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CHARLES HICKLIN
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DATE: May 25, 2016
TO: All Proposers RFP #116041: Website Redesign Services
FROM: Carolyn Ninedorf, Purchasing Agent
SUBJECT: ADDENDUM #1

The following responses are provided to questions received.

Question #1 Will a dedicated project management resource at the DOA Department of Information Management Division be assigned for the duration of the project?

Answer #1 No. Dane County Department of Administration, Division of Information Management will provide a dedicated liaison to the project and assign Information Management staff to assist the selected firm. The selected firm is expected to provide project management resources as described in section 4.7 of the RFP.

Question #2 Describe the DOA's project team stakeholders and the approval process for the website.

Answer #2 The project team will include representatives from the County Executive's Office, the Department of Human Services, the Department of Land and Water resources, the Department of Administration, and IT staff. The final approval process for the project is not yet developed and will be communicated to the successful vendor.

Question #3 Section 5.1.2 states that the structure and layout must be presented in a consistent manner across all websites included in the project. Describe the expectation of the level variations that you envision will be present between each website.

Answer #3 The description in section 5.1.2 refers to variation between department websites and the main <http://countyofdane.com> portal. Department websites should reflect the individual needs of the department, but retain a common structure from the redesigned <http://countyofdane.com> portal. The redesigned Department sites should not have a level of variation such that each Department is stylistically different from the look of the main portal.

Question #4 Would DOA consider an open source CMS like WordPress or Drupal as long as it's compatible with the Dane County Technical Requirements listed in 5.2 and the Appendix?

- Answer #4 Yes, we would consider an open-source CMS.
- Question #5 *Will the vendor be responsible for creating any new site content that may be necessary for the website(s) in addition to the migration of content from the old sites to the new? And if so, what new mandatory content has been identified?*
- Answer #5 It is not expected that the vendor would be responsible for creating new content.
- Question #6 *How will site updates/upgrades be handled by the DOA after the acceptance testing and handoff (e.g. upgrades to the CMS, server updates)?*
- Answer #6 After acceptance and handoff, Information Management will address all future upgrades and site updates.
- Question #7 *Given the requirement for WCAG 2.0 compliance, is there published guidance on what level of conformance this site is expected to satisfy (e.g. Conformance Level A, Double-A, or Triple-A)?*
- Answer #7 Dane County expects the newly developed sites to conform to WCAG 2.0 – AA.
- Question #8 *In the list of sites to be included in the redesign, there are some subdomains (em.countyofdane.com) as well as some completely separately domains (dcls.info, dane911.com). Is Dane County looking to roll all of those into a single domain like countyofdane.com and just have sections of the site dedicated to that content?*
- Answer #8 No, Dane County does not intend to bring these subdomains under the single domain. However, when individual department websites are redesigned, Dane County wants to explore if there is a strong business case for bringing some subdomains under the single domain.
- Question #9 *There is currently an employee search on the website. Provided this is a feature that is kept, would these be managed through the CMS? Or pulled into the site from a different system?*
- Answer #9 This would not be managed through the CMS. The information comes from a different system.
- Question #10 *While the current site looks to be ASP.NET-based, does it run on a CMS (custom or otherwise)?*
- Answer #10 Some sites run on a custom CMS. Other sites do not have a CMS at all.
- Question #11 *How is the content managed for the site today?*
- Answer #11 Content is managed through a hybrid approach. Some content is managed through the CMS. Other sites are altered by Information Management Staff.

