

CP-17-15 Website Redesign

Addendum

Note: Questions have been edited for clarity and similarity; comparable questions were combined.

- **Launch Date**
 - When will the City of College Park like to launch the new website?
 - July 1, 2018
 - What is driving the deadline for the launch of the site in July, 2018? This is an aggressive timeframe for a website of your size. Are you open to extended timeframes within reason?
 - July 1, 2018 is our new fiscal year, which is why we are looking for everything to be completed by that date.

- **Budget**
 - What is the budget for this project?
 - \$35,000
 - Is the City open to a phased pricing approach, starting with a fixed price assessment and requirements definition phase, followed by more accurately scoped design and delivery phases based on defined hourly rates?
 - No.
 - Can the project be priced as time and materials?
 - Yes, but should fit within the fixed amount. Add-ons, like videography, animation, etc. can be priced separately.
 - Have you budgeted for research and discovery?
 - That has not specifically been budgeted for.

- **Website Mission, Purpose**
 - What motivates the call for a redesign? Are there specific strategic or technical goals that are not being met by the current deployment?
 - The site's design is quite dated and both front and back ends are in need of an update and upgrade.
 - Is the city's mission evolving in ways not apparent on the current site?
 - The City website should represent all the changes coming to the City.
 - What new audiences would the city like to reach with the new site?
 - While not exactly a new audience, we would like to better reach visitors, potential homeowners, potential business owners, students, and others within our community.
 - How will you gauge the performance and success / failure of the new website?
 - By the website's ease of use, ease of search, attractiveness, and increased views and unique visitors.
 - Where does the website fit in on the overall spectrum of marketing communications leveraged by the city? Are there apps, presentations, paper collateral, trade show materials, etc. the website ought to complement?

- The website is the main portal for digital information about the City and therefore is a very large part. Aside from branding, there is nothing else it should complement.
- **Website Maintenance**
 - What is the maintenance period and/or website support for the website?
 - Approximately 3-5 years.
- **Integration/Payment Systems**
 - Could you elaborate on how the current online parking ticket and tax payment systems work? Are they hosted on your servers or are they on an external system?
 - We only link to one external payment system and we don't handle the payment processing.
 - What is your personal property tax payment software? With this be handled as a link to a website, similar to the online parking ticket software, or will further integration be needed? Is an API available to connect to this system? The same questions apply to your account receivable online payment area.
 - No further integration is needed; we query a file and only pass a few data fields to be processed by our current vendor, CyberSource.
 - Could you provide a list of the technologies that run the systems that you are requesting connect to the new site (tax payment, database connections, online parking ticket system)?
 - The data is passed from financials software, NaviLine Superior.
 - Related to the above question, do you want the new site to only link out to a majority of these services or do you envision the integration of these services into the new site and potentially providing a single sign on (SSO) feature for a subset of these services?
 - An MS Access Database being queried and the data is passed. The new site will link out to a majority of these services.
 - Can you explain the external integrations APIs to Granicus, video software? Do these APIs remain the same during the redesign?
 - Granicus is a video feed. We currently do not have any APIs on our site.
 - What type of platform is your current server?
 - MS Server 2012 – SQL Server
 - The list of systems includes database connection, what types of databases are these (i.e. SQL, Oracle, etc.)? What types of data is stored in these? Can data samples be provided?
 - ODBC Connection – ticket number and cost
 - Can you elaborate on the functionality for online payments of parking tickets and property taxes? Will the selected vendor be tasked with custom building this functionality?
 - As previously stated, the website doesn't handle any payment processing and only pushes data to our current vendor. The vendor would not necessarily need to build a payment processor, however it can be priced as an add-on.

