

ADDENDUM
CITY OF MEQUON
REQUEST FOR PROPOSALS FOR
PUBLIC WEBSITE REDESIGN

June 10, 2016

TO ALL PROPOSERS:

Attention of all Proposers is called to the following revisions and general clarifications and interpretations to the Proposal Documents for the completion of a Website Redesign for the City of Mequon, Wisconsin.

The information given in this Addendum shall be taken into account by each prospective Proposer in the preparation of its Proposal.

Receipt of this Addendum shall be acknowledged on Attachment A: Proposal Submission Form that is included with the Request for Proposals that was issued by the City. Additionally, it is requested that a copy of this Addendum be included in the Proposer's Proposal.

GENERAL CLARIFICATIONS & INTERPRETATIONS

The following is a list of general clarifications and interpretations of the proposal documents based on inquiries received via electronic mail:

General Clarification

The City of Mequon desires full legal rights "ownership" of the website content and code in its entirety. This means the City needs full "access" and "working" source code of a "COPY" or "BACKUP" of the website. There should be nothing designed and provided for which the City does not have full copyright privileges. The City of Mequon must be able to have use and access to a workable/useable "COPY" (with NO time-limitations or any disabling code) of the website that the City can "possess within its own City digital storage location". This is needed should the hosting or designing firm or vendor becoming significantly unavailable due to any circumstances. Ideally the City would want to "download" a copy of its entire functional website on a periodic basis. This provides assurance of continued use should something happen to make the City website unavailable on a more permanent or semi-permanent basis beyond simple technical difficulties. (Along these lines, proposers may provide average "uptime" statistics as a base measurement of what the City can expect as far as site availability) The RFP response must show detail on how this provision and assurance can be offered.

The City of Mequon's website should be fully functional and useable in current versions of Windows I.E., Safari, Google Chrome, and Fire Fox as well as other compatible internet browsers.

QUESTIONS:

Question: Does the City of Mequon have any objections to transferring the site to someone else for them to host?

Answer: No, the City of Mequon would not object. The City needs RFP responses to indicate specifically the strategy and plans for hosting either through the proposer's firm or some other 3rd party. The City will need full details regarding any proposed 3rd party's capability to improve City services so that the City may properly evaluate them. Costs associated with 3rd party hosting must be included. Again the City is looking for a "full" turnkey strategy, from planning, to design, to implementation in any proposer response. The City must have legal access and ownership of its "website" (including code) from proposing firms and the hosting site. This is necessary in case the hosting site or design firm becomes insolvent or inaccessible due to any circumstance.

Question: Does the City have any preferences in terms of the Content Management System (i.e. .NET vs. Open Source or Proprietary vs. Non-Proprietary?)

Answer: The City of Mequon does not have a specific preference for coding language. (Non-proprietary would represent its least of the choices, but not be considered disqualifying). The City does prefer a Content Management System that is entirely "user-friendly". This can be described as intuitive tools that anyone from department directors to administrative assistants can use with simple training. The City does not have HTML or .NET or any other "web design language" trained technical staff. The City does not want the content management system to "require" coding knowledge for the day to day content updates. Rather, the City envisions a simple user interface that does not require the content change editors/users to have "coding or programming or HTML" knowledge of any base code or language described in the question or used to create the website. If significant changes to the website are needed that require a higher level of complexity and must use coding/programming, the City would likely look to the design firm to assist staff with this. RFP responses must include the breakdown of costs associated with this type of assistance. The Content Management System proposed must be demonstrated if your firm is invited to provide a demo, and this item will be one of several key factors in the City's selection evaluation.

Question: Is there a (CMS) platform preference? Technology preference (Microsoft vs Opensource)

Answer:

The City of Mequon has no preference for this. Both of those choices are fine. Some rare proprietary platforms not typically found in the marketplace today are NOT desired. All RFP responses must indicate what platform will be used. Again any cost associated with it, including but not limited to, ongoing licensing, should be bundled or specified in the “hosting” or “annual” cost section of the RFP response.

Question: What 3rd-party integrations are included?

