

RFP Website Redesign
Questions and responses - posted 11/10/2015

#	Questions	Renton Response
1	Is the city willing to accept bids from anyone?	yes
2	The RFP mentions that one of the goals is to expand the services the City offers to citizens, can you provide examples of this?	Easier access to information, services, contacts. Improved functionalities for communicating through the website, ability to access the site on various devices.
3	The RFP mentions a portal for citizens and customers to interact with City staff, can you elaborate on the functionality of the portal?	Functions/widgets that allow customer requests management, or ability to collect questions from the visitor and route to city staff for response and other means of citizen engagement.
4	The RFP mentions that the new website should fully link to existing applications, can you please provide URLs to these applications? What level of integration does the City envision (i.e. full integration, a link, iframe, etc.)?	We are looking for ability to link, or embed content or widgets from other applications or via iFrame.
5	How many administrative users does the City anticipate providing CMS access to?	It depends on the levels of security built into CMS. But no less than 5 or more than 30
6	How many stakeholder groups does the City envision the Vendor interviewing?	10 to 12 (departments, web committee, executive, citizens, businesses)
7	The RFP mentions e-commerce support, can you please provide additional information on any necessary ecommerce features or current transaction types?	Possibility of integrating with a 3rd party payment processing vendor.
8	The RFP mentions the creation of multiple sites or sub sites, can you please provide a listing of all URLs included in this project?	We are looking for one primary site but may want to use the same CMS tool to create other sub sites with different look and feel and URL.
9	Is the City looking for vendors to provide hosting recommendations?	This is an option
10	Has the City identified a budget or budget range for this project? If so, will that information be shared with vendors?	Yes we have a budget range of \$75K - \$140K subject to approval by council
11	Has the City identified any sites it looks to for inspiration or likes the design of?	Any award-winning government/City website in the past 2-3 years
12	Can companies from outside USA (India or Canada) submit a RFP?	yes
13	Will the consultant need to come to Renton for meetings?	no, but preferred.
14	Can the consultant perform the tasks (related to RFP) outside USA (India or Canada)?	yes
15	Can the proposals be submitted via email?	no
16	Page 7, Item 3.1 a. With respect to ADA compliant responsive requirements: What would be your top ten devices that you would want supported? Do you have older browsers still requiring support?	Desktops, laptops, tablets, smartphones, OS; Windows, iOS, UX, Android. Any vendor supported browsers; IE, Edge, Chrome, Safari, fire Fox.
17	Under enhanced CMS built-in functionality: Please describe your anticipated requirements for customer relationship management (CRM)? Page 8, Item 3.1 c.	CRM = Customer Request Management; ability to collect questions and comments from the site visitors by topic and route that to staff for response and resolution.
18	Pertaining to 3rd party applications/services for your existing e-commerce, employee assistance and customer assistance: Do you need the vendor to integrate, migrate or maintain these applications? For example, GovDelivery, Red Alert, CivicWeb, ESRI, CopLogic. To what extent do you need to integrate these into your platform? SSO? Migrate or transfer any data? Do they support API's? What other info can you provide that would clarify the requirements?	It depends if any of these applications are part of the new CMS tool. At a minimum, we are looking for abilities to link, or embed code/widgets from other applications or place them in an iframe within the CMS.
19	Please describe the technical expertise and capabilities of the Communications Division of the Executive Office, in order that we can better understand the training requirements for the CMS for ongoing maintenance and support.	Communications office is in charge of content, enforcing site policy, and training other site contributors.

