

**REQUEST FOR PROPOSAL (RFP)
WEBSITE REDESIGN, DEVELOPMENT, IMPLEMENTATION AND HOSTING
FOR THE CITY OF STOCKTON, CALIFORNIA
(PUR 22-012)**

ADDENDUM No. 1

DATE: 05/05/2022

To All Potential Proponents:

A. This Addendum shall be considered part of the proposal 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 proposal documents, this Addendum shall govern and take precedence. PROPONENTS MUST SIGN THE ADDENDUM AND SUBMIT IT WITH THEIR PROPOSALS.

B. Proponents 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 Proponent's Proposal is submitted with full knowledge of all modifications and supplemental data specified herein.

PLEASE NOTE THE FOLLOWING QUESTIONS/ANSWERS/CHANGES TO (PUR 22-012). THE CITY'S RESPONSES TO QUESTIONS SUBMITTED ARE IN BLUE

Questions & Answers

1. Can the vendor submit the proposal via email option only instead of a hard copy?

Yes. Proposals electronically submitted must be received in time to provide confirmation of receipt by the deadline of May 19, 2022, at 2:00 p.m. to city.clerk@stocktonca.gov and stocktonbids@stocktonca.gov. Fee schedule must be submitted under separate attached file.

2. Do you have a project completion date in mind?

1st Quarter in calendar year 2023.

3. What was the investment in the previous website?

The core (legacy) site, excluding the home page and police department pages, was built in-house using HTML, in 2010; there is no way to determine or estimate the investment for the core site.

The home page and police department webpages were redesigned in 2018 and are hosted by the vendor. Approximate one-time cost: \$75,000. Annual cost is \$67,250.04.

4. What is the budget for this project?

The City will select the best solution for our needs. A budget amount has not been specified.

5. Does the budget include maintenance, operation support, and hosting?

The City is seeking a hosted solution. Proposals must include maintenance, operational support, hosting and all associated costs.

6. Are you looking for in-state bidders, or are you also open to bidders from other states?

The City will select the best solution for our needs. Please see section 6.2, Local Vendor Preference, which is described beginning on page 8 of the document (page 13 of the PDF):

www.stocktonca.gov/bfDocs/PUR-22-012_PUR%202022-012%20WEBSITE%20REDESIGN_FINAL%20MG.pdf

7. Do you have any development or programming capabilities in-house?

The City of Stockton Information Technology (IT) Department has employees with development and programming capabilities; however, IT support of this project and assigned work time is anticipated to be incidental, not dedicated to the website redesign.

8. Are you seeking to develop a new site with open-source CMS like WordPress or Drupal?

The City will select the best solution for our needs. WordPress or Drupal is not required.

9. What strategic priorities and pain points need to be addressed in the newly designed website?

The City of Stockton will require a hosted solution for the entire site. Cybersecurity, accessibility (ADA and language translations) and ease of implementation, navigation, maintenance, and easy-to-use content management tools are all priorities.

10. Do you expect the vendor to create the content for the new site as a part of the project?

The City will require the vendor to provide the framework for the website. Content will be migrated from the existing site. Vendors that provide tools and assistance with content migration will score higher. Website content is maintained by City department representatives who are Web Team members, and they will be responsible for content migration from the current site to the new site.

11. Are there any content pages that need to be migrated to the new site? If yes, provide a number of pages for content migration?

Yes. Content will need to be migrated to the new site. (See response to question 10 above.) The current combined platforms of the core (legacy) site, the home page, and the police department webpages total approximately 800 pages. It is anticipated that this number will be drastically reduced with a more modular design and improved navigation.

12. How many and what types of templates do you anticipate requiring for the new site design?

Please anticipate that templates will be needed for the following scenarios: homepage, department landing page, sub-navigation page, content page, project page, calendar function, and bid opportunities pages, similar to www.stocktonca.gov/bidflash.