Answer:

There are several 3rd party integrations, including:

- POINT&PAY .NET (Brush Permit, Burn Permit, & Property Tax payments)
- MUNIS (Tyler) the City of Mequon host’s a Citizen Self-Serve site using MUNIS (Financial System). The selected Vendor will work with MUNIS to provide the “skin” look and feel to MUNIS so that pages/sections look the same/similar (Presently, Utility Billing interfaces with the City’s Online Credit Card Payment site - see next item VelocityPayment)
- Velocity Payment .COM (Govolution) - Credit Card Processing of Utility Billing

In most cases, the City is handing off or linking to these other 3rd party sites. However most of these sites “mimic” the look and feel and branding of the City’s current website. The City expects that proposers will need to provide “code” or “images” and other necessary “skin” elements and work with these identified vendors to ensure a seamless transition. The RFP response must indicate if this service is included, or if there is a specific cost associated with working with these vendors.

Related to this item is a desire to have the ability to create and “capture” data (i.e. questionnaire, survey, or some other basic ‘information gathering’ form or template). Currently, the City maintains a “coyote sighting form” that is used to collect data. It currently provides data in a csv file. It is then imported into Excel.

Here is the link:: <http://www.ci.mequon.wi.us/index.asp?Type=SUPERFORMS&SEC={4E7B9F4B-6E09-4258-98B3-8A327334A7C0}>

Question: Are there existing branding guidelines?

Answer: No, the City started a “branding” effort about two years ago. The City implemented some basic font, logo, and sizing ideas from this effort. However, the City’s current website has not changed significantly in over 7 years. The City views this project as an opportunity for a fresh new look. Ideas for branding will be discussed with the firm selected for this project and it is anticipated that the selected firm will apply its expertise in presenting a vibrant interactive solution that has an appealing branding schema.

Question: What is the plan for content migration?

Answer:

At present, the City of Mequon does not have a plan for content migration. There is significant current content that needs to be brought into the new website. The current site is approximately 2.5 GB and contains about 260 pages, and it is yet to be decided what content needs to be transferred over. "How" this is done will depend on the winning vendor's solution/tools/effort/quote. Cost breakdown of this type of planning and transfer effort must be provided in the RFP with estimates of effort either based on fixed one-time-cost, or per page, or per MB/GB. Ideally a "not to exceed" figure in the RFP response is highly desired, but not required.

Question: The city budget states 30k for the website project. Is this the amount we need to shoot for?

Answer: The City of Mequon would like your proposal to be based off of the services that are being requested and the costs associated with them.

Question: What site content will be kept? Has this decision been made yet?

Answer: As indicated, this decision has not been made yet. The selected vendor may offer suggestions on best options for content migration and which content will be included in that migration.

Question: Does the City of Mequon want the site to be SSL?

Answer: Yes, at minimum, in payment areas and where other confidential information may be entered.

Question: Will the City continue to use the existing ecommerce/online payments technology?

Answer: Yes, it is anticipated that the City will continue to use its existing ecommerce/online payments technology. To the extent that proposers can offer similar and/or expanded e-commerce/online services that result in a significant benefit to the City in terms of either cost savings and/or functionality, the City is willing to consider such.

Question: Can you please describe what is meant by Links to Parcel Information?

Answer: Ozaukee County, the county in which the City of Mequon is located within, hosts all of the City's GIS data. Accordingly the City of Mequon needs to maintain its links to the county's GIS website.

Question: Can you please describe the online database to determine polling place?

Answer: During elections the City provides residents an online option to look up polling locations within the City. For example, this may consist of the residents being able to type in their address and the system then matching their address to the correct polling location. There are 8 polling locations in Mequon.

Question: Regarding the bilingual and language requirement, do you have the resources to provide translated content? Or are you interested in automatic translations services such as Google Translate?

Answer: The City of Mequon does not have the necessary resources to translate content. The City of Mequon would be interested in other options provided by the vendor.

Question: Who supports the current site?

Answer: Gov.Office.com supports the current site.

Question: How many editors do you anticipate being trained to work on the website? Just a guess, we can always adjust if we need to.

Answer: We hope to have one individual from each department managing their department's content. All told, it is anticipated that between 10-15 employees will be granted website editing privileges.

DATED this 10th day of June, 2016.

CITY OF MEQUON

By: /s/ Zach Navin
Project Coordinator
City of Mequon, Wisconsin

Addendum No. 1