

# ADDENDUM NO. 1

## TO THE REQUEST FOR PROPOSALS DOCUMENTS

### FOR

#### Website Design, Implementation, and Hosting Services

December 19th, 2022

TO: ALL PLAN HOLDERS:

SUBJECT: PROPOSER QUESTIONS WITH ANSWERS TO EACH

#### **Emailed Questions**

*The following questions were sent by email prior to the pre-proposal meeting.*

1. Will local or in-state agencies be given preference?

Generally speaking, no. The exception could be if there were a tie in the scoring and one of the submissions were local, they could be given preference as a tie breaker.

2. What is your "not to exceed" budget?

While this project is included in our budget Medford Water has not identified a not to exceed amount. We are looking for the solution that is the best fit for Medford Water and our customers.

3. When was your website last redesigned?

The current site was last refreshed in 2008.

4. How many non-technical content editors do you want to allow to edit the new website?

We will likely have a few people who are responsible for most of the site updates, however, we could have other staff members who provide updates to other parts of the site. For example, if we have a large construction project that we are sharing on the site we may need someone else to be able to update the site with new information on the project. I think we would probably have a maximum of 8-10 people who may need access.

5. Would you like for Revize to migrate all the content into the new one?

Our goal with the new website is to provide a new refreshed, customer focused website.

While there may be some text or graphics that could be used on the new site, we see this more as a fresh start.

The exception to this could be some of the documents that are currently hosted on our existing site (such as board meeting minutes, or board agendas) We would likely want to move at least some of the historical documents over to the new site.

6. We would like to integrate as many Internet and Social media communication applications as possible. (Not sure if this was a question?)

Medford Water currently links to our social media accounts on Twitter, Facebook, and YouTube. We would want to continue to have that ability in the future.

We may be open to exploring other options in this area.

7. Can you give us any idea on the budget range for this project so we can get the proper discounts to fit your budget?

Please see question #2

8. To answer all of your questions in detail it will take about 45 pages versus the 30 page limit. Would you be willing to change the requirement to 45 pages possibly? If not, I understand.

We would like to try and hold the page limit to 30 pages please.

9. What is the department's budget for this development and implementation?

Please see question #2

10. How many admins need to be trained?

We believe we would need about 3 people with Admin access however we could have others who need to be able to update parts of the site if possible. (Please see Question #4 from above)

11. Do you have a preferred CMS?

We do not.

12. Do you have website inspirations, brand guidelines?

We have some brand recommendations that we use for communications and presentations and are open to suggestions on styling recommendations.

13. We see similar RFPs with budgets ranging from \$25K to well into six figures. Where in that range are you expecting to fall?

Duplicate, please see question #2

14. Is there an organizational preference for open source vs. a proprietary CMS?

No, we are looking for the best fit solution for Medford Water.

15. Please describe your current website team. What are their primary skillsets?

Medford Water does not have a Web site team per se. We have a staff member who keeps our site up to date and refreshed. IT Staff is available to assist, and we have other staff members with varied skills in this area. The current site is hosted by a third party and they provide support for the site itself if there are problems.

16. How many users need admin or editing access to the CMS?

Please see question #10 above

17. Please describe all third party systems that integrate with the website via an API or an automated data import/export.

We don't believe we have any third-party integrations with our current website.

18. Please list all 3rd party systems that are embedded or iFramed into the site.

We have occasionally embedded iFrames to sites such as YouTube to display video content and MailerLite to allow customers to sign up for project updates.

19. Will single-sign-on be used to control administrative access to the site? If yes, please elaborate.

We do not currently although that would be something that would be nice to have. Medford Water uses Azure AD for other single sign on services.

20. What percentage of the current content is obsolete and won't be migrated to the new site?

Please see question #5

21. How many live pages (excluding calendar entries) exist on the site?

We are estimating that we currently have about 150 pages of content. We would like to attempt to streamline the new site to create a better customer experience overall.

22. Do you expect copywriting or editing services as part of engagement?

We think so yes, at least for the initial design and launch. Medford Water would likely take on the role of editing the site after the initial launch.

23. Do you need us to conduct an extensive discovery process that includes extensive research into user persona development - or a more streamlined discovery based on the web team's input and best practices?

I think we would be looking at more of the streamlined approach, but we are open to suggestions. Ultimately, we are looking for someone to help guide us to a new site that provides the best experience for our customers.

24. Where is the current website hosted?

The website is currently hosted offsite by our current provider located in Southern Oregon.

25. Is it ok that the new website and Customer Service Website will be hosted on separate servers?

Yes, they are served that way now. The two sites do not interact with each other in any way. We link to the customer service website from the main website.

26. Could you please provide us more info about other non-functional requirements (e.g. supported browsers, performance (time of pages loading\response time), scalability (max num of users per visit), etc.?)

