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|  | **COUNTY OF DANE**  DEPARTMENT OF ADMINISTRATION  **PURCHASING DIVISION**  Room 425 City-County Building  210 Martin Luther King Jr. Blvd.  Madison, WI 53703-3345  608/266-4131  FAX 608/266-4425 TDD 608/266-4941 |  |
| GREG BROCKMEYER  Interim Director of Administration |  | CHARLES HICKLIN  Controller |

DATE: September 19, 2017

TO: All Proposers RFP #117053: Website Redesign Services

FROM: Carolyn Clow, Purchasing Agent

SUBJECT: ADDENDUM #1

**The following responses are provided to questions received:**

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| *Question #1* | *Is it acceptable to for us to partner with a marketing firm on this bid qualifications?* |
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| Answer #1 | Yes, this is acceptable. Disclose all partnerships as part of the RFP response. Dane County reserves the right to approve all subcontractors. |
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| *Question #2* | *Is it possible to see a demo and get granular detail on the current CMS?* |
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| Answer #2 | A demonstration of the CMS will be arranged for finalist firms, prior to interviews. |
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| *Question #3* | *As a vendor new to your custom CMS, will you schedule a demo prior to vendors sending the RFP response?* |
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| Answer #3 | No , see Answer #2. |
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| *Question #4* | *Your current website is using Bing Custom Search, is that the search platform you will continue using moving forward?* |
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| Answer #4 | Yes. |
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| *Question #5* | *Is there a certain budget that the County of Dane is trying to meet?* |
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| Answer #5 | Yes – the County has a budget of $300,000 for this project. |

