

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

ADDENDUM No. 02

DATE: 11/16/2021

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: What factor will be most important to you when selecting a vendor for this project?

A: [Please see page 5, section 1.5 of the RFI, Scope and Deliverables.](#)

2. Q: Are you willing to consider an open-source CMS like WordPress?

A: [The City of Stockton issued the RFI to determine the pool of experienced, qualified vendors with a proven track record in the planning, development, implementation, design support and hosting of a modern, flexible website.](#)

[RFI responses will allow the City to verify that our current assumptions and expectations are in line with existing products and services offered by vendors.](#)

[Should the City of Stockton issue an RFP, vendors that offer a product solution that meets the requirements of the RFP are encouraged to submit a proposal.](#)

3. Q: Is there anything that your existing website does well?

A: [The core \(legacy\) website, excluding the Home page and Stockton Police Department pages, offers an easy-to-use CMS tool for non-technical Web Team members to make webpage content changes. The WYSIWYG, TinyMCE, is used to make changes to the core website and restricts access based upon the role, for example, Administrators and Content Providers.](#)

4. Q: Does the City's current website allow for export of its content and other data into a CSV format?
- A: The City's primary website, www.stocktonca.gov, does not offer export of content or other data into a CSV format.
5. Q: Are you looking for an integration with automated translation software, or do you have manually translated versions of your content in various languages?
- A: The City is seeking automated translation software.
6. Q: Can you provide additional information or context around the integration needed with existing vendor platforms mentioned in the RFI?
- A: Integration may be via iFrames, links, or other solutions proposed by the respondent.
7. Q: Is the employee portal component an integration with a third-party application or is this a portal you would like the vendor to design and build?
- A: This is not an integration with an existing platform. The portal would be designed and built by the vendor. Administrators would develop content and post documents or provide links within the portal for employee specific information. For example, during an emergency, a list of essential worker reporting instructions with information about where to go and what to do.
8. Q: How is the City currently streaming Government Access video?
- A: The City uses Granicus, which is the official meetings software, to stream videos on the website. The City may consider other CMS options for videos that are not part of an official meetings.
9. Q: Clarification on RFI, page 7, 1.6 Functionality Requirements, Internal/Employees: "Regularly scheduled updates for Search Engine Optimization (SEO)"
- A: Respondents should describe how the vendor would provide routine improvements to technical SEO before, during, and after the website launch, as well as regular reports for City website Administrators to improve SEO.
10. Q: How will the website support eCommerce and online payments?
- A: This will be accomplished through displaying content provided by other City of Stockton vendors. The website vendor will not be developing financial applications or software.
11. Q: Regarding calendaring functions, will the City need to charge online admission fees for its calendared events? Will the City need to post automatically recurring events?
- A: The City will not need to charge admission for calendared events.
- The City will need to post recurring events, such as regularly scheduled City meetings.
12. Q: How does the City currently manage the accessibility of its website?

- A: [The City manages accessibility of its website through standard rules for Web Team Content Providers to follow.](#)
13. Q: Based on other RFPs you have issued in the past, how many companies do you anticipate will submit a response to this RFP?
- A: [This is an RFI \(Request for Information\), not an RFP.](#)
- [The City has not issued an RFP \(Request for Proposal\) for a website in the past.](#)
14. Q: Does the City prefer to work with local vendors for a project like this?
- A: [Please see Addendum 1, page 1, Question & Answer No. 3.](#) Should the City issue an RFP, local vendors that meet all requirements will be considered under criteria described in Stockton Municipal Code [3.68.090 Local business preference.](#)
15. Q: Should the City issue an RFP, what is the estimated start date for the website project?
- A: [The project start date is to-be-determined; it is anticipated that conversion would be completed before the end of calendar year 2022.](#)
16. Q: Is there a budget established for this project.?
- A: [Please see Addendum 1, page 1, Question & Answer No. 2.](#)
17. Q: Is 99.99% an acceptable uptime?
- A: [Yes.](#)
18. Q: A company using an external third-party tool determined that the City's website received roughly 100,000 page views in the month of October. Is this accurate?
- A: [The City uses Google Analytics. Our records indicate the following:](#)
- [11/2020 to 11/2021 – an average of 480,000 visitors per month;](#)
 - [11/2018 to 10/2020 – an average of 350,000 visitors per month; and](#)
 - [11/2011 to 10/2018 – the City averaged 320,000 visitors per month.](#)
19. Q: How many total sites are included in this RFI scope?
- A: [Please see RFI, pages 3 – 4, 1.3 Current Environment.](#)
- [Please anticipate that future expansion may include other sites, such as the Library website: \[www.ssjcpl.org\]\(http://www.ssjcpl.org\)](#)
20. Q: Is the City's current solution acceptable?
- A: [The City is seeking a hosted solution with the entire website on a single platform.](#)
21. Q: Is this an RFI or an RFP? Is response to RFI mandatory to participate in any future RFP for website redesign?
- A: [Please see Addendum 1, page 3, Question and Answer No. 10.](#)