- Question #12 Roughly how many content editors will there be for the new site?*
- Answer #12 It is not known at this time. Some Departments will have a single content editor. Some Departments will have multiple content editors. Some Departments may have none.
- Question #13 Is a content workflow process needed? (e.g. editor makes content change, submits it for approval, approver reviews and accepts/declines, content is published once approved).*
- Answer #13 Yes – an approval process would be a desired option within the CMS.
- Question #14 Current calendar of events doesn't seem to be utilized. Is this a desired feature for the redesign?*
- Answer #14 The legislative calendar and committee meetings are scheduled through Legistar. Individual departments may want to utilize this feature on their department sites.
- Question #15 Is document management with revision tracking needed?*
- Answer #15 Dane County is open to the possibility of including document management with revision tracking, but are not certain this feature is necessary or consistent with the scope of this project.
- Question #16 Who will be responsible for copywriting and curating content (images, video etc.) We will be sharing an SEO approach and who will “own” the content will affect that.*
- Answer #16 Dane County would be responsible for curating content. Section of the RFP 5.2.2 states that at the end of the process, Dane County will own all assets related to the redesign.
- Question #17 What are the expectations for migrating content from the current site to the new site? Should we include that in our bid or will Dane County have staff that will enter or migrate content?*
- Answer #17 The expectation is that individual Departments will be responsible for editing their own content and the vendor may be required to import existing content into the CMS. Depending on the needs of a department site and the level of staffing available, assistance from the vendor may be needed to migrate content.
- Question #18 Can you share any guidance on your budget expectations at this time to help with scaling the right technology recommendations?*
- Answer #18 The 2016 Capital Budget provided \$300,000 for this project. If additional resources are necessary, additional resources could be requested in future budgets.

- Question #19 How much did you invest in building the latest version of the website?*
- Answer #19 Dane County does not have an estimate. The existing site was developed internally over a number of years.*
- Question #20 Can you provide access to Google analytics for analysis or provide some additional website statistics?*
- Answer #20 Yes – the County can provide this information to the selected vendor.*
- Question #21 The RFP does not mention if there is a requirement to perform the project onsite, can you please advise if there is a limitation of any kind that limits the vendor to bring the contractors onsite or the work can be performed remote via secured dedicated Citrix connection?*
- Answer #21 There are physical space limitations to performing the project onsite in Information Management, but the County is exploring potential ways to address those limitations. Yes, the work can be performed remotely via a secured connection.*
- Question #22 Can the project be executed in and Onsite-offshore model where there is a representatives (Account Manager / Business Analyst) from the vendor who make frequent visits to provide update on project and gather requirements with the IT department in Dane county and thereafter the actual design and development takes place in offshore?*
- Answer #22 It is preferred that the selected vendor work directly with County IT staff for this project.*
- Question #23 The preliminary list of the sites for redesign are provided in the RFP, there is 1 main site and 16 sub-sites (Department sites), please advise if the list of sub-sites could be in addition to these sites or some sub-sites are going to be merged thereby reducing the number of sub-sites?*
- Answer #23 See Response to question #8.*
- Question #24 Is there an allocated budget for this project?*
- Answer #24 Yes. See response to question #18.*
- Question #25 1. Whether companies from Outside USA can apply for this?
(like,from India or Canada)*
- Answer #25 Companies from outside of the United States are welcome to submit proposals.*
- Question #26 Whether we need to come over there for meetings?*

Answer #26 Yes – physically attending some meetings (with stakeholders and county IT staff) is required.

*Question #27 Can we perform the tasks (related to RFP) outside USA?
(like, from India or Canada)*

Answer #27 No. Physically attending some meetings (with stakeholders and county IT staff) is required and it is expected that the selected vendor will work in conjunction with County IT staff.

Question #28 Can we submit the proposals via email?

Answer #28 No, proposals must be submitted in hard copy per the instructions on the coversheet of the RFP and the instructions in section 2.

Question #29 Since your preference is hosting the site, will Dane County provide a search solution so that users can index the server for non-public files as well as document content?

Answer #29 This question is unclear and, as such, the County is unable to provide a response.

Question #30 There are a number of forms on the Dane County website:

Form	Link
Website Request Form	https://www.countyofdane.com/unified/forms/websiteRequest.aspx
Citizen's Application for Appointment to a Dane County Committee, Commission or Board	https://www.countyofdane.com/unified/forms/application.aspx
County Records Control Officer Request Form	https://www.countyofdane.com/unified/services/records/form.aspx?agency=40
County Exec Request Form	https://www.countyofdane.com/unified/services/records/form.aspx?agency=39
Clerk Request Form	https://www.countyofdane.com/unified/services/records/form.aspx?agency=20
Corp. Counsel Request Form	https://www.countyofdane.com/unified/services/records/form.aspx?agency=37

- a. Are all of these forms anticipated to be included on the new site?*
- b. When the viewer submits the form, how is the information transferred?*
 - a. Via email*
 - b. Updated into a database*
 - c. Other*

Answer #30 Yes, these forms will be retained. The County would like to utilize both options a) and b).

