

ADDENDUM NO: I

RFP 136389: Request for Proposals for Website Development

DEPARTMENT: Chattanooga Hamilton County Regional Planning
Agency, Economic & Community Development

REASON: Answers to All Questions

DUE DATE: 4:00 p.m. EST 6/24/2016

**PLEASE SIGN ONE (1) COPY OF ADDENDUM AND RETURN TO THE PURCHASING
DEPARTMENT. RETAIN THE OTHER COPY FOR YOUR FILES.**

Name

Company

**CITY OF CHATTANOOGA
PURCHASING DEPARTMENT
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RFP 136389 -WEBSITE DEVELOPMENT

ALL QUESTIONS RECEIVED AS OF JUNE 15, 2016 4:30 PM EST

Question Set #1:

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

Approximately 10 non-technical content editors. Based on our understanding of CMS technology, the site should support publishing lifecycle and workflow.

- 2. How many pages and documents are on the website today?**

We are guesstimating between 550-700.

- 3. Would you like for awarded vendor to migrate all the content into the new one?**

Yes

- 4. Is the web committee worried about the 393% increase in the hacking of WordPress and Drupal websites over the last 6 months?**

Hacking, regardless of software used, is always a constant threat. In keeping with industry best-practices, we at the City adopt the approach of assuming that we will be hacked and preparing accordingly. In addition to keeping all software and servers optimally patched and hardened, ways in which we have addressed this in the past have been through frequent, tested backups and redundancy.

Please understand also that, as all RFP communication is a matter of public record, we are not able to discuss further the methods that we employ for site and server protection.

- 5. We would like to integrate as many Internet and Social media communication applications as possible. Can you give us any idea on the budget range for this project so we can get the proper discounts to fit your budget?**

Budget is approximated at \$30,000 but respondees are encouraged to provide an itemized list of costs. The agency is unable to support too many social media platforms at any one time. Currently, the site should integrate Facebook and Twitter with the ability to add on additional platforms in the future if needed.

Question Set #2:

- 6. (p.3) "Site needs to have functionality to search a map to find current zoning cases." Please elaborate on required functionality and required user experience for this tool.**

Every month RPA has a list of zoning cases tied to property addresses. We want to explore an easy solution where people can explore the map:

- Pan around the map to find cases
- Enter an address and zoom to it
- Enter an address and then find all cases within a buffer distance

If possible and reasonable, and budget permitting, user could receive notifications of active case within defined buffer of an address, within a zip code, or other boundary.

7. **(p.6-9) Please explain pages 6-9. Are they intentionally included in the RFP? If yes, please clarify what details within the pages are official requirements, as there are conflicts. Ex: go live by 1/27/17(p.3) vs. go live by 1/6/17 (p. 7)**

Pages 6 - 9 Have been removed from the Solicitation. The updated RFP Document is posted to the City of Chattanooga site:

<http://www.chattanooga.gov/purchasing/bidssolicitations>

8. **(p. 8) Where did the pricing come from on pages 8-9? Is this meant to be representative of the project budget? What is the project budget?**

Please see answer to question #7.

9. **(p.10) Is a signed affirmative action document due at the time of submission, or only after a contract is awarded?**

This form is required to be submitted with your response to this RFP.

Question Set #3:

10. **Do you have an estimated budget at this time?**

Budget is approximated at \$30,000 but respondees are encouraged to provide an itemized list of costs.

11. **Do you have any current user personas or user stories available?**

We do not have any developed and would like help with this. We have limited understanding of this but our initial thoughts are as follows:

First-time visitor: brought to the site from either a public notice, email or flyer that lists the email address; searching for specific information on the one item of interest.

Regulator: a state or federal partner that specifically visits the TPO portion of the website to pull information related to the federal transportation planning process. This person knows the jargon and acronyms and knows exactly what he/she is looking for.

Browser: often a first-time visitor brought to the site by a web search for terms such as "Chattanooga", "Hamilton County", "quality of life", "planning". Person most likely is doing research (a student), planning on moving to the area, or trying to determine if there is someone responsible for their item of concern or interest.

Acquaintance: this person occasionally or regularly conducts business with the agency. Visits site to check deadlines, download application forms, check monthly staff recommendations. Is familiar with terms and is only interested in the one area of the website that has the information needed.

12. How robust does the search function need to be?

As the agency's responsibilities are broad, the search function should be robust enough to allow a search by a layperson to pick up technical/professional terminology used by the agency. The most common search types should be shown first (e.g. a search for "plan" should pull up the listing of land use plans or the transportation plan).

13. How robust does the translation function need to be? Do you plan to continue using the Google translate plugin in the new site?

We need to have some translation function. We find the Google translate option acceptable.

14. Can you provide more detail or an example of a "simple address or case search function to find a zoning case?" How do you see this function working?

Every month RPA has a list of zoning cases tied to property addresses. We want to explore an easy solution where people can explore the map:

- a) Pan around the map to find cases
- b) Enter an address and zoom to it
- c) Enter an address and then find all cases within a buffer distance

If possible and reasonable, and budget permitting, user could receive notifications of active case within defined buffer of an address, within a zip code, or other boundary.

15. How would you like "occasional high-profile projects to be highlighted" on the website? Could you provide an example?

The agency currently has a project that has its own website: <http://www.cha-fbc.com/>.

This was created, in part, to showcase this particular project and for all its content to be easily found. In the future, a project of this nature should be highlighted on the RPA's main page and have a short/direct url (when the webpage is advertised the link needs to be short). We are open to ideas on this.

