

ADDENDUM No. 1
RFP 871, Design and Front-End Development for Digital Rebranding of www.a2gov.org
City of Ann Arbor
Due: Monday, September 9, 2013 by 10:00 a.m.

The following changes, additions, and/or deletions shall be made to the Request for Proposal for Design and Front-End Development for Digital Rebranding of www.a2gov.org, RFP No. 871, on which proposals will be received on or before Monday, September 9, 2013 by 10:00 AM EDT.

The information contained herein is being provided to assist potential respondents in the review of the RFP. This Addendum includes 5 pages.

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.

Questions and Answers

The following Questions have been received by the City. Responses are being provided in accordance with the terms of the RFP.

Q. Are there currently documented brand standards for the City of Ann Arbor brand, detailing its use and the brands architecture?

A. There are standards regarding the use of the City seal, however there are no documented standards or policy describing the City's brand. The City seal should not be manipulated, other than color, reverse/knockout and black-and-white versions. Although the City of Ann Arbor does not have an official brand policy, the City is well known as a vibrant and active place to live, work and play due to our diverse population, variety of sports, parks and cultural activities, and economic opportunities.

Q. Will the digital brand look and feel be extended to other City of Ann Arbor materials?

A. While there is no plan presently to extend the website look to other materials, the City reserves the right to do so without restriction.

Q. Is the bidder expected to provide site SEO?

A. No.

Q. What specifically are the deliverables? Photoshop visual design files? Code development?

A. Working HTML templates (HTML/CSS/Javascript) for the web page templates identified in the "Deliverables and Functional Requirements" on page 10 of the RFP as well as the source image files and Photoshop visual design files.

Q. If we are developing the actual site, what are the technology requirements?

A. The RFP is only for graphic design and the front-end development (HTML/CSS/Javascript). The City will manage the integration of the web page templates into the City's SharePoint CMS system.

Q. If we are developing the actual site, is there a content management system preference or requirement?

A. This RFP is not for backend development. The City will manage the integration of the web page templates into the City's SharePoint CMS system.

Q. Is there a preferred vendor?

A. No.

Q. Is there any existing server GIS technology that could be leveraged?

A. GIS is out of scope for this RFP. Please see the "Deliverables and Functional Requirements" on page 10 of the RFP for specific web page template requirements/deliverables.

Q. Any existing GIS layers for the Parks and Rec's department, or would those layers need to be created?

A. GIS is out of scope for this RFP. Please see the "Deliverables and Functional Requirements" on page 10 of the RFP for specific web page template requirements/deliverables.

Q. 'Best practices utilized by frameworks such as twitter bootstrap' – to what extent was bootstrap envisioned to be used, what other frameworks will be utilized?

A. We envision bootstrap or an equivalent framework being used in the development of the front-end development. This is not a necessity, but merely a reference to the functionality that we expect to be included in the responsive front-end development.

Q. In exhibit a, pdfs are mentioned. In order for them to be fully compliant they must be tagged, which is an arduous process. Who will do the tagging?

A. The City will be responsible for content and tagging.

Q. Page 34, item 1.5 – Is there a preference on web analytics tool to accomplish

A. Web analytics are not in scope for this RFP. Please see the "Deliverables and Functional Requirements" on page 10 of the RFP for specific requirements/deliverables.

Q. Page 38, phone number routing – More clarification on what exactly they need would be helpful

A. Phone number routing is out of scope for this RFP. Please see the "Deliverables and Functional Requirements" on page 10 of the RFP for specific requirements/deliverables.

Q. Page 38, online chat functionality – is there a preference as to any tools for chat support?

A. Online chat is out of scope for this RFP. Please see the "Deliverables and Functional Requirements" on page 10 of the RFP for specific requirements/deliverables.

Q. What are the goals of this website redesign project?

A. To improve the City's website user experience by implementing the information architecture recommendations and functional specification produced by The Understanding Group (see Attachment A).

Q. What features of the current website need to be improved?

A. The TUG recommendation (see Attachment A) addresses information architecture and user

experience issues. Please see “City of Ann Arbor Homepage & Navigation + Parks & Recreation Wireframes & Specifications v2” starting on page 32 of the RFP.

Q. Does the current website satisfy the needs of the City? If not, please identify what functionality needs to change that is not listed in the RFP?

A. No, the TUG recommendation (see Attachment A) addresses information architecture and user experience issues. Please see “City of Ann Arbor Homepage & Navigation + Parks & Recreation Wireframes & Specifications v2” starting on page 32 of the RFP. All known functionality requirements are listed in the RFP.

