



**REQUEST FOR PROPOSAL (RFP) FOR WEBSITE REDESIGN, DEVELOPMENT,
IMPLEMENTATION OF THE WEBSITE FOR THE
CITY OF EDINA, MINNESOTA**

RFP Circulation Date: Friday, July 15, 2016

Proposal Submission Deadline: Thursday, Sept. 1, 2016

I. Purpose

The City of Edina, Minn., is issuing this Request for Proposals (“RFP”) to firms or individuals (collectively “the Respondents”) interested in providing website design services to completely overhaul the City website. The City seeks to create a dynamic website that is designed and organized in a manner that allows viewers with limited computer experience to easily find and access information; acts as a marketing tool for the City to highlight the community, its assets and attractions to potential residents and businesses; is easy to update and modify; employs responsive web design practices allowing content to be viewable on all device types, browsers, screen sizes, and implements content prioritization; and is able to incorporate additional components such as ecommerce, email subscription service, video streaming and GIS.

II. Background

The City of Edina, incorporated in 1888, is a fully developed first-ring suburb of Minneapolis with a population of 50,138 (2015 U.S. Census estimate). More than 98 percent of the City is developed. Major employers include Dow Solutions, International Dairy Queen, Spartan Nash and Regis.

The City provides a full range of services, including police and fire protection; the construction and maintenance of highways, streets and other infrastructure; water and sewer services and recreational and cultural activities and events.

The City first developed a website in 1997. It was redesigned in 2001 and 2006. The current website was launched after a third redesign in June 2011. The current site and content management system, developed and maintained using a custom LAMP-based CMS, OrgCentral, and is located at www.EdinaMN.gov. The system supports, among other things, general content creation and management; full microsite creation and management; event listings/calendar; event registration; dynamic form creation; content gating; an integrated CRM with account management system; a preference-based email marketing engine with live, no click syncing to MailChimp and various types of e-commerce. The CMS includes a multi-level admin permission and approval scheme.

The site is about 10GB, containing about 4,000 active pages (including inactive pages), more than 6,500 files and uses the following file types: jpg, gif, png, pdf, mov, ppt and docx.

The current site uses standard programming languages, including Linux, Apache, MySQL and PHP. The City reserves the right to approve or disapprove the development language used by the Contractor.

The City currently uses MailChimp for an email subscription service via API and Granicus for video streaming with indexing features. Blogging is part of the site, enabled by Wordpress. The City has built its own ecommerce applications, with payment processing through

Verisign/PayPal and uses Magento for store capability. NovusAgenda is used for City Council and Board & Commission agenda management. Municode is used to host and display the City Code. NeoGov is used to display job openings and accept employment applications. SurveyMonkey surveys are sometimes embedded within the site. MaxGalaxy is used for Parks & Recreation event/class/activity and league registration and facility and field rentals. Tee It Up is used by Braemar Golf Course for online tee time reservations. The City uses LaserFiche for document storage. Google Custom Search Engine is currently used for site search, though an elastic search solution is desired for the new website so that the content of all of these third-party sites is included with a user's search results.

The City also subscribes to other services to assist in website management, including SiteImprove for website stability and quality assurance and Google Analytics for website traffic statistics. The site includes meta tags for Facebook and Google Webmaster to prove ownership.

III. Key Dates*

July 15, 2016 RFP Release Date

July 29, 2016 Final Date for Clarifying Questions

Sept. 1, 2016 Proposal Due Date

September 2016 Finalist Interviews

October 2016 Selection of Proposal

May 1, 2017 Project Completion Deadline

**Key dates are subject to change*

IV. Preliminary Scope of Work

A final scope of work will be developed with the City and the respondent submitting the selected proposal (“The Contractor”) at the time of selection. The following acts only as a preliminary scope to generally communicate the City’s expectations. The City wants to completely redesign its website so that residents, businesses and visitors, both current and potential, can easily navigate and access information, communicate with the City through surveys and online comment submissions, and download any necessary City forms and files. This RFP is for web design and content management services only, and does not include hosting the site. Proposals for redesign of the website should include or account for but not be limited to the following:

- 1) Design a mobile-first, unique, attractive website to completely fulfill all City requirements either in this RFP or in discussions with the City following selection of a Contractor.
- 2) Design a self supporting, consistent, user-friendly navigation framework for the City website that is understandable to users on all levels. The site should implement web design, UI/UX best practices.
- 3) Design a unique home page for the City website that will be copyrighted by the City. Design should be simple and allow users to easily access relevant information and be easily updatable.
- 4) Design a template for all pages within the main site and templates for at least 10 sub-sites (Arneson Acres Park, Braemar Arena, Braemar Field, Braemar Golf Course, Centennial Lakes Park, Edina Art Center, Edina Aquatic Center, Edina Liquor, Edina Senior Center and Edinborough Park). All pages must be consistent in design, look professional and enhance the image of the City. Though similar in design, each of the sub-sites should be individually branded.
- 5) Contractor should maintain timely and regular communication with the City during the development process and after launch in maintenance phases.
- 6) Assist with the development of web page content so information is organized, easy to access and has a uniform, consistent format for the entire site.
- 7) Migrate content from current website to newly designed website.
- 8) Aid the City in transitioning to the new website including: staff training and the production of a guide book or instructions on changing/updating the website. The City intends to use a content management system to update the website.
- 9) The primary purpose of the website is as a communication tool between the City and outside stakeholders. **To best meet the needs of both, it is expected that the completed website include each of the following components:**
 - Integration with social media websites
 - Mobile device and browser compatibility and responsiveness for all website content and CMS

- A search function that allows the user to search the whole site or subsections within the site, including third-party sites
- A prominent “contacts” page that allows the user to search for a staff member by name or department
- A live calendar with a listing of important dates and community events, which can be divided according to department or category
- The ability to create multiple separate calendars and news pages based on category and/or department
- The ability to easily post emergency notices on the website homepage
- The ability to create different but duplicate instances of a page in multiple areas of the website navigation
- The ability to conduct online polls and surveys with responses in multiple formats including but not limited to: multiple choice, freeflowing text and “check all that apply”
- The ability to create and for users to complete various forms online, including the ability to take payment for forms, and route to appropriate staff
- The ability for users to complete ecommerce transactions
- The ability for staff to blog with option for commenting by users (can continue to use the existing WordPress-hosted blog site).
- Access to a “file browser” of uploaded files, documents and images
- Access to source code to page content and allow for embedding
- An easy-to-use way to manage public notices and press releases/news posted on the site

10) Any additional features the respondent feels would improve the City website or the transition process. It is expected that the Contractor work with the City to develop a site that best meets the needs of the City and that implements industry best-practices.

11) Explore, and implement if possible, single sign-on/integration for third part sites (i.e. MaxGalaxy, Granicus, WordPress, Neogov, MuniCode, MailChimp, Megento or other ecommerce solution, etc.).

