



REQUEST FOR PROPOSALS RFP #20-6500-01 ADDENDUM #1

March 13, 2019

Department of Budget & Finance

17090 Monument Circle, Suite 137

Isle of Wight, VA 23397

<http://www.co.isle-of-wight.va.us/>

County Website Redesign & Development

Sealed Proposals, subject to the conditions and instructions contained herein, will be received at the above office until the time and date shown below (local prevailing time), for furnishing the items or services described in the proposal.

Questions/Answers: The following pages are questions received from potential Offerors and our responses. Hopefully this will clarify our intent and clear up any ambiguities, perceived or real. We are seeking a highly qualified firm to do the design, but this RFP is not seeking any preliminary design with this submittal. You may offer multiple solutions that may fit our operational needs.

Proposal Due: March 21, 2019, at 5:00 PM

Contract Officer:

Michael Coburn, Purchasing Agent, mcoburn@isleofwightus.net

****AN ELECTRONIC RESPONSE IS REQUIRED****

Please acknowledge your receipt of this addenda.

Company Name: _____

Address: _____

City / State / Zip: _____

Telephone: _____ FAX No.: _____

E-mail: _____

Print Name: _____ Title: _____

Signature: _____ Date: _____

Comment: While we will attempt to give 'short answers' to the many questions raised by a number of firms, many are indicative of a misunderstanding of the purpose of our Request for Proposals. This RFP is meant to determine which Offeror may be the best overall fit to provide a new website for the County as loosely described in the solicitation. We want to evaluate a firm's experiences, knowledge, references, potential costs, and innovative approaches.

The selected Offeror will need to research and ask detailed questions during negotiations after award, and work with the County toward developing an outstanding website. We expect that the winning Offeror will work with us to include innovative approaches. The Offeror will want to give examples of past designs while explaining advantages of different approaches or ideas. Your response should be based on 'who you are.'

The following are questions that have been sent to us followed by our responses (in blue).

1. The RFP says that your goal is for the County's website to be easy to search, have an intuitive layout, and mobile friendly design. What are the Mobile Phones and Tabs which need to be supported? If not the exact models, the screen sizes are needed.

Answer: Since there is such a wide variety of devices and sizes on the market now we expect a modern mobile friendly web solution to adapt to any size.

2. It is stated that the site must comply with the Americans with Disability Act (ADA compliant). Is accessibility certification required? If so, what type of certification? Who will be taking care of getting it certified as it might involve third-party service providers and a fee?

Answer: No accessibility certification is required.

3. You want the website vendor to design a custom look and feel for the new Isle of Wight County website. Does Isle of Wight provide any images, fonts or anything proprietary or the vendor must procure those and include those in the total cost?

Answer: Isle of Wight can provide images, logos, graphics, etc. to the vendor selected.

4. You say that Isle of Wight County is currently using a WordPress multi-site installation. Can the vendor recommend a new CMS or it has to be WordPress only?

Answer: We do not require Wordpress and are looking for the designer to make recommendations in their response.

5. The RFP says that searches should also return hits for document and graphics. Some metadata and additional information is required to achieve this. Will IWC provide this additional information?

Answer: We will work with the designers during the design process.

6. You require the Designer to implement a user-friendly CMS allowing Isle of Wight County staff the ease of making updates to the website - events, updates to current listings, calendar. The Designer will implement a user-friendly CMS allowing Isle of Wight County staff the ease of making updates to the website - events, updates to current listings, calendar.

Answer: Not a question.

7. The Designer will implement a user-friendly CMS allowing Isle of Wight County staff the ease of making updates to the website – Blogs. The current website has links to <https://insidetheisle.com/> and <https://visitsmithfieldvablog.com/> under Blogs section. Do these need to be integrated? Or a new Blog site must be created as part of this new website?

Answer: No.

8. The Designer is to implement a user-friendly CMS allowing Isle of Wight County staff the ease of making updates to the website – itineraries. What are itineraries? Any references would be great!

Answer: Not required.

9. The capability to restrict editing privileges of individual editors to specific areas of the website is needed. An accessibility certification is required? If so, what type of certification? Who will be taking care of getting it certified as it might involve third-party service providers and a fee?

[Answer: No.](#)

10. Other Desired Capabilities: Calendar. Currently Google Calendar is being used. Google Calendar needs to be continued or it should be replaced by other/custom solution? Is there any preferred solution?

[Answer: Google calendar not required – looking for recommendations.](#)

11. Other Desired Capabilities: Tables. What does this mean?

[Answer: We are not happy with current table plugin we use on the current site.](#)

12. Other Desired Capabilities: Social Media linkage and streams. By linkage, it means to replicate the existing functionality as in <http://www.co.isle-of-wight.va.us/social-media/>? What does it mean by streams?