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| *Question #6* | *1.2.1 Overview of the project*   * *Regarding the “paper-eliminating processes”, this implies additional online forms. What are some examples of new online forms that may be necessary and what would their submission process be (stored in database? Emailed? Converted to a document?)* * *Will the Dane County IT Project Team be co-developing the new project with the selected partner?* |
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| Answer #6 | The forms to be eliminated will be decided upon on a department-by-department basis, when we move beyond developing the main county portal. Forms may be emailed, stored in a database, or converted to a document – the exact processing requirements would be determined upon working with a specific County Department. The sites developed from this project must be able to incorporate all of these types of forms. An example of form that a Department expressed interested in eliminating comes from the Dane County Family Court Counseling Service: <https://familycourtservices.countyofdane.com/documents/pdf/FORM_FAM_STUDY_QUESTIONNAIRE.pdf>  Yes – the selected vendor would work with Dane County IT and representatives from a County Departments in order to complete this project. |
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| *Question #7* | *1.2.2 Project Planning, Departmental Collaboration*   * *"It is essential the contractor incorporate a significant on-site presence during the entirety of the project" - Will development be possible outside of the Dane County infrastructure?* |
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| Answer #7 | Yes, most development could be done remotely by accessing the County’s environment via VPN. |
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| *Question #8* | *1.2.3 Creative / Brand Design & Production*   * *The contractor will be expected to lead and compile research. Has any previous research been conducted and will this be made available to the selected vendor?* * *Will the County of Dane provide a list of users that can be contacted to support the research phase?* * *You mention video production and casting, etc., is it acceptable for the selected vendor to hire and work with third parties or contractors to produce?* |
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| Answer #8 | Yes, the vendor is expected to complete the necessary research. As section 1.4 of the RFP describes – previous research was conducted on each departmental page included in this project. That research will be shared with the selected vendor.  It depends on the kind of users. No – the County does not have a list of citizen-users to contact, but the County does have a list of employee-users to contact.  Yes – it is acceptable for the selected vendor to hire and work with third parties or contractors to produce content. Disclose all partnerships as part of the RFP response. Dane County reserves the right to approve all subcontractors. |
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| *Question #9* | *1.2.4 User Interface / User Experience Integration and Graphic Design*   * *What third party plug-ins are you using for the language translation(s)?* * *Will you be looking at full website translation with localization or simple Google translate? Again, would need to employ third party services.* * *With regards to translation service to support multiple languages, which languages will you be supporting, and will it vary based on locale (Canadian French vs. France French for example)* |
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| Answer #9 | Dane County is just beginning to use third-party plugins for language translation. The only site that currently has this features is the Dane County Regional Airport’s website. Newly developed sites that are part of this project will need to accommodate some type of translation service. The selected vendor will need to be able to lead us through a process to select the appropriate level of translation services. At a minimum, the site needs to be able to translate into Spanish and Hmong. The site does not need to support languages based on locale. |
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| *Question #10* | *1.2.5 Technical / Development Production*   * *What platform are you using for your source file version control? Would the selected vendor have access to that?* * *What versions of .NET and SQL Server is your custom CMS built in?* * *Is Entity Framework used as an ORM? If so, what version? If not, what is being used as an ORM, if anything?* * *Which JavaScript frameworks are used on the current custom CMS?* * *Is there any supporting documentation or screenshots of the CMS administration tool that can be provided? Or is a short demo of the custom CMS admin tool and how it’s used to build out the current site possible? These details would be helpful in preparing an estimate.* |
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| Answer #10 | For version control Dane County uses VSTS GIT and the selected vendor would be able to access this.  .NET 4.6.2 and SQL Server 2012  Yes – We use Entity Framework 6.  The JavaScript frameworks used are JQuery and Handlebars.  A demonstration of the CMS can be arranged for finalist vendors. |
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| *Question #11* | *1.2.6 Creative / Technical Copywriting*   * *“The contractor will be responsible for developing all necessary creative and/or technical copywriting…”, aside from content needed for the website and landing pages, is there specific, identified technical copywriting that will be needed (resource documents, white papers, etc.)?* * *Will copywriting be required for the countyofdane.com portal ONLY or do we need to account for the county department websites as well?* * *Will the selected vendor be responsible for providing copywriting and copyediting services?* * *What percent of content/copy on the website will be reused versus newly created?* * *Are you planning on adding a blog or news section that will need to be created?* * *Will you have subject matter experts that will be available for interviews during content creation?* * *What is the review and approval process of content? Does your custom CMS have publishing and distributed authorship workflow?* |
