



REQUEST FOR PROPOSALS FOR WEBSITE  
REDEVELOPMENT SERVICES– ADDENDUM  
July 12, 2019

1. IMPORTANT INSTRUCTIONS TO BIDDERS

This addendum must be read, signed and dated by the bidder and included with the bid documents submitted by the bidder on or before the bid closing date and time. Failure to include this addendum with the bid documents may result in bid rejection.

Bidder will carefully note the inclusion of this addendum on the bid form.

2. ATTACHMENTS TO THIS ADDENDUM:

- a. Exhibit A – Respondent Questions and Village Answers

3. CHANGES:

4. ADDITIONS:

5. DELETIONS:

6. SCHEDULE:

7. CLARIFICATIONS:

8. ACKNOWLEDGMENT

The Bidder acknowledges receipt of this Addendum and understands its content to the Bid Documents.

9. SIGNATURE AND DATE

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Authorized Signature

Date

## **EXHIBIT A: Respondent Questions and Village Answers**

That you are requiring a non-proprietary system (page 3) and one that is "off-the-shelf" and "an open architecture system".

Are you even open at all to proprietary system? The reason I ask is we are the largest provider of Government Websites and our system is built just for Local Government. We don't want to waste your time if it's something you are 100% closed on. There are so many benefits to our system as is seen with 3 500+ gov websites that we have built, maintain, and provide engaging citizen interaction.

Yes, we are absolutely open to a proprietary system designed for and used widely by local governments. We would not be interested in a propriety system built from scratch only for our specific site. "Off *your* shelf" is fine.

### **Brand**

- The proposal mentions that the new design will adhere to the Village design guidelines and current brand. Would you be able to provide a copy of the current brand guidelines?

Yes. Our Marketing Identity Standards are attached. These standards are used for our local tourism and community marketing efforts parallel to the Village's "official" logo. We envision the new website to use the official Village logo (with the cattails), along with certain visual elements like color scheme from the Marketing Identity. We would want to have a conversation with the selected vendor about how these standards work in relationship to each other.

### **Budget**

- In the Annual Budget document (<http://www.oswegoil.org/pdf/fy20-final-budget-3.pdf>), the website project is mentioned on page 146 as having a budget of \$54,000. Has this budgeted number changed?

Of the \$54,000 budgeted line-item, \$4,000 is annual budget for the Village's current ongoing webhosting and maintenance. The \$50,000 figure was added to the budget as a placeholder for the website update and hosting.

- Has the Village of Oswego previously asked another firm to quote or estimate this project based on the scope in the RFP?

No.

- If not, can you please share how you arrived at this budgeted number in terms of scope?

Staff generated the estimate by researching website contracts for municipalities of similar size with similar website functionality.

## Content Management System

- Have you considered, or would you consider using WordPress Multisite for this project, which allows users to create a network of sites on a single WP installation?

Oswego has not considered this approach, and not technically knowing all the avenues, probably would not rule this out.

- Will you need a merchant gateway integrated with online payment forms or will payments continue to be handled through 3<sup>rd</sup> party services/links?

It will still be handled through 3<sup>rd</sup> party vendors.

- The RFP mentions multilingual options. Can you provide a list of required languages?

Certainly Spanish. Oswego envisions using a platform such as Google Translate to translate the webpage to another language.

- Will the Village be providing translated content or are you seeking an automated translation tool?

Oswego will not be providing any translated content. We would be seeking an automated translation tool such as Google Translate.

- Does the Village of Oswego have any preference, objection or aversion to a certain CMS (e.g. WordPress)?

No

- How many staff members will require training on the new CMS?

Approximately 20, some of whom will be simply content creators. Of the 20, approximately 3-5 staff members are expected to have an admin-type role.

- Approximately how many web-based or online forms do you anticipate the new site including?

Unsure at this time. We do envision a single repository for all forms.

- GIS - Are you looking for the same implementation as you have now or something more sophisticated? If you are looking for more, can you provide an example, or can you provide more clarification?

We are looking for a solution that will both link to our other hosted GIS sites, and incorporate some dynamic maps into our site.

## Existing Sites

- You note: *The Village has several existing Websites ([www.oswegoil.org](http://www.oswegoil.org) and [www.oswegopoliceil.org](http://www.oswegopoliceil.org)) that will be combined into one web site ([www.oswegoil.org](http://www.oswegoil.org)). Can you better clarify the reasoning behind moving all content to one domain? Do you envision the content currently on [oswegopoliceil.org](http://oswegopoliceil.org) would simply be a section within the navigation of [oswegoil.org](http://oswegoil.org)?*

We envision one site for the Village as a whole, including the Police Department. Given the size of the Police Department's current website, we expect that the Village's new website would include within it a section of several pages for police department content, with the same overall look and feel of the rest of the Village's site. Because the police department is a department of the Village, we want residents to navigate to a single site for all Village services.