The City expects that the Contractor and City will work together to plan and organize information on the site, which most likely will include planning sessions, regular meetings and continued communication throughout the duration of the website design project.

It is expected that much of the existing organizational structure will be maintained, though industry best-practice recommendations will be appreciated. Main links or categories will be About Edina; City Departments; City Government; News & Publications; Parks & Places; Calendar; and Permits & Applications. However, developing the organizational structure (or information architecture) is a part of the scope of work included in the RFP. It is expected that

the Contractor work closely with the City to develop a site organizational structure that best meets the City's needs.

Other features to be on the home page could include, but not be limited to:

- A robust search function
- A "How Do I?" or "I Want To ..." menu listing frequently visited items such as view my water bill, view the calendar, contact city officials, etc.
- Contacts
- "Edina Store"
- Social media "wall"
- A video slot/featured video with links to more videos.

V. Requirements

Website Requirements

All proposals must include the following to be considered in the selection process:

- 1) The site must be unique, look professional, and uniformly represent the City in interaction with residents, businesses and visitors both current and potential.
- 2) Design for each page must be consistent throughout the site. (also see No. 4 in Section IV.)
- 3) The entry point for the site must represent the quality and character of the City.
- 4) Each page must be sized as to allow printing or contain a printer-friendly version.
- 5) The site should be designed to be accessible by viewers with limited computer knowledge and should avoid using technology that may not be compliant with some browsers. In the event such technology is used, the site should provide alternate means for accessing the information.
- 6) The site should be developed to be usable on all device and browser types of varying screen sizes and resolutions, and given a mobile-first design mentality.
- 7) The City would like the site design to be as compliant with Section 508 and Americans with Disabilities Act guidelines as reasonably possible. Respondent should make an effort to comply with guidelines; however the usability of the site and ability for staff to easily update the site and content contained within the website should be considered. Compliance with the standards should not prevent any other requirements from being met.
- 8) The site must be easy to update by City staff.
- 9) The site should allow for different levels of permissions for website editors, and have a queueing approval process by site admins prior to changes being made live.
- 10) The City's Communications & Technology Services Department requires full and unlimited access to the website code.
- 11) Website content management system should allow for City to be able to post and edit an unlimited amount of content at no extra cost to City.

- 12) Website content management system should allow for unlimited number of system users at no extra cost to City.

Technical Requirements

It is intended that the City's website will be hosted by LOGIS (Local Government Information Systems), which makes available the following web servers:

- 1) Linux Apache Servers, running PHP/JSP
- 2) Windows 2012 IIS servers running ASP

LOGIS also supplies the following database cluster environments to use with its websites:

- 1) MySQL 5.x
- 2) MSSQL 2012

Any website design must comply with all technical requirements, including specifications regarding hardware, software and the protocol for transferring and updating information as defined by the City during negotiations on the final scope of work. The City could, if necessary and reasonable, upgrade some or all requirements to accommodate website design.

Qualifications

Selection of a proposal for contract will be at the sole judgment of the City. Only those respondents meeting the following conditions, however, will be considered:

- Respondent must demonstrate past success with website development.
- Respondent must have developed at least 25 websites, some of which were developed specifically for municipalities.
- Respondent must provide references for at least three organizations. References must be organizations for which the respondent has developed a website that is currently in use. References of other municipal clients are appreciated.

Fee and Award of Contract

Proposal should include a total not-to-exceed contract proposal amount. Please be very explicit in listing and describing any services or items not covered in the proposal fee amount. Proposal fee should be broken down to include major fee categories.

Upon selection, final contract amount will be subject to negotiation to determine exact scope of services to be provided and final contract fee amount and a contract outlining all relevant terms shall be executed by both parties. Selection does not guarantee award of the contract. In the event the Contractor and the City fail to agree to a contract, the City will choose from remaining respondents or put out another Request for Proposals.

Ongoing maintenance or licensing fees should be clearly explained.

The City reserves the right, at its sole discretion, to cancel or modify the RFP in part or in its entirety.

The City will not reimburse respondents for any costs incurred in preparation or submission of the proposal. All proposals are made at the sole cost of the Respondent. Proposed fee should not include or consider the costs incurred in preparation of the proposal.

Submission of Proposal

Proposals should be received at the address below before 4:30 p.m. Thursday, Sept. 1, 2016. Late proposals will not be accepted. Proposals should be hand delivered, mailed or emailed. Respondents are to submit all materials together in a sealed packet and clearly mark on the outside of the package "Website Proposal."

Mailing Address

City of Edina
Communications & Technology Services Department
4801 W. 50th St.
Edina, MN 55424

Email Address

jbennerotte@EdinaMN.gov

Hard-copy proposals are to be sent in triplicate (3 copies).

Proposals are to include the following:

- A timeline indicating expected completion time of key steps and of the entire project from execution of contract agreement. Key steps should be briefly described.
- Response to respondent questions.
- References.
- Bid sheet with detailed fee breakdown.

Proposals containing additional information or missing any contents listed in the RFP will be accepted. Please provide explanation as to why submitted proposal deviates from that described in the RFP.

The City reserves the right to request additional information from any respondent after submission of proposal and prior to selection including but not limited to: additional design templates and samples, clarification of submitted materials, additional references, and/or interviews or to allow for corrections of misinformation or omitted information.

The City reserves the right to change proposal submission requirements and to change the due date at any point during the RFP process, upon notification of all firms and individuals who have expressed to the City the intent to submit a proposal (collectively the "Expected Respondents").

It is the goal of the City to design a website that best meets the needs of residents, businesses, visitors, staff and other stakeholders. Improvements or suggestions to any condition in the RFP are welcome and should be explained in the bid. Requirements are somewhat flexible and could be altered given a better idea or method.

By submitting the proposal, the Respondent relinquishes all rights to submitted proposals or the ideas contained therein, and the City reserves the right to retain all submitted proposals and to use any ideas in any proposal submitted, regardless of whether or not the proposal is selected. All material submitted in response to the RFP shall become property of the City and will not be returned.

Prior to the execution of the agreement between the City and the Contractor, the contents of each proposal will remain confidential, to the extent permitted by law, and not made available to anyone except those involved in the selection process.

VI. Additional Features

Proposals may include any or all of the following additional features. Cost for each feature must be listed separately in the proposal, as the City may choose none, any or all of the features.

1. Web-hosting. List price per month and all relevant information on features, including server, software, hardware, etc.
2. New ecommerce system/functionality, allowing for a "Shopping Cart."
3. Video streaming functionality with indexing. Currently, the City uses the service through a third-party vendor, Granicus.
4. Maintenance agreement, if any.
5. Willingness for custom feature development and estimated hourly cost/rate.
6. Any other anticipated features, third-party applications or plug-ins or services that may be required for the website.

