

**REQUEST FOR INFORMATION (RFI)  
CITY WEBSITE REDESIGN, DEVELOPMENT, IMPLEMENTATION & HOSTING  
FOR THE CITY OF STOCKTON, CALIFORNIA  
(PUR 21-033)**

ADDENDUM No. 01

DATE: 11/10/2021

To All Potential Respondents:

**A. This Addendum shall be considered part of the solicitation response documents for the above-mentioned project as though it had been issued at the same time and shall be incorporated integrally therewith. Where provisions of the following supplementary data differ from those of the original solicitation documents, this Addendum shall govern and take precedence. RESPONDENTS MUST SIGN THE ADDENDUM AND SUBMIT IT WITH THEIR RESPONSE.**

**B. Respondents are hereby notified that they shall make any necessary adjustments in their estimates as a result of this Addendum. It will be construed that each Respondent's Response is submitted with full knowledge of all modifications and supplemental data specified herein.**

**PLEASE NOTE THE FOLLOWING QUESTIONS/ANSWERS/CHANGES TO (PUR 21-033). THE CITY'S RESPONSES TO QUESTIONS SUBMITTED ARE IN BLUE**

**Questions & Answers**

1. Q: Can vendors located outside of the City of Stockton submit a response to this RFI?

A: Yes.

2. Q: Has a budget been established for this project?

A: A budget has not been established. One of the objectives of the RFI is to help determine a budget for this project.

3. Q: Will local firms be given preferences?

A: Should the City of Stockton issue an RFP the Stockton Municipal Code (SMC) provides for the following:

**"3.68.090 Local business preference.**

Preference shall be given to the purchase of supplies, materials, equipment, and contractual services from local merchants, quality and price being equal.

Local merchants who have a physical business location within the boundaries of San Joaquin County, and who have applied for and paid a business license tax and registration fee pursuant to Stockton Municipal Code Title 5, Chapter 5.08, License Taxes, shall be granted two (2) percent bid preference.

Local merchants who have a physical business location within the boundaries of the City of Stockton, and who have applied for and paid a business license tax and

registration fee pursuant to Stockton Municipal Code Title 5, Chapter 5.08, License Taxes, shall be granted five (5) percent bid preference.

This section is intended to provide preference in the award of certain City contracts in order to encourage businesses to move into and expand within the City. (Ord. 2014-03-18-1601 C.S. § 1; prior code § 3-106.1)”

4. Q: Will Minority Woman Owned Small Business Enterprises be given preference when evaluating proposals?

A: Please see answer to question 3 for the current preference authorized by the Stockton Municipal Code (SMC).

5. Q: Is there a preference for bidders with past local and/or state government website development experience?

A: Please see page 5 of the RFI, Section 1.5 Scope and Deliverables. Should the City issue an RFP, the City is seeking vendors that demonstrate experience with other large, complex, full-service municipalities, demonstrating qualifications, credentials, and related experience.

6. Q: Will agencies outsourcing work to non-U.S. persons living overseas be permitted to perform on this project?

A: Should the City issue an RFP, agencies outsourcing work to other firms or locations will be required to list all subcontractors.

7. Q: What are the City’s top areas of concern with the current site?

A: Security – The core website has a valid SSL certificate from a trusted third-party, but it displays as “Not Secure.”

Accessibility – The new site must meet all current and Americans with Disabilities Act (ADA) Section 508 and any other federal or state requirements.

Obsolete – Lack of modern design, navigation, and need for seamless integration with other vendor’s websites.

8. Q: Is the City of Stockton seeking hosting, monitoring, and maintenance support or only design and development of the site?

A: The City of Stockton is seeking a hosted site with monitoring and maintenance. The City uses a Web Team structure to administer its website content and navigation and will need direct, unrestricted access to make and publish real-time changes.