- Can you share any details surrounding existing site traffic (i.e. average monthly page views)?

For the past year:

- Average monthly users: 10,500
- Average monthly session: 14,800
- Average monthly pageviews: 24,400

- Where is the current site hosted? Can you share if this is a dedicated or shared environment?

It is hosted by our current web provider.

- Are you looking for the selected vendor to recommend the overall IA/site structure (i.e. navigation, sitemap, etc.)?

Yes

- Can you provide a full list of the required integrations?
  - Of these integrations can you denote the current interaction with the Village websites (i.e. iframe, link out, API based integration, etc.)?

Currently, all "integrations" but two are link outs. The other two are iFrames.

- Will all existing content be migrated to the new site?

As part of this project, staff anticipates a process of culling current website content, with input from the selected vendor, to eliminate migration of outdated and unnecessary content to the new site. In particular, we would expect past calendar content to be

eliminated, as well as most PDF forms/documents, which we would expect would be transformed into online forms/documents.

## Integrations

- The RFP mentions integrating the site with your ERP system, Tyler Technologies. Based on my research, Tyler Technologies offers different products that you as a municipality may use, such as links to web portals or more complex options such as using API's. Does the Village know which option they wish to use?

Currently Tyler Technologies uses links to web portals. Currently the Village has not fully implemented all of the ERP's modules. That said, the other modules that we look to roll out may contain API's for integration.

- Similar to Tyler Technologies, what level of integration do you want with the GIS system?

We envision either a link to our web portal, or an embedded iFrame. But we are open to other integration as well.

- Regarding the current websites you note: *"... (they) are integrated with several other systems, including water bill payment, Tyler Technologies' services, Granicus Agenda solution. Some of these integrations are merely iFrames to HTML interfaces presented by the integrated system, others are links outside of our current site that link to other vendors."* ...Can you help us understand the current specifics with each?

- **Water Bill Payment** – you are referring to this link out, <https://ww2.tmainc.us/XSaLTWebs/tmaGateway/epay/DefaultTask?MUNI=OSWcorrect?>

Correct. This might change with either moving towards Tyler Technologies Citizen Self Service: <https://oswegoil.munisselfservice.com/citizens/default.aspx> or to another link out to a third party vendor to handle payments for items like Water Bills.

- **Tyler Technologies ERP** – how is this integrated?

Currently it is just link outs. <https://oswegoil-energovweb.tylerhost.net/apps/SelfService#/home>

- **Granicus Agendas** – currently an iFrame. This is currently a iFrame imbeded into our site: <http://www.oswegoil.org/government/village-board/agendas.aspx>

- A potential option for the ERP integration (as well as payments) may be having an off-site Self Service Portal created on your ERP systems host (Example: <https://wellingtonfl-energovweb.tylerhost.net/apps/SelfService#/home>) is this something you would consider as a hub for the ERP integrated information and payments?

Yes. Or potentially, a page that has all the option for payments.

- **Grancius Agenda Solution** – how is this integrated?

iFrame

- **Other integrations?**

GIS. Currently, Oswego has a hosting provider for the Dynamic maps. [https://maps2.roktech.net/rokmaps\\_oswegoil/](https://maps2.roktech.net/rokmaps_oswegoil/) but we do have an instance where on our Police Department site, there is an embedded map for crimes.

- *You also note that you are looking for, “Single Sign-On integration for backend modifications with Village’s current SSO, OneLogon.” Can you provide further detail as far as how you envision this integration functioning and clarify how this translates outside of the existing single sign-on system and over into the actual website. Would a backend need to be created as well?*

With the new site, we anticipate having other users (Department directors, or managers) maintain their web page. To eliminate multiple password for end-users that will be managing the site, we look to integrate the login complexities through our current IdP. Oswego uses OneLogon as out intensity provider which uses SAML2.0 for authentication.

- It appears all e-commerce capabilities are handled through 3<sup>rd</sup> party systems, are there any requirement to build in e-commerce capabilities to the new site?

Not at this time. We would like to remain with our 3<sup>rd</sup> party system.

- Has a budget or budget range been identified for this project? If so, will that information be shared with vendors?

\$50,000 is in the budget as a placeholder for the website update and hosting.

## Other

- The firm shall provide an Internet Master Plan providing guidance for further development, enhancement and maintenance of the Village’s Website over the next three (3) to five (5) years. (Can you clarify?)

This website is not intended to be a one-time project, but rather a flexible, extensible communications tool that keeps up with the communication and marketing needs of our community stakeholders. Staff is interested in ongoing conversation with the selected vendor so that the vendor continues to understand the Village’s needs and that Village staff stays abreast of developments in public sector websites. This is meant to ensure that

the site continues to meet our needs, rather than be an infrastructure that is built once and then slowly crumbles. We would expect a Master Plan would provide a structured way to collaboratively anticipate and plan for the future needs of the site.