13. Do you want to link videos from YouTube or other platforms, or would you like to have the media content self-hosted?

The City will link videos from YouTube and Granicus; the City does not maintain a video server.

14. What kind of post-launch support and maintenance are you looking for?

If the site were to go down, the vendor should be available 24/7 to take our call and restore the site. Initially, it is expected that the vendor would assist through the first several months with any questions or technical concerns...at no additional cost.

15. How many hours of "ongoing maintenance" have you averaged over the last year or two?

The current core site is maintained by the City's IT Department. Since 2018, the hosted portion of the City's site has required very little interaction with the vendor.

16. How many staff members require training?

Six (6) administrators, and approximately 40 content managers.

17. Hosting

- a. We are an AWS Public Sector Partner for cloud hosting. Are you open to hosting the new website on AWS Cloud? *Yes.*
- b. Do you currently have a disaster recovery process in place? *Yes.*
- c. How do you keep the website secure? Do you have a security policy in place? *We have cybersecurity specialists in our IT Department. The city's core website is browsing encrypted and verified by a trusted third-party with a valid SSL certificate. Yes, we have a security policy in place.*
- d. What is your current website hosting configuration regarding Process Cores and Memory?
 - i. *Hosted: 32 GB RAM with 8 CPU*
 - ii. *Legacy: 8 GB RAM with 2 CPU*
- e. How are site backups currently taken? *We rely on what AWS does and their frequency.*

18. Software solutions can vary widely depending on budget. Our firm has successfully delivered solutions across various budget ranges. To help us best meet the goals of your RFP, can you please *approximate the anticipated budget range* for this initiative? For example, is the anticipated budget range for *the initial project* (i.e., not including recurring costs):

- a. Less than \$50,000
- b. \$50,000 - \$75,000
- c. \$75,000 - \$100,000
- d. \$100,000 – \$150,000
- e. \$150,000+

The City will select the best solution for our needs. Please provide a comprehensive response addressing the requirements in the RFP Section 2, and identify any scalable costs based on your experience.

19. Remote solution delivery typically enables us to reduce duration and costs. Most solutions can be delivered 100% remotely. Considering the potential effect on project duration, resource availability, and cost on a scale from 1 to 5 where 1 represents "100% onsite solution delivery" and 5 represents "100% remote solution delivery", what are your requirements on this continuum?

The City will select the best solution for our needs. Many services can be provided remotely, but the option for certain aspects of design and implementation should allow for in-person delivery. Proposals that anticipate some in-person delivery of services will score higher, as that is a requirement identified in the RFP.

20. What, if any, specific vendor certification or credentials are required?

The vendor must meet the criteria identified in Section 2 of the RFP and possess current, valid credentials to deliver and maintain the site to the standards identified in the RFP.

21. If any contractor/vendor assisted with the development of this RFP or provided you with an initial evaluation, proof of concept, demonstration, pricing, or any other analysis related to this solicitation:
- Please provide the name of all contractors and/or vendors
 - Are these contractors and/or vendors eligible to bid on this project?

The RFP was developed in-house by City employees.

22. On a scale from 1 to 5 where 1 represents a vendor proximal to you in Stockton and 5 represents a vendor in another city such as Los Angeles, what is your preference for vendor proximity for this project? In other words, please rate your preference for local vendors.

The City will select the best solution for our needs. Please see section 6.2, Local Vendor Preference, which is described beginning on page 8 of the document (page 13 of the PDF):

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23. Regarding the current Website(s), CMS, and CRM solutions:

- a. What issues or concerns do you have with the current solution(s) or vendor(s)?

The core (legacy) site CMS is simple to use, but does not result in modular, modern layout or navigation, responsive on all devices. The hosted portion of the site is overly complicated for department content providers to use.

- b. Do the current solutions meet the requirements detailed in the RFP?

No.

- c. On a scale from 1 to 5 where 1 represents "We will not continue to use the current solutions" and 5 represents "It is very likely that we will continue to use the current solutions", what is your ranking on this continuum?