We don't have a lot of specifics on this one. Our current website does not provide a lot of usage data for us to analyze. We believe the site is visited by a wide demographic of customers from a variety of different browsers and devices. Ideally, we would like the site to be compatible with as many browser/device combinations as possible. Site performance is important to us, we are looking for the best experience for our visitors.

27. Do you have any preferences about CMS or tech stack? Or are you open to our suggestions?

We do not have a preference and are looking for the proposer to provide a solution. The proposed solution needs to be secure and provide the functionality needed for the website.

28. Should we use the existing database or migrate the data to a new one?

We don't really have a database to move. Our current CMS system is proprietary software provided by our current host.

29. Will it be necessary to migrate the existing content (articles and pages) from the old solution to the new one? If yes, could you please provide us with info about the number of articles that you have and that should be migrated?

Duplicate, see question #5 above.

30. Do we get it right that the website is expected to support only one language - English?

Our current site only supports English. We have a population of Spanish-speaking customers in the area as well, and it could be a benefit to be able to provide support for multiple languages possibly through the use localization or translation services.

31. Should we implement an online chat for clients or will sending emails be enough?

We think email is sufficient at this time, although it might be nice to have that capability in the future.

32. How many contact points\stakeholders from your side will we need to communicate with (collect requirements from) during the project development?

For the initial design and concept, we could have higher level involvement from management or possible members of our board. We would then likely have a smaller core group of a few people working on the project and would pull in representatives from other departments to provide feedback on relevant areas. We are estimating that we could have up to 15 people involved in the project at various stages.

33. Consultant will provide support to Medford Water staff to create the full version of the site. This may include creating style templates or assisting Medford Water in initial content creation. Could you please clarify what exactly you mean when using the term content creation (images, texts, etc.)?

We are looking to roll out a new website. To do this we will likely need to create new content for the site. Medford Water Staff can help with the text content of the site, as well as provide

Medford Water related images and graphics. But we are also looking for someone who can help us with the design and layout of the site as well as creating a new fresh look for the website.

34. What's the expected budget / budget range for this project?

Duplicate Question, see #2 above.

35. Are you expecting vendors to provide a ballpark estimate (sufficient for Time and Materials-based engagement) or a Fixed Price bid? Why?

Initially we are looking for an estimated price for the project. Since this is a Qualifications Based RFP the final costs and scope of work would be negotiated after the highest ranked proposer was selected. (During the Contract Scoping and Negotiations phase of the project.)

36. Do you have a brand style guide?

Please see question #12 above

37. Who are their website's target audiences? Have you previously done any personal exercises? If so, can you share those?

Please see question #64 below. Medford Water has not done any personal exercises.

38. How much content do they envision will be leveraged from the existing site vs. new copy? For any copy that will be migrated, will that be part of the project scope?

Please see question #5 above

39. Will the customer account site/bill pay need to be integrated into the new site or just links to that functionality?

The customer service website is separate from the primary site, we link to it.

40. Do you currently use a survey/polling application? If you have one, would they like to continue to use that same tool for the new site?

We do not currently although it may be a nice option to have if available.

41. Do you currently use a job recruiting application for employment postings? If so, which one do you use?

We do not currently. Job postings are currently posted to a page on the site and then we provide a link to PDF version of the full job description and employment application. We do think having a more robust tool for this would be beneficial.

42. Do you have any preferred CMS?

No, we do not.

43. For Submission, the document size needs to be no longer than 25mb. Is there a page limit as well?

Yes, 30 pages. See page 10 "Proposal Size" on the RFP.

44. If the resources we provide at the time of proposal submission are not available at the time of a potential contract award could we replace them with equally qualified resources?

Yes

45. How many references do we need to provide?

We did not specify in the RFP. However, we are looking for samples of work, preferably similar in size and nature of this project. References can be included in the proposal if you think they would be beneficial.

46. Do we need to provide the COI alongside our response?

No, the selected firm will need to provide that during the contracting phase of the project.

47. III Project Information, 1st paragraph mentions that the new website needs to be mobile-friendly. Does it mean you want a mobile app to be developed as well, only to be accessible from a smart device?

What we mean by mobile friendly is that we would prefer that the site was able to dynamically adjust to different devices. We would like the site to be accessible on multiple devices and browsers. We are not looking for a separate mobile app.

48. Could you please grant an extension on the due date?

We cannot at this time.

49. Can the team members work remotely?

Yes

50. Can the team members work off-shore?

Yes. However, we do see this as a collaboration between Medford Water and the selected firm. Meetings and other communications need to work with our schedule and time zone. We would prefer that the site is hosting, and data storage is kept in the United States.