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| Answer #11 | The selected firm will need to provide assistance developing content needed for websites and landing pages – the County does not anticipate needing the resource documents and white papers. At a minimum, copywriting will be needed for the main County of Dane portal, but as the County works on additional Department websites, some of those sites may require additional copywriting.  A specific percentage cannot be determined between creating new content versus reusing old content. A review of that information will need to happen with the specific Department. In general, the County would like to air towards writing new content. We think that the County would be better off with new writing that is written at a reading level appropriate for all citizens. However, some content can be recycled.  Some Departments are interested in developing a news section or using blog features.  Subject matter experts would be available to the selected vendor.  Individual Departments have a their own approval process for publishing content. The CMS does not have a workflow built in, the County has found that feature unnecessary. |
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| *Question #12* | *1.2.7 Social Media Integration*   * *“Social media strategy”, what does this entail? Calendars, content, execution? Or simply allowing for content from the site to be shared on these platforms and allowing visitors to navigate to social media presence from the site?* |
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| Answer #12 | What the County means by “social media strategy” is that websites designed as a result of this project have social media in mind. This means that websites should be easily sharable on social media and visitors should be able to navigate to County social media accounts. Additionally, some departments have requested the ability to have their social media pages/accounts embedded into their departmental page. The selected vendor needs to be able to perform all of these tasks. |
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| *Question #13* | *What features are being requested in the new site that don't exist in the current site?* |
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| Answer #13 | The answer to this question depends on what site is being referred to. The main county portal – <http://countyofdane.com--> needs to be responsive, easy to navigate, supportive of multiple languages, and generally include modern website features. |
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| *Question #14* | *Does the new site have to be responsive?* |
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| Answer #14 | Yes. |
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| *Question #15* | *Does the in house .net CMS use MS Razor syntax in the templates?* |
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| Answer #15 | Yes. |
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| *Question #16* | *What is the architecture of the current in house CMS? Can Diagrams be provided?* |
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| Answer #16 | The documentation will be shared with the selected vendor. |
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| *Question #17* | *What features and integration are required through Social Media?* |
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| Answer #17 | See Answer #12. |
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| *Question #18* | *What is an example of how SnapChat would be integrated into the new site?* |
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| Answer #18 | SnapChat was listed as an example of a social media site that the County might want to consider adding if there was a business case for doing so. No County Departments are currently thinking about using SnapChat. |
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| *Question #19* | *Can you elaborate on the required tasks the vendor would need to execute as part of this (assist in the redeployment of the redesigned site)?* |
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| Answer #19 | Defining expectations regarding redeployment is something the County would work on with the selected vendor. |
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| *Question #20* | *Should new site incorporate:*  *• Content from*[*dane.legistar.com*](https://urldefense.proofpoint.com/v2/url?u=http-3A__dane.legistar.com&d=DwMFAg&c=TF2U4ckipsZU1iyatko1Ztuc8pmH43loaleEsWXLKkk&r=RSPdHlzFC-Q1CsuLOX4a4aoDg8lAnHHVXfeDHGxzBLg&m=qOdw5hg_nvsV69KYtIX8bU9-EGC0uC3a5BAr-pCVK2s&s=YIu1D8q9GnfinBC3p0qkTzQnZY6bfHXHfs9kKjy6GFY&e=)*?*  *• Department microsites (e.g. Land & Water Resources Department or Dane County Board of Supervisors)?*  *• Will department microsites maintain their own identity? or will they be incorporated into a single look & feel?*  *• There are a variety of calculators (e.g. Best Value Contracting Application) will those be built into this new site as well?* |
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| Answer #20 | No - The new site should not incorporate Legistar.  Yes, microsites should be included. Subdomained sites under the purview of the County Executive would be included. The pages related to the Board of Supervisors are not a part of this project.  Yes – calculators like the Best Value Contracting Application would need to be included in the new site.  Departments need to be able to maintain their own identify, yet the look and feel needs to be consistent with the broader County design. |
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| *Question #21* | *For experience working with Large Government Contract Experience and Multi-Agency Collaboration, will works performed outside USA be considered for evaluation?* |
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| Answer #21 | Yes – work outside of the United States can be considered. |
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| *Question #22* | *Is there any defined number of such experiences be referred in the proposal?* |
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| Answer #22 | There is no minimum number of experiences. |
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| *Question #23* | *Can you please elaborate on how exactly the inhouse built CMS works, based on which the website needs to be built. Is the data in each of those pages is dynamic or static. For a better understanding of the vendor, and an accurate proposal, is it possible to share any technical documentation on the existing CMS application and/or the database relations.* |
