwood.

**33. Will the option for a stage payment plan be available?**

Yes the City would agree to this if milestones are provided.

**34. How many council meetings would the awarded company need to attend?**

Two or three meetings. Successful proposer should attend when the recommendation for contract award is made in addition to another meeting or two for final website approval. A presentation would be made before our council for final approval of the website.

**35. How many total pages are on the website. Do you know that number? Google indexing registers about 4,500. Is that correct?**

Actual PHP/HTML pages, no. That is about 230 pages. Including PDFs and other media that could be about right. Agendas, minutes, etc for all of the boards and commissions and council.