51. Task 4 - Training. Can it be done web base? Or do you encourage on-site knowledge training?

We do not have a preference.

52. Is it required to provide resumes for the key personnel?

No, but it can be included if desired.

53. Is there a desired format in which we should submit our pricing proposal?

We did not specify. We should clarify though that the pricing included in the initial proposal does not need to necessarily represent the final costs. The final costs and Statement of Work will be negotiated with the top ranked proposer.

## Pre-Proposal Meeting Questions

*The following Questions were asked during our pre-proposal meeting held on December 13th, 2022.*

54. Is Security important to you content management systems like WordPress and Drupal are the number one targets for hackers. Is this something that is important to you?

Security is absolutely important to us. Whatever solution we go with needs to be secure and will need to be kept up to date. We will take security into consideration when evaluating the proposals.

55. Do you have internal contacts that are going to be helping with the content development or were you hoping the vendor would be taking on a lot of the heavy lifting and expertise in that aspect?

We see it as a bit of both. We have staff who currently do an excellent job with our current site and our public relations work but we are also looking for guidance from people who have the experience in this field. We see this as a team effort.

56. You mentioned in the RFP that there's approximately 500 pages of content. How do you see the role for the vendor in this case? Would they be migrating those 500 pages of content, or will that be trimmed down or would part of that content move?

This one is answered above but we wanted to clarify the page count. The 500 page count listed in the RFP was an estimate that may have included linked documents. We are estimating that we are closer to 150 pages of actual site content. We are thinking that we will need to pare down or streamline this number to help ensure ease of use and efficient navigation.

57. The RFP mentioned insurance, do we need to include that in the RFP itself or is that during the contract phase?

The insurance requirements will need to be met before a contract is in place. This does not need to be included in the RFP.

58. The customer service website is listed as out of scope. Are you giving preferential points to the vendor you are currently working with or are you keeping those completely separate?

The software that would be used in the customer service website is designed for billing and customer service related functions such as billing, account management, and consumption data. We do not believe it offers the functionality needed for this project.

59. You mentioned in the RFP that there is an incumbent could you please disclose the name of this incumbent?

This is listed on our website, the current site is serviced and hosted by Project A, Inc.

60. When it comes to CMS providers are there any that are off limits? Were you hoping to get an expert to see what is best for you?

We have not identified any systems as off limits to us. We do not know enough about the specific platforms that are currently available to have an opinion. Having said that, we would need to vet the proposed solution during the evaluation process. Ultimately, we are looking for

the best fit for Medford Water, part of that requirement means it has to be a secure, reliable, and functional platform.

61. Can you tell us more about some of the current issues or problems with the existing website?

The current site has a lot of information that departments want to share and it is difficult to navigate for customers with all the current pages and subpages on the site. It can be difficult if you don't know where to look. We have been adding to the site over the years and have not really taken much away to make it more efficient and streamlined.

Also, some of the functionality is limited on the CMS software. We are using work arounds to get some of the functionality needed (such as embedded services from other providers.) The CMS platform is limited on what we can do with it.

62. Is there any type of automation that you also want? If someone requests information how is that being now? Is there any type of automation done on the back-end?

The current site does not offer much automation other than the ability to subscribe to site updates. We are using other tools to overcome some of those limitations such as embedding a form from another service to allow customers to sign up for project updates. We would be interested in additional functionality to provide better interaction with our customers.

63. Do you currently do any email blasts or text message blasts?

Not directly, the site does have the ability to sign up for general site updates. We are also using third party services to provide customers with the ability to sign up for project update notifications. It would be nice to have that capability in the new system.

64. When it comes to the main audience on your site you have a lot of residences coming, but there are also businesses. Are residents the key audience or is that split?

We don't know the current split of visitor type on our current site. Residential are likely our primary customers, they are likely the ones who would be less familiar with the site and may find it more difficult or overwhelming. Ideally, we would like it easy for them to quickly locate what is important to them. We also want the site to be useful for our business customers as well. We are moving more of our project communications over to the website and it would be beneficial to streamline that content for them as well as Medford Water staff.

65. Do you have an established budget for this project?

Please see question #2 above.

66. Do you have a preference for local?

Please see question #1 above.

All proposers shall acknowledge receipt and acceptance of this Addendum No. 1 by signing in the space provided below and submitting this signed Addendum with their proposal.

***Proposals submitted without this Addendum will be considered informal.***

BOARD OF WATER COMMISSIONERS  
CITY OF MEDFORD, OREGON

By:         

Brad Taylor, General Manager

Receipt acknowledged and conditions agreed to this \_\_\_\_\_ day of \_\_\_\_\_, 2023.

Bidder: \_\_\_\_\_

By: \_\_\_\_\_

(Signature)

\_\_\_\_\_

(Print Name)