VII. Clarifications

Any questions about requirements or any other instruction contained within the RFP or relating to the RFP should be directed to Jennifer Bennerotte, Communications & Technology Services Director. Inquiries can be made through phone at 952-833-9520 or email at jbennerotte@EdinaMN.gov. All requests for clarification about any item contained or relating to the RFP should be made in writing and expressed either through mail or email prior to Aug. 1, 2016.

Any clarifications made in response to questions received will be sent via email to all Expected Respondents providing contact information and requesting the City do so, as appropriate and as judged necessary at the discretion of the City.

Anyone planning to submit a proposal should contact the City contact listed above to convey such intent.

VIII. Selection Process

Selection of proposals will be at the sole judgment of the City. The City will consider all parts of the proposal collectively, but place an emphasis on template design, prior experience and cost in the selection process.

The City will select the respondent that in the sole judgment of the City best satisfies the requirements in the RFP and the expectations of the City and can do so at the best value to the City. Selection may not be the proposal with the lowest cost. Respondents may not contest for any reason the selection of the City.

Selection does not guarantee a contract. After selection, the Contractor and City will discuss and agree on final scope of work and final contract amount and terms of the Contract. If the Contractor and City fail to reach an agreement, the City is free to select from remaining available respondents, cancel the RFP, or issue an additional Request for Proposals.

IX. Contract and Completed Website

A form contract is included as part of this RFP in Appendix C. The City will retain the right of approval for any and all work done in designing the website. It is the expectation and desire of the City to transition to the new website on or before May 1, 2017. The contract will be for the design and implementation of the City website and will include no guarantee or intent to contract for future services.

Upon completion of the contract all content, site design, site templates, and any other item or idea used in the completed website or contained therein will become property of the City. Contractor will relinquish all rights to the website and the City will have sole control over website design, content and appearance.

X. Insurance Requirements

The selected Contractor shall take out and maintain for the duration of this contract Worker's Compensation Insurance, Unemployment Compensation Insurance and Employer's Liability Insurance as required under the laws of the State of Minnesota.

Appendix A

Respondent Questions:

- 1) Describe your organization's experience in developing websites. Note any experience with design and development for municipalities. Also comment on the overall history of your organization.
- 2) Describe different services offered by your organization and the approximate share of business devoted to web design.
- 3) Provide a brief bio listing qualifications of each employee who would contribute to developing the website for the City, if selected. Please note experience with similar projects.
- 4) List types of software or practices used for website development and design.
- 5) Clearly define responsibilities of the City during the website design process.
- 6) Describe the expected interaction between your organization and the City throughout the development and transition process.
- 7) Describe the support your organization will provide during design and transition to the new website. Please be specific with respect to type (training, help only, etc.), contact method (phone, email), available hours for support and service level agreements.
- 8) Provide all necessary contact information for your organization.
- 9) Provide any additional information about your organization that you feel is relevant to the decision process.

Appendix B

References:
Respondent:

Reference 1

Contact Name: _____ Title: _____
Organization: _____
Address: _____
City _____ State: _____ Zip: _____
Phone: _____
Web address: _____

Reference 2

Contact Name: _____ Title: _____
Organization: _____
Address: _____
City _____ State: _____ Zip: _____
Phone: _____
Web address: _____

Reference 3

Contact Name: _____ Title: _____
Organization: _____
Address: _____
City _____ State: _____ Zip: _____
Phone: _____
Web address: _____

Appendix C

PROFESSIONAL SERVICES AGREEMENT

AGREEMENT made this _____ day of _____, 2016, by and between the **CITY OF EDINA**, a Minnesota municipal corporation ("City") and _____, a _____ under the laws of the State of _____ (hereinafter referred to as "Consultant").

IN CONSIDERATION OF THEIR MUTUAL COVENANTS THE PARTIES AGREE AS FOLLOWS:

1. SCOPE OF SERVICES. The City retains Consultant for website redesign, development, and implementation of the website in accordance with the contract documents.

2. CONTRACT DOCUMENTS. The following documents shall be referred to as the "Contract Documents," all of which shall be taken together as a whole as the contract between the parties as if they were set verbatim and in full herein:

- A. This Professional Services Agreement
- B. Request for Proposal (RFP) for Website Redesign, Development, and Implementation of the Website for the City of Edina Minnesota
- C. [proposal]

In the event of conflict among the provisions of the Contract Documents, the order in which they are listed above shall control in resolving any such conflicts with Contract Document "A" having the first priority and Contract Document "C" having the last priority.

3. COMPENSATION. The City shall pay the Consultant and the Consultant shall accept as payment \$_____ inclusive of reimbursable, taxes and all other charges (the "fee"). This fee shall not be adjusted if the estimated hour to perform a task, the number of required meetings, or any other estimate or assumption is exceeded. The City shall make payments on the basis of work performed upon receipt of an invoice from the Consultant. Payment shall be made by the City within thirty five (35) days of receipt of an invoice unless the invoice is disputed.

4. COMPLETION DATE/LIQUIDATED DAMAGES.

- A. The Consultant's work under this Agreement must be completed on or before May 1, 2017.
- B. Consultant and Owner recognize that time is of the essence of this Agreement and that City will suffer loss if the Work is not completed by May 1, 2017. The parties also recognize the delays, expense, and difficulties involved in proving in a legal proceeding the actual loss suffered by City if the Work is not completed on time. Accordingly, instead of requiring any such proof, City and Consultant agree that as

liquidated damages for delay (but not as a penalty), Consultant shall pay Owner \$_____ for each calendar day after May 1, 2017 until the Work is complete.

5. OWNERSHIP. All reports, plans, models, software, diagrams, analyses, and information generated in connection with performance of this Agreement shall be the property of the City. The City may use the information for its purposes. The City shall be the copyright owner of the website design, and other systems and products provided to the City by the Consultant pursuant to this Agreement. The City shall have all common law, statutory and other reserved rights, in addition to the copyright. The City may not, however, sell or re-purpose the codebase without The Consultant's permission.

6. CHANGE ORDERS. All change orders, regardless of amount, must be approved in advance and in writing by the City. No payment will be due or made for work done in advance of such approval.

7. COMPLIANCE WITH LAWS AND REGULATIONS. In providing services hereunder, Consultant shall abide by all statutes, ordinances, rules and regulations pertaining to the provisions of services to be provided.

8. STANDARD OF CARE. Consultant shall exercise the same degree of care, skill, and diligence in the performance of the services as is ordinarily possessed and exercised by a professional consultant under similar circumstances. No other warranty, expressed or implied, is included in this Agreement. City shall not be responsible for discovering deficiencies in the accuracy of Consultant's services.