Q. The RFP only addresses the homepage and Parks and Rec pages. Are other city departments on the current website to be included in any way? Or will all other departments remain on the current website?

A. Other City departments will utilize the “Parks and Recreation Program template”. Please see the “Deliverables and Functional Requirements” on page 10 for a full description of the requirements for this template.

Q. If other departments are also included, will The Understanding Group (TUG) or anyone else be developing those pages?

A. The City will leverage the “Parks and Recreation Program template”, template 7b, for other City department pages.

Q. Are there any future RFP's expected?

A. Not at this time.

Q. The comprehensive deliverables in the RFP do not include any hosting, deployment, nor CMS (Content Management System) components? Is this to be included in this proposal? If so, who will be defining those requirements?

A. Hosting, deployment, and CMS are all out of scope of this RFP. The City hosts the a2gov.org web environment and manages the deployments.

Q. What are the city's plans for implementing the designs specified in the deliverables part of the RFP?

A. The City plans to implement the front-end deliverables into its SharePoint CMS. This implementation is out of scope of this RFP.

Q. Has the City chosen a CMS? Are there any preferences? Is Drupal acceptable to the City?

A. The City uses SharePoint and manages the development and deployment.

Q. What support will the City be providing to the support this project?

A. The City will be providing input into the design and front-end development process when necessary.

Q. Please describe the decision making process and team(s) that will manage this project for the City?

A. The evaluation criteria are described on page 14 of the RFP. Representatives from the City Communications office and Information Technology lead the project team.

Q. It appears the current website is hosted on city/county servers and was created by MS Sharepoint? Is this true? is it the intent of the City to stay with Sharepoint?

A. Yes, the site is on SharePoint and the intent is to stay on SharePoint.

Q. What webserver configurations will this CMS run under?

A. The CMS runs on Windows Server and SharePoint.

Q. Will any data be moved (migrated) from the current site, and if so by whom?

A. Yes, the data will be migrated by City staff.

Q. We anticipate that our proposal will be a partnership between a business operating within the City and a business located very close to Ann Arbor? Are there any City residency requirements, preferences, or similar requirements?

A. The City uses the evaluation criteria on page 14 of the RFP to evaluate the proposals.

Q. There is a very short time between the receipt of the response to the questions and the due date of the response. Much of the response will depend on the answers to these questions. Is it possible to extend the deadline for the proposal? Will you consider late proposals?

A. The City will not extend the deadline and we will not consider late proposals.

Q. You have a wireframe for the home page, but no wireframes for any interior pages except the Parks & Rec dept. In my experience, a site this size might have a need for quite a few interior page templates. Is this intentional? Would you like a quote for ongoing needs?

A. The City will leverage the "Parks and Recreation Program template", template 7b, for other City department pages and interior pages.

Q. The request in Parks & Rec is to have the drop down "Play" sorted A-Z. This is beyond the scope of frontend development and leads me to believe you might want backend dev as well. This is the same for other requests within the Parks & Rec site. Please confirm your desire for frontend development only. Or do you consider all of the specs mentioned within the RFP part of frontend development?

A. Backend development is not in the scope of the RFP. This RFP is for front-end development only.

Q. Who is going to build the site? This means adding all the copy and images.

A. City staff will build the site.

Q. Parks & Rec - Do you have a calendar in mind for events? Or is this to be custom developed separately? Do you consider this part of frontend development?

A. The City has a calendaring solution that will be used to manage and syndicate events. The calendar is not in the scope of this RFP.

Q. Am I to assume all of what is mentioned in this RFP is considered frontend development? If so, do you have a preference for a development language? As noted, many of the items mentioned I consider out of the scope of frontend development

A. The RFP's scope is front-end design and development. All front-end development must be HTML, CSS, or JavaScript unless otherwise discussed prior to development with the City of Ann

Arbor. We plan to implement the front-end development into our SharePoint CMS and integrate custom programming and components internally.

Q. Is this going to be a static site? If not, who is going to develop it?

A. This will not be a static site. City staff will manage the content and integration of the page templates.

Q. In what language?

A. A2Gov.org utilizes SharePoint and .NET, but the scope of the RFP is front-end development in HTML, CSS, and JavaScript unless otherwise discussed prior to development with the City of Ann Arbor.

Q. Is there a database of your content and images that will be imported?

A. The City will manage the content migration and implementation of the front-end templates. A2Gov.org uses a SQL Server database.

Q. Can you describe the database that is to be imported? Kind, etc.

A. The City will manage the content migration and implementation of the front-end templates. A2Gov.org uses a SQL Server database.

Q. Would you consider an extension of the due date or releasing the Q&A a day later?

A. An extension of the due date is presently not being considered.