- Please identify any 3rd-party applications, components, or sites integrated with the current website that the vendor will be responsible for in some way? Please also describe the platforms these applications use, and if College Park intends to keep them or replace them in this project.
 - Granicus is the only one
 - How do you anticipate vendors addressing the applications that are website independent? e.g. <http://collegeparkmd.gov/PPT/> These interfaces look like they've be designed separately (possibly even more recently) from the website template. Are vendors only providing templates? Will City IT team be responsible for integrating?
 - That site was designed in-house well after the initial website design. In the new website, this page should be better integrated into the main website.
 - Please describe all integrations with other sites or data sources more complex than an iFrame or embed code.
 - There is nothing more complex.
- **Mobile**
 - Should some content be excluded from mobile views of the website to increase end user usability or should all content be visible across all devices?
 - All content needs to be visible for the main website however not necessarily for the microsities.
 - Do you need an m-dot site or a normal website with responsive design?
 - We are open to suggestions, however all content must be visible in the mobile site (excluding microsities).
- **Video, animation and photography**
 - Will the City require the vendor to create video or animation for the website?
 - Please provide separate prices for video and animation.
 - Are videos hosted by the website or 3rd party?
 - Some videos are hosted on sites like vimeo or youtube, however we would like the capability of hosting videos on our website without the use of a 3rd party as well.
 - What specific "modern functionalities" are you looking for?
 - Use of html5, video, animation, modern design, responsive design, intuitive design, etc.
 - What type of animations are you looking for?
 - For the main site, they would need to be more subtle, perhaps menu transitions or slight scrolling. However, the microsities have a lot more freedom.
 - Do you have video or images of the city to use on the new website or will vendors be required to quote custom photography/videography?
 - Please price those items separately.

- **Microsites**

- Can you provide example of a microsite?
 - Livecollegepark.com and shopcollegepark.org
- How many micro-sites are currently hosted on the City website?
 - None.
- How many would be required for the new website?
 - At least 2 would be needed.
- Does it need to follow a template or the same branding as the main site? Will they need to be created in a way that allows them to be completely different from a look and feel perspective or will we maintain a certain level of brand consistency between the microsites and the main site? Will the global header and footer always be present for example?
 - The microsites should be unique and look different than the main site design. However, it should have elements of the City's style guide or the main website for cohesiveness. The global header particularly should not be present on them.
- Does each microsite need its own search function, where pages are excluded from the main site search and vice versa?
 - Yes. Main site search results should not appear in the microsite and vice versa.
- Are there any forms or data capturing components needed?
 - There is potentially one instance where it might be useful for one of the microsites (to replace a pdf form), however it may not be necessary.
- Are analytics required?
 - Yes.
- Will microsites be hosted within the main site structure or be created as subdomains i.e. www.collegeparkmd.gov/microsite/ or microsite.collegeparkmd.com?
 - Subdomains.

- **Search**

- Are you open to using a search engine software that is not part of the new CMS's default functionality?
 - Yes.
- Are you familiar with the [Algolia] search platform; We find it to be very robust and capable of the requirements outlined in the RFP. It is a paid product that can be implemented within the hosting environment. Would integrating a service like this be sufficient?
 - We are not familiar; if it fits within our requirements for search and does not have any advertising, then it may be considered.
- Does the Search need to index the contents of pdf/doc files?
 - Yes.
- What search engine does the City currently use?
 - Google.

- Google has about 3280 URLs indexed on the current site, of which about 1600 are PDF. Does that sound about right?
 - Yes, that does.
- **Brand**
 - Are there brand guidelines that need to be adhered to and will a style guide be provided?
 - Yes, there is a style guide and some brand guidelines would need to be adhered to. However, we are open to adjusting how those style elements are incorporated.
- **Emergency/Alert Messaging**
 - Will emergency alert messaging, when activated, be visible without user interaction or only upon user selection?
 - When activated, the alert message should appear automatically on the homepage. On other portions of the site, if applicable, it may be only when clicked. It will only be on the main website.
- **Content**
 - Will news originate from the City or will content be pulled in from an external source?
 - News will only come from the City.
 - Will the new content for the city's departments and advisory boards be provided or the content in the existing website reused? How do you feel about the content of your website? Has the content online been kept up to date or is this an opportunity for your team to revisit what is on the site?
 - Some content may be reused, however much of it will be updated.
 - Who will be tasked with writing/editing the copy of the website?
 - Each department, with the Communications Coordinator overseeing.
 - What types of content does the city envision should be shared on social media beyond providing links to its social media channels?
 - Documents, event information, press releases, new products, etc.
 - What proportion of copy on the new website is dynamic – that is, time-sensitive or frequently updated – and how much is static? What tools will your house resources need or appreciate to maintain the dynamic content?
 - It varies, but approximately 50%.
 - Are you looking for content writing services as well?
 - No. All content will be developed by the City.
- **Website Team/Webmaster/Approvals/Training**
 - Who will be the main contacts for this project? Who is the Project Manager/Lead?