9. INDEMNIFICATION. Consultant shall indemnify and hold harmless the City, its officers, agents, and employees, of and from any and all claims, demands, actions, causes of action, including costs and attorney's fees, arising out of or by reason of the execution or performance of the services provided for herein and further agrees to defend at its sole cost and expense any action or proceeding commenced for the purpose of asserting any claim of whatsoever character arising hereunder.

10. INSURANCE. Consultant shall secure and maintain such insurance as will protect Consultant from claims under the Worker's Compensation Acts, and from claims for bodily injury, death, or property damage which may arise from the performance of services under this Agreement. Such insurance shall be written for amounts not less than:

Commercial General Liability	\$1,000,000 each occurrence/aggregate
Professional Liability	\$1,000,000 each claim

The City shall be named as an additional insured on the general liability policy. Before commencing work the Consultant shall provide the City a certificate of insurance evidencing the required insurance coverage in a form acceptable to City.

11. INDEPENDENT CONTRACTOR. The City hereby retains Consultant as an independent contractor upon the terms and conditions set forth in this Agreement. Consultant is not an employee of the City and is free to contract with other entities as provided herein. Consultant shall be responsible for selecting the means and methods of performing the work. Consultant shall furnish any and all supplies, equipment, and incidentals necessary for Consultant's performance under this Agreement. City and Consultant agree that Consultant shall not at any time or in any manner represent that Consultant or any of Consultant's agents or employees are in any manner agents or employees of the City. Consultant shall be exclusively responsible under this Agreement for Consultant's own FICA payments, workers compensation payments, unemployment compensation payments, withholding amounts, and/or self-employment taxes if any such payments, amounts, or taxes are required to be paid by law or regulation.

12. SUBCONTRACTORS. Consultant shall not enter into subcontracts for services provided under this Agreement without the express written consent of the City. Consultant shall comply with Minnesota Statute § 471.425. Consultant must pay subcontractor for all undisputed services provided by subcontractor within ten days of Consultant's receipt of payment from City. Consultant must pay interest of 1.5 percent per month or any part of a month to subcontractor on any undisputed amount not paid on time to subcontractor. The minimum monthly interest penalty payment for an unpaid balance of \$100 or more is \$10.

13. CONTROLLING LAW/VENUE. This Agreement shall be governed by and construed in accordance with the laws of the State of Minnesota. In the event of litigation, the exclusive venue shall be in the District Court of the State of Minnesota for Hennepin County

14. MINNESOTA GOVERNMENT DATA PRACTICES ACT. Consultant must comply with the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13, as it applies to (1) all data provided by the City pursuant to this Agreement, and (2) all data, created, collected, received, stored, used, maintained, or disseminated by Consultant pursuant to this Agreement. Consultant is subject to all the provisions of the Minnesota Government Data Practices Act, including but not limited to the civil remedies of Minnesota Statutes Section 13.08, as if it were a government entity. In the event Consultant receives a request to release data, Consultant must immediately notify City. City will give Consultant instructions concerning the release of the data to the requesting party before the data is released. Consultant agrees to defend, indemnify, and hold City, its officials, officers, agents, employees, and volunteers harmless from any claims resulting from Consultant's officers', agents', city's, partners', employees', volunteers', assignees' or subcontractors' unlawful disclosure and/or use of protected data. The terms of this paragraph shall survive the cancellation or termination of this Agreement.

15. COPYRIGHT. Consultant shall defend actions or claims charging infringement of any copyright or software license by reason of the use or adoption of any software, designs, drawings or specifications supplied by it, and it shall hold harmless the City from loss or damage resulting therefrom.

16. PATENTED DEVICES, MATERIALS AND PROCESSES. If the Contract requires, or the Consultant desires, the use of any design, device, material or process covered by letters, patent or copyright, trademark or trade name, the Consultant shall provide for such use by suitable legal agreement with the patentee or owner and a copy of said agreement shall be filed with the City. If no such agreement is made or filed as noted, the Consultant shall indemnify and hold harmless the City from any and all claims for infringement by reason of the use of any such patented designed, device,

material or process, or any trademark or trade name or copyright in connection with the services agreed to be performed under the Contract, and shall indemnify and defend the City for any costs, liability, expenses and attorney's fees that result from any such infringement.

17. ASSIGNMENT. Neither party shall assign this Agreement, nor any interest arising herein, without the written consent of the other party.

18. WAIVER. Any waiver by either party of a breach of any provisions of this Agreement shall not affect, in any respect, the validity of the remainder of this Agreement.

19. ENTIRE AGREEMENT. The entire agreement of the parties is contained herein. This Agreement supersedes all oral agreements and negotiations between the parties relating to the subject matter hereof as well as any previous agreements presently in effect between the parties relating to the subject matter hereof. Any alterations, amendments, deletions, or waivers of the provisions of this Agreement shall be valid only when expressed in writing and duly signed by the parties, unless otherwise provided herein.

20. TERMINATION. This Agreement may be terminated by the City for any reason or for convenience upon written notice to the Consultant. In the event of termination, the City shall pay the Consultant for completed work.

Dated: _____, 2016.

CITY OF EDINA

BY: _____
James Hovland, Mayor

BY: _____
Scott Neal, City Manager

Dated: _____, 2016.

BY: _____
Its: _____

APPENDIX D

I would like to understand the percent of decision (or straight-up Yes/No) that our team does not have experience building a website for a municipality. We've built for .edu, banks and other large content sites for private sector but not .gov. Again, we don't wish to waste anyone's time on either side so your candor would be appreciated.

A: It is not required that the selected vendor have previous experience with a municipal website. However, it is preferred that the selected vendor have some experience working with the public sector to better understand the needs and recommend effective solutions.

Site Functions

- Do you have deeper requirements to share on the Search experience and results? Any sites that your team wants to mimic?

A: The site current uses Google Custom Search Engine. What we are looking for in terms of search is an all-encompassing or "elastic" solution that improves the user experience by allowing them to search the City site and all the third-party sites (MaxGalaxy, Granicus, NeoGov, NovusAgenda, etc.).

- Are the social channels that will be linked to all out of on the current site or are there additional channels?

A: While we do have additional channels, we'd like to have what's currently on the site included: All the City's Facebook pages, Twitter accounts, Instagram Accounts and its YouTube account. The vendor's solution should be flexible enough to allow us to add other channels or accounts in the future.

- How are you verifying 508 certification? Is a warning failure acceptable as costs go up to get to full no-warning status but possible.

A: While we are not required to fulfil all elements of the Section 508, we would ideally include as many aspects as possible.

- What parts of the site will be browsable "file browser". What technology does your team need?

A: We are open to recommendation in terms of technology. The parts of the website browsable by a "file browser" in the CMS will be PDFs and images hosted on the website server. This is to allow management of web assets.

- Can you provide analytics data so that we can create the list of needed compliance browsers and resolutions?

