Date: 11/19/2020
RFP No: 2020-057
Commodity: Website Content Management Systems and Website Design &
                   Development
Purchasing Agent: Mr. Tim Cubos, Purchasing Services, 254-750-6616
Number of pages: 17 pages

Closing Time: 2:00 P.M. CST, Tuesday, December 1, 2020
Opening Time: 2:01 P.M. CST, Tuesday, December 1, 2020

RFP Opening Location: Operations Center, Purchasing Services Office, 1415 N. 4th St.,
Waco, TX 76707

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Addendum No: 1

The above-mentioned RFP invitation has been changed in the following manner. **Sign and
return addendum to the Purchasing Office by the closing time and date with your RFP
response**. Returning this page signed by your authorized agent will serve to acknowledge
this change. All other requirements of the invitation remain unchanged. If you have any
questions, please call or stop by the Purchasing Office at the above address.

THE FOLLOWING IS BEING ISSUED AS ADDENDUM No. 1
Please note the following Changes

1. **The following pages has answers to questions raised, and clarifications &
   amendments to the specifications. Please review and note the due date changes.**

2. **Current Due date**
   ~~**Closing Time: 2:00 P.M. CST, Tuesday, December 1, 2020**~~
   ~~**Opening Time: 2:01 P.M. CST, Tuesday, December 1, 2020**~~

3. **New Due Date**
   Closing Time: 2:00 P.M. CST, Tuesday, December 8, 2020
   Opening Time: 2:01 P.M. CST, Tuesday, December 8, 2020

Firm:_____

Address_____

Signature of Person
Authorized to Sign Bid:_____

Signor's Name and Title
(print or type):_____

E-mail Address:_____

Date:_____Telephone:_____Fax:_____

Addendum No: 1
Responses to Questions

1. Elements of the RFP refer to a more custom-built website approach. Can you please confirm if your goal is to build a custom website?
   a. As such, can you confirm the city has budgeted appropriately for the costs requested against various services? Oftentimes this work can cost between $100,000 and $200,000 -- is that in line with the City's budget?

   A custom solution is not necessary; however, we would like the freedom within the CMS to add/alter elements on every section and the freedom to make changes. This RFP is designed to help us estimate the cost associated with a modern CMS and a new design for our environment. We need to see a Master Agreement from each vendor/proposal, and this will help us with scoping this project out.

2. If firms have a proven project methodology that removes the risk of a traditional web project, can firms propose an alternate methodology if it accomplishes the same goals including tasks like content audits, personas, migration, IA, etc.
   Yes, we want to see options and a Master Agreement of services and solutions offered.

3. Generally, when investing significant time in audience mapping, new IA, migrating content is less effective as much of the content needs to be reorganized, improved to be more user centered. Will City staff engage in that work, or is the City also expecting the vendor to provide significant content strategy and content design? If a firm can propose solutions to increase staff capacity to do this work, is that allowable?
   City staff will engage in this process. Again, please include these options in an overall Master Agreement.

4. Is the City interested in productized / purpose built for government CMS systems?
   Yes.

5. Can you clarify how the desired features list on page 13 and 14 was developed? What other cities did you collaborate with, if any, on the creation of this list of desired features?
   Current administrators, along with a small committee of users, on the City of Waco website collaborated on the list of features they would like to see. This list was developed inhouse by City of Waco staff.

6. Please confirm what you mean by digital marketing. If the research around audience and site analytics/user research suggests the goals of the site are not marketing related how will the City proceed?
   We ask that the company help with the organization of the new website based on the best practices and placement of the government elements we already have included. In other words, the most effective way to market/organize the city government-type elements we have.

7. Please confirm if the City's existing CMS allows for automatic export of content, images and documents.
   Yes. If all are downloaded from our current server.

8. Has the City begun a content rationalization process? Example -- is the City committed to archiving a significant portion of content?
    Yes, and yes.

9. The RFP contemplates the need for ongoing content support -- can you provide examples of such consulting?
    Refer to RFP.

10. The RFP routinely uses the phrase "Assistance with this will be coordinated with the Offices of Municipal Information and Information Technology." Can you elaborate on what this means and who the individuals are that will be involved in this work and what, if any, technical skills those individuals have?
    CMS/Website oversight is a team effort at the City of Waco.
    We have teams that have various skills to manage web development for the City. Our 'webmaster' resides in the Municipal Information Department with a very small staff. All back-end support with reside in Information Technology.

11. Who owns the City website as a product -- communications or IT?
    We work as a team.

12. Is the City comfortable with SaaS solutions?
    Yes.

13. Please confirm insurance requirements shall only be submitted if a firm is asked to enter into contract negotiations and not upon submission of the RFP proposal.
    Please refer to the RFP.

14. Your scoring criteria refers to added points for a firm who has previously done business with the City. Can you confirm if your goal is to engage with an existing vendor specifically? Or, maintain your existing relationship with your CMS provider.
    We are looking for the best solution for the City of Waco and we are looking at all solutions.