[Answer: Looking for improved Social Media integration and vendor suggestions to implement.](#)

13. Other Desired Capabilities: Multiple templates if necessary. Templates will be used to change the look/feel of the website? If so, it can differ from a simple 'Changing the color of text/background' to 'Changing the layout of the pages'. What is the requirement?

[Answer: Potentially both.](#)

14. Other Desired Capabilities: Document Libraries. Who will be adding and accessing the documents? The documents need to be secured or are part of the website and open for public?

[Answer: Public will be accessing documents – most are LaserFiche which has its own web portal – we also have some password protected document folders for employees and vendors to access.](#)

15. Other Desired Capabilities: Computer Aided Dispatch (CAD) feed. What software/platform is being used for Computer Aided Dispatch? If so, does it have an API to broadcast the feed? How can this be integrated with? Who should be able to see this feed? What is the SLA for a feed to be displayed in the website?

[Answer: OSSI/Central Square is our CAD Vendor. We will work with developers to provide the public feed we want on the new website.](#)

16. E-Commerce: Designer will review current E-Commerce functions and make recommendations. What are the current E-Commerce functions?

[Answer: County bill payments, taxes, permits, licenses, etc. Currently use a 3rd part Billpay.com.](#)

17. Social Media Integration: The Designer will provide recommendations and costs for "conceptually" integrating county social media onto the site. What does it mean by "conceptually?"

[Answer: We want your ideas.](#)

18. Is a multilingual feature required for new website?

[Answer: No, but it might be nice. We are open to ideas.](#)

19. What do current site visitors/customers complain about? What are the key areas to be improvised?

[Answer: Pertinent information is in the RFP.](#)

20. What are the existing APIs which are consumed by web apps? Any supporting document which explains the API details would be appreciated.

[Answer: Currently using embedded code/frames. We may consider deeper API integration in future.](#)

21. How is the site - <https://insidetheisle.com/> related to <http://www.co.isle-of-wight.va.us/>? Which ones are in this project scope?

[Answer: Not related to this project.](#)

22. The current website (<http://www.co.isle-of-wight.va.us/>) is developed on WordPress. Let us know if you have a choice of Platform / technology for the new website to be developed with. We would suggest continuing with WordPress, which could provide easier management for the staff and also, they have experience with managing the site from WordPress based backend.

[Answer: We are open to all options and alternatives.](#)

23. Access to current site's analytics is available: Will the client provide the details of the current site Analytics?

[Answer: Yes](#)

24. This section says that the Isle of Wight County has 34 individual sites (which means sub domains) and each site has separate content management system. Do you want the new platform to have separate CMS for each site or a centralized admin panel to manage all the sites?

[Answer: We currently have a WordPress multi-site installation under a single domain.](#)

25. Please let us know the number of departments for Isle of Wight County.

[Answer: The number of departments does not reflect the number of sites and sections required \(at least 34\).](#)

26. Number of users in each department who will access to the admin / editor end.

[Answer: Approximately 2 per department](#)

27. Searches should also return hits for document and graphics: Should the search for Documents return the results for Document Title or should the search be performed within the documents as well?

[Answer: Limit to title and metadata the plugin can handle for documents.](#)

28. Are the documents stored within the CMS or in cloud?

[Answer: A combination of both.](#)

29. What are the types of the Documents? In the current site, we see the search results come up with PDF documents and with the PDF title for specific search.

[Answer: Standard PDF's, Word documents and general office documents.](#)

30. Social Media linkage and streams: "Streams", is that live streaming as like Facebook?

[Answer: Integration of current Facebook and Twitter feeds. Looking for Social Media integration suggestions.](#)

31. Computer Aided Dispatch (CAD) feed: Request you to provide a brief on this. Is this something like incident management?

[Answer: See question #15 answer.](#)

32. Multiple templates if necessary: Should the admin / editor users need the capacity to generate new templates?

[Answer: Generate- no. Utilize existing templates – yes.](#)

33. Do the user need capability to create new forms from the admin end?

[Answer: Users need to be able to create forms as needed.](#)

34. Mailing list: Is this something like campaigns to be created by the admin?

[Answer: Yes](#)

35. Should all the contents be moved from the existing site to the new site? Will the ISLE OF WIGHT COUNTY staff take care of the content migration or should the Offeror take care of the content migration?

[Answer: Yes, the offeror should take care of the content migration.](#)

36. <http://www.co.isle-of-wight.va.us/board-of-supervisors/meeting-live-stream/>: How is the live meeting conducted? Should we integrate with third party API's? (like CISCO meeting place / Zoom / etc.)