Please see response to "b." above.

- d. What was the initial cost to implement the existing Website(s), CMS, and CRM, etc. solutions?

Please see response to question 3., provided in this document.

- e. What is the recurring cost for the existing Website(s), CMS, and CRM solutions?

Please see response to question 3., provided in this document.

- 24. How many internal staff will manage content in the CMS solution as it relates to product pricing, implementation services scoping, etc.?

If vendor pricing is scalable based on administrators and content providers, please provide the range of costs. It is anticipated that at implementation there will be six (6) administrators, and approximately 40 content managers.

- 25. On a scale from 1 to 5 where 1 represents “we are vendor neutral and prefer to use a broad array of technologies and products from many different manufacturers” and 5 represents “where possible, we prefer to use Microsoft technologies and products as Microsoft is our preferred vendor/product manufacturer” what is your preference as it relates to using Microsoft technologies and products on this continuum?

The City of Stockton uses Microsoft Office 365, Teams and SharePoint.

- 26. We have the ability to import entire websites into our CMS solution and rebrand them. This enables you to update, add, and delete content from the existing website(s) *in the new CMS* over time without having to start from scratch:

- a. Do you see value in being able to import your existing content into the new CMS and rebrand it (immediately) as a starting point, and then update the content (i.e. text and images) over time to make it current/modern?

Yes.

- b. On a scale from 1 to 5 where 1 represents “adding all of the content to the new CMS manually from scratch” and 5 represents “importing the content into the new CMS and immediately rebranding it, and then updating the content over time”, what is your preference on this continuum?

Please provide costs for both options.

- 27. The Project Objectives section indicates that “The City is seeking a new website that is aesthetically pleasing and intuitive to navigate, using current web content management models that will allow the City to more effectively and easily offer customer service, customer data management, customer personalization, marketing automation”. Please provide details for each of the items below (e.g., description, product name and manufacture, version, etc.) if *your current website(s) interact(s) with any of the following*:

- i. Your current Customer Relationship Management (CRM) system

The City uses GoGov Apps, which is integrated with the website.

- ii. Your current email marketing solution (e.g., Constant Contact, Magnet Mail, Mail Chimp)

Constant Contact and email distribution lists provided through GoGov Apps.

- iii. Any type of workflow or process automation currently in use related to the CMS and CRM

GoGov Apps is integrated with CityWorks.

- iv. Any internal database (e.g. for data input forms) currently in use related to the CMS and CRM

The City has developed databases for special applications, such as address look-up using ESRI GIS tools for customers to check Zoning, Council Districts, Police Districts, utility service providers, etc. Other databases provide business licensing information or utility service cost estimates for commercial and industrial users.

28. Regarding the current CMS(s) and CRM, as applicable:

- a. Do these systems support the export of *data* (i.e., not content) to Excel?

Yes.

- b. Do these systems have APIs that can be used to read the *data* as part of a migration process?

Yes; however, that is a separate project, not identified in the scope of this RFP.

- c. Please provide a list of data tables that exist in the current CMS solution(s) that need to be re-implemented/migrated.

A comprehensive list will be provided to the selected vendor. Please identify the per data table cost of implementation/migration.

- d. We typically do the rebranding, create the necessary tables in the CMS, and update some of the content, and then teach the customer to continue this effort, which empowers them to maintain and enhance the solution going forward. Will this methodology meet your requirements?

Yes.

- e. Given the unknowns and potential complexity related to the CMS and/or CRM data migration, is it sufficient to include an estimate for Migration Discovery and Analysis in our response *in lieu of* an estimate for the actual migration?

Yes.

29. So that we can ascertain licensing and training costs related to the products below:

- a. Are you *currently using* and/or do you have plans to use any of the following technologies:
 - i. Microsoft 365/SharePoint Online

- ii. [Microsoft Dynamics](#), and if yes, which components (e.g., Sales, Marketing, Service, Finance, HR)?
 - iii. [Microsoft Dataverse N](#)
 - iv. [Microsoft PowerApps Portals](#)
- b. If you are not currently using one or more of the technologies above, please indicate your openness rating below to using *each technology* on a scale from 1 to 5 where 1 represents “Not Open/Will not Use” and 5 represents “Very Open/Strong Desire to Use”.