15. What CMS is the City currently using?
    Our current website is a hybrid of a custom-built CMS system created many years ago and numerous static pages.

16. How many pages? How many images? How many documents?
    This is tough to measure. Our current site combines physical page files with data-fed pages including embedded content. Google has about 10,000 pages indexed which will include pdfs, other files and possibly images. From the last time the website was converted the count was roughly 20,000 'elements' including links, etc.

17. For purposes of estimating content migration how many pages should a firm estimate? or should firms provide a per page cost?
    Are you including only web pages or pdf and documents too? Depending, 15,000 would be a good estimate as clean-up will be a part of the process as well.

18. How many content admins do you have on staff? How many technical staff members who could help with coding? We don't want anyone doing coding. If needed it would

only be IT and Dori.
We currently have 30 admins but would anticipate adding some with the new site as needed.

19. On page 6 in Section IV C it states "The City of Waco is seeking to have the work that is the subject of this RFP to be completed by January 29, 2021" - Does this mean you expect the new website to be launched by Jan 29 2021? If so, what is driving this date?
That is the hope for completion, and we need an end date based on council/management expectations.

20. Re: the above question, if that is what you mean, are you willing to adjust these expectations because this is unrealistic?
If it's not what you mean, please clarify what you want done ny Jan 29

21. In the Q&A, the team seemed unfamiliar with how enterprise-ready Drupal is as a CMS, and how commonly used it is in the public sector (including in TX) - Is the team legitimately open to considering an open source CMS like Drupal?
We (Dori especially) are familiar with Drupal and would consider any CMS option. Please provide examples based on our requirements within the RFP.

22. Are there any other city or county websites that you think have done a great job? Not to use the word "aspirational", but ones you want to have a website of similar quality to? It would be hard to give a fair answer here as to not being able to see the CMS side.
Please provide examples of government sites that you've completed and provide references as well. Show examples based on our requirements.

23. Are there any security compliance requirements for the website/hosting? PCI, HIPAA, PII, SOC2, etc?
All of the above but most importantly, retention requirement and ADA compliance. Show examples of this in your proposal.

24. On page 14, it says "upload/download capability for files up to 2 GB" . Can the city clarify what type of documents would be up to 2 GB in size? How often would documents or files like this be uploaded?
PDF, Word, JPG… Ability for certain departments to enabled sites where business partners can submit files online.

25. Do you use SiteImprove or any other service for Accessibility reporting right now? Please describe.
We do not. Something like SiteImprove is what we are looking for,

26. What type of eCommerce features are required e.g inventory management, discount codes, etc.?
We are looking for an Enterprise level eCommerce solution. Yes, inventory management, discount codes, different websites for different departments, refund management, Facility rental, merchandise, etc…

27. What solution is currently in place for an Intranet?
Intranet is currently public facing and it's within the current CMS we are using. We are looking for a CMS that's private for internal use only.

28. Content migration: What is the current website URL? What type of content do they

need migrated, i.e. is it all public facing web pages, or other and how much?
www.waco-texas.com.
Content is public facing and access to content will be given by City of Waco staff. Content migration will be coordinated by the City of Waco and not all content will be migrated.

29. Citizen Sourcing Tools: This mentions "voting". Please clarify.
Similar to a survey/rating tool for generating citizen feedback.

30. E-Notifications: It mentions "SMS"; Please clarify if these SMS notifications would be going to staff, or subscribers. In addition, SMS notifications require a 3rd party service provider for the service, which would have to be paid outside of this contract to said 3rd party provider.
Subscribers. Please provide optional pricing for this type of service.

31. Website Visitor Profile: It mentions "visitors can pick and choose the information that automatically becomes fed to their profile upon site login". The clarification needed here is, which types of information on the website would they want customers to have the option to show themselves upon login? The clarification needed here is that for every single item listed within the 'SCOPE OF SERVICES' that isn't listed as an admin / staff tool, which of those would visitors have the option for their visitor profile? There is a lot of them and each one would need a separate piece setup.
Is this is a feature you have, please list this as an optional pricing module. We are seeking a solution that we can grow with and this is a feature we believe is important. Add pricing based on the customizations needed to accomplish this and price based on profile type/item.

32. Website Design Option: They are wanting inclusion of redesign of the overall website and "templates" every 2 years. Few things needed for clarification on this:
- Would this be strictly the global design elements of the website found on all pages, or the global design & all other per section / page elements as well?
The concept here is to keep the overall design refreshed and modern based on the latest web standards. This might include a new navigation strategy, new features, new functionality, new graphics, colors, etc… We desire the ability to quickly change our site based on our customer needs our ability to improve the user experience.

33. What is the primary goal of the redesign? (e.g. increase local adoption/traffic, enhance 'outsider' perception, etc.)
All of the above with emphasis on enhanced communication for our citizens and easy-to-navigate

34. The RFP document mentions internal stakeholder interviews and community user feedback has already been collected. Can you share high level findings or key insights from this research with responding agencies?
We don't have any of this in a written format. It includes suggestions from departments. Most information is included from our analytics as to what   is searched for the most on our current site. That can be provided if   needed.