A: The following information was obtained from Google Analytics, July 5-Aug. 7, 2016

City of Edina Website RFP Questions for Clarification

Browser	Operating System	Screen Resolution	Mobile	Devices
Safari (43%)	iOS (42%)	375x667 (20%)	Mobile (49%)	iPhone (59%)
Chrome (36%)	Windows (32%)	320x568 (11%)	Desktop (43%)	iPad (11%)
IE (10%)	Android (14%)	360x640 (10%)	Tablet (8%)	Not Set (1%)
FireFox (5%)	MacOS (11%)	1920x1080 (9%)		Galaxy s6 (1%)
Safari in-app (3%)	Chrome OS (0.5%)	1366x768 (7%)		Galaxy s5 (1%)
Edge (2%)	Linux (0.25%)	768x1024 (6.5%)		iPhone 6 (1%)
Other (1%)	Other (0.25%)	375 1440x900 (4.5%)		Other (26%)
		1280x800 (4%)		
		414x736 (3.5%)		
		1280x1024 (3%)		
		Other (21.5%)		

- Page 5: What are 3rd party sites and why have single sign-on? We'd recommend not doing this because admin access could be gained to the CMS and then all other adjacent systems.

A: All third-party services that are currently used are listed on the bottom of Page 2 and continues to the top of page 3 of the RFP. Our desire to provide SSO stems from providing a better user experience in that only one username and password are required for online City services. Currently, SSO is enabled with MailChimp. It is desired to have SSO with MaxGalaxy, MailChimp, SpeakUpEdina/Granicus and Edina To Go/Acella.

- How many levels to the approval process for content management?

A: The approval process itself only needs one level – staff submit their changes and a site admin approves or denies the change. However, staff editors should be gated to certain content/sections of the site and not have wide access to all content, even with the approval system.

Eco-System

- Section IV:4: For the 10 sub-sites, are we expected to design/IA these sites as well? Could we say 11 different sites to build or should we think of them as page templates to be used within the site's templating engine?

A: They should be considered page templates. All the sub-sites will have similar design while maintaining different branding. The design should be consistent among the subsites and tie back to the design of the main City site.

Business

- Who won your last contract and are they bidding?

A: JesseJames Creative was awarded the contract in 2011. It is anticipated they will submit a proposal.

- Who will hold the contract with the current hosting company (logix)?

A: It is desired that LOGIS host the site, though other hosting solutions could be considered and information and associated costs can be included in RFP responses, but separate from the main project scope. The City has an ongoing agreement with LOGIS for such services.

1. Does the RFP take into account an opportunity to consolidate vendors with a single solution (as listed on pages 2-3)?

A: Vendor consolidation is appreciated, but not required or guaranteed. Many of the third-party services currently provided were selected by staff outside the Communications & Technology Services Department.

2. What type of specific integration are you seeking with Mail Chimp? What consideration would you give to replacing Mail Chimp with an alternative solution?

A: The current MailChimp integration allows for account creation and management, and allows users to update the lists to which they subscribe. It is anticipated the City will keep MailChimp, though alternatives and associated costs could be considered. Alternative recommendations can be included in RFP responses, but separate from the main project scope.

3. Will there be a scorecard available to vendors that determines who makes it to the interview process?

A: There will not be a scorecard. Each vendor will be reviewed on its own merits and selected based on past experience, examples or work, how well it fits within the project scope and how well it can benefit the City and its goals.

4. How many finalist do you anticipate inviting to the interview process? Will those finalists have to opportunity to interview in person?

A: We anticipate a similar process to what we did in 2011. First-round selections of 5-10 vendors will be allowed to make a 30- to 45-minute presentation via conference call or in person. Vendors will be narrowed to 5 or fewer for a more in-depth interview. These finalists can make their presentations in-person or remotely.

5. What responsibility regarding content migrate does Edina expect from this vendor, i.e. cut and paste current content vs. completely rewrite web-optimization?

A: Content migration will likely consist of cutting and pasting existing content into the new site. Most new content will be written by City staff. Migration and minor creation costs should be included in RFP responses.

City of Edina Website RFP Questions for Clarification

6. How many site users will need trained? Do these site users prefer onsite face-to-face training or web-based training?

A: Outside of vendors, the City has approximately 9 site admins who will need the highest level of understanding of the system and the most training. 20 to 30 site editors currently exist. Type of training can be negotiated.

7. Beyond posting emergency notices on the site, does Edina anticipate the need to send text messages in times of emergency? What about phone calls?

A: The City currently subscribes to CodeRed for reverse 911 services. Additional text-message services and costs for general marketing are appreciated.

8. In reference to single-sign-on, what level of integration is preferred: LDAP or ADFS?

A: We will explore either LDAP or ADFS.

9. In regards to current client references, does Edina prefer regional references or national references of the same size and scope?

A: Either type of reference will be accepted so long as they can speak knowledgeably on your product and services.

10. Beyond the need for the 10 subsites listed in the RFP, what additional departments might require unique design themes or features (i.e. Fire Department, Police Department, etc.)?

A: We anticipate 11 subsites for Arneson Acres, Braemar Arena, Braemar Field, Braemar Golf Course, Centennial Lakes Park, Come Home to Edina, Edina Art Center, Edina Aquatic Center, Edina Liquor, Edinborough Park, Senior Center. At this point, we do not anticipate additional subsites for individual departments.

-
1. What is the budget for this project?

A: The project budget will depend on the scope and agreed upon terms. In 2011, the cost of the project was \$60,000. We anticipate a similar expenditure with this project.

2. Is this project fully funded?

A: The project is included in the 2017 department operating budget.

City of Edina Website RFP Questions for Clarification

3. Is there a Style Guide for the web and other City marketing material?

A: The City uses AP Style for its written communications; website content should conform to this style of writing. The City does have branding standards and is working to revamp its branding guide. Those standards and the guide will be shared with the preferred vendor at an appropriate time.

4. Page 2/3, II. Background: Are there any of the current 3rd party products/applications you would prefer not be used in the new design?

A: It would be our preference that all these services be managed under one system; though as time has passed and departmental needs changed, these additional services were brought on. Recommendations to consolidate or replace these systems are not required, but will be accepted with associated costs, outside of the main project scope.

4. Page 4, IV. 6): What is the estimated scope (writing/creating) of “Assist with the development of web page content...” you envision?

A: Assisting with development of web content will likely be as-needed as much content already exists.

5. Page 4, IV. 6): What is your estimate of new content to be included in the redesigned site?

A: Creation of new content will likely be minimal, or helping to review the existing content to better fit the format/usability of new site.

6. Page 4, IV. 7): Shall we assume that ALL content will be migrated from the existing site to the new site?

A: It is safe to assume that the vast majority of existing content will be migrated.

