

ADDENDUM 1 RFQ 20-01

January 9, 2020

QUESTIONS AND ANSWERS

1. How fast can feedback be expected from your teams?

Depending on the nature of the feedback needed, expect a same-day turnaround, even faster if urgent.

2. Please describe your current hosting setup. Which CMS is your website currently using?

Jesse James Creative is our current provider with its own CMS.

3. Are you interested in hosting services?

The RFQ does include hosting.

4. Who currently provides you with ongoing support services?

Our current vendor, Jesse James Creative, provides ongoing support.

5. Please describe your technical / IT staff. How many members do you have and what is their level of experience, this helps us determine the level of support you may require.

We use InterDev as a contractor for IT support. Their involvement in the website is minimal.

6. Are you happy with the current website design and which adjustments are you looking for? Which major amendments do you anticipate within the next 12 months?

Our RFQ details the features that are most important to us, including a user-friendly, mobile-friendly, 2-click design that's ADA compliant.

7. Who will be responsible for maintaining and updating the server?

The vendor handles all hosting responsibilities.

8. Do you plan to audit and reduce the amount of content on the site? Will you require content editing/managing services?

We do our own content editing and management. We have no specific audit plans at this time.

9. Will you provide access to your current Google Analytics for the purposes of visitor flow and SEO analysis?

Our own analysis shows that the police department, parks and court services are most visited.

10. Will you provide the selected Contractor with the content for the website? OR Will you require support for content writing for this new site?

We will need to migrate current content to the new site.

11. How often does your team require to add new webpages i.e., then how many pages will your team need to add on daily or monthly basis?

We add content on a near-daily basis. We probably add no more than one new page a month.

12. How many users visit your website on a monthly basis?

In December, we had 15,1010 visitors.

13. As you continue to update the content, are you looking for an ongoing SEO maintenance contract to review that to ensure it is in line with content and keywords on the page?

We don't have plans for an ongoing SEO maintenance contract.

14. Do you have an estimated spending budget for SEO services and monthly support services after the website is completed?

We don't have a number for monthly support services. The budget for the redesign is between \$35,000 and \$40,000

15. What is your scheduled budget for this project?

Please see the above response.

16. Kindly let us know if further answers were provided to other candidates - we would love to receive them as well.

An Addendum will be issued with questions and answers.

17. Assuming the scope of this engagement is for <https://www.dunwoodyga.gov>. Are there other city sites that should be included with scope? Social? (e.g. Twitter, Facebook)

No, but the police department microsite IS included: <https://dunwoodyga.gov/index.php?section=dunwoodypd>

18. Is there an approved budget for this initiative, if so can you share?

The estimated budget is \$35,000 to \$40,000.

19. Are there any restrictions on how we deliver the electronic copy of the Technical Proposal? Can we send a link as part of our submission that gives you access to download the PDF?

For sharing purposes internally, paper copies are preferred.

20. When you say “Explanation of plan to meet City’s objectives” are you referring to the Scope for this project or are there specific objectives that need to be met. If so, can you provide?

This refers to the scope.

21. Do you have a schedule and milestones for the selection and award process? Asking to ensure we can prepare for these key milestones proactively and to prepare for staffing if we are selected.

We hope to have a vendor selected by the end of January or early February. We also hope that work can start shortly thereafter.

- 22. For Termination for Convenience, will you cover cost of consultants during the 30-day cancellation period?**

Will cover any approved work performed.

23. If we were awarded this contract, would our team be required to work onsite?

An initial planning and design meeting on-site would be expected. On-site training of staff would also be required.

24. For Items provided by the City, can you provide more clarity on what you would provide from a development environment and a software licensing perspective?

We plan to migrate our content from our old site to the new one, while paring the volume down as part of the process.

25. Do you expect “General Conditions” to be agreed upon and negotiated as part of our submission for this proposal response or can those negotiations and execution be completed if XCentium was selected for this project?

General conditions would be part of the final selection process.

26. How much content is there to be migrated?

Unfortunately, we don’t have a firm number or figure for that.

27. What current analytics do you have in place or plan on implementing?

We currently use Google Analytics. We're open to keeping it or implementing something new recommended by the chosen vendor.

28. Where will the QA responsibilities lie?

It will be a shared responsibility between the vendor and city staff.

29. Is there a current software development tool that you wish for us to use or integrate with? (e.g. Jira, Azure DevOps)

We don't have a recommendation or preference. Ease of use for staff is key.

30. Do you have a style guide or brand guide?

Yes.

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

The budget range is \$35,000 to \$40,000. That does not include tech support and hosting. Please submit that separately.

32. Does the City have a CMS preference? Open source? Drupal/WordPress?

We do not have a preference. We're looking for a quality design that's easy to use on the backend.

33. Who are your primary and secondary users?

Our communications director, communications manager and police department administrator are the primary users. Secondary users include representatives from each department.

34. Do you have a desired launch date? Is there a specific event driving the launch date?

We do not have a specific launch date or event. We'd like to shoot for summer 2020.

35. What is the current hosting environment?

The current site is hosted off-site through an agreement with Jesse James Creative.

36. How many visitors does the current website receive on a monthly basis?

In November, we had 20,000 "users" and 70,000 page views.

37. How many pages of content do you anticipate transferring to the new site?

We don't have a firm figure. We will transfer the majority of content pages to the new site.

38. What are your current pain points with the existing website?

We would like more control over design. We would like 24/7 tech support.

39. What are the current technical challenges (if any)?

ADA compliance is a key focus of the new site.

40. How many site administrators will you have?

We have three main site administrators and about a dozen other department reps.

41. Will you require different levels of admin permissions?

We would like to limit department reps to their areas of interest.