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BID ADDENDUM #1

To: All Bidders

From: Rita V. Brousseau, Chief Procurement Officer

Date: October 4, 2016

Re: Website Design & Hosting Services RFP

This Addendum modifies and forms a part of the Bid Set documents dated September 22, 2016.

This Addendum consists of the following: Five (5) type pages.

Where any items called for in the bid documents are supplemented here, the supplemental requirements shall be considered as added thereto. Where any original item is amended, voided, or superseded here, the other provisions of such items not specifically amended, voided, or superseded shall remain in effect.

I. The following items are the City's responses to Bidder questions:

1. **Question**: It is mentioned that site should be multi-lingual, please suggest which all languages should be supported?
    Answer: *Spanish and English.*

2. **Question**: For video hosting, we assume that it is required to stream videos through readymade API integration?
    Answer: *No API needed, integration with YouTube is acceptable*.

3. **Question**: Is there any requirement to store videos into the system for future prospect?
    Answer: Yes

4. **Question**: It is mentioned in the document regarding visitor login, does any user can register on website and have personalized login and profile?
    Answer: *No. People should be allowed to simply enter their emails for regular updates on anything city related.*

5. **Question**: We assume that there will be 3 types of users who can login into the system
   - Administrator
   - Lawrence employees or internal stakeholders
   - Site visitors
   - Pl correct, if wrong.

   Answer: *Site visitor is a plus but not a most have.*

6. **Question:** We assume that website is to be developed from the scratch and we do not have to migrate any content from existing website/system to new system?
   Answer: *There will be a substantial amount of text to be migrated over. The selected vendor should communicate a plan to do this. There will also be content that will need to be developed from scratch.*

7. **Question:** Page 15, It is mentioned "Custom Mobile App", so should mobile app development is also considered into the scope. If yes, then for which platform you envision and please share more details.
   Answer*: The site should only need to be easily navigable using mobile devices. We prefer a mobile platform rather than a mobile app.*

8. **Question**: It is mentioned that "The site must be easy to update by non-technical city staff using city-owned software". Here city-owned software means content management system which will be provided in new system. Is it correct? If not, can you please let us brief about city-owned software
   Answer: *Yes*

9. **Question**: Is there any preference in regards to technology or do we have to suggest according to requirement? OF LAWRENCE QUESTIONNAIRE
   Answer: *Please make a suggestion.*

10. **Question**: When would the City of Lawrence ideally have the website redeveloped? Is there a specific deadline that development partners should be aware of for launch?
    Answer*: We suspect a 6-month turnaround for the site being up although May of next year would be acceptable.*

11. **Question:** Does the City of Lawrence have a CMS or technology preference (i.e. php, .NET ,etc.)?
    Answer: *No. the current website is running on ASP but it can be on any CMS*

12. **Question**: Has the City of Lawrence identified a budget or budget range for this project? If so, will that information be shared with vendors?
    Answer: *The city has a max budge of $35k for this project.*

13. **Question:** Permissions - Do you have roles and permissions set for content authors today? Creators, editors, approvals, etc?
    Answer: *Yes*

14. **Question**: What is your volume of website traffic Monthly? Annually?
    Answer: *About 2000 unique visitors per month.*

15. **Question:** What percentage of the existing content will need to be migrated to the new website?
    Answer: *95%*

16. **Question**: Who will be managing this content on going? Is all of the content written by in-house staff, or are external contributors every responsible for providing content?
    Answer: *Content will be operationally managed by the corresponding department head. For new, and refreshing of, content we expect to work closely with the selected vendor on the development of that content.*

17. **Question**: Will there be a web publishing model or process of approving content before it is displayed on the site? Can you describe this process?
    Answer: *Yes. City department heads will be able to make any changes they see fit at any time. For front page content, the mayor's office will review and approve.*

18. **Question:** How do workflow requirements change based on the source of the content or the target section of the site?
    Answer: *Only the front page will require a workflow to be developed as noted in question 18*

19. **Question:** Do you have any videos or heavy media that will take up data space or effect download performance? (Large files, video, animation, etc.) How many of these types of files do you have today? Will you see large files increasing greatly in the future? Is the City of Lawrence open to storing their video content on 3rd party platforms such as YouTube or Vimeo?
    Answer: We have city council meetings that are and will continue to be recorded and stored. We currently use YouTube and that seems like a reasonable option going forward.