7. Page 4, IV. 8): How many City staff require training?

A: The City has approximately 9 site admins who will need the highest level of understanding of the system and the most training. 20 to 30 site editors currently exist.

8. Page 4, IV. 8): Has the City selected a Content Management System or have a particular CMS preference?

A: The current site is built in a custom, proprietary CMS called Org Central. We have not selected a specific CMS nor do we have one in mind for the new site.

City of Edina Website RFP Questions for Clarification

9. Page 4, IV. 9): Describe the level of “integration” desired for Social Media sites, such as “links” or “embedded content”, etc.

A: Current integration includes links to social accounts, embedded content and feeds (part of the “social wall”) and the ability to share content on popular social networking sites.

10. Page 5, IV. 9): What type of ecommerce transactions are you considering?

A: Natively through the site (not through third-party sites like Magento or MaxGalaxy), payments and fees are collected for various things like parking permits, dog licenses, off-leash area collars, and others. The ability to continue providing these services is critical.

12. Page 6, V. 5): Please provide your definition of “...limited computer knowledge...” as it relates to website design.

A: Edina’s demographics skew older, so it’s important that the site be easy to use by anyone. This would mean easy to use and navigate, simple functionality and design, and no need for additional software (like Flash or Silverlight).

13. Page 7, Technical Requirements: Does the existing hosting environment (LOGIS) provide the service level necessary for the optimum operation of your current website? If not, please provide a list of typical operational and support issues you encounter.

A: Yes

14. Page 7, Fee and Award of Contract:

- What is your policy and practice for reimbursing travel expenses?

A: Vendors should include travel expenses for training users in their NTE proposal amount.

- Should estimated travel expenses be included in the NTE proposal amount, or listed separately?

A: All training costs, including the vendor’s travel expenses, should be included in the NTE proposal amount.

- What is your estimate of the number of meetings we are required to be present in Edina?

A: This will depend on the vendor and agreed scope of work.

- We assume the cost (as applicable) for any existing 3rd party services are billed directly to Edina and not part of our NTE proposal amount. Is our assumption correct?

A: Any existing third-party sites will continue to be billed directly to the City of Edina. Any new ones added will also be billed to Edina, though expected cost should be included as part of the overall proposal.

15. Page 8, next to last paragraph. A reference is made to "...additional design templates and samples..." Does the City require sample designs to be submitted with the proposal? If so, please elaborate on the requirement.

A: Providing samples of your work, design, templates, etc., will make your proposal stronger, and can be submitted as part of your proposal. The reference above means that the City reserves the right to request additional samples of your work if needed to help make decision. You do not need to provide a sample of a new design for our site.

16. Page 9, VI. 1.: If hosting is to be provided by LOGIS, what is the reason for including hosting as an additional feature?

A: It is our intent to host at LOGIS, though if the vendor wants to recommend hosting elsewhere, those associated costs should be listed separately. Hosting services are not required as part of this proposal if LOGIS is used.

17. Page 9, VI. 2.: What ecommerce activities and functions will be performance if a new capability is suggested?

A: This is referring to any recommendations you may have to provide an ecommerce solution that may provide a shopping cart that could be used (other than Magento). Currently, the City uses Magento store, web forms, MaxGalaxy and others.

Do you intend continue using the custom CMS, or are you looking to migrate to something like Wordpress or Drupal?

A: As our current CMS is proprietary, if a new vendor is selected, a new CMS would be required.

If the latter, is there a preference for any particular CMS?

A: While we don't have a preference in the CMS, per se, we do have certain things we will look for in a CMS such as compatibility, ease of use, approval workflow/permission, max number of users, max number of pages, etc.

Do you have any experience with, or preference for, any particular elastic search provider?

City of Edina Website RFP Questions for Clarification

A: We neither have experience with nor a preference for a particular elastic search provider. The site currently employs Google Custom Search Engine.

Can you detail all (if any) interactions with 3rd party systems where data is being transferred from the web site to another system, or vice versa?

A: The majority of our third party systems are iFramed in the site, or link to the external site where interaction take place separately from the City's site. The best example of data being transferred currently is the from the website to MailChimp for email subscriptions. The sites are connected via API, allowing users to create accounts, subscribe to lists and manage their email subscriptions and preferences.

Do you prefer a third party service such as Survey Monkey, or a native polling app in the CMS?

A: The City currently pays for an annual subscription for SurveyMonkey, but it is not integrated into the site. Occasionally, a survey will be embedded in the site via iFrame. Currently, the existing web form building is not being used to create surveys and polls as SurveyMonkey's features are more robust.

Is there an incumbent vendor for the current site? Is that vendor bidding on this project? Is that vendor working as a contractor on any other service with you?

A: The incumbent vendor is JesseJames Creative. We anticipate they will submit a proposal for the site. Whether or not selected for this project, we will continue a relationship with them as developer of the City's employee extranet.

Who are the stakeholders within the organization responsible for the success of this project? Can you provide titles, roles and some summary of their interests?

A: All City staff are stakeholders in this project, though it will be led by Communications & Technology Services Director Jennifer Bennerotte, Senior Communications Coordinator Kaylin Eidsness and Communications Coordinator Krystal Caron. This will be Jennifer's third redesign since she began work with the City and Kaylin's second.

What are your requirements for post-launch support? Do you need a support contract?

A: It is inevitable that some support will be required as things break or don't function as they should. Some additional custom development may also be desired. Please provide an hourly support rate or propose a support contract and associated costs, and the possible hourly costs of custom development.

What is the budget for this effort? We can often envision a \$30K and \$75K site from the same set of requirements. It helps to know our limits before we start brainstorming ideas.

A: The project budget will depend on the scope and agreed upon terms. It is generally assumed that the project will cost about the same as it did in 2011 -- \$60,000. The project is included in the 2017 department operating budget.

What regulations, if any, related to document retention and archiving of content impact the website?

City of Edina Website RFP Questions for Clarification

A: While government documents are subject to records retention laws, the website server is not where the legal archives will reside; they will be stored in LaserFiche.

Are there any applicable regulations for accessibility of content on the web that the site must conform to?

A: We would like the site to be as Section 508-compliant as possible, but it is not required to conform. The new site should make an effort to be compliant, but compliance should not prevent any other requirements from being met.

Are there any applicable regulations related to access to government systems the new site must conform to?

A: None of which we are aware.

Are there any applicable regulations related to privacy or the submission of data the new site must conform to?

A: Some data collected is considered "private" or "non-public" under the Minnesota Data Practices Act chapter 13. The City must maintain and protect the data it collects. Prior to collecting the data via a form, a Tennessee Warning must be displayed and agreed to, which explains which data is public, private, non-public or classified, why we are collecting the data, and the consequences of not providing the data requested. The warning must be displayed and a user must agree that they understand before continuing.

Is "current and most recent past version" of Firefox, Chrome, IE, and Safari sufficient for browser support?

