

# ADDENDUM No. 1

RFP No. 22-07

## A2Gov.org Website Redesign

**Due: February 22, 2022 at 2:00 P.M. (local time)**

The information contained herein shall take precedence over the original documents and all previous addenda (if any), and is appended thereto. **This Addendum includes 7 pages.**

**The Proposer is to acknowledge receipt of this Addendum No. 1, including all attachments in its Proposal by so indicating in the proposal that the addendum has been received. Proposals submitted without acknowledgement of receipt of this addendum may be considered non-conforming.**

**The following forms provided within the RFP Document should be included in submitted proposal:**

- **Attachment C - Non-Discrimination Declaration of Compliance**
- **Attachment D- Living Wage Declaration of Compliance**
- **Attachment E- Vendor Conflict of Interest Disclosure Form**

**Proposals that fail to provide these completed forms listed above upon proposal opening may be rejected as non-responsive and may not be considered for award.**

### I. QUESTIONS AND ANSWERS

The following Questions have been received by the City. Responses are being provided in accordance with the terms of the RFP. Respondents are directed to take note in its review of the documents of the following questions and City responses as they affect work or details in other areas not specifically referenced here.

Question 1: Has a Q&A or an addenda been released yet?

Answer 1: No, the Q&A addendum will be released the week of 2/7.

Question 2: Is there a mandatory pre-proposal meeting?

Answer 2: No.

Question 3: Is the due date still the same?

Answer 3: Yes.

Question 4: Do you have a style guide or a brand guide?

Answer 4: We do have a style guide that covers web editing, writing, and content formatting best practices.

Question 5: Do you have a budget you are able to share? Does the budget include tech support and hosting? What was the investment in the previous website?

Answer 5: A project budget has not yet been established. The previous investment was \$26,900.

Question 6: Does the City have a CMS preference? Open source? Drupal/WordPress?

Answer 6: We currently use SharePoint as our CMS and would like to continue to use

SharePoint.

Question 7: Who are your primary and secondary users?

Answer 7: Residents, visitors, and the business community are our primary users. City staff uses the website for reference as well.

Question 8: Would you like detailed research in terms of your audience in the form of an audience needs assessment?

Answer 8: No.

Question 9: Do you have a desired launch date? Is there a specific event driving the launch date?

Answer 9: We would like to launch the new site by fall of 2022. No, there is no event driving the redesign.

Question 10: What is the current hosting environment?

Answer 10: SharePoint.

Question 11: How many visitors does the current website receive on a monthly basis?

Answer 11: 200k-250k pageviews.

Question 12: How many pages of content do you anticipate transferring to the new site?

Answer 12: Approximately 1300, though the pages will remain in-place and only the template around them will change. We will modify any CSS located within pages programmatically.

Question 13: What are your current pain points with the existing website?

Answer 13: As it pertains to this RFP the biggest pain point is the antiquated graphical design and layout.

Question 14: What are the current technical challenges (if any)?

Answer 14: We don't currently have any technical challenges.

Question 15: How many site administrators will you have?

Answer 15: Two.

Question 16: Will you require different levels of admin permissions?

Answer 16: We have website administrators from the City's IT department. We also have web editors throughout the organization that only have access to the content that they maintain.

Question 17: Do you expect copywriting or editing services as part of engagement?

Answer 17: No.

Question 18: We would like to know the proposed launch date, or date range for the new website. If there is a timeframe in mind that you could provide me, that would be greatly appreciated.

Answer 18: We would like to launch the new site by fall of 2022.

Question 19: Is WordPress an acceptable Content Management System (CMS) for your project? If not, is there a specific CMS or similar technology you require for this project?

Answer 19: We currently use SharePoint for our CMS and would like to continue to use SharePoint.

- Question 20: Your requirements lists Homepage, Parks & Recreation home page, 4 sub pages, an activity template and 5-7 department pages for a total of 12-14 pages. However your main site lists around 450 total pages.  
Will the rest of these pages fall into one of these templates?  
Will this content be migrated as is, or will the content need to be updated? Would we (the vendor) need to do most or all of this content editing/updating?
- Answer 20: Yes, all of the pages will use one of the requested page templates.  
The City will migrate the content and integrate the new page templates. We are relying on the vendor to do the graphical design and responsive page template development.
- Question 21: Some on-site functions are not listed as requirements, such as the Event Calendar. Is this function a requirement? Are there additional functions that are also required?
- Answer 21: No, the event calendar is not a requirement. No, there are no additional required functions.
- Question 22: We assume that the external functions such as GIS Mapping, Meeting Agendas/Minutes and Bill Payments will be external links as they are today. Is this correct?
- Answer 22: Yes, that is correct.
- Question 23: Do you have specific requirements for employee upkeep of the website? Such as different editor levels? Will different departments require different administrators? Or do you expect us (the vendor) to maintain the website via a maintenance contract or similar?
- Answer 23: City web editors maintain the content on the website. Web editors only have access to the content that they maintain. City IT is responsible for site administration. We do not expect the vendor to maintain the website.
- Question 24: Will your website hosting remain the same as it is today? Or do you need quotes or planning for the hosting?
- Answer 24: The hosting will remain the same as it is today. We do not need quotes for hosting.
- Question 25: Are you looking for in-state bidders, or are you also open to bidders from other states?
- Answer 25: The City welcomes proposal responses from both in-state and out-of-state sources.
- Question 26: Do you have any development or programming capabilities in-house?
- Answer 26: Yes.
- Question 27: Are you seeking to develop the new site with open-source CMS like WordPress or Drupal?
- Answer 27: No, we would like to continue to use SharePoint.
- Question 28: What are the strategic priorities and pain points that needs to be addressed in the new designed website?
- Answer 28: As it pertains to the RFP the biggest pain point is the antiquated graphical design and layout.
- Question 29: Do you expect vendor to create the content for the new site as a part of the project?
- Answer 29: No.
- Question 30: Is there any content/pages that needs to be migrated to the new site? If yes, provide number of pages for content migration?