- The Communications Coordinator and IT department will be the primary contacts. Ryna Quinones, Communications Coordinator is the Project Manager/Lead in the Administration Department.
 - How large is the current web site mgmt team? What is their background with LAMP based web CMS'?
 - Due to staff vacancy, there is currently only one and she is not familiar with LAMP based CMS.
 - How many levels of approval should be planned for?
 - Departments will be involved for their specific sections. Approvals will come from the Communications Coordinator and IT department, with occasional approval required by the Assistant City Manager or City Manager.
 - How many different user types have access to the current system?
 - Three.
 - Is the publishing workflow a simple content creator to editor/approver workflow or something more complex?
 - The publishing workflow is a simple editor/approver/admin workflow.
 - Will all user roles have access to “adjust the CSS code and other design aspects” or is this restricted to the webmaster role?
 - Restricted to the webmaster.
 - You request the ability to edit and adjust CSS code and other design aspects easily. Would someone from the City’s team have the ability to make these changes or will that be a requirement to train the department who handles this task?
 - Someone would have the ability to make changes but specific training for the site is required.
 - What are the current skillsets of the Webmaster(s)? Java, Drupal, .NET, WordPress?
 - Wordpress
 - Do you know how many people will be required to train on the website? Do you require In-person training and if so can training be conducted at your offices?
 - Yes, training would be required and at least preliminary trainings need to be conducted at our offices.
- **Documents and Document Library**
 - Can you give more detail about the request for “a document library to display maps?”
 - Maps of the City (i.e. district maps, locations).
 - How would you prefer to check for duplicate documents within the document library, by document titles or content?
 - Content
 - Can you explain the document size limit?
 - Currently, our website prohibits documents or files to be uploaded to our website that over 30 megabytes. The new site should not have a limit, but if it does then it needs to be for documents over 200 megabytes.

- We can create a centralized document library and flag the documents by department, pulling in only documents relevant to the departments on their respective pages. Would this be an acceptable solution or should the master document library be self contained?
 - The master document library should be self contained
- **Forms**
 - What type of data will be collected? Structured or unstructured?
 - Most of the data will be structured as the current website doesn't collect very much data. However, comments can be submitted through forms.
 - Is there a requirement to capture and store the user completed forms and surveys or simply send them to City email addresses?
 - We would prefer the option for both.
 - Would you be open to using a third-party service for your online form submissions? We ask because there may be a more cost-effective solution we can implement after discovering your needs.
 - Yes, if it fits within all of our requirements.
 - Will any of the interactive online forms call an external web service to automatically transfer the form content?
 - At this time, no.
 - Does the City have Google Forms or any other particular Form Builder in mind?
 - No.
- **Analytics**
 - What analytics are currently being used and what additions are desired?
 - Google Analytics. Anything a bit more robust or that doesn't collect data for advertising would be desired.
 - What analytics data is available to help us assess the performance of the current site? Have you surveyed its user base to gauge likes and dislikes, or their preferred engagement patterns?
 - We have data from our Google Analytics for the page. We have used its heat map to gauge engagement and behavior, but have not surveyed the user base.
 - For your site statistics and analytics reporting requirement would Google Analytics be an acceptable solution or are you looking for something more robust?
 - Yes, however we are open to other options.
 - Customizable site stats and analytics reporting system - is this something you're looking to have integrated into the CMS, or a separate set of analytics tools?
 - Separate set of analytics tools.
- **Content Management System**
 - Does the City use CMS and if so, what details can you provide?
 - The City's website was created by Revize using their CMS. Information is updated regularly (at least several times a week, if not daily) and can include

changes in hours, department pages, new products, new initiatives, boards and committees, etc.