A: Yes

Are hard copies of the proposal required, or is a pdf via email sufficient?

Electronic submissions, including PDFs, are sufficient.

Do you prefer to continue using Magento with the new site?

A: Magento was recommended to be used by our current developer. We are open to the idea of switching. Please include a recommendation and associated costs in your proposal.

Will the vendor have any responsibility for content creation, either writing or editing, as part of the project?

A: Content migration will likely consist of cutting and pasting existing content into the new site, though some content creation assistance may be needed. Migration and creation costs should be included in RFP responses.

Is the city undertaking a major content edit / revision as part of the redesign, or can we assume most content will transfer unchanged?

City of Edina Website RFP Questions for Clarification

A: The City anticipates staff to comb through and edit/revise their existing content on our current site prior to migration so that content could be transferred unchanged.

Are there multilingual requirements for the new site? If so, who is responsible for translating content?

A: Multilingual translation is desired, but not required. Using a service such as Google Translate could suffice.

Can you provide site traffic statistics to help us properly size the optional hosting quote?

A: Site traffic data for July 1-31, 2016:

Sessions: 92,664

Users: 67,611

Page views: 237,036

Pages per session: 2.56

Average session duration: 1:58

Site traffic data for Aug. 1, 2015 to July 31, 2016:

Sessions: 910,409

Users: 579,630

Page views: 2,396,236

Pages per session: 2.63

Average session duration: 2:11

Has any research been done about the actual audience on the current site? Has the city done any work to identify who is actually using it, grouped users into segments, identified how people are working with specific resources, or any performed any other form of research to understand how stakeholder expectations line up with what the site does in it's current form?

A: Much of our site traffic is from those seeking information on the City's enterprise facilities (10 of the sub sites). Our main site's audience are the residents of Edina (http://edinamn.gov/index.php?section=about-us_census-information). The main audiences of the sub sites depend on the facility.

Have any surveys been done to identify problem points / opportunities for improvement on the current site? Can you summarize the results of those findings?

A: In short, ease of use/ability to find information seems to be difficult. In a survey of City staff, ease of use/navigation, appearance, speed, functionality, responsiveness and ability to edit the site came forward as desired improvements.

The last major website usability testing was done prior to the 2011 redesign and is not anticipated for this project.

City of Edina Website RFP Questions for Clarification

Are there any technology restrictions or preferences for the design? For instance, are there any restrictions around the use of javascript, CSS, or other technologies that affect the way the site appears on various devices?

A: No, so long as it does not negatively affect site speed, security or user experience.

Does the city have a preference around front-end framework for interactivity, such as Angular, React, Ember, or any other?

A: We have no preference.

Is there a specific project management tool that we will be expected to use in coordinating with your staff? If not, can we assume our standard tools will be fine?

A: We use Basecamp with our current developer, but are open to a new vendor's project management solution.

How would you characterize the structure of the content? Is there consistent metadata? Has separation of content and layout data been maintained? Is the data or content we need to import into the new site generally well structured?

A: Most of the page content is in a single "content block" in the existing CMS, as many pages follow the same layout structure. Some pages have different layouts, which use these "content blocks" to specify which content goes where in the template. Many pages have metadata, though it may be vague or lacking completely on some pages. Whether the content is well enough structured to be imported into a new system depends on the system and workflow of migration.

How will you measure the success of the redesigned site?

A: Much of our measurement of success will be anecdotal, on what residents say to staff around the City as to the visual appeal and ease of finding information as many now say it is difficult to navigate. One metric to watch will be pages per session. If people are more easily finding what they are looking for, the number of pages per session should decrease, as should the average time spent on the site.

How many different user types exist in the current CMS (admin, editor, writer, etc.) DO you anticipate any changes to this structure?

A: The City has approximately 9 site admins who will need the highest level of understanding of the system and the most training. 20 to 30 site editors currently exist. More editors are expected to be added as the site grows.

Will be any reason for the general public to maintain a login or account on the site?

A. Most likely, yes. Currently, the general public has a login to the site, which they can manage their email subscriptions via a MailChimp integration. Before switching to MaxGalaxy for Parks & Recreation registration, an account was required to register for classes and activities via the site's calendar. If more APIs and SSOs are set up with our third party vendors, a single login/account on the City's site would be crucial.

City of Edina Website RFP Questions for Clarification

What are a few municipal web sites that you like, and why?

- *A: Below are a few sites we like:*
 - *Frisco, TX (<http://www.friscotexas.gov/>). We like that this site is very visual, true to its brand and easy to use.*
 - *Marana, AZ (<http://www.maranaaz.gov/>). We like the simple design, large photos, and easy navigation. It's not something you see in government.*
 - *Addison, TX (<https://addisontexas.net/>). We like the clean, brightness, large photos and feel of the site.*
 - *Hennepin County, MN (<http://www.hennepin.us/>). We like the large photos, popular links and easy-to-see news.*
 - *St. Paul, MN (<https://www.stpaul.gov/>). Like the feel, large photos, but would prefer the search bar not be as front and centered.*

In general, are there any words you would use to describe the desired look and feel of the new site? For instance, minimalist, colorful, photocentric, data-driven, search-driven, light, heavy, etc.

A: Simple, clean, light, appealing, photocentric, mobile, classy, elegant, modern, strong, intuitive, eye-catching, easy, prideful, professional, informative to name a few.

Will the vendor be expected to provide support for any external certification, such as a FedRamp audit or something similar? If so, please elaborate.

A: No.

What are your training requirements?

A: The City has approximately 9 site admins who will need the highest level of understanding of the system and the most training. 20 to 30 site editors currently exist.

Does training need to be conducted on site?

A: Type of training can be negotiated.

Will all subsites require custom design templates or will all subsites leverage the same base template with customizations for logo, branding, etc.?

A: They should be considered page templates. All the sub-sites will have similar design while maintaining different branding. The design should be consistent among the subsites and tie back to the design of the main City site.

- a. Are these subsites, separate websites with unique domains or simply pages within the main City website? (for example the Aquatic Center appears to maintain a set of pages with in the main City domain <http://edinamn.gov/index.php?section=aquatic-center>)?

City of Edina Website RFP Questions for Clarification

A: The subsites all live within the City domain, but have vanity URLs that redirect back to the appropriate subsite.

1. Can you provide a list of the URLs of all subsites that will be included in this project?

A: Below are the URLs for the subsites.

- <http://edinamn.gov/index.php?section=arneson-acres>
- www.BraemarArena.com
- www.BraemarField.com
- www.BraemarGolf.com
- www.CentennialLakesPark.com
- www.ComeHome2Edina.org
- www.EdinaArtCenter.com
- www.EdinaAquaticCenter.com
- www.EdinaLiquor.com
- www.EdinaboroughPark.com
- www.EdinaMn.gov/SeniorCenter

2. Has the City identified a budget or budget range for this project? If so, will that information be shared with vendors?