35. Did the list of desired features come from this completed discovery work?
Yes. In addition to our webmaster's suggestions after being over the website for many years.

36. Other than content management, what are the key pain points of the existing site for both administrators and users?

How to find things needed by citizens easily and the best organization.

37. Does the City of Waco have existing personas that have been developed for previous digital executions?

No Can these be shared?

38. What is the primary role that the City of Waco website should play?
   a. If you could distill the desired universal user behavior on the City of Waco website down one or two goals what would they be?
      Find information quickly
   b. Are there any websites in your space (e.g. other cities or government agencies) that you feel provide an example of what you are looking for in terms of user experience?
      No

39. With the onset of Covid-19 are there any additional features/functions that should be considered in this post-Covid landscape (e.g. streaming of public meetings)?

We have this covered.

40. Understanding a thorough analytics audit will precede the site redesign, can a high-level summarization of current site behavior be provided, particularly the most visited pages?

Yes

41. Can you share your priority target audience? Secondary target audience

Citizens and those interested in Waco business/organization

42. Moving into the future, do you intend to strategically focus on any particular audience?

Still going to be #1 Waco Citizens

43. With adoption of a current or recommendation for a new e-mail platform be required? If so, I assume development of standard e-mail template/s to match the new site will also be required?

A platform is not required but a standard email template for those submitted through the website, yes.

44. Who are your top 1-3 competitors?

45. You mention new brand guidelines. Can you share them?

We are open on this one. The only thing that must be worked into the new design is the trademarked City logo.

46. Will the City of Waco maintain the current website structure? For example, will the Zoo continue to have its own website? Will the website structure remain where some departments have a page as a subfolder, where others have their own dedicated web domain?

We are open to suggestions on this one but the departments with their own 'look' will still need to have that. However, the organization can be evaluated.

47. Are you open to work with a global development team?
    Yes.

48. Do you have any anticipated budget for this project?
    No.

49. We see that you currently use Granicus for Agenda and Meeting management. Do you wish to continue to use the same or build a functionality within the website based on your ask in the scope - "Minutes and Agenda Management - Upload existing, create new, categorize, approve, and manage agendas".
    We are looking for your recommendations and proposed solutions.

50. "Online Payments-Ability to accept secure online transactions"-Can you please explain the type of payment that a resident would want to perform through the website?
    Buy a shirt, reserve a facility, pay for a permit.

51. "eCommerce and Online Storefront – Ability to deliver an online and mobile friendly eCommerce solution." - Please explain the idea behind implementing ecommerce within the site. What type of Products are being planned to sell in the ecommerce solution. Can we also explore the use of another platform to implement ecommerce solution for the city or do you prefer it to be on the same platform as the city website?
    Buy a shirt, reserve a facility, pay for a permit. We are open to your recommendations.

52. "Website Visitor Profile - Visitors can pick and choose the information that automatically becomes fed to their profile upon site login" - Please explain the type of information or content you would like to be personalized for the residents.
    Please give us your recommendations and solutions needed to accomplish this. As simple as notifications for specific areas of interests or advanced marketing strategies to identify users and market to them based on sites visited/searched.

53. What is the technology stack of the current system, CMS, and DB?
    CMS and static page hybrid

54. Are you using a proprietary CMS for your website? If yes, please share the details.
    Yes. Custom built.

55. In the prebid meeting you mentioned that you are using SharePoint on-premise for some application, can you please confirm which version you are using?
    We are using the MS Cloud (O365) stack and SharePoint is within our Cloud environment. Latest version within O365.

56. Also, what is your satisfactory level with respect to using SharePoint as CMS for other applications you are using?
    We are not interested in using SharePoint for our CMS.

57. In the prebid meeting, you stated that you have apprehensions with Open source platforms like WordPress and/ or Drupal. Can you please share those limitations that you were referring to in detail so that we can re-look at the workarounds?
    We do not have Developers on our team to maintain an Opensource system with customizations. Our goal is to acquire a modern CMS that's user friendly and has more of a WYSIWYG solution.

58. Do you have any choice of preferred CMS? If yes, please share the details.
No.

59. Are there any 3rd party integrations with your existing site that will also need to be continued on the new website? If Yes, please provide details of the same.
Active Directory, Open API standards (please define), Tyler Munis
.

60. Also, please provide details of integrations with the City of Waco's existing environment (i.e. Tyler Munis, ESRI, Open Gov, etc.). A standards-based Open API environment should be provided and explained
    a. What use cases are supported by each integration?
    Staff Directory, Department Directory, Budget Transparency Sites, Data Driven Sites, etc... We want to ensure that whatever CMS solution we adopt, there will not be issues integrating with our internal solutions. We want to ensure that we do not select a CMS that is proprietary and not based common standards.

61. Have you investigated updating the existing environment to the latest?
    b. If so, what are the primary challenges you have faced?
    No

62. Can you provide details of the current hosting environment: software installed, product offering (e.g. site backups)?
N/A We are focused on a new environment and not the current environment.