22. Q: Can you provide a sense of complexity of the current website?
- A: [Please refer to the information provided in the RFI, Section 1.](#)
23. Q: Can the City confirm that deliverables such as wireframes, design mockups, and SEO/content strategy will be required?
- A: [The City is seeking a hosted solution with design, development, and support from the vendor.](#)
24. Q: Who are the people on the City's core team?
- A: [Please see the RFI, page 3 – 4, 1.3 Current Environment.](#)
25. Q: Is there an incumbent vendor responding to this opportunity?
- A: [All vendors that can address the Scope and Deliverables described in Section 1.5 of the RFI are encouraged to respond.](#)
26. Q: Who are the organizational stakeholders?
- A: [Please refer to the RFI, page 3 – 4, 1.2 About the City of Stockton, and 1.3 Current Environment.](#)
- [Please see Addendum 1, Question and Answer No. 13.](#)
27. Q: Does the City have any development or programming capabilities in-house?
- A: [The City of Stockton does have capabilities in-house; however, the City is seeking a vendor that can provide website redesign, development, implementation and hosting.](#)
28. Q: Is the City open to open-source CMS, such as WordPress or Drupal?
- A: [This is an RFI. Potential vendors that can address the City's needs, described in the RFI, are encouraged to submit a response for the City's consideration.](#)
29. Q: Does the City expect the vendor to create content on the website?
- A: [The City will migrate content and create content.](#)
30. Q: How many pages will be migrated to the newly developed site?
- A: [Please see Addendum 1, Question and Answer No. 13.](#)
31. Q: Is the City open to cloud hosting?
- A: [Yes.](#)
32. Q: Is the City's current solution acceptable?
- A: [The City is seeking a hosted solution with the entire website on a single platform.](#)

33. Q: How does the City keep the website secure? Is there a need for a higher level of security?
- A: The City's core website is browsing encrypted and verified by a trusted third-party with a valid SSL certificate.
- [Please see the RFI, page 5, section 1.5 Scope and Deliverables.](#)
34. Q: What kind of post-launch support and maintenance is the City seeking?
- A: The City will attempt to resolve issues locally through website Administrators; vendor will provide non-service impacting support during regular business hours, 7:30 a.m. – 5:30 p.m., Monday – Friday, PST. Vendor will provide support to the City's website Administrators for service impacting issues 24-hours a day/7-days a week.
35. Q: What was the cost of the City's previous contract?
- A: The City core website was built internally. The Home page and Stockton Police Department pages were redesigned in 2016 at a cost of less than \$75,000.
36. Q: What languages should a vendor anticipate offering for translations?
- A: Please see San Joaquin County Demographics and chart with top 10 languages spoken: <https://www.sicog.org/236/Demographics>
37. Q: How many simultaneous users? Per page or system level?
- A: System level would need to accommodate a minimum of 10 simultaneous sessions with Web Team members, which include Administrators and Content Providers.
38. Q: How unobstructed, for example, is there a need for server-level access?
- A: As mentioned, a sandbox environment should be made available for Administrators with a higher level of skills to change sitewide styles/stylesheets, make sitemap changes, and establish redirects and shortcuts. Whether or not this requires server-level access would be based on the product.
39. Q: How many versions of browsers will need to be supported?
- A: The website must support modern browsers, such as Firefox, Safari, Edge, and Google Chrome.
40. Q: Will graphics be supplied or is a photoshoot expected?
- A: The City will provide photo and logo assets. Vendor will provide an icon library.
41. Q: Is the calendaring function for posting City meetings and events integrated from an existing calendar?
- A: The City's current calendaring function is obsolete. The future website platform must provide/include a calendaring function.

42. Q: Are dedicated department landing pages needed?

A: Yes.

43. Q: Is the City expecting the vendor to provide front end User Interface (UI) design and templates or will the City be providing UI design and templates?

A: The vendor will provide all aspects of design and development, including UI design and templates.

44. Q: Will the requirements gathering and customer engagement need to be done on site or can the development work be done remotely?

A: In-person is always preferred; however, adjustments can be made during the pandemic.

45. Q: What is the maximum number of simultaneous visitors the website will need to be able to handle?

A: Based on review of historic Google Analytics, there may be as many as 100 simultaneous users on the site at any given time. It would be best to propose a range of options for the number of simultaneous visitors.

46. Q: Does the City have any formal branding guidelines?

A: The City does have a style guide and logo standards.

47. Q: What has the pandemic exposed in terms of website functionality?

A: The website is the primary interface and source of information for the public and employees. The City must be able to make real-time updates to respond to changing conditions and information. There is a need for an employee portal to convey information specific to employees, particularly for urgent and emergency employee communications.

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)