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| Answer #23 | The answer depends on the specific site using the County’s CMS. Some sites are dynamic and some are static. Technical documentation will be shared with the selected vendor.  The Dane County Parks website is an example of a site that uses the County’s CMS: <https://parks-lwrd.countyofdane.com/>  The Office of the Lakes and Watershed is another example of a site that uses the County’s CMS: <https://olw-lwrd.countyofdane.com/> |
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| *Question #24* | *It is likely that Adobe CQ5 is being used as CMS tool for* [*https://countyofdane.com/*](https://countyofdane.com/) *but from the RFP, it’s mentioned that it is an internally developed CMS that is being used. Kindly clarify.* |
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| Answer #24 | The main county portal is not in the County’s CMS. Please see the answer to #23. |
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| *Question #25* | *Also, it looks like that each of the departments have a distinctive look and feel and each department’s website uses a different CMS. For example, Alliant Energy Center (*[*http://www.alliantenergycenter.com*](http://www.alliantenergycenter.com/)*) uses DNN but University Extension (*[*http://www.uwex.edu/ces/cty/dane/*](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.uwex.edu_ces_cty_dane_&d=DwMFaQ&c=TF2U4ckipsZU1iyatko1Ztuc8pmH43loaleEsWXLKkk&r=RSPdHlzFC-Q1CsuLOX4a4aoDg8lAnHHVXfeDHGxzBLg&m=AWyAEMx3iDoYcGTmj-2D25GfE_dhfwesoWrMdwd44IA&s=Fl2ne__MSz-PFG16JiM3t9YeoSYPXpFKkXTmp7IfY_0&e=)*) uses WordPress. Should all these departments be streamlined to use a common look and feel and the same CMS as that of the main site?* |
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| Answer #25 | Alliant Energy Center and the University Extension’s department sites are not included in this project – so content from those sites won’t be included in this project and this project won’t include a migration from those CMSs.  Departments included in this project are expected to have a federated design: Each Department can have their own look and feel, yet the Department’s design needs to be consistent with the broader Countywide design. |
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| *Question #26* | *Kindly elaborate on “Social Media Integration”? Is it just linking to the respective existing social media pages and does it require to use each of those Social Site’s API?* |
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| Answer #26 | See Answer #12. |
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| *Question #27* | *Is Content Writing within the scope of the vendor or should it be copied from the existing pages as it is?* |
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| Answer #27 | Current content from existing sites should not be simply copied. It is expected that the vendor will have some skill in writing content. The County and its experts would participate in a revision process with the selected vendor in order to create the content for the newly developed sites. |
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| *Question #28* | *Kindly confirm if only the pages listed in the Attachment G need to be considered? Are any links/pages not listed in the Attachment out of scope?* |
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| Answer #28 | That is correct, sites not listed in Attachment G can be considered out of scope. However, it is expected that the County and the vendor will work to determine the final scope of services during the project. As a result of that collaboration, sites may be removed or added to this list.  The County wants this project to proceed in two major phases: first redeveloping the main portal: <https://countyofdane.com>, and second redeveloping the sites that are listed in Attachment G. The sites listed in Attachment G represent the County’s best estimate of additional County departmental websites that need to be redeveloped. |
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| *Question #29* | *The images or graphics that needs to be used on the website, if needed, will they be bought by the County?* |
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| Answer #29 | Yes – if that is necessary. The County is interested in exploring other options of acquiring images for the site – including sourcing images from the community. |
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| *Question #30* | *What is the total duration of the contact?* |
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| Answer #30 | The duration of the contract will be determined with the selected vendor. |
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| *Question #31* | *What is the total budget of the RFP?* |
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| Answer #31 | See Answer #5. |
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| *Question #32* | *Who is the incumbent?* |
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| Answer #32 | There is no incumbent. |
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| *Question #33* | *Is there any pre-bid meeting ?* |
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| Answer #33 | No. |
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| *Question #34* | *Whether companies from Outside USA can apply for this? (like from India or Canada)* |
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| Answer #34 | Yes – vendors from outside the United States may apply for this package. However, a certain amount of this contract requires face-to-face interaction and on-site meetings. |
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| *Question #35* | *Whether we need to come over there for meetings?* |
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| Answer #35 | Yes – the selected vendor would need to participate in face-to-face meetings and other on-site projects. |
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| *Question #36* | *Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)* |
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| Answer #36 | See Answer #34 |
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| *Question #37* | *Can we submit the proposals via email?* |
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| Answer #37 | No. Please see the instructions for submitting a proposal electronically in section 2.6. Please see the general instructions for submission throughout Section 2.0 |
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Please acknowledge receipt of this addendum by noting “Addendum #1 Received” on the bottom of the Signature Affidavit when you submit your bid. If you have any questions regarding this addendum, please contact me at 608-266-4966.

Sincerely,

Carolyn A. Clow, CPPB

Purchasing Agent