

TOWN OF MIDDLEBURG
Professional Website Development Services

Addendum #2
Answers to Questions Submitted

In no particular order, here are the answers to questions submitted via email to us following issuance of Addendum #1, but prior to the March 17, 2016 deadline for questions. Where questions were similar, we have consolidated the questions and answered only once. Questions answered in Addendum #1 have not been answered again.

1. The RFP states costs estimates should be provided during Task 4 - Town Council Presentation. Does Middleburg request offerors to submit a cost estimate with the proposal? If so, offerors request the cost estimate be included as an appendix and therefore not impact the page count. Related Questions: The RFP states that a preliminary cost estimate should be developed as part of "Task 2--Data Acquisition & Review." Would the Town like us to provide an initial cost estimate in our proposal as well? Please provide guidance on submission of pricing information with the proposal.
Answer: No cost estimates are required at this time. Cost estimates will be requested of firms short-listed for interviews.

2. Task 2. B – What is the purpose of this paragraph? Is this information to be provided with a proposal submissions, especially in light of pricing not being mentioned in the Proposal Submission Requirements section?
See answer to Question 1 above. These are tasks envisioned for the project at this point, which obviously would include the vendor providing some cost estimates for our budgeting purposes.

3. In order to present the Town of Middleburg with a well-organized, easy to read proposal, offerors would like to include a cover page, submission letter, and a table of contents. Does inclusion of these items count toward the 10 page limit?
Answer: We will not count the cover page, submission letter or table of contents as part of the 10-page limit.

3. The RFP states the Town would like the final website up and running by July 2016. Does the Town have a timeframe of when it expects to select the vendor? This would assist us in completing a timeline for completing the project. Related question: What is the anticipated award date?
Answer: We realize that this is a very tight timeframe, so are willing to be flexible on this. We are assuming we can select a vendor by the end of April.

4. What is the contract type: Fixed Price, Time and Materials, Cost Reimbursable?
Answer: We are not sure at this time. This is negotiable.

5. Under "Project Purpose" and "Special Features" – How many total forms are anticipated to be included at launch?
Answer: We don't know at this time.

6. We had a number of questions asking us to clarify the requirements for the "...citizen engagement portal".
Answer: We don't know any more that we said in Addendum #1 about what we'd like to see for this portal, which we see as a means for citizens to communicate with their government via the website, but will be open to suggestions and recommendations from the vendor.

7. What "...e-payment system..." is in use now?
Answer: Official Payments

8. What content management system is in use today?
Answer: Website Tonight – It's a GoDaddy website created in-house.
9. Please clarify what you consider "...key Town Services..."
Answer: This will be defined through the website development process, but can generally be seen in our annual Town budget which is on our website.
10. Are you collecting website performance statistics now?
Answer: The program we use collects statistics.
11. Under "Images and Content" – with respect to the phrase "...will be written specifically for the site by the vendor..." What is the extent the new content required to be developed by the vendor?
Answer: This is listed as an option, so we are unsure at this time.
12. Under Phase I – what new elements and features do you anticipate?
Answer: We are not sure at this time. We are hoping that the designer will help us with this.
13. Detailed Tasks Envisioned. It is clear in the opening paragraph vendors may propose modifications to the listed tasks. However, there are quite a few "vendor shall" and "vendor will" references to describe capabilities or vendor actions, which we interpret as hard requirements but are not referenced in the Scope of Services. Please clarify.
Answer: These are not hard requirements. We will work with the vendor selected to refine the scope of work based on their experience and our desires.
14. Task 5. What company provides the "Town IT consultants"? Are they able to bid on this contract?
Answer: The Town contracts with STS for computer maintenance and troubleshooting. They do not do website design and implementation.
15. Task 5. What is the extent of new content required prior to launch?
Answer: This is not known at this time, but is negotiable based on what the vendor recommends.
16. On Page 4 - Pay Your Bill functionality: Will payment processing continue to use the Official Payment service?
Answer: For the foreseeable future we will use Official Payments, but we are not wedded to them forever.
17. On Page 5 - Fillable Forms: What type of workflows will be required for the fillable forms?
Answer: These are permit applications, so mostly will be name, address, etc. to be filled in.
18. On Page 5 - Event Calendar: What functionality and user roles/permissions are required with the new event calendar?
Answer: With the current calendar, persons approved by the Town are permitted to add events to the calendar.
19. Newsletter Questions (p. 4): How do you envision the Newsletter function working? Can integration with Constant Contact or Mailchimp be used to manage the email list? Interactive Map; On p. 5: What functionality is required for the interactive map? What additional social media is required in addition to Face Book?
Answer: This is all up for discussion with and recommendation from the vendor
20. Is the Town or offeror responsible for hosting? Does that Town have a preference for a hosting platform (ex: LAMP stack with Drupal/Wordpress or Microsoft SQL server with DNN/Umbraco)?