16. We will validate your website for W3C (web standards) compliance. This means Internet Explorer 10 and 11, and the most current version of Mozilla/Firefox, Google Chrome, and Safari. Mobile testing is done in current iOS only. Do you need the site to perform responsively on additional platforms?

Response pending

- 17. What elements/content from the “satellite” websites need to be integrated, and how so? How should these other sites connect to and work with the main [chcrpa.org](http://www.chcrpa.org) site?**

Pages and/or documents on these sites should be included on the chcrpa.org site.

Graphics can change but picturing somewhat of a “cut and paste” to the chcrpa.org site.

- 18. What amount of copywriting needs to be included?**

Limited, perhaps review of main pages. Will not include the TPO portion of the site.

- 19. Do you want animation on the new site?**

Some animation to make the site attractive and engaging would be a positive. Would expect this to primarily be on main page.

- 20. Who will be responsible for content population on the new site?**

RPA will be responsible.

- 21. Will the Sortable “Land Use Plans” posts/page to remain/function the same?**

http://www.chcrpa.org/Projects/Land_Use_Plans/Land_Use_Plans_A-F.htm

The current functionality does not need to remain. In the future (within 5 years) the agency will have closer to 12 plans instead of the amount now.

- 22. How do you want the “planning commission” meeting calendar and functionality to be handled on the back-end? How do you want the tables to appear on mobile devices?**

http://www.chcrpa.org/Divisions_and_Functions/Development_Services/Monthly_Zoning_and_Subdivision_Information_Preview/PC_Meetings_page.htm

Tables do not have to maintain the look they currently have. How the tables appear on mobile devices and their functionality should be guided by the selected vendor.

- 23. When you say “website does not integrate with a database,” are you referring to your current website, the future website, or both?**

Currently there are no databases.

24. The TPO page appears to be a sub-site. How would you like TPO-related information to be displayed within the new navigation?

<http://www.chcrpa.org/TPO.htm>

Would like to discuss this as part of website development as we are open to suggestions.

25. Do you want custom post types or 3rd party integration under “job openings?”

http://www.chcrpa.org/About_Us/Employment.htm

No.

26. Do you want to keep Google calendar or add further calendar integration?

<http://www.chcrpa.org/Calendar/Calendar.htm>

The RPA uses Google apps (mail, calendar, etc.) and it would seem to make sense to have a Google calendar. RPA welcomes advice on how to better maintain that function.

27. There’s not currently a contact us form on your website. Do you want to add one? Are there any other additional forms you’d like to add to the project?

We would like a contact form. Also perhaps the ability to create forms in the future to RSVP to an event or conduct a survey. If cost prohibitive, at a minimum the contact form is acceptable.

Question Set #4:

28. What graphical assets and/or branding assets do you currently have that you would like used in the new site?

Logos, colors, some preferred fonts, pictures

29. A multi-language requirement is listed. There are two approaches: page by page translation, or on-the-fly translation provided by Google Translate. Is Google Translate an acceptable solution?

Google Translate is acceptable.

30. Under Website Elements, there is a bullet that reads "Website does not integrate with a database". Can you elaborate on this requirement?

Currently there are no databases.

31. Will the City of Chattanooga host this site on its own in-house servers, or are you planning on hosting with a third party or cloud provider? If so, which one? Are you open to suggestions that might be a better fit for this type of project?

Response pending

- 32. Regarding the tech stacks listed (ie. LAMP/MEAN or Wordpress) -- is this specified because that is what the City of Chattanooga has expertise in? Wordpress would perform very poorly for this website and its requirements. Is the City of Chattanooga open to other tech stacks if they are better suited to the project and would result in lower development and maintenance costs?**

Response pending

- 33. What is the budget for this project?**

Budget is approximated at \$30,000 but respondees are encouraged to provide an itemized list of costs.

Question Set #5:

- 34. Does the proposed website require translation functionality beyond machine-powered translation services like Google Translate, which is currently in use on the site? Other options might include paid solutions such as crowd-sourced, or even professional translation.**

Google translate is acceptable.

Question Set #6:

- 35. Is there a CMS preference?**

No

- 36. Define "translation functions", specifically, which languages and if Google translate is acceptable?**

Google translate is acceptable.

- 37. Zoning cases - Will the selected partner build this database of cases or does a DB already exist?**

Database currently exists.

- 38. Are there budget parameters?**

Budget is approximated at \$30,000 but respondees are encouraged to provide an itemized list of costs.

- 39. Will you provide photography?**

Yes, unless budget provides for some purchased items

- 40. Who is responsible for Content development?**

RPA

Question Set #7:

- 41. "Site needs to have functionality to search a map to find current zoning cases. This is not intended to create an online Geographic Information Systems map (the agency's online zoning map is hosted at gis.hamiltontn.gov) but rather have a simple address or case search function to find a zoning case."**

What format and from what source is the data that the address will be matched against? Does the online zoning map have an API we can connect with to query the addresses against, or would we need to periodically collect data dumps from that system and set up the logic for the search on the RPA website?

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- d) Pan around the map to find cases
- e) Enter an address and zoom to it
- f) Enter an address and then find all cases within a buffer distance

If possible and reasonable, and budget permitting, user could receive notifications of active case within defined buffer of an address, within a zip code, or other boundary.

The map hosted on chcrpa.org would not have the zoning map file as part of it. The zoning case file we have is both address and geographic based. The ability to have this feature and the map functionality needs to still be determined.