20	Regarding multilingual content integrations: Our CMS platform supports 64 languages. How do you anticipate managing your multi- lingual content? What are the specific languages will you need to support, in order of priority?	Use online translators for the most part. Specific languages will be Spanish, Vietnamese and Chinese.
21	Please clarify the due date.	Questions re. the RFP are due on 11/4, Response to the RFP is due to City Clerk's office on 11/19 at 4 pm .
22	Just to clarify, do you want to keep the Ektron CMS, or are you looking for a replacement? If a replacement, is WordPress acceptable?	We are open to options
23	The requested response is only completed Forms 1-4, not a narrative?	Form 1 includes Narratives.
24	Is there a preferred technology platform? (i.e. .NET, PHP, etc.)	No, but if it is to be hosted by the City then the city prefers Microsoft Windows environment with SQL database.
25	Is there a CMS preference? (i.e. Drupal, Wordpress, Joomla, SharePoint and SiteCore...etc.)	No, but if it is to be hosted by the City then the city prefers Microsoft Windows environment with SQL database.
26	Can the work be performed off-site with some onsite meetings?	Yes
27	Is the current website integrated with any other third party applications?	Google Search, Analytics
28	Are you open to any other 3rd party integrations recommended by the selected vendor?	Yes, if meets the project goals.
29	Any site examples that you intend the website that is to be developed to look like?	Any award-wining government/city websites in the past 2-3 years
30	What features from the current website would you like to retain?	Widgets, Alias, redirects, Calendar, forms.
31	Also, what are the issues that you think is with the current website or that which is constantly complained about by the site visitors?	Outdated look and feel, usability, fixed width, navigation, ease of use, functionality.
32	Are there any additional features that you feel is absolutely imperative for the new website, apart from the ones mentioned in the RFP?	See RFP requirements
33	Any surveys that you have undertaken to understand customer preferences in terms of the current website's usability? If so, can you share it?	No
34	In the current website, what are the features that site visitors use the most?	To be analyzed as part of the RFP
35	Presuming that most of the contents in the existing site would be reused, Do you anticipate that new contents would be added before the site is being launched. If so, how many?	No
36	Would you want the front end design to be structured from scratch or would you be open to use predefined customizable themes that are available in the market? Cost implications vary based on the response provided. A 'design from scratch' approach is usually costlier(8k to 12k \$) vis-a-vis the 'theme customization' approach.	We are open to predefined and customizable themes
37	For updating contents via the CMS backend, are there any role based workflows that you envision? i.e. Do you have a desired workflow for content publication with roles like content creators, content approvers etc. Would you like to have an approval chain set up?	Yes, Content creator/contributor, publisher/approver, site administrator
38	Would you be open to share GA (Google Analytics) reports with us in order to analyze traffic flow and trends?	yes
39	Is there a Style or branding guide available based on which the site needs to be designed?	No
40	Do you have any responsive framework in mind to use? Any recommendations needed?	No

41	We see that the current tourism website hosts approximately 1,270 pages. Do you plan on all of those pages being migrated by the vendor?	No
42	Would you prefer training to be onsite or remote?	Onsite, but remote is acceptable also
43	Approximately how many users would need to be trained?	40
44	There is a budget range you are open to disclose?	See response number 10 above
45	Does the City have a predefined list of mobile operating systems, mobile devices, browser versions, screen resolution/sizes that the new ADA-compliant website MUST support?	No predefined list, but ability to run on most common browsers, OS, resolutions and devices are expected.
46	Regarding the goal to provide "personalized user experience based on user preferences," does the City envision that the new website will allow the citizens of the City to register and maintain individual user profiles and view personalized content.	Ability to be notified based on changes to a page or by topic, ability to configure the information based on their preference.
47	What are the types of content or services that the City considers are candidates to be "personalized" on your current website?	For example; News, events, services, requests, ..
48	Please define how often does the City intend to orchestrate "regular site re-fresh cycles," and explain if this simply means a change in visual design theme (colors, gradients, etc.) and updated content or if this includes introducing new functionality and developing new content.	Major site refresh may happen every 4-6 years. More often for adding new page templates, changing color schemes, and rearrange content on a page.
49	Where can we view the ongoing marketing and branding efforts the City is undertaking?	See City website and social media sites.
50	Does the City expect a 24/7 tech support powered by live support staff on call or ticket-based tech support?	No, ticket-based support with ability to escalate
51	Subscription Management and CRM Support are normally not considered out-of-the-box CMS built-in functionality. What kinds of subscription services does the City need to provide to its citizens? Please name the CRM platforms that the main CMS site must integrate with.	A CRM = Customer Request Management (ability to capture and track visitor requests). Ability to subscribe based on content to changes on a page, event type, news type,..
52	What are the other kinds of services that the City wishes to offer to its citizens that are currently not on the City's website?	CRM, Better UI, menu structure, accessibility,
53	Please specify the application technology platform on which that the current e-Government applications were implemented. Are they all listed under c. Technical Background?	Mostly dot net apps with SQL backend, see 3.1 c - Technical background.
54	What are the planned or expected future e-Government applications?	NA
55	"Migrate an agreed upon number of pages from the current site to the new CMS." - Does the City have the upper limit on the number of pages the vendor will be responsible to migrate or is the Vendor expected to propose a number and estimate the cost as part of our response to this RFP?	For the purpose of cost estimation assume 1000 pages
56	CMS Website Content Management System "b. The City prefers to avoid proprietary, limited release CMS solutions ." Does this mean the City is not planning to redesign the new website on Ektron CMS platform and is open to an open-source CMS platform?	We are open to options
57	Content Management System Features "a. Microsoft .Net platform (ASP.net / C#) – If City hosted" Does this mean the City is not expecting the vendor to recommend an open-source solution if the City is expected to host?	Correct
58	Scope of Work – Assumptions Is the City open to an open-source CMS if the vendor proposes its own hosting?	Correct
60	Did the city contract with a firm for the 2008 design. If so, who did the city work with?	Phinney Bischoff designed the site, then Square Root implemented and migrated content.
61	What is the budget for the website redesign project?	See response number 10 above