63. Can you please provide additional information about your deployment process?
    a. Will you be responsible for deploying the new website within your hosting environment?
    No.

    b. Or will vendors be given access?
    Yes. We will work with the firm that we select to address this.

64. Will the department pages be like a Sub-site or part of the main site?
Sub-site and we are interested in a standard template approach for 2nd and 3rd layer sites.

65. Would you like the department to manage its own set of pages from admin?
Yes.

66. Please elaborate on Intranet features you are looking for? Where will these be hosted?
Please define your Intranet solution and we will review. We are looking for your recommendations based on your solution.

67. Please elaborate on Extranet features you are looking for? Where will these be hosted?
Please define your solution and we will review. We are looking for your recommendations based on your solution.

68. Will the Intranet/ Extranet have any connection with the main Website? Please elaborate if yes.
Please define your solution and we will review. We are looking for your recommendations based on your solution.

69. Will City provide the hosting services for the website and CMS or Vendor need to

provide the hosting infrastructure for the website and CMS?
We are looking for a hosted solution. Define what you offer.

70. What is the current website traffic? The number of total and unique visitors by day, week, and month?
We will provide this information to our top 3 choices during the evaluation process.

71. How does your website traffic percentage breakdown by device type (desktop, tablet, mobile)?
We will provide this information to our top 3 choices during the evaluation process.

72. What is the bounce rate of your current website by device type (desktop, tablet, mobile)?
We will provide this information to our top 3 choices during the evaluation process.

73. Do you have web analytics that we can use to determine the user behavior on your current website?
We will provide this information to our top 3 choices during the evaluation process.

74. How many different admin/user roles does the current site have?
We will provide this information to our top 3 choices during the evaluation process.

75. What is the content workflow for publishing it on the web?
We will provide this information to our top 3 choices during the evaluation process.

76. Do you have any defined workflow, such as authoring, editing, and reviewing?
We will provide this information to our top 3 choices during the evaluation process.

77. What is the database and file system size of the website?
Not sure.

78. How many pages do you have in total that would need to be migrated to the new website?
Google count is over 10K but we can't give an exact number on this one.
    a. How many templates are used for content? All of it is CSS on the static pages.
       The CMS is all custom framework based on department.
    b. How many documents/files are there to migrate?
       We don't have an accurate count.

78. Does the current website have any dashboard report or analytic developed?
    c. If yes, how many reports do you have? What are they?
       Yes, we use ESRI for this. You can visit www.waco-texas.com to review.

79. The RFP mentions vendors will be responsible for migrating all content to the new system. Can you provide expectations about what this migration process will entail? For example, will the vendor also be required to re-write and/or re-work content on pages to meet the requirements of the new user experience?
Our Team will work with the vendor that we select. Our teams will re-work the new content into new templates, but we are expecting the selected firm to assist with this process. In an ideal world, we will have a TEST environment with all of our content migrated to and we can transition re-worked sites to a production environment. We are expecting you to recommend what works best, based on your experience with other

government project that are similar in nature. We are looking for a firm to guide us in a positive direction to be successful and answer our questions as we move this forward.

80. Do you use any CRM or Marketing Automation tools?
no
    d. If yes, do we need to consider integrating them into your website?

81. The RFP [Page #13] mentions "Citizen Sourcing Tools" – Please elaborate on this. We are looking for a 311-citizen request system. Add your solution with a detailed description.

82. The RFP [Page #14] mentions "Facility Management" – can you provide expectations about what this reservation capability will entail?
Yes, an enterprise reservation management solution for parks, recreation, convention center, etc.

83. The RFP [Page #14] mentions "Document Center" - do you expect the vendors to provide document versioning through Document Management System [DMS] as well along with the website content?
Yes. Again, provide details on what your solution is capable of doing.

84. The RFP [Page #14] mentions "eCommerce and Online Storefront" – what is the required functionality for e-commerce on the new site?
    a. What type of products you have to sell?
    b. How many different payment methods will be there?
    c. What payment gateway will be used?
    d. Do we need to have a few promos/ offers?
    e. In case of dispute, are we expected to initiate for reimbursement of charges from the payment gateway or application itself?

We have various departments that have various needs. Please provide your solution that's tightly integrated with your CMS. If it's a different solution, provide those details as well. We are looking for a modern solution to have online storefronts for our various departments to sell merchandise, buy tickets, permits, etc… We are looking for an enterprise solution with the advanced features that you would expect for a local government entity.

85. The RFP [Page #14] mentions "Request Tracking" – what is the required functionality for request tracking on the new site?
    a. Is it some sort of help-desk system?
    b. What are the different modes of logging a request into the system?
    c. Do you have any example?

Something similar to SeeClickFix, Citizen Report ArcGis, MuniSight, etc.

86. What are pages or website areas which need to be accessed over Intranet/Extranet only?
    a. What are the essential features of the Extranet and Intranet entails?
    b. Who are the users that will be using the extranet?
    c. Who are the users who will be using the intranet?