[Answer: Live meetings are conducted via EarthChannel and Facebook Live supported by the IT Department. We currently embed the live stream from EarthChannel but open to API integration in the future if there benefits.](#)

37. Is the video played on County TV (<http://www.co.isle-of-wight.va.us/information-technology/county-tv/>) is a recorded from CMS? Or should we integrate live TV?

[Answer: No. No.](#)

38. In the existing site, we do not see an E-Commerce page. Request you to let us know the e-commerce page.

[Answer: Ability to pay County bills online – \(taxes, permits, Animal Services fees, Emergency Services payments, Water Bill, etc.\)](#)

39. We see that the IW alert service page request for login and select the alert services. Please let know how are the alert details sent to the users? Will the admin manage the alerts to be sent to the users or will this be kind of CRON job run from the backend?

[Answer: IW Alert is a separately managed service.](#)

40. Are you looking for New Content Management System (CMS)?

[Answer: We are open to new options and alternatives but also willing to keep using WordPress.](#)

41. How many Content Writer do you currently have?

[Answer: 40-50 users currently.](#)

42. How many Site Administrator do you currently have?

[Answer: Some users have administrative rights within their department. IT Department grants user permissions.](#)

43. Are you looking for Post Production Support and Development Support, too?

[Answer: Yes.](#)

44. Project cost listed on the RFP, page 4, is \$25,000 - \$50,000. Does this include only the design part, or is it included in the new CMS application licenses and hosting cost, as well?

[Answer: We are looking for a turn key redesign proposal. Any recurring or annual costs should be clearly defined in the proposal.](#)

45. Are you looking for the vendor to write any content?

[Answer: No.](#)

46. Are you expecting vendor to migrate the content?

[Answer: Yes.](#)

47. What is your expected go-live date?

[Answer: We are flexible and will coordinate with awarded vendor.](#)

48. When does the government intend to award this contract?

[Answer: Some time after March 22, 2019.](#)

49. When does the government anticipate day 1 of work to be?

[Answer: We are flexible, but work could start the day after RFP is awarded to the vendor.](#)

50. What is the intended purpose of the CAD feed?

[Answer: See question #15 answer.](#)

51. What is the internal approval process for accepting designs?

[Answer: Internal review committee.](#)

52. How long does it take for selection /approval once design options have been submitted?

[Answer: Our target goal is within 30 days but depending on the number of responses may take longer.](#)

53. Is the government open to a phased approach with phase 1 going live on 6/30/19 and later phases following or does the government want the entire website upgrade to be completed by 6/30/19?

Answer: We would not like a “phased” implementation. Work could potentially extend past 6/30/19.

54. Does the government have a branding guide available? Can bidders request to see the branding guide prior to proposal submission if it is available?

Answer: We do not have a “branding guide” available.

55. Does the government anticipate the entire project to end on 6/30 or can activities such as training and troubleshooting continue beyond that date?

Answer: No this is just a target goal.

56. Does the government intend to keep the current content on the site? If content is to be changed – who is responsible for doing so? And when will that task be completed?

Answer: Yes, content should be migrated at project completion.

57. Would the government consider contractor assistance with content development?

Answer: Yes.

58. Will the contractor be responsible for uploading content into the upgraded site or will the government be responsible for doing that?

Answer: Contractor will migrate existing content.

59. How much of the branding aspect of the original website are you expecting to incorporate into the new website?

Answer: General theme only maintaining logos, certain county colors, etc.

60. Are there any examples of websites you have in mind that you hope for us to take inspiration from?

Answer: We have looked at too many different examples to list!

61. How often will project updates and status meetings occur? What percentage of it is calling versus in-person meetings?

Answer: We are very flexible and anticipate a combination of conference calls, web conferences, in-person meetings, etc.

62. With the launch date of being June 30th, when is the expected award date?

Answer: See question #48 answer.

63. Is Page 1 of the RFP document to be used as the cover Sheet for the proposal.

Answer: Not necessarily, but the page should be included in your submittal since it includes information we will need at some point.

64. Is a separate cost proposal required or will a section within the technical proposal to explain the cost based on hours and personnel suffice?

[Answer: We are mostly looking at turn key total cost of the project. Offerors may choose to break out costs as they like.](#)

65. What licenses does an offeror need to have on file with the County of Isle of Wight in order to be eligible to submit a proposal? Does an Offeror need to have a current business license on file with the county?

[Answer: None required to submit. No, but the successful Offeror may be required under certain circumstances to look further into this question. \(See Conditions & Instructions\)](#)

66. Is there a preference for continuing with the current CMS (WordPress)? If not, please explain any issues which have been encountered.