62	Is there a definition of targeted operating systems, browsers that the City uses for other web properties?	Most common devices, OS and browsers on the market; IE, Chrome, Safari, Edge, Firefox
63	Are there specific social media platforms that the City would like to target for integration with its new website?	Facebook, Twitter, LinkedIn, YouTube, Instagram
64	Are there specific user profile attributes that the City would like to target customizations or content towards (site clicks, user location, home address, services, etc.)?	yes
65	Does the City have an existing subscription to a URL shortening service like Bit.ly?	No, we use Ekron URL shortening functions
66	Is there an existing style guide to base new user experience to reflect City brand, colors, fonts, etc.? Or is this being developed in tandem with website redesign effort?	No
67	Can you provide examples of high-quality government websites that are consistent with the City's goals for your website?	Any award-winning government/City website in the past 2-3 years
68	Can you share the marketing and branding goals of the City?	Yes
69	Helpful tech support is listed as one of the goals for the project. Can you expand further on what this means to you? Is this tech support from the selected CMS platform, or for the City's end users?	From the selected CMS vendor
70	What elements of CRM are expected to be part of the solution (e.g. user profile preferences, alert and notification subscriptions)?	Customer Request Management systems capabilities.
71	What forms of interaction should the new website provide (e.g. phone directory, email directory, forums, ability to ask questions asynchronously, live chat)?	We are expecting a feature rich CMS including the listed items
72	What are the names / versions of existing e-government applications (online class registration, service request/work order system, business license payment and registration, etc.)?	Some applications are in house developed, others are vendor provided.
73	Is there a particular prescribed standard to allow for easy integration with future e-government applications?	Link, embedded content or widgets from other apps, via iframe
74	Is it expected that the new website replace or simply continue to integrate with existing third-party applications/services?	where possible and beneficial we would like to consolidate applications and platforms, otherwise continue to link to existing apps.
75	What additional services is the City looking to provide for citizens via the website?	Better UI, menu structure, accessibility, ..
76	Does the City's IT Department have a preferred technical platform for the future CMS based on their skillsets or other factors?	Windows, SQL, .Net
77	Which external City website resources will the new CMS need to index, and on which technical platforms are they built?	NA
78	Will the City setup, manage and coordinate mechanisms for input by residents, business owners, and other relevant audiences?	City can assist in forming user groups.
79	Does the City have examples of high-quality, award winning websites it would like to model functionality of features after?	Any award-winning government/City website in the past 2-3 years
81	Does the City consider all non-open-source CMS solutions as proprietary?	No
82	Is the City more likely to consider a proprietary solution if it provides better integration with Microsoft products?	If it is to be hosted by the city then the city prefers systems running on Windows platforms
83	Does the City have specific high availability SLAs it is targeting?	99.99% uptime
84	Does the City require technical support services 24/7 or only during business hours?	During business hours with ability to escalate if needed