Please present your solution for Extranets and Intranets and we will review. We are looking for an enterprise solution with an advanced feature set. We are looking for proposals that we can evaluate.

87. How many unique templates are used for displaying content at the existing website?
Don't have an answer. There are some departments with a different 'look' that can be seen by looking through our current site.

88. What subsystems currently exist/ what types of systems are currently integrated (i.e. e-commerce/ payment, etc.)?
All are embedded or linked to. Nothing integrated.

89. How would you measure a successful website redesign?
This will be determined within the Project Charter as we start this initiative.

90. What key pieces of information should be available on every single page of your website?
During the design phase of this project, we will discuss these items.

91. Will your site pages need to announce that they use cookies per some countries' requirements?
    a. Will there be any cookie-based tracking of the visitor?
    b. Do you need to personalize content so that the content shown is targeted and relevant for different types of visitors?
We desire Multilingual support. Again, please provide your recommendations on technical questions like this. We are looking for a vendor that can guide us on the questions and deliver a modern website/cms solution for our environment. We are looking for your recommendations.

92. Do you have a video hosting service, or will you be uploading videos to Vimeo or YouTube to embed videos on your site?
We plan to use different solutions to support video at the city. We would hope to be able to use a wide range of solutions as well.

93. Can you explain more about the expected feature in the calendar?
    a. Would anybody be able to add events through the website, or is this an admin facing feature only?
Again, provide your solution and give us a summary of this features. We are looking for a modern CMS solution that has an advanced set of features to help us deliver a cutting-edge calendaring solution.

94. Does the redesign need to meet a specific accessibility standard?
    a. Is there any approval or testing processes that are required to confirm the site meets those requirements?
Again, summarize your idea to support accessibility. Yes, we hope to ensure that our website meets the latest accessibility standards to meet all of the obvious requirements (Website ADA Compliance is a high priority).

95. We assume that the default website search will be enough and able to deliver the result as expected. No third-party tool like - elastic search, Apache Solr, etc. integration required. Please confirm.

We are again looking for a vendor to deliver a solution that cutting-edge. Propose your ideas and solutions and we will review. A website Search feature is critical. Describe what makes your search environment the best.

96. Are there any features or functionality on the current website that will not be migrated to the new website?
Again, we are looking for a new and modern CMS. Propose your solution and let us review.

97. Please confirm the languages you want to be supported for the new website.
English and Spanish.

98. Do you expect vendors to provide active directory integration within your website?
    a. What are the website areas which will be covered within it?
    Yes. Content Editors and Admins.

99. Which is the active directory integration you have within your website?
We are not AD integrated with our current site.

100. RFP mentions many new features like – forms, jobs, e-commerce, Live edit, Facility Management, news, bids management, etc. Are you expecting the vendor to develop these features as an integral part of the website, or any 3rd party plugin/module can be considered?
    a. For example – Can Shopify be considered for e-commerce and online payment feature?
    Again, please provide your solution and we will decide. We are looking for an enterprise level eCommerce that we can grow with. Make this an optional price.
    b. If you want all these features to be developed instead, then please share the detailed scope for the same.
    Again, please provide your solution and concept and we will review.

101. Please elaborate on the features of the "RFP/RFQ/Bid Posting" [Page #14] module.
Again, please provide your ideas and solution to manage RFP/RFQ/Bid Openings via a CMS for online purposes. What does this look like within your solution? We are looking for a firm to help us modernize this effort.

102. Do you also foresee any collaboration from admin between department staff? If yes, please share the details.
If your solution can provide this service, please describe how your solution provides this functionality.

103. What are some attributes that accurately describe your brand?
104. What does your current marketing strategy look like? Content strategy?
105. What social media channels do you utilize? How will they be integrated?
106. What terms would people search for to find you?
107. What search terms are you targeting? What about your competitors?
108. Who is your target demographic?
109. What entails a full SEO analysis? Right now, we just have online tools which give us about 30% - 40% analytical insight. Technical SEO has many components which have to be looked at and optimized. We will need a detailed breakdown to handle this.

Again, we are looking for a firm that can provide this guidance and best practices to have a cutting-edge search engine for our site. We are looking for a firm that can ensure that we have a search engine that works very well.

110.	For keyword research will the keywords be provided by the City (for which we will provide the stats) or we would have to look at the web/competition and then provide stats, choose the best keywords, use them in the content and tags. How would the whole keyword strategy flow and what will be the frequency of keyword updation once the new website is created?
Again, we are looking for a firm that can provide this guidance and best practices to have a cutting-edge search engine for our site. We are looking for a firm that can ensure that we have a search engine that works very well.

111.	When talking about site statistics is the City looking for general trend and traffic data using free tools like Google Analytics (this does not track almost 40-60% of the traffic as it does not track many visits and displays them as 'not-set') or needs an extremely robust tool which can give exact counts and statistics for web pages.
Again, we are looking for a firm that can provide this guidance and best practices to have cutting-edge analytics for our site. We are looking for a firm that can ensure that we have good analytics to help us make decision. Provide your solution with details.