A: The project budget will depend on the scope and agreed upon terms. It is generally assumed that the project will cost about the same as it did in 2011 -- \$60,000. The project is included in the 2017 department operating budget.

3. The upper right corner of the City website features a "sign in" link, what are site visitors signing into? What types of information is available upon signing in?

A: Currently, the general public has a login to the site, which they can manage their email subscriptions via a MailChimp integration. Before switching to MaxGalaxy for Parks & Recreation registration, an account was required to register for classes and activities via the site's calendar.

4. Does the City have a CMS or technology preference (i.e. php or .NET)?

A: PHP, but open to recommendation.

5. Has the City identified any websites it likes the design of or looks to for inspiration?

A: Below are a few sites we like:

- Frisco, TX (<http://www.friscotexas.gov/>). We like that this site is very visual, true to its brand and easy to use.
- Marana, AZ (<http://www.maranaaz.gov/>). We like the simple design, large photos, and easy navigation. It's not something you see in government.

City of Edina Website RFP Questions for Clarification

- Addison, TX (<https://addisontexas.net/>). We like the clean, brightness, large photos and feel of the site.
- Hennepin County, MN (<http://www.hennepin.us/>). We like the large photos, popular links and easy to see news.
- St. Paul, MN (<https://www.stpaul.gov/>). Like the feel, large photos, but would prefer the search bar not be as front and centered.

6. The RFP mentions incorporating a variety of e-commerce transactions into the new website, can you provide a listing of all ecommerce transaction types that should be included?

A: Here is a sampling of some of our ecommerce forms on our site not done through a third party:

- <http://edinamn.gov/index.php?section=dog-license-form>
 - http://edinamn.gov/index.php?section=permits_loudspeakers
 - http://edinamn.gov/index.php?section=forms_leashfree
 - http://edinamn.gov/index.php?section=forms_parkingpermit
- We currently have a large number of PDF and fillable PDF forms. Eventually, we'd like to see many of these eventually transitioned to online forms rather than PDFs (both ecommerce and just plain forms).
- a. It appears several e-commerce functionalities link out, for example Utility Billing links to <https://eub.ci.edina.mn.us/>, will any of the ecommerce functionalities continue to link out?

A: The majority of what is linking externally will continue to link externally.

7. The RFP mentions event registration, can you please provide additional details on the requirements of this?

A: The current site allows for event registration via the calendar. Each calendar listing is able to take registration by way of "tickets," and has logic built in to allow for certain ages, costs, notifications and routing, contact info, etc.

8. The RFP mentions CRM functionality, should this be included in the new website? If so, can additional details be provided on the current functionality?

A: The current CRM in the site is basic account management (name, family members, contact info, registration history [from before Parks & Recreation moved to MaxGalaxy for registration], email list subscriptions and management.).

9. Will all existing pages and content be migrated to the new website?

A: It is anticipated that all existing content at the time for migration will be migrated.

City of Edina Website RFP Questions for Clarification

10. The RFP mentions that Magento is currently being utilized for the store functionality (<http://edinamn.gov/ecommerce/>). Will the City continue to utilize Magento for the online store?

A: The site could continue to use this service, but is open to an alternative.

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

A: The City has approximately 9 site admins who will need the highest level of understanding of the system and the most training. 20 to 30 site editors currently exist. These will all need to be trained on the CMS.

12. How many staff members will have access to the new CMS?

A: See above

13. Aside from systems listed in the RFP, are there any additional systems or internal databases that will be required to integrate with the new website?

A: None of which we are aware, unless one is proposed or recommended from the vendor.

-
- (a) What is the total budget of this RFP?

A: The project budget will depend on the scope and agreed upon terms. It is generally assumed that the project will cost about the same as it did in 2011 -- \$60,000. The project is included in the 2017 department operating budget.

- (b) Is it a single or multiple award?

A: Single

- (c) Kindly confirm about the start date of this project?

A: On or before Jan. 3, 2017.

- (d) Is there any service provider of the same services in the past, if yes then please share the details of the service provider along with the last year's outlay?

A: JesseJames Creative was awarded the contract for the last website redesign in 2011. Cost for the basic redesign was \$60,000.

City of Edina Website RFP Questions for Clarification

You have "magento" in the RFP, is that "Magento"?

A: Yes.

-What is the preferred programming language of the CMS?

A: *PHP, but open to recommendation.*

-Will proprietary platforms that are focused for government be considered?

A: Yes

- What driving factors have prompted the City to look for an update to the website now?

A: *The City typically redesigns its site every five years. The City started work on redesigning its website in 2011, so the current site has lived its life. The site needs a refresh and to be responsive, which it is currently only scalable on mobile devices. Site security and stability also are top of mind in a new site.*

- On Page 6 " The City's Communications & Technology Services Department requires full and unlimited access to the website code." Is mentioned. Is this referring to the CMS code? Or code in the editor when adding information to the website (Ex. HTML)? Please explain this further.

A: *Both. We require the actual code of the website as well as code to the content in the CMS (for embedding content, etc.).*

-Are there any custom (in-house) applications built on the website? Please provide links.

A: *Our current developer built a "social wall" and timeline application. Custom applications that have been built as part of the site were built by our current developer:*

- http://edinamn.gov/index.php?section=stay_social
- <http://edinamn.gov/braemartimeline/index.html>
- <http://edinamn.gov/braemaricearena/index.html>
- <http://edinamn.gov/edinaliquortimeline/index.html>
- <http://edinamn.gov/spacerental/spaces>

- How are those envisioned to be integrated into the CMS? iFrame? Other solution?

A: *Ideally, these could be migrated or recreated.*

-How many users will be trained on the system?

A: *The City has approximately 9 site admins who will need the highest level of understanding of the system and the most training. 20 to 30 site editors currently exist. These will all need to be trained on the CMS.*

City of Edina Website RFP Questions for Clarification

-In the past, how have content contributors been trained to write content for the website?

A: Before a staff member has been given access to the CMS, they are given a one-on-one training to discuss how the CMS works and best practice in maintenance and content creation, and on the City's style, tone, etc.

-What is the budget for this project?

A: The project budget will depend on the scope and agreed upon terms. It is generally assumed that the project will cost about the same as it did in 2011 -- \$60,000. The project is included in the 2017 department operating budget.

1. Whether companies from Outside USA can apply for this?

(like, from India or Canada)

A: Because we are a unit of government, our preference is to work with a U.S. vendor.

2. Whether we need to come over there for meetings?

A: The number of in-person meetings will be negotiated with the preferred vendor.

3. Can we perform the tasks (related to RFP) outside USA?

(like, from India or Canada)

A: Yes.

4. Can we submit the proposals via email?????

A: Yes.