Are there any integrations with other Town software? Is the offeror responsible for altering any existing files hosted on the site to make them 508 compliant? Could you please elaborate on your request for the “storing of each information update”?

Answer: We don’t know the answers to these questions at this time.

21. Could you please elaborate on your requirement for an FTP portal for large file applications? Confirm the amount of required storage necessary to upload and store data.

Answer: We have no further elaboration at this time.

22. Is there a MBE or WBE set aside component to this project?

Answer: No.

23. “Identify and provide web information management tools to comply with the Commonwealth of Virginia Public Records retention guidelines. This will include the storing of each information update.” Provide the requirements of the retention guidelines. Will you be collecting personal information and require a dedicated server for storing data?

Answer: These will be provided to the selected vendor. We are not collecting any personal data on the website.

24. Confirm the level of CMS experience that is currently in office. This information will assist in establishing a timeline for training.

Answer: We have one staff person who manages the website now, and it is very simple.

25. Please also confirm if there will be a ‘main point of contact’ for project management and/or if this will be design by committee.

Answer: There will be a main staff project manager, but there is an advisory committee that will have some involvement, and as noted in the RFP, the elected officials have the final say in what is approved.

26. Are there existing branding guidelines?

Answer: No.

The answer to all of the following questions will be determined during the website development process:

1. Who are the key audience groups that will use the new system? What needs will they have that must be fulfilled?
2. A) What are your long-term (5 year) short term goals (1 year) for the website?
3. What do visitors tell you they like about your site? What do visitors not like about your site?
4. List other websites that you have seen that you really like that have been used as inspiration for this project. Why do you like them?
5. Who are your comparative agencies? For example: would it be other agencies in other states or other organizations? Please list your top three comparatives.
6. How important is security? Are there specific security standards that the new website must meet?
7. What are the major considerations for your organization regarding choice of CMS? E.g. security, ease of use, cost etc. What's the single most frustrating issue/limitation with your current website platform?
8. How many pages does the current website have? What percentage of existing content needs to be migrated to the new site?
9. Who would be responsible for data migration from the old to the new site?

10. Who will be responsible for initial content population of the new website? Do you require any content writing support from vendor?
11. What are your current storage needs for the website?
12. Who is responsible for hosting the new site? What are your hosting requirements? Are you looking for vendor to host externally and suggestions, or on premises? Would we need to include hosting costs in the pricing?
13. If hosting is required, please provide environment requirements.
14. What platform is your current website using (.NET, Linux, etc.)? What is your platform of choice for hosting the new website?
15. Is the current website using any proprietary platforms? Do you have any special integration needs?
 - a. Do we need to support any of those platforms?
 - b. Do you require using any third party integrations for the new website?
 - c. Are there any interfaces required from/to the website from other internal/external systems?
 - d. Are there any databases or external sources that need to be integrated with the CMS to deliver content?
16. If on-site work is required, would all software and tools be provided?
17. What is the ideal launch date for this website?
18. How often do you require on-site presence from the vendor?
19. What project management process will work best for this project: waterfall, agile, a hybrid of those, or something different?