112.	Will this be limited to on-page optimization only or is City looking at off-page optimization too?
Again, we are looking for a firm that can help us with current trends and solutions that we can enable for our users and user community. Provide your solution and explain why you are recommending what to do here.

113.	Will there be a separate budget for SEO (as this is an ongoing activity and can it be included towards support and maintenance)?
Again, provide your ideas and your solutions to help us with these solutions. If this is a separate fee, provide that as an optional price and solution.

114.	Who will be responsible for developing the content for the SEO activity?
Again, we are looking for a firm that can help us and guide us in the right direction here. This would be something that we would want to manage long-term. Provide your solution and ideas and we will evaluate.

115.	In Scope, website maintenance expectations are not mentioned. Please share what all activities, you are looking for in website support and maintenance.
Please provide your website and maintenance proposal based on your experience providing services to other government entities. We are looking for you recommendations and solutions.

116.	What is the budget for ongoing maintenance after the launch of the re-designed site?
We will determine this as we move this project forward.

117.	Can City share the name of companies who attended the Pre-submittal meeting?
A list of attendees will be published separately.

118.   Is there any onsite presence required during the engagement period or remote work is fine?
       Yes, and this will be determined when we select a firm.

119.   Under the Evaluation Criteria of the RFP (Section I, Page 10/11), it is mentioned that 10 scoring points are available for "The proposer's past relationship with the municipality". Here municipality refers to any past work done for the "City of Waco" or does that refer to any other Public Sector Organization, please clarify.
       City of Waco.

120.   Further 10 scoring points are allocated for "The impact on the ability of the municipality to comply with laws and rules relating to contracting with historically underutilized businesses and nonprofit organizations employing persons with disabilities;". Can City provide more detail on this scoring criteria?
       Answer pending.

121.   What services would the City of Waco be interested in after the initial deployment of the solution?
       We would like to see your hourly rates and bucket of hours for potential customizations down the road.

122.   Do vendors need to include certificate showing current insurance coverage or that can be provided prior to the execution of the contract by the City with the selected vendor?
       A certificate of insurance that meets the requirements outlined on this RFP, is required upon contract award.

123.   The 'Proposal Sheet' provided on Page 24-26 will not fit all the features and related costs for each feature as the list of features given on Page No. 18-19 is long. Can City provide some other format, or can we add additional pages for the 'Proposal Sheet'? Also, what is year 2 and year 3 about, is that the support and maintenance work of the CMS and website.
       Please utilize current price sheet and you may include an additional document with options that are outside the scope outlined within this RFP.

124.   There is a form on Page 54 – 'Minority/WomenOwned Business Certification'. If an organization is certified by NMSDC, can they claim to be a minority and/or woman-owned business or a business needs to be certified by the City of Waco to claim minority status?
       Please refer to the definition within the form.

125.   There is a form on Page 57 - NON-COLLUSION AFFIDAVIT, in which it was mentioned 'STATE OF TEXAS'. 'COUNTY OF _____'. What County Name should we put, if the bidder is from outside Texas, or, should we strikeout Texas and put the State and County name from which we belong.
       McLennan
       It will be the county from which state you are from and county

126.   Can City extend the Proposal Submission Due date by at least a week to provide more time to respond based on the answers that will be received from City for the questions we asked so that we can fine-tune the response appropriately based on

reviewing the question responses?
Yes.

127. Can you please specify the budget range for just the design and development of the website along with migration, in which you want the project to be completed? This would help work out an optimal solution to meeting your budget
The budget will be determined as we evaluate proposal

