

**ROCK RIVER WATER RECLAMATION DISTRICT
ADDENDUM NO. 1
REQUEST for PROPOSALS #20-214
WEBSITE REDESIGN**

September 14, 2020

AD1-1 Notice

This Addendum No. 1, dated September 14, 2020, to the Request for Proposals: Website Redesign, supersedes all contrary and conflicting information in the above-mentioned instructions, specifications, and contract documents which are hereby supplemented or revised in certain particulars as follows:

AD1-2 General Information

The District submits Addendum #1 to answer questions, and provide clarification.

AD1-3 Instructions

A copy of this addendum initialed at the bottom shall be included in the proposal as acknowledgment of receipt.

Website Redesign Vendor Questions

1. Is there a current email marketing system in use? If so what is being used?

We do not have an email marketing or any type of push notification system at this point in time.

2. How many staff members will require training on the new CMS?

Approximately 20.

3. Is there a CMS or technology preference?

No, but it must be user friendly.

4. Should vendors assume that all existing content will be migrated to the new website?

No. The content is dated. Most will have to be updated.

5. Where is the current site hosted?

Onsite. It is running under Apache on a SLES 12 SP2 server

6. Can you share any traffic metrics related to the current site (i.e. average monthly page views)?

There is no plugin installed to both the internal IP Site or the public-facing site that records metrics (page views, etc.).

7. What is driving the May 2020 timeline?

The need to get it done.

8. What CMS is currently in use?

Word Press

9. Are there any specific pain points with the existing website? If so, can you share details?
It is not user friendly; it does not offer any real information; it does not tell our story adequately and it does not adequately allow for customer interface

10. Has the RRWRD started revising the sitemap?
No.

11. Will the RRWRD provide translated content or are you asking vendors to provide translation services?
We would ask the vendor.

12. Appendix A Line Item 58, what platform would the District shared calendar reside on?
No preference. We would rely on our vendor to make a recommendation.

13. Appendix A Line Item 127: Is RRWRD looking for vendors to embed existing ESRI maps into the website or are you looking for vendors to create custom interactive maps based off the data from ESRI?

The request reads as follows: Ability to make available interactive maps that can display the following items. NOTE: District uses ESRI's ArcGIS Desktop v10.5.3

14. What document management system is currently in use?
We upload PDFs to Word Press

15. Has a budget or budget range been defined for this project? If so, will that information be shared with vendors?

We have a budget, but we will not be sharing with our vendors.

16. How does RRWRD plan to measure the success of this project?
We will be asking for user feedback; user traffic data and customer service interaction including bill payment and job searches. Specifically, we will be asking if the site provides the user with a clear understanding of our role in the community; ease of use and ease of interface.

17. Is there a (CMS) platform preference? (Current site is WordPress)
We do not have a preference other than it should be easy to use.

18. What 3rd-party integrations are included?
To be determined.

19. Are there existing branding guidelines?
We are in the process of updating our branding guidelines.

20. In order to properly quote hosting:

- Can you provide the number of page views per month, currently?
See answer to Question #6

- What is the average bandwidth usage per month?
Unknown
- Can you provide current storage requirements for both database and files?
At this time, the server has two (2), 100gb HDDs

21. Are we required to have an Illinois Department of Human Rights Registration Number during the proposal process or post award if we are selected?

The IDHR number must be provided within 5 days after the date proposals are due. See cover page and Section II, 2.5

22. What are the installations you are looking at? Please specify.

Installed for use.

23 The “Design three unique home page and template options that meet District needs” do we need to send out with the response document or after the award?

3.2(A) reads: "The selected vendor shall:" Therefore, the submission of 3 designs would occur after a vendor has been selected. Vendors selected for interview may be asked to present a concept or storyboard.

24. Do you have any existing design guidelines?

Not at this time. We are completing a branding exercise and will have standard guidelines in place when we begin design and functionality discussions.

25. Who are your primary stakeholders?

As a public entity: the public would be our primary external stakeholders. Our internal stakeholders would be our employees.

26. In the Evaluation Criteria – “Content Manger” is mentioned. What does it mean? Please clarify.

It is similar to a project manager. It would be the individual in your firm that would be tasked with working with the District to design and build the website.