- Is there a content management system (CMS) that your team prefers or is more comfortable with?
 - No, there is no preference.
- From a technical perspective, do you have any concerns if the site is developed using Drupal?
 - We have no preference for any CMS. As long as it fits within our requirements, then it may be considered.
- Where is the current CMS hosted? Is it in the Cloud or through a hosting platform?
 - Hosting platform.

- **CRM**

- What is your CRM software?
 - Comcate. The City is considering other CRM solutions.

- **Security**

- Could you elaborate on the security requirements of the site? Will there be personal information or banking data stored on your servers?
 - No banking or personal information is stored on our servers as we do not process any payments.
- Any Personal Identifiable Information (PII) security requirements?
 - No.
- Is SSO in use?
 - No.
- Does https satisfy the requirement for state of the art security?
 - The site currently doesn't use https because no personal data is collected.
- In Section 2.2 Project Scope, you explain that all City departments and Council-appointed advisory boards will have a presence on the new website, including the seven departments will the contractor need to connect all of the departments under one CMS? If so, do they all belong under the same security umbrella or will the contractor have to interface with security protocols to access content?
 - Yes, all under one CMS and the same security umbrella.
- Can you explain how many external interfaces will need to be developed?
 - 1
- Will any of the external departments listed foresee having transactional data commits?
 - Most likely not.
- State-of-the-art security - is there a specific type of security you're looking for or a particular vendor to provide the security?
 - No, we are open to suggestions.

- **Language**
 - How many languages will the site need to be available in? Are you open to automatic translation services or will each language need to be stored and editable within site database?
 - We do need language translation, particularly for Spanish, Korean and traditional and simplified Chinese. We are open to automatic translation services.

- **Hosting**
 - Who provides hosting for the current website? Are you planning to change it for the refresh? If so, would you like recommendations?
 - The City hosts the site on its own servers and that will remain.
 - What kind of hosting is requiring? Cloud or dedicated servers?
 - Dedicated Servers.
 - The RFP states the new site will be hosted internally by the City, will the selected vendor be expected to launch the site on City servers?
 - Yes.

- **Testing**
 - Can the Beta user testing site be the same as the staging / preview environment or do you require 3 separate instances of the site?
 - Same as the staging/preview environment.
 - Testing environment for beta site - would the City be providing that environment since you will be hosting the site yourselves?
 - Depends on the scale of the testing environment. The City could potentially provide it, however we are open to suggestions.

- **Design**
 - Is the carousel display a required component of the new website?
 - No, all design options are considered.
 - In regards to the header and footers, are you asking to have the ability to add new links, social info, etc. to the footer without coding knowledge or the ability to create completely unique headers and footers across the site?
 - We would like the ability to easily add links, social media, updated information, etc. to the footer. We are not looking for unique headers and footers across the site. The microsites though would have different headers/footers from the main site.
 - For the examples you provided, what is it that you most like or find attractive about the example websites specified in this section?
 - We prefer the clean design, fewer menus and ease of navigation. Attractive mobile site is also a factor.
 - Are tables used for layout in the existing content?
 - In certain areas.

- What is the primary message that you would like to convey to the audience through the new website?
 - The primary message is an inviting, vibrant and welcoming City and THE place to find all news and information about College Park
- Can you explain “carousel display character generator?”
 - The carousel display character generator is what we use to display title screens on our cable channels using Tightrope.

- **Content Migration**
 - How much of your existing content will be migrating to the new site?
 - At this point we would estimate approximately 50-60%.
 - Will your selected vendor be doing the content migration from the current site to the new site? Are you open to using some content migration to train your own employees on the CMS?
 - Yes and yes.