9. Q: Will RFI and RFP responses be made public?

A: The City of Stockton follows the requirements of the California Public Records Act (the “Act”) [California Government Code sections 6250 – 6270.7](#). Once a bid has been awarded, responses to a Request for Information/Request for Proposal are public records and releasable to the public upon request. Any information considered confidential by the respondent may be marked “Confidential”; however, the

information will only be withheld if it meets the provisions of the Act. A best practice is to not include confidential information in the response to a public agency.

10. Q: Regarding cost, what information is required to be considered for the RFI?

A: Please see the RFI, page 3, section 1.1 Intent of the RFI:

“Website service providers are strongly encouraged to respond to this RFI. The information received in response to this RFI will help determine the approach taken for redesigning and modernizing the City of Stockton website. Information acquired will be used to budget for the redesign and to ensure sufficient funding and resources for all aspects of design and implementation, one-time and recurring cost of services.

**This is not a solicitation for quotations, bids, or proposals. No contract award will result from this RFI. The City may contact respondents, at its sole discretion, for additional information. The City shall not be obligated to contact any respondent, to purchase goods or services related to this RFI.**

**Response to this RFI is not mandatory to be considered for any future solicitation for a website redesign. The City will determine, in its sole discretion, whether to proceed with a solicitation following the RFI. It is entirely the respondent’s responsibility to remain informed of the City’s issuance of any future solicitations. The City assumes no liability for failure of respondents to obtain and respond to any such solicitation.”**

Please see the RFI, page 11, section 3.2 Response to Cost Schedule & Required Attachments:

“Cost schedules is a required component of the respondent’s reply and shall be submitted. As the project scope and timeline will be further refined in any subsequent Request for Proposal, respondents will not be constrained in any way regarding estimated costs submitted as part of this RFI.”

Please see the RFI, page 12, section 4.1 Cost Schedules:

“The cost schedules must include all known or anticipated estimated costs, one-time and recurring, and any additional multi-year costs for support, licensing or estimated equipment costs, allowing the City to develop a comprehensive and complete budget. Include any known equipment and services that the City will need to dedicate, purchase, or subscribe to for support of proposed website.”

11. Q: To obtain an accurate page count for planned or future migration of content, are there any sites other than the main site and possibly the library site that may be integrated in the future?

A: The City currently has approximately 800 webpages. Obsolete content will be eliminated, which will result in a reduction of at least 25% of the current content.

There are no sites, other than potentially the library site, that are currently forecasted for migration. Cost estimates should include costs associated with ranges of additional pages or content.

12. Q: Will the selected vendor be working with departments to make recommendations on content cleanup?

A: Should the City issue an RFP, recommendations are welcome; however, content will be at the discretion and approval of the City's website administration team.

13. Q: How many City employees will be involved in training? Does the City prefer onsite or virtual?

A: The City has 13 Departments and 4 Charter Offices. There will be a minimum of at least 2 Web Team Members who are content providers from each Department and each Charter Office. The Website Administration Team will consist of 6 people. Approximately 34 content providers will need training and 6 website administrators/content approvers will require additional training.

Initial training must be delivered in-person and onsite; post-implementation training can be virtual.

14. Q: What KPIs with the City be using to measure success of this project?

A: Should the City go to RFP, specific KPIs will be developed. Some things to consider for the RFI response:

- Availability/Reliability/Up-time of 99.999%
- Load time – on all devices/types of user devices used to access
- Near real-time stats: page views, search terms, distinct/repeat users, duration on the site/pages, session length/termination,
- Broken Links
- SEO – user/visitor satisfaction

**RESPONDENT MUST ACKNOWLEDGE THIS ADDENDUM BY SIGNING BELOW AND ATTACHING THE SIGNED ADDENDUM TO THE RESPONSE:**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Responses Due** – Promptly by 5:30 P.M., Thursday, November 18, 2021, at the City Manager's Office.

-----City of Stockton Use Only below this line-----

Addendum acknowledged and signed? \_\_\_\_\_ (Procurement Specialist's initials)