- Question #31* *There is a “Create Account” page, <https://www.countyofdane.com/unified/security/new.aspx>*
The page indicates that this will provide access to secured areas across various agencies. After creating a log in, how is this log in updated into the other agency sites?
- Answer #31* One site uses a site specific approach while all others use the same storage mechanism to capture login information. In the latter case, there is no need to propagate the login to multiple sites.
- Question #32* *There is an employee directory, <https://www.countyofdane.com/contact.aspx>*
Today, is the information for this directory
a. Pulled from Active Directory? If yes, how many domains/A.D.’s is the information pulled from?
b. Pulled from a database?
c. Stored locally in the website?
- Answer #32* See answer #9. This information is not stored locally in the website.
- Question #33* ***There is a log in page to access bids/proposals,***
<https://www.countyofdane.com/login.aspx?ReturnUrl=%2fpwht%2fbid%2flogon.aspx>
[X](#)
Is the resulting login only for the www.countyofdane.com’s website or are the credentials passed to other agency sites for registration?
- Answer #33* Credentials are not passed between the sites but the same credentials can be used to log into both sites.
- Question #34* *Are there any web services running with the current site(s)? If yes, please specify the following:*
a. What systems is the service communicating with?
b. What content is transferred?
c. Is the data transfer one way or bi-directional?
- Answer #34* There are no web services running on countyofdane.com. Web services are used on some County websites but they’re isolated from countyofdane.com and consumed by individual department sites.
- Question #35* *Are there any pages that contain iframes? If yes, please specify the following*
a. Which pages?
b. The site that is located within the iframe?
- Answer #35* iframes are only utilized for video and map presentation.
- Question #36* *The RFP indicates a desire to have Date County I.T. department participate with this project. In what capacity is the County anticipating this participation?*
a. Actively programming in the CMS during the initial site build
b. Learning how to program in the CMS but not actively building the initial site

c. *Learning support tasks such as managing content and administrating the site (no custom programming)*

Answer #36 a) Actively programming.

Question #37 *Could you let us know what your budget is for this project before we go too far with the response?*

Answer #37 See the response to question #18

Question #38 *-The proposal lists 17 websites that need to be redesigned, including the Dane County Library Service, Dane County Public Safety Communications, and so on. Would you like all of these to remain separate websites? Or would you like to incorporate most/all of them into one unified site? If you'd like these to remain separate, are you looking for an agency to develop each of these sites, along with design them?*

Answer #38 For whether the Department websites in the list should remain as separate sites or incorporated into a single domain - See the response to question #8.

Dane County is looking for a vendor to design and develop a clean, user-friendly interface to the main portal (<http://countyofdane.com>). The agency would then assist with redesigning the department websites consistent with the look of the main county portal. The redesign process for each department website would take into account the specific needs of each department website.

Question #39 *Is there an incumbent vendor who you're considering for this project?*

Answer #39 No.

Question #40 *Do you have an approximate budget in mind?*

Answer #40 See the response to question #18

Question #41 *Do you have a launch date in mind for this project?*

Answer #41 No. The RFP Appendix A assumes that the project will take 32 weeks from the time the contract is awarded. The Calendar of Events in the RFP assumes that the contract will be awarded in October 2016. Assuming the project holds to these timelines, the site would be launched in June 2017.

Question #42 *About how many pages of content is included on the County of Dane website?*

Answer #42 There are approximately 100 pages in County of Dane. Accurate information about existing content will be provided to the successful vendor.

Question #43 Exhibit A does not include an initial discovery/research phase, although this is typically how we approach projects--would you like us to include a revised Road Map that incorporates this first phase?

Answer #43 Section 4.4.1 of the RFP asks proposers “to amend Appendix A with the specific details of your proposal. Please describe where your proposal differs or improves on the example process.” Appendix A starts with a Vision/Concept phase. If you feel that the proposed description of the Vision/Concept phase does not address discovery/research, please include a discovery/research phase in your proposal and note why it was included.

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. Ninedorf, CPPB
Purchasing Agent