- **Further Site Details**
 - How many total user groups do you anticipate having? Will different user groups be shown different versions of the website or be allowed to view role-dependent content?
 - We are open to suggestions, but at most two, residents and visitors.
 - Can you provide usage data, or estimate expected traffic to the site?
 - We would be able to provide usage data, site traffic and other analytics.
 - Is 99.95% uptime sufficient, or do you need high availability (99.99%)?
 - We would need high availability.
 - We notice that you are running IIS as your web server but have both ASP.NET and PHP languages running on your web server. Do you have a preferred technology stack that you would like this new site to be developed in or are you open to our recommendations?
 - We are open to recommendations.
 - Do you have a list of common browsers the website is required to be compatible with?
 - Chrome, Firefox, IE, Safari, Opera
 - What is "exceptional usability" in terms of easy navigation?
 - By exceptional usability, we would like a visitor to get to his/her desired document/information within 3 clicks from the main page.
 - What is the current email platform that the City uses? Does the City want to continue to use that one or should the contractor propose a new one?
 - Constant Contact and would prefer to continue using it.
 - To help facilitate users to find FAQ's, does the City require the site map to support this functionality or is there an opportunity to use another option/tool? In addition, can you provide an example of a dynamically generated site map to support Frequently Asked Questions (FAQ) page?
 - We are open to options.

- Is there any preference for open source vs. a proprietary solution?
 - Open Source.
- Is this more of a redesign / CMS migration, or should we plan for a full digital experience audit with user personas, user journeys, content audit, etc?
 - More of a redesign, however we may want some aspects of the full digital experience, particularly for user personas and journeys particularly for visitor or microsites.
- Would you describe the content as structured, with consistent separation of content and code?
 - In the current website, yes.
- Does the city anticipate creating a Search Engine Marketing (SEM) Google Adwords campaign to help increase web traffic as part of this project?
 - No, but the site should be made to rank high in SEO through metatags and other methods.
- Since all city departments are going to use the new website, are you looking for a full intranet to be developed as part of this scope or are you simply looking for a small collection of password protected pages? Would this be a rebuild of an existing intranet? How many users do you anticipate using the intranet?
 - We are not looking for a full intranet and this would not be a rebuild.
- There are lots of web technology exists today, does the City have any preference on the technology or is it open for suggestions from the winning vendor?
 - Open to suggestions.
- Is a history of version changes required?
 - Yes with contributor/editor name and time/date, and only applies to the new website.
- Blog capability - do you want one blog, or multiple blogs?
 - At least one.
- In visual component module, you have mentioned about Breadcrumb navigation. In which page you would like to implement "breadcrumb navigation"?
 - All pages (only for the main site).
- Please briefly explain about an accessibility page with information regarding ADA compliance including TTY, scalable type and assistive technology.
 - We would need a page linked from the footer that describes what assistive technology we provide and how our website is ADA compliant.
- Will departments require separate websites or will the function as pages within the main City site?
 - Department will have pages within the main City site and not separate sites, although it should be very clear that their pages are somewhat unique/different and pertain just to their department.
- The RFP states that the city prefers an open source solution. As it pertains to technology transfer, are you able to tell us what type of open source solutions the in-house staff currently uses?

- We do not currently use any.

- **Vendor**

- Does the vendor have to be registered in the state of Maryland?
 - Yes.
- Will there be a pre-bid meeting and/or a list of interested vendors posted for this RFP?
 - No.
- Are companies from Outside USA can apply for this?
 - As long as they are registered to conduct business in the state of Maryland, can attend City council meetings when needed, train staff in person and be easily accessible via email and phone during business hours 9 a.m. to 5 p.m. EST.
- Would the vendor need to come for meetings?
 - Yes.
- Can we submit the proposals via email?
 - No.
- Is all work expected to be performed while co-located with City resources?
 - Work can be performed remotely.
- We are a US based company with some remote employees outside of the US. Are there any restrictions on their ability to contribute to the project?
 - No, however they must be available during business hours 9 a.m. to 5 p.m. EST to answer questions via phone and email.
- Please describe the expected post-launch relationship with the developer
 - Developer may be called upon to assist with any website issues, maintenance, periodic system updates, etc.
- Is your existing vendor bidding on this project?
 - We believe so, however that should not deter bid submissions.
- Are there any pre-qualifications in terms of the company size or revenue amount to pursue this opportunity?
 - No.

- **Miscellaneous**

- Has The City conducted any qualitative or quantitative market/ audience research activities in the past 2 years including any online/email/phone surveys, or focus groups?
 - Yes, the City conducted a community survey earlier this year. It is available here: http://www.collegeparkmd.gov/document_center/Admin/CityManager/Communications/College%20Park%20Community%20Survey%20Report%20FINAL%20web.pdf.