

Addendum B Clarifications to the RFP (Part 2)

1. Technical Capabilities: What are the technical capabilities of the City of Wheeling's digital staff? Will the staff involved have basic web publishing skills, including an understanding of HTML and concepts like taxonomies, user roles, and metadata or assume that someone with minimal technical skills (Microsoft Word-level) should be able to use the system? Or both?

As stated in the RFP, website administrators within the City should be able to create and manage content without extensive content management experience or excessive training required. The City does not currently employ a digital or technology specialist. The staff that will be editing/maintaining the site will primarily have basic skills and minimal web publishing experience. A few staff members will have more experience, but overall, the City staff does not have a strong understanding of the concepts described in the question.

2. Content: How many pages of content will need to be migrated? Is there extensive SEO work required? Is the Contractor responsible for Quality Assurance of content?

The number of pages cannot easily be determined as some pages, including the external sites, have duplicate content. The current main site has more than 100 content pages. The content has not been updated for SEO in at least six years, so assistance will be required to enhance SEO on the new site. The City will manage Quality Assurance. See Addendum A for additional clarification.

3. Training: Do you prefer in-person training, video tutorials, or both? Do you require training on complete functionality or is training limited to the ability to update front-end content (text, images, links, etc.)?

A combination of in-person training and video tutorials would be helpful, along with written instructions that can be shared with future staff. The training would primarily focus on front-end management, with an overview of back-end management and capabilities for select staff to give them a basic understanding.

4. Fees: Under section 8, you have listed that the proposal fee should be broken into major fee categories, including hosting, maintenance and support. Should emergency and non-emergency support (4-K) fall under that proposal fee?

In your proposal, please indicate the payment structure for as-needed technical support (i.e. website management that exceeds the capabilities of the City staff) following the website launch. To clarify, please note whether the agency works on a client retainer or prefers to bill the client per support incident, as well as the corresponding fees or fee levels.

5. **Agendas:** What format are "agendas" produced in (PDF, DOC)? Or will these be entered as content directly on the web page?

Please see Addendum A.

6. **Alerts and Emergency Notification:** Can you clarify?

Currently, the City does not have an efficient way to notify residents of water breaks, trash collection delays, events, or any other type of announcement. Per the Respondent's recommendations, we would like a system (internal or external) that allows emails and text messages to be sent to residents who opt in to the service. The notifications would primarily come from the City Manager's Office. Further guidance on this functionality is welcome.

7. **Approval Rights:** Do you prefer a standard set of user rights that allow for increased visibility (administrator, supervisor, editor, author, subscriber – public)

Yes. The City would like to ensure that certain staff only have access to their respective areas, while several staff members are given full editing/management rights to the extent determined by the Contractor and the City.

8. **External Event Submission:** Are users (citizens) outside of the internal city staff to submit events for approval? Please provide an example approval workflow (email notification, one person or multiple approval process).

The City receives many requests to add events to our online calendar, so we would like to allow for those requests to be submitted directly through the website by the user filling out a standard form. This cuts down on staff workload. Some type of notification would be helpful. These submissions would be reviewed by the City Manager's Office and accepted, edited, or denied. If accepted, the event will publish to the calendar.

9. **Citizen Sourcing Tool:** Please elaborate.

Currently, users can send a message through our website, and that message is sent to a specific email address. We would like to have additional and more targeted ways that the citizens can send messages to specific City offices. We would like to better engage citizens, and we look to the Respondents for guidance on how to best allow communication to be submitted from users to the City staff. While the City has identified this as a need, we will consider the recommendations and guidance of the Respondent on the specifics of this functionality.

10. **Departmental Home Pages:** Will subdomains be used? How extensive will these dedicated pages be? Will different dedicated department pages have additional functionality, or just content only?

The City would like to redirect the external sites (i.e. wheelingpd.com) to the new site to make the transition easier for users. We would also like to have the option to easily direct

users to certain department sections on the site (i.e. wheelingwv.gov/development), but these pages should flow within the full City site. See Addendum A for additional clarification.

11. Directories: How is this data currently stored? Is this data currently stored directly in the CMS's database, or does it gather from external data sources? How many directory entries are there currently?

The City does not currently have an online staff directory. This would be a new feature of the website.

12. Document Center: What document format(s)? Do you wish to search the contents of these documents or just the meta info (date, tag/category, etc.) Does the public have the ability to upload and download?