20. **Question:** Will this site need to be multi-lingual now or in the future? If so, how many/which languages will be required and who will be translating the web content?
    Answer: *No large videos or heavy media on current website. Spanish and English.*

21. **Question**: What is the current process for archiving or removing content from the website?
    Answer: *None at this moment. Old content is just move to an archive section of the website.*

22. **Question**: Has the new general information architecture – the basic site map and content for the new site structure been decided?
    Answer: *No*

23. **Question**: Does the content have any tagging today? How is content tagged? What fields are tagged (e.g., company, topic, industry) and what terms are used in each category? How is the taxonomy managed right now?
    Answer: *We do not have any tagging now but would like to have that as a feature.*

Design
24. **Question:** Will the City of Lawrence be using existing photography or will new photos need to be taken or procured?
    Answer: *Some of both.*

25. **Question:** If we are using existing photography – do have the source files, so we may re-size them to fit a new design layout?
    Answer: *Yes.*

26. **Question**: Are there specific websites that the City of Lawrence considers to be well designed and looks to as a source for inspiration?
    **Answer*: No.*

Training
27. **Question:** How many resources will need to be trained and to what level?
    Answer: *We expect to have intensive training with key staff (possibly 5). In addition, we'd like to have basic training to department heads (25 or so people).*

28. **Question**: Can this be a train the trainer session or will we need to have multiple training sessions?
    Answer: *I think we can do it in 2 sessions.*

29. **Question**: Are all the trainees located in one location or off-site?
    Answer: *They are not but we can get them to one location.*

30. **Question:** Do you require developer trainer on the new CMS system or only content editing training?
    Answer: *Only content editing training.*

Integrations
31. **Question:** On Page 15, there is mention of development of a custom mobile application. Will the City of Lawrence provide more information on how the app is intended to be leveraged by the city and the public? What content will need to be pulled into the new app? How will users be able to interact with the city through the app?
    Answer: *The site should only need to be easily navigable using mobile devices. We prefer a mobile platform rather than a mobile app.*

Additional Scope Questions
32. **Question:** We noticed that the existing website links out to several other sites for online payments and applications? Are we correct to assume that the scope of work in this proposal only applies to the functionality as listed in the RFP as well as the existing www.cityoflawrence.com domain?
    Answer: *That is correct. We will continue to use a third party vendor for online payments.*

33. **Question**: Please elaborate on any external functionality that needs to be brought into the website that currently resides on a 3rd party.
    Answer: Only online payments

34. **Question**: Please elaborate on functionality that resides behind the password protected areas of the website today.
    Answer: *None*

35. **Question**: What functionality needs to be developed within the new intranet/extranet that the City wishes to build?
    Answer: *Procurement/bid processes, online forms, building permits. Others should be noted in RFP.*

36. **Question**: What platform(s) is the City using for their marketing efforts: SEO, email marketing, newsletters, analytics, etc.?
    Answer: *We would like to take advantage of SEO, mass emailing, and newsletters.*

37. **Question**: Please describe any functionality or any specific pages that the City of Lawrence wishes to remove from the new website.
    Answer: *None*

38. **Question**: Please characterize common visitors (audience types) that visit the City website? What particular target audiences does the City wish to capture the attention of more frequently?
    Answer*: Most of the visitors that come onto the city website are constituents looking to have basic services rendered. In addition, we have folks that do business with the city that come in for permit information or other business related activities. We also hope this new website serves as a tool for presenting the city in a good light and marketable.*

39. **Question**: Are you giving preference to local/in-state firms?
    Answer: *No*

40. **Question**: Will the selected partner be responsible for copy writing services?
    Answer: *Not sure.*

41. **Question**: Provide a list of all Social media outlets you are requesting integration for.
    Answer: *Facebook, Twitter, Instagram*

42. **Question**: Provide a list of all 3rd party applications and how you envision integration for each of them (iframe, XML, etc.).
    Answer: *None, just a link to our online payments.*

43. **Question**: Provide a list of all forms to be created and determine if any information will need to be stored in a database.
    Answer: *Most of the forms we have now are sent to email format.*

44. **Question**: How will success for this project be measured? Who is measuring it? And how often?
    Answer: *User satisfaction, reduction in constituent calls and in person visits. The tracking will likely be anecdotal and will be done occasionally by senior staff.*

45. **Question**: Who will the partner be working with on a day to day basis (if a name can't be given, please provide title/role at city).
    Answer: Luis Santiago, Acting IT Director

46. **Question**: I'm a Lawrence based business that will submit a proposal to this opportunity, could I also collaborate with another Lawrence organization on some of the items as well?
    Answer: *A Lawrence business should be prepared to deliver on exactly what is referenced in the RFP. If you plan to partner with another company, the RFP response should reflect that.*

NOTE TO ALL BIDDERS: YOU MUST ACKNOWLEDGE RECEIPT OF ALL ADDENA ON YOUR BID SUBMISSION FORM WHERE INDICATED.