27. What is your requirement for hard copies of this proposal?

Vendors may send one hard copy and one electronic copy of their proposal.

28. Do you have any preferences in terms of technologies you want to use for your website? Please clarify.

No. But it must be user friendly.

29. 3.2, A, 4. “Design three unique home page template options that meet District needs.” Do we need to prepare three designs each for the website and the intranet portal or three versions combined? Please clarify.

3.2(A) reads: "The selected vendor shall:" Therefore, the submission of 3 designs would occur after a vendor has been selected. Vendors selected for interview may be asked to present a concept or storyboard.

30. What is your vision for this project? What business goals will this project accomplish?

As a special taxing district, RRWRD has a responsibility to provide our users/citizens with information that is accessible; allows citizens to gain understanding of who we are and what we provide to the community; and allows for 24/7 access to business processes such as bill payment or a job search. As such, our vision and our business goals are the same. Build a website that is transparent, easily navigable on a computer, phone or tablet and allows seamless functionality for business processes.

31. What are the strengths of your current CMS platform?

WordPress is a decent platform when utilized to its full capacity.

32. What are the weaknesses of your current CMS platform?

Like many websites, it was a “build it and forget it” implementation, so we have not updated WordPress in forever. Its functionality is dated, and the content seems to be very poorly organized.

33. Which of your organization’s lines of business will be impacted by this project?

On the business side: bill payment and job applications.

34. Are there any specific considerations for vendors in this procurement process?

You should understand and be able to intelligently speak to what a sanitary district does and communicate that responsibility through a website design. Past, proven and successful experience in a public sector website will be a factor as well.

35. Who are the stakeholders involved in the project?

The Executive Director and the Director of Management Services are the project sponsors. See response to Question 25 for stakeholders.

36. Who will be involved in the evaluation and decision-making process?

The Director of Management Services will select an internal team.

37. User experience design is the process of defining the manner in which users are able to interact with the website functionality. Are you seeking a firm to assist in user experience design?

No. We are in the process of completing a branding project.

38. User interface design, also known as creative design, is the application of an organization’s brand to create website style tiles, wireframes. And prototypes. Are you seeking a firm to assist in user interface design?

No.

39. The ability for the business user to effectively manage content within a new technology often depends on the depth of their knowledge. Are you seeking a firm to assist in the knowledge and training of business users?

Yes

40. Do you have a preference for a web content management system? We recommend Drupal, an enterprise-ready, open source content management system that powers some of the world’s largest and most popular websites.

No preference.

41. If you do not have a preferred CMS, do you prefer an open source or proprietary solution? Upon review of the project requirements, we believe that an open source approach would provide the best value for your organization.

We are open to discussion

42. We understand you are currently using Wordpress. Can you please elaborate on the version of the platform and how it has been implemented?

It has been poorly implemented. V: 4.9.4.

43. Do you plan on continuing with Wordpress? Are you happy with the current implementation?

We are open to recommendations. No, we are not happy, that's why we are out for RFP.

44. Rock River discusses an intranet in the scope of work. Can you elaborate further?

The intranet would act as an employee resource for information.

45. Does the scope of the RFP include the design for the build trust website?

You will have to clarify this question.

46. Which mobile devices must the platform support? We recommend, at a minimum, web-kit enabled iOS and Android devices.

Agreed.

47. Which browsers must the platform support? We recommend, at a minimum, Internet Explorer 11.x and later, Firefox 5.x and later, Opera 12 and later, Safari 5.x and later, and Google Chrome.

You've captured the most often used. If by 'later' you're discussing a phased in approach we would want to discuss your order.

48. How many people manage and update content on a regular basis?

There will be 5 to 8 subject matter experts responsible for updating their department/division's pages.

49. How do you currently support and maintain your CMS platform?

It is currently very ad hoc. There was never a plan put into place.

50. Do you require a Service Level Agreement for Maximum Initial Response time?

Yes.

51. Do you require 24x7x365 product support for critical issues?

That would be a point for discussion.