- Answer 30: We would like the vendor to do the graphic design and the responsive page template development. City staff will integrate the templates with our content management system.
- Question 31: How many and what types of templates do you anticipate requiring for the new site design?
- Answer 31: 12 to 14 templates. The requested templates are described in the RFP.
- Question 32: What websites do you aspire to?
- Answer 32: Los Angeles, Charlotte, Detroit, Austin, Denver, Boulder.
- Question 33: What was the last spent on the contract?
- Answer 33: \$26,900.
- Question 34: What is the budget for this project?
- Answer 34: A project budget has not yet been established.
- Question 35: Are you looking for post launch support and maintenance of the site?
- Answer 35: No.
- Question 36: How many hours of "ongoing maintenance" have you been averaging over the last year or two?
- Answer 36: The City maintains the site and the content management system. We do not track hours spent maintaining the site.
- Question 37: Hosting - We are an AWS Public Sector Partner for cloud hosting. Are you open to host the new website on AWS Cloud?
- Answer 37: The City hosts the website and we are not open to moving to the AWS Cloud at this time.
- Question 38: By considering pandemic situation, will you accept the proposal submission via email option only?
- Answer 38: No, proposals will only be accepted as outlined in the RFP Document.
- Question 39: Is it mandatory to have a license to operate in the State of Michigan?
- Answer 39: The awarded solution should be authorized to operate in the state of Michigan.
- Question 40: Regarding browser support. If we use the latest Bootstrap (Bootstrap 5), then IE support is gone. If you want to support IE, then it's Bootstrap 4. Either is fine - we just need to know.
- Answer 40: IE is phasing out of support at the City by June – we are good with Bootstrap 5.
- Question 41: Do you have a preference for how many unique design comps for the home page you'd like to review?
- Answer 41: Preferably three.
- Question 42: Regarding the interior park pages and the five to seven department pages. Wireframes are not included in the RFP packet. Would you like our process to include wireframing, as well as design and template creation?
- Answer 42: No, for pages that don't have wireframes please refer to the existing pages and their functional elements.
- Question 43: What is your estimated budget for this project? Do you already have money set aside? This helps us determine the complexity of various features.
- Answer 43: A project budget has not yet been established.

- Question 44: Who will be responsible for evaluating responses (people and/or roles)?  
Answer 44: Representatives from Communications, Parks and Recreation, Office of Sustainability and Innovation, Information Technology, Systems Planning, Customer Service, and Transportation.
- Question 45: What departments are stakeholders in this project? Is there an assigned executive sponsor?  
Answer 45: The following departments are stakeholders in the project: Communications, Parks and Recreation, Office of Sustainability and Innovation, Information Technology, Systems Planning, Customer Service, Transportation, and the executive team. The Communications manager is the executive sponsor.
- Question 46: Who built your current site, and when was the last refresh?  
Answer 46: Keystone Media did the current design in 2014.
- Question 47: Do you have a preference for a highly secure, open-source CMS like Drupal?  
Answer 47: The City uses SharePoint and we are not anticipating changing to a different CMS.
- Question 48: Please describe your current hosting setup. Are you interested in hosting services?  
Answer 48: The City hosts the website and we are not interested in hosting services at this time.
- Question 49: Who currently provides you with ongoing support services?  
Answer 49: City staff provides ongoing support for the website.
- Question 51: Are you looking for ongoing maintenance and developer support?  
Answer 51: No.
- Question 52: Do you have a separate budget for hosting and ongoing support?  
Answer 52: No.
- Question 53: Please describe your technical / IT staff. How many members do you have and what is their level of experience, particularly with Drupal and/or PHP. This helps us determine the level of support you may require.  
Answer 53: Two IT web developers, both experienced. One has some knowledge/experience with Drupal and PHP, but neither are used at the City. This RFP is not for a new CMS.
- Question 54: Do you have an attended award date?  
Answer 54: March of 2022.
- Question 55: Please describe the below:  
Monthly Total Bandwidth  
Monthly Page Views  
Monthly Hits (e.g. html, css, js, images, docs)  
CMS Number of content pages  
CMS Database size  
CMS File asset size  
Answer 55: 700GB  
200k-250k pageviews a month  
13M  
~1300  
47GB  
Ranges from 1KB -> 250MB, depending on the file.