TOPIC	RFP REQUIREMENT (IF APPLICABLE)	QUESTION
ARCHITECTURE AND INTEGRATION	Other	**QUESTION 01**: What is the expected compliance regarding the data that will exist in the architecture? i.e.: HIPAA, GDPR, and PCI-DSS.
		Yes to all of these. Data security is a priority (I.e. FedRamp approved).
	Other	**QUESTION 02**: Is there any data retention policy that must be integrated into the content workflow?
		Please explain the features within your CMS that can help us with our data retention policy.
	Other	**QUESTION 03**: Does the agency require the bidder to have specific certifications or requirements to deliver the project? If so, which ones? i.e.: ITIL, PMP, Open CA, MCA, TOGAF, etc
		We do not. City of Waco Legal and Purchasing will review all proposals from a contract perspective.
	Other	**QUESTION 04:** Are bidders in the position to assess and advise DAM, CRM, and other platforms?
		If you have optional applications/features, please list those in the overall Master Agreement.
APPLICATIONS/ GOVERNMENT MODULES	Minutes and Agenda Management - Upload existing, create new, categorize, approve, and manage agendas	**QUESTION 05:** Is the Minutes & Agenda application expected to be: A) A single instance across all departments i.e.: A shared application where a department will enter their meeting minutes and Agendas the same way as another department, all entries would co-exist under the same instance, and each department could filter their own information or B) Each department should have an instance of their own i.e.: Department of Parks & Recreation has its own Meeting Minutes/Agenda application, so as the Purchasing Department.
		We are looking for one environment initially. However, we will have the need to add separate Boards and Commissions year 2 and year 3.
	Archive Center - Store agendas, minutes, newsletters and other documents	**CONTEXT 01:** Some organizations create archives to host content that is not regularly browsed/accessed by users, and in some cases, to centralize the access to relevant information, like Meeting Minutes, Newsletters, and more. **QUESTION 06:** Should A) citizens be able to retrieve the documents indexed on the Archive Center immediately or B) citizens can browse an index of the archive but need to submit a form to request a specific document.
		Citizen should be able to search and find documents throughout this environment online without having to request.
	Archive Center - Store agendas, minutes, newsletters and other documents	**CONTEXT 02:** In the RFP, the Archive Center, the Photo Center, and the Document Center requirements are listed individually. **QUESTION 07:** Can we consider the these three requirements as part of the same solution?
		Yes.
	Facility Management - Listings with maps, filtered search, and reservation capability	**QUESTION 08:** What audience is expected to use the Facility Management reservation capability? i.e.: Citizens of Waco, City of Waco employees, any other audience
		Yes, our entire user community.
	Request Tracking - Citizens can submit requests with automated workflow to correct individual/department with exportable statistics and reports	**QUESTION 09:** What kind of requests can be accepted on the Request Tracking feature? A) A single generic form to handle requests that depending on the selected topic/department submits the form to that specific department or B) an application with multiple custom forms created for each department or topic.
		Customizable to add departments and services.
	Request Tracking - Citizens can submit requests with automated workflow to correct individual/department with exportable statistics and reports	**CONTEXT 03:** Public systems that accept file uploads from anonymous users are by nature vulnerable to malicious behavior. The City might want to limit the format and size of files that are accepted on these requests, if any. **QUESTION 10:** Will Citizens be able to upload files through these requests? If the answer is yes, which formats will be accepted? **QUESTION 11:** Does the City have a preferred security scanning solution in place for this scenario? If yes, could you describe?
		Please provide your solution and recommendation for this feature.
	Request Tracking - Citizens can submit requests with automated workflow to correct individual/department with exportable statistics and reports	**QUESTION 12:** Does the City of WACO currently own a ticketing system? If so, Are the current functionalities enough for the redesign scenario or do we need additional requirements? (i.e.: JIRA, Zendesk, Salesforce Desk)
		Cartegraph
	E-Notifications - Electronic subscription, scheduled notifications for email and SMS	**CONTEXT 04:** The RFP lists E-Notifications and Alert/Notifications as separate requirements. **QUESTION 13:** Is the E-Notifications solution is connected with the Alert/Notifications features into the portal?
		Please provide your solution and recommendation for this feature.
GENERAL FEATURES	Content Management System - The proposed and implemented content management system must support the activities and varying skills levels of content owners and users.	**QUESTION 14:** How many content authors the City of Waco expect to be creating and/or maintaining content into the platform? Currently around 30
	Online Forms - Create unlimited customizable forms, track and export results	**CONTEXT 05:** Online forms can vary in complexity. From simple, one-step, one-sided processes such as a Contact Form, to more complex, multi-step transactional processes such as a Request Tracking form with downloadable files and a specific point of contact. **QUESTION 15:** Is the City of Waco expecting the online forms to include transactional features? i.e., Citizen Sourcing Tools and Request Tracking.
		Please provide your solution and recommendation for this feature.
	Other	**QUESTION 16:** Do we have secured features on the City of Waco website available that can be used by citizens and city employees at the same instance? i.e.: both employee ID and citizen ID applying for a job opening.
		Yes.
	Other	**CONTEXT 06:** While Citizens and City Employees can access content through the website, there different concepts that systems use to decide what the user sees on the platform. Based on that, **QUESTION 17:** Are only users of a specific group able to access a content page? i.e: only city employees can see pages from the Human Resources Department, and Citizens can't.
		All of your pages are accessible to everyone.
	Other	**CONTEXT 07:** The City of Waco Portal can personalize its home and landing pages' appearance to promote content according with the current user attributes. i.e.(1): Waco City employees can see a link to a specific Human Resources Department page into the home page while City employees from the Parks & Recreations Department can't.. i.e.(2): Based on attributes like browser geolocation or selected a zip code of an user, we can personalize the content that appears on the Department home Page. **QUESTION 18:** Are there any Personalization features for the audience of the City of Waco portal? **QUESTION 19:** Are there any Personalization features that should exist for Citizens and City Employees at the same time? i.e.: A content that should be visible for City employees from the Parks & Recreation Department and Tourism Companies into the city.