52. Within all our projects, we recommend a hosting solution that is architected for resiliency and designed to accelerate deployment. Do you require a firm that will provide a hosting solution? If not, what are your plans for hosting

We would prefer the firm host the site.

53. If you would like a hosting recommendation, please respond to the questions below:

We would have this discussion with our selected vendor. Additional answers to some of the bullet points are provided as appropriate.

- How many page views do you receive per month?
See answer to question #6
- How many authenticated (content writer) page views do you get per month?
No numbered metrics are available, but WordPress does record each published event, user or page edit.
- Do you plan to run multiple sites on your new platform? If so, how many?
2, Internal Employee site and external Public facing site.
- How many content items (pages) do you have in your existing website?
Published Pages - Public Site - 47, Internal site - 128
- How much file system space does your existing website use?
See response to Question 20.
- Do you currently use a Content Delivery Network (CDN)?
No
- Do you require any specific networking rules or customization?
- Does your site require external authentication (LDAP, SAML, etc.)?
Every user has their own login to the employee site. Admins have logins for both.
- Do you process any e-commerce transactions?
Bill payments are processed by a third-party provider.
- Do you require a Service Level Agreement for uptime (99.95%)?
- If Drupal is the selected infrastructure, are you open to recommendations centric to the proponent's recommended WCMS technology?
Yes
- What tools and processes are you currently using to evaluate the accessibility status of the website?
None currently.
- How often is content checked against standards for compliance?
- Is there a plan to ensure legacy content (copy) carried over from the current website meets accessibility guidelines? Will this be the responsibility of the proponent or internal?
Existing content will not be migrated.
- How are organizational content policies enforced during publishing?
This will be required for the new design.
- Do content editors require educational resources and training on accessible content publishing best practices?

Yes

- How many content types (or content templates) are needed for this project?
- Do you require an enterprise search appliance to help users find content? We recommend Apache Solr, an open source search appliance that is often used with Drupal CMS.
No current preference.
- Do you require engagement tools, such as commenting or social sharing?
Yes
- Do you require forms as part of this project? If so, how many?
Public Site has over 20 downloadable fillable pdf forms for Industrial customers. Internal site contains well over 20 pdf and other documents of content for employees as well.
- Can you provide examples demonstrating the complexity of the forms?
Yes
- Are there any third party applications that need to be integrated with the CMS? If so, can you elaborate on which applications and the level of integration?
This will be determined as part of the design. Integration is currently very limited.
- What content governance and workflow requirements do you have for this project?
- Do you have requirements for web analytics and tracking?
Analytics and tracking will be required with the new design.
- With exponential growth in content volume, the migration of content to a web content management system control can be a lengthy process that requires a great number of resources. Are you seeking a firm to assist in content migration?
We are not seeking content migration.

54. If you require content migration, please respond to the questions below:

We do not.

- How many pages do you plan to migrate?
- Please specify the format of the source data to be migrated (database, .csv, XML, etc.)
- Can you provide a sample of the data to be migrated?
- Do you have a preferred project management methodology? We use the Agile methodology to ensure that we are able to deliver the projects that our clients envision.

CLARIFICATION ON # SECTION 5 (REQUEST FOR FINANCIAL INFORMATION)

The District has amended this request as follows:

Section 5 – Financial Litigation Information

1. Include an audited financial statement for the most current quarter and last year-end including Balance Sheet, Income Statement, and Statement of Cash Flows for your company.

This is not required.

2. Include a description of any litigation in which Proposer is currently involved. Indicate any potential conflict of interest with vendors that could affect RRWRD's interests and plans for avoiding the conflict.

See note*

Place this information in a separate, single sealed envelope, labeled Section 5 (with your company name) in the original proposal copy. This information will be used to determine overall financial strength and maintained as confidential by RRWRD, to the extent permitted by law. **This is not required.**

Note: The District requests financial information to ensure that a respondent is financially stable and will be in business for the duration of the agreement. While this language is conducive for our operational RFP's we recognize that web developers do not operate in this arena. Therefore, we simply ask that you provide a notarized statement that identifies you are financially stable. We do request that you identify any litigation or conflicts of interest that should be considered. If you are free of either issue, simply include this statement in your notarized letter.

_____ Proposer's Initials