The primary format the City currently uses for website documents is PDF. While it would be helpful to allow users to search within the documents, please advise if this increases the time or cost required. We don't anticipate allowing the public to upload documents through the website, only download them.

13. Facility Management: Will citizens be able to submit facility reservations online, or will you simply call a city office to reserve facilities? Is there a calendar requirement or is this a request submission only?

See Addendum A for clarification.

14. Forms: Does your staff need the ability to create and edit new and existing forms? In what way(s) would you like to track form submission?

Several staff members would have the ability to create and edit forms. Any existing forms would need to be updated for the new website. The goal is to increase customer self-service and efficiency. A tracking system is not currently in place and could be recommended by the Respondent.

15. Dynamic Content: Elaborate on the functionality of this requirement.

This may not be the appropriate term. The goal is to have the content in the FAQ section link to other pages within the website to continue engagement.

16. Interface Capabilities: Are there any set requirements needed to interface with these items? Integral API interface or "embed" style interface only?

While the City has identified this as a need, we will consider the recommendations and guidance of the Respondent on the specifics of this functionality, as we lack the technical knowledge needed to answer this question.

17. Intranet: We recognize that an Intranet can essentially be an entire, company-facing, separate website, filled with functionality. Please elaborate on the specific requirements and functionality.

Please see Addendum A for more on this topic. While the City has identified this as a need, we will consider the recommendations and guidance of the Respondent on the specifics of this functionality.

18. Job Postings/Applications: Do you have the need to accept and store social security numbers on the site?

No. Currently, the City does not accept applications through our website. This functionality may not be needed or may not be appropriate for the City's site at this time.

19. Message/Request Center: Do visitors need to submit anything more than a simple text-only message? Should the request be routed to different users, based on the selection criteria (e.g, departments)?

In some cases, the option to submit pictures would be helpful. Please advise if this is feasible. The requests would be routed to different users based on the type of request and appropriate department. The Respondent may recommend a back-end project management system or other tool that would aid the City in managing and tracking these requests.

20. Online Payments: Will the existing gateway be used? If not, how many payment gateways will we be interfacing with?

Please see Addendum A for clarification. While the City has identified this as a need, we will consider the recommendations and guidance of the Respondent on the specifics of this functionality, as we lack the technical knowledge needed to answer this question.

21. Photo Center: Is your definition of a 'photo center' a gallery of city-published images, with a download link corresponding with each image?

Yes.

22. RSS Feeds: This implies that requirement "U. News & Announcements" is to be implemented in one of two ways. Please specify:

1. Each department, in addition to the city as a whole, may publish their own news and announcements.
2. The City of Wheeling publishes all announcements, and categorizes/tags each publication by department.

While the City has identified this as a need, we will consider the recommendations and guidance of the Respondent on the specifics of this functionality, as we lack the technical knowledge needed to answer this question. This feature may not be necessary.

23. Spotlight: Can you provide more detail? We imagine that this may be any of the following; pull quotes, stylized in-line text (not unlike how the highlighter tool works in Microsoft Word), introductory text (slightly larger than body paragraphs, smaller than the headline).

The City desires the option to use different colors and font sizes as well as pull quotes to direct users to important information on the page.

24. Video: Can third-party streaming video services like Facebook or YouTube be utilized for this?

Yes.

25. Work Order System: Can you provide us with an example work order, and documentation surrounding the work-order process (how does a work order pass through your system)? Should it connect to an existing system or third-party software? Is the requirement to build out a centralized work order system if one does not exist already?

Currently, the City does not have an online work order system. This could be used to track citizen requests, as noted above, as well as internal tasks, depending on the system. The Respondent may recommend a back-end project management system or other tool that would aid the City in managing and tracking these requests.

26. Technical Requirements: Is there a browser preference? How many legacy versions should be supported?

Again, the City defers to the recommendations and guidance of the Respondent on the preferred browser, as we lack the technical knowledge needed to answer this question.

27. Hosting: Is the Contractor expected to host the new website?

The City defers to the recommendations and guidance of the Respondent on hosting, based on what is best and most cost-effective for both parties.

28. Does a local bidder preference apply to this RFP?

The local bidder preference does not apply to this RFP.

29. Will we have an opportunity to demonstrate, in-person, our process and approach to designing and developing website?

As the process moves forward, select Respondents may have the opportunity to make a presentation to the City, if the Review Committee prefers.