- In working with the Economic Development Director and Village Departments, the firm will assist the Village in continued application design, development and implementation on a time and materials basis. (Expand Please)
- Proposed solutions should employ open architecture.

The Village would like to stay away from proprietary single-use systems as much as possible, as they tend to be extended costs for other solutions that might be required to operate the website. Proprietary systems that are adopted widely by similar organizations and as a result can easily integrate with other solutions commonly used by local governments would not be a hinderance.

- Numerous e-commerce capabilities including water bill payment, Metra transportation, bicycle registration, firm registration, and event ticketing. The processes include form download from the web with manual submission, automated submission via the web with web or email confirmation, and bill payment via external third-party payment systems (BluePay, Payment Tech, etc.). Is this just stating the ability to do forms and payments?

Yes. Please see other questions regarding this above.

- The firm will be required to create test cases and execute successful tests against the test cases. Do you have a specific number of user tests you are looking for?

We do not have a specific number of test cases. However, we would expect that the testing phase demonstrate and ensure the new site's working functionality, usability, interface, compatibility with integrations, performance and security prior to launch.

- Invoices shall be accompanied by progress reports. Can you please clarify?

These progress reports shall include items such as what was completed, currently in-process and percentage of each phase completed. This will provide an update for the Village to ensure that the timeline agreed on is being met.

- Has the Village identified any websites it likes the overall look and feel of or looks to for inspiration? If so, will those links be provided?

Village staff is interested in providing the best possible web experience for our stakeholders given resource constraints. We would look to examples like the winners of the Center for Digital Government's Government Experience Awards for well-designed websites that provide an exceptional user experience and integrate well with other channels and services provided by their communities.

- Section XVII. p. 16 You state that up to two (2) design concepts which will be presented by the firm during its interview. It is not our typical process to present design concepts prior to having a thorough discovery with a client as many things are often discussed in Discovery that contribute to the site design. Is the Village open to the firm presenting concepts created in similar projects and how those concepts evolved out of the Discovery? If not, will the firm be compensated for the time spent developing the design concepts?

Yes, staff would welcome firms presenting projects designed for similar organizations, an explanation of how those concepts evolved out of the discovery process, and some representation of what that might look like for the Village. Staff does not expect full designs concepts to be completed during the selection process.

- Section XVII. p. 16 Does the 'live website public view' need to be of another site the firm has completed or does the Village expect a live view of the design concepts?

Village staff want to see an already completed website of similar scope, as well as the back-end CMS of that site.

- p. 29 H. Do you prefer to work with an Illinois based firm or will you evaluate all firms equally?

The Village does not have a codified local preference for Illinois vendors. If travel expenses for an out-of-state firm would create budgetary pressures affecting the overall outcomes for this project, that would be weighed as a part of the decision-making process.

- Business Directory – will this be a requirement for the new site?

Unknown. Currently no way for local businesses to add/ update their contact information. This feature is not required but would be a welcome addition.

Any specific features required that aren't there today?

If we did have a Business Directory, it would be essential that businesses be able to add/edit themselves (and we'd just have to approve them). Or it could perhaps pull from the Google API, like GoOswego.org does.

- We ran a link crawler on the site and came up with 150 unique pages. Is this the number we should be aiming for with the new site?

Perhaps. Oswego is always looking to streamline the Village site for our residence. If it makes sense to reduce the pages for a more compact design, Oswego is not opposed to this. On the other hand, if it makes more sense to expand the pages to encompass more content, Oswego is open to this as well.

- For the 3 – 5 year Internet Master Plan and outside of security audits, page speed optimization, and accessibility reviews, are you interested in re-skinning the site during this time, i.e. update the design?

Oswego looks to stay abreast of technology enhancements. If after 3-5 years, an updated site, or refresh of the site to include technological updates/upgrades, then yes, we would look to have the site updated and re-skinned.

- The RFP mentions a standard theme yet departments needing a unique and recognizable identity. The RFP also mentions combining the [oswegopoliceil.org](http://oswegopoliceil.org) site with [oswegoil.org](http://oswegoil.org). Outside of the Police Department, how many standard yet unique themes will be needed and housed under [oswegoil.org](http://oswegoil.org)?

The intent was to have each Department uniquely identifiable, yet, keeping a constant theme throughout the site. We envision the Police Department site to contain the same look and feel of the other department sites, and not separated as it stands today. The Police Department site would integrate as closely as possible to the main site. It would not contain a separate domain. Typing [www.oswegopoliceil.org](http://www.oswegopoliceil.org) should redirect users to the new site. Potentially, Economic Development would get this kind of treatment, too. More visual front page, etc.

- The RFP mentions event ticketing. Can you provide more detail on the requirements for this feature, like the need for recurring events, accepting payments for events, etc.?

Oswego currently does not offer a way to pay for tickets online. If this requires a 3<sup>rd</sup> party gateway, we would not be opposed to reaching out to Oswego's current vendors for an opportunity to integrate for this purpose.