- Question 56: Can you please let me know how many static pages are there on the present website (www.a2gov.org) which we need to work on? Also, please let me know the budget of this RFP?.
- Answer 56: We use SharePoint as our content management system and do not have static pages that you would need to work on. We would like the templates indicated in the RFP to be designed and developed into responsive HTML that we can incorporate into SharePoint. A project budget has not yet been established.
- Question 57: Is there going to be someone from the city that is our main client contact that we work for on every facet of this project or will there be different leads for different departments?
- Answer 57: Yes, there will be a main client contact at the City.
- Question 58: Are you expecting a rollout in a certain order?
- Answer 58: The City intends to launch the redesigned website all at once.
- Question 59: Do you want multiple design concepts to choose from?
- Answer 59: Yes, preferably three.
- Question 60: Who did the wireframes provided in attachment A and will they be involved in the project moving forward?
- Answer 60: The wireframes were done in partnership with the University of Michigan School of Information. They will not be involved in the project moving forward.
- Question 61: What platform/CMS system are you using for this project?
- Answer 61: SharePoint.
- Question 62: We understand that you are looking for creative and front-end development services. Are you open to recommendations for a new CMS, or would you prefer to continue using Microsoft SharePoint CMS?
- Answer 62: We would prefer to continue using SharePoint.
- Question 63: Can you share examples of current websites with design or functionality elements that you would like to see in the redesigned City of Ann Arbor?
- Answer 63: See Answer 32. Clean and modern responsive design. Use of icons and tiles to organize content. Less white space on larger screens. Prominent site search. Integrated social media. Emergency alert banner.
- Question 64: Can you approximate the total number of Static and dynamic templates you will need?
- Answer 64: 12 to 14 dynamic templates. The requested templates are described in the RFP.
- Question 65: Do you have an existing style guide or brand standards? If not, would you like to create a new style guide as a part of the project?
- Answer 65: Yes, and we will update our style guide based upon the new website design.
- Question 66: What are governance policies currently in place? What's working? What isn't? What gaps would you like to address in revisiting governance through this project?
- Answer 66: Yes, there is a governance team and policies in place that is working well. No, we would not like to include that in this project.
- Question 67: Is there a CRM that the Ann Arbor team uses that must be integrated?
- Answer 67: The City uses SharePoint for our CRM and City IT will integrate the template HTML files into SharePoint.

- Question 68: Would you like SEO services to be included in the proposal? Do you have a preference on a 3rd Party SEO tool?  
Answer 68: No.
- Question 69: Can a North American Headquartered company use their offshore employees to collaborate with our US-based team on this project, or do you require 100% of the work done in the US?  
Answer 69: The City is indifferent on the physical location of employees but interested parties should be aware that the City's Living Wage requirements as provided in the RFP Document apply no matter where those employees may be located geographically.
- Question 70: Is your preference to work on a fixed bid basis or on a Time & Materials basis with and estimated cost as part of the Agile Development Process?  
Answer 70: The City's preference is fixed bid basis.
- Question 71: Can we get a feel for the titles and roles of the team managing the site long-term?  
Answer 71: The Communications Department and Information Technology.
- Question 72: Do you have a preference of working with a local agency?  
Answer 72: No.
- Question 73: Is it possible to provide us with some dummy account login details for various user roles to go through all the user roles and understand what/how the current application is running and managing the data flow?  
Answer 73: No, we are interested in graphic design and front-end development. We are not interested in changing our content management processes.
- Question 74: We are a US based company having global delivery team, some of the team members will be working from US offshore which will give us pricing advantage. Is it okay to utilize global delivery team pricing model for the proposal? Or do we have to use only a US based team and their corresponding prices?  
Answer 74: See Answer 69.
- Question 75: Are you open for migration to open source Drupal CMS or do you have a preference for any other CMS?  
Answer 75: The City currently uses SharePoint as our CMS and we are not interested in switching to an open source CMS.
- Question 76: Do you have any SEO goals?  
Answer 76: The City tries to ensure that each page is optimized for SEO so that relevant information can be easily found.
- Question 77: Can you let us know the estimated Timeline for completion / launch date?  
Answer 77: We would like to launch the new site by fall of 2022.
- Question 78: Can you please let us know the volume of traffic?  
Answer 78: 200k-250k page views a month.
- Question 79: What mode of training you would prefer? Would you like to opt for onshore or offshore training?  
Answer 79: Training is not needed since we are asking for graphic design and front-end HTML development as the deliverables.

Offerors are responsible for any conclusions that they may draw from the information contained in the Addendum.