		Please provide your solution and recommendation for this feature.
E-COMMERCE FEATURES	eCommerce and Online Storefront – Ability to deliver an online and mobile friendly eCommerce solution.	**CONTEXT 08:** The possibilities of an eCommerce solution can cover from the simplest transaction to large complex workflow solutions. There are a lot of details to be defined in order to propose the best possible solution for the City of Waco. In order to present the most accurate proposal we would like to get as detailed answers as possible to the questions below to define scope. **QUESTION 20**: What are the integrations the City of Waco expect to be running on the ecommerce platform? **QUESTION 21**: What are the products types, or services that will be on available in the ecommerce? **QUESTION 22**: What are, if any, the integrations required or expected from the ecommerce store) i.e Munis, Open Gov. **QUESTION 23**: What is the CRM platform that the City of Waco currently use? Should it be integrated with the ecommerce layer? **QUESTION 24**: Is the ecommerce platform expected to support multi-currency? **QUESTION 25**: Is there any integration with city suppliers and providers on the store back-end? i.e.: e-procurement **QUESTION 26**: Are there any specific requirements regarding the inventory management interface for the ecommerce offering? i.e.: Multiple Channels, Different warehouses, overselling/overstocking, forecasting, etc. **QUESTION 27**: Are there any particular uses for the ecommerce offering that might be important to consider?
		We need the ability to have a City of Waco general estorefront to sell merchandise (i.e. shirts, mugs, hats.., etc..) We are also looking for an eCommerce solution to customize for departments like Zoo, Convention Center, Golf, etc… Please provide your solution and recommendations for this functionality. Yes to inventory control. We have an exclusive contract with Wells Fargo. We want to offer merchandise, facility fees, registration fees, ticketing for events, permits. Open API standards desired. We do not have a CRM. Yes to multicurrency. No integrations at this time, Please explain your inventory management solution.
CONTENT MIGRATION	Content Migration – Provide separate pricing for content migration services.	**CONTEXT 09:** We understand some pages will be added or removed through the development of this website; we would like to identify any not-evident bulks of content. **QUESTION 28:** Is the content from the current website being migrated YES A) the totality of the content to be considered on the new architecture YES or B) will there be additional content from other systems/repositories that is not today on the current website? **QUESTION 29:** If yes, to either A) or B), are those documents part of the Archive Center? YES all docs are currently on the server. If not, where should does documents exist? **QUESTION 30:** Is there any content on the current website that is currently hidden (not accessible through normal navigation) or behind a login that we should consider as part of the scope of this effort? No
	Content Migration – Provide separate pricing for content migration services.	**CONTEXT 10:** There are two ways PDF content can be migrated from one system to another. A) Move As-Is, available as a downloadable file only B) Extract the content from the PDF and create an HTML page that is searchable and responsive without the need of opening or downloading a file. The source PDF can still remain available. Option A requires significantly less effort than B. However, the more content exists in the B scenario, the more accessible the website is. We understand that not all PDFs might require to be converted into HTML and that the effort will be different from a 2 page to a 20-page pdf. **QUESTION 31:** Do you have an overall estimate of PDF pages that will need to be converted as HTML? Example: Migrate 3,500 PDFs in option A and 1,000 in option B. We don't have an estimate of this. The majority of pdfs on the website will remain as-is. If we need them converted to html forms, we would like the ability to do that ourselves after launch on a case by case basis.
	Content Migration – Provide separate pricing for content migration services.	**QUESTION 32:** Does the City of Waco expire (or delete) pieces of content on the current CMS?
		Yes
	Content Migration – Provide separate pricing for content migration services.	**QUESTION 33:** Are the PDFs covered by any data retention policy?
		Yes
	Content Migration – Provide separate pricing for content migration services.	**QUESTION 34:** Are the SMEs for the current content mapped into the City of Waco organization?
		No
CONTENT AUDIT	Provider must conduct a content audit of representative organizational web pages, assessing content for usefulness, relevancy, alignment with brand messaging and search engine optimization (SEO)	**QUESTION 35:** Is the City of Waco going to define the scope of the content audit? If so, can you please indicate? If not, can the provider propose the scope of the content audit? i.e.: Content to be migrated vs. content that exists into the database.
		Yes, propose the scope and give recommendations.
	Provider must conduct a content audit of representative organizational web pages, assessing content for usefulness, relevancy, alignment with brand messaging and search engine optimization (SEO)	**QUESTION 36:** Are the documents already following some kind of governance to define classification, organization, or labeling? i.e.: Thesaurus, Controlled Vocabularies, and Taxonomies. If so, A) how many Taxonomies currently exist and B) How many terms do we have on Thesaurus, Controlled Vocabularies, Taxonomies and Ontologies?
		No.
	Provider must conduct a content audit of representative organizational web pages, assessing content for usefulness, relevancy, alignment with brand messaging and search engine optimization (SEO)	**QUESTION 37:** What is the current workflow to create and expire content on the CMS?
		No current workflow.
USER RESEARCH & WEB TRAFFIC ANALYSIS	Providers must conduct a thorough review of available web traffic/analytics data for City of Waco's website to observe trends and understand site visitor activity	**QUESTION 38:** Are there any web analytics requirements to be considered for the solution? i.e.: Functional equirements such as KPIs for bounce pages per department, or Forms access per device, Non-functional requirements such as using Matomo Analytics as the proposed platform.
		Please recommend and provide example of this within your proposal.