[Answer: We are open to all CMS options including WordPress.](#)

67. Has County staff identified any websites which can be used as an example of what is desired in the new site?

[Answer: See answer to question #60.](#)

68. What security features does the current website have? Are these and/or other security features expected to be included in the new site?

[Answer: Currently using WordFence for WordPress CMS. This has proven beneficial, but we are open to suggestions for improved security.](#)

69. How many County staff trainings are expected or for what duration of time?

[Answer: See answer to question #71.](#)

70. How many of these trainings are expected to be in person and how many may be held electronically (via WebEx) or other?

[Answer: We are flexible with web based or in person training and expect as many meetings as necessary to train Admin / end users.](#)

71. Please explain how we will know when staff are sufficiently trained?

[Answer: We manage and maintain several websites currently and do not anticipate a big learning curve. Key personnel should be trained at project completion.](#)

72. At what point, or level of competency will it be determined that staff are fully trained and can maintain the site independently? Who determines the level of competency?

[Answer: Refer to question #71 answer. We will determine competency.](#)

73. Graphic Content: are new images expected or is there an existing library of images?

[Answer: We can provide access to current images but open to using and / or providing new images.](#)

74. Does the County own the images currently on the website?

[Answer: County provided images, and many were taken internally. We do "own" or have copyrighted image material.](#)

75. Will there be one main liaison between Isle of Wight County and the offeror? Does the offeror report to a committee or one person?

[Answer: Michael Coburn serves as liaison until RFP awarded. After award vendor will work with the IT Department for implementation.](#)

76. Currently, the links to County's social media accounts are present on the site. What additional is anticipated? Is it functionality to post social media content directly from main site (by admin) or something more?

[Answer: See question #92 answer.](#)

77. There are 34 departments and they have individual sites. Will all of them have the same theme or it is anticipated that different departments will need different themes? If different, how many different themes are anticipated to be in place?

[Answer: Most themes should remain uniform. Some department sites may require a different or modified theme.](#)

78. What is meant by "Computer Aided Dispatch (CAD) feed"? Is the intent to develop an application to dispatch and track services *in addition* to the site redesign or does this already exist and only requires a place in the new site for the dispatch feed listing? If this exists, where is this located on the site for reference?

[Answer: See answer to question #15.](#)

79. What is meant by "Multiple templates if necessary?"

[Answer: See answer to question #13.](#)

80. What all is going to fall under E-Commerce?

[Answer: See answer to questions #38 and #85.](#)

81. As we understand it, IOW currently uses WordPress. Does IOW *require* moving away from WordPress, or would you be satisfied with a redesign and reimplementation within that environment?

[Answer: We are open to using a new CMS or continue using WordPress. We are looking for vendor proposal recommendations.](#)

82. Are we allowed access to current analytics?

[Answer: Yes, awarded vendor will have access.](#)

83. Can you define the 34 websites or provide the architecture of what is in the scope?

[Answer: See answer to question #24.](#)

84. What is the boundary of the County website's URLs?

[Answer: Isle of Wight County owns their domain names and has administrative access to make record changes as needed.](#)

85. How satisfied is the county with paybill.com and the current e-commerce platform? Would the county be open to suggestions for new platforms?

[Answer: We have looked at alternatives to Paybill.com and are open to suggestions for new platforms.](#)

86. What other websites, interfaces or data pulls does the current county website use, if any?

[Answer: We currently link to other websites but would be interested in more embedded and integrated services in the future.](#)

87. Where is the current website hosted? Where is any/all relevant data hosted/stored?

[Answer: 3rd party hosting service / data center. We periodically pull backups of website offsite.](#)

88. Are we able to view the website dashboard in WordPress?

[Answer: Yes, awarded vendor will have WordPress dashboard access as needed.](#)

89. Is the use of multimedia on the county's new website supported by the county?

[Answer: Yes.](#)

90. Regarding the discussion of tables on page 5 under other desired capabilities, the use of tables is referenced. Could the County expand on the type and desired format of said 'tables'.

[Answer: See question #11 answer.](#)

91. What RSS feeds is the county looking to have and for what purpose would they be used?

[Answer: General information feeds as needed – some department specific.](#)

92. What is the current or envisioned CAD feed?

[Answer: See answer to question #15.](#)

93. Are there any already-existing social media accounts would the county want integrated? Are there any other social media platforms the county would like to have set-up and integrated?

[Answer: Yes, we maintain a number of Facebook accounts, Twitter, etc. We may expand to use other Social Media platforms in the future.](#)

94. Where is the current website hosted? Who is the hosting contract with?

[Answer: 3rd party hosting service/ data center. Current contract is with Vectec \(our current web developer.\)](#)

95. We respectfully request an extension of the due date by 5 business days from the release of the answers of the question.

[Answer: RFP closing date is changed. Please see the front cover.](#)