85	While content migration typically falls on the responsibility of the client in most builds, these services could be obtained through a third-party vendor at an additional cost. Would this be of interest?	Content migration is part of the scope of work
86	Could you please share who prepared and wrote the RFP? o Was it solely by City of Renton staff? o Was a consultant involved? If so, who was this consultant? o Was a marketing agency involved? If so, who was this marketing agency?	City staff
87	With whom will we meet for the project Discovery session?	If selected for interviews, you will meet to web redesign committee
88	Who are the primary decision makers for the project as a whole?	Executive office, web redesign committee
89	Who will be the primary project stakeholders?	Executive office
90	Who would be the primary project contact or assigned project team for daily communication?	City assigned project coordinator
91	Web projects usually spans technical teams as well as marketing teams. Would you categorize this project as IT driven or marketing driven?	Marketing driven with IT support
92	Can a defined list of content managers be provided with a hierarchy?	Yes
93	How many content managers do you have currently supporting the site?	35
94	What internal resource support do you have for this project? Are there dedicated content creators/administrators?	yes
95	Do you have an internal development team? o If yes, how many internal developers do you have? o If yes, are you anticipating that the internal development team be involved with the development of this project? If yes, what will be the involvement?	Yes, level of involvement depends on the CMS solution, implementation and support
96	How long have you been using Ektron?	8 yrs.
97	What version of Ektron are you currently on?	9.1 sp2
98	What do you like about your current CMS?	Many features but hard to use
99	What do you dislike about your current CMS?	Difficult to find content, support, require developer, limited flexibility
100	What, specifically, is causing you to examine changing the CMS? Please list out specific issues that must be remedied by a new solution.	Usability, style, structure, content.
101	What new CMS tools are you considering?	TBD
102	Did you work with a vendor on the current website CMS implementation? If so, who was this partner?	Square Root implemented and hosted the site.
103	Are you interested in a CMS "sand box" demo?	yes
104	What features or functionality would be required in a new CMS?	See RFP requirements
106	104. Did you use a partner for the original development? o If so, who did you use? o If so, what worked or didn't work about that arrangement? o If so, what about that experience lead you to open this project up to bid to other vendors?	Phinney Bischoff designed the site, then Square Root implemented and migrated content.
107	Who is the design or development agency of record currently?	City / ?
108	Is there a preference for C#?	No
109	How many URLs are expected to be part of this project? If multiple URLs, please list them.	One primary site for the purpose of this project but with ability to create sub sites with specific URLs and features
110	How many third-party systems are expected to integration into the site?	Search engine, analytics,

111	Please list the third-party systems that are expected to integrate into the site.	Google
112	Are there any components of the current site that will not be part of this new redesigned site?	No
113	Is there a need for multilingual?	yes
115	If a vendor does not provide hosting services, will the submitted bid be invalid? Hosting recommendations could be provided.	No
116	Who is responsible for hosting of the site?	vendor recommended or the City
117	What sort of access is typically granted to outside vendors to the servers?	Monitored access through IT
118	What is the current server architecture and hosting for the site?	In-house hosted 1 Primary and 1 backup server
119	How many servers are required for this project?	TBD
121	Will a current brand guide be provided prior to the start of the project?	As much as available
122	Is there established branding that will be ready prior to the start of this project including brand guidelines and web standards?	City logo standards are available
123	Beyond existing standards, has there been any work establishing messaging for the new site?	no
125	What is your expectation for any research around audience needs? Will project stakeholders be able to speak for the audiences or will focus groups be necessary?	City is open to options
126	Are you interested in user personas?	yes
127	Are you interested in usability testing?	yes
128	What are the most important criteria for selecting a vendor?	see selection criteria
129	How important is other experience working with cities and municipalities to the vendor selection?	it is important
130	Will vendor selection be prioritized by proximity to Renton, Washington?	No
131	Could presentations take place via conference call?	yes
132	Is there an expected timeline for this project?	yes
133	What is your target start date for this project?	Feb 01 2016
134	What is length of time on-going web maintenance support will be required of this vendor?	up to 1 year after implementation plus ongoing maintenance and support of CMS
135	What is the estimated budget range for this project?	see response number 10 above
136	In this budget range, it is expected that the CMS license fees be included?	yes
137	What is the on-going web maintenance support budget post launch?	TBD