30. Product	31. Openness Rating
32. Microsoft Dynamics	33.
34. Microsoft Dataverse	35.
36. Microsoft PowerApps Portals	37.

The City currently uses Microsoft 365/SharePoint Online.

38. Regarding website content:
- a. Approximately *how many of each* of the following comprise the current website(s):
 - i. Static HTML content pages
 - ii. Data Input (user input forms/data storage) pages
 - iii. Data Driven (content driven by a database, XML, etc.) pages
 - iv. Can the data on the Data Driven pages be exported to Excel?
 - v. Documents (PDF, Word, Excel, etc.) including the total size in GB/TB of all documents
 - vi. Pictures and/or Video and what types (MP4, etc.) including the total size in GB/TB of all media files
 - b. Please provide a list of all “plug-ins” and third-party components that are in use in the current website(s).
 - c. How many of these pages is the chosen vendor expected to recreate in the new website(s)/CMS solution?
 - d. Are you open to an approach whereby we define the methodology, provide tools, examples, and training, and then assist content owners to create the necessary pages in the new website/CMS solution?

Please see answers to questions 11 and 26 in this document.

39. Will you provide the following artifacts for the new website(s):
- a. All images/graphics
 - b. Wireframes and other design artifacts that illustrate the desired look and feel
 - c. The CSS that matches your brand/visual guidelines
 - d. Sample HTML that uses this CSS

The City is seeking a vendor to design the website. The City will provide branding elements, logos and photos. Respondents should assume the vendor will be responsible for all other design elements, such as wireframes that create the look and feel and CSS.

40. How is translation of “content into other languages in compliance with Title VI of the Civil Rights Act and Executive Order 13166” currently implemented?

This is not currently being provided by the City’s website.

41. Regarding the requirement stated as “Integrates with and provides access to other City sites and applications that are served by a variety of platforms, e.g., NeoGov, Granicus, GoGov Apps, Accela, Munis, Click2Gov, and Tyler Technologies.”:
- a. Is actual integration in scope for the project or is the intent to ensure that the system has integration capabilities?
 - b. If integration is in scope:
 - i. What specific products and corresponding versions require integration?
 - ii. What level of integration is anticipated (e.g. hyperlinks only, document-level integration, unidirectional/read only, bidirectional data updates, functional integration)?
 - iii. Do these systems have APIs that can be used to achieve the desired integration?

The vendor selected must provide integration capabilities and solutions.

42. Approximately how many “design templates that adhere to the City’s branding guidelines” is the selected vendor required to create?

Please see response to question 12. in this document.

43. Regarding the requirement stated as “Provides for secure transactions to support e-commerce and e-government capabilities, including online payments”:
- a. What mechanism are you currently using to process payments?
 - b. Are you open to using a different mechanism for payment processing?

Third-party applications, such as Click2Gov and MUNIS.

44. Regarding the requirement to submit “a balance sheet and income statement”; given the confidential nature of this information (i.e. for privately-held corporations), can it be submitted upon shortlist or award?

A signed confidential statement attesting to a few key business profile and financial standings with facts will be allowed in place of the Financial Statement Requirements. Financial Statements may be requested upon short-list or intent to award.

45. As an environment-conscious organization, we strive to reduce our consumption of paper and pollution, as well as printing and shipping costs, etc.; to that end, can respondents submit proposals electronically via email to city.clerk@stocktonca.gov in lieu of hard-copy proposals if the proposal is signed by an authorized signatory and stamped with the corporate seal?

Yes. Proposals electronically submitted must be received in time to provide confirmation of receipt by the deadline of May 19, 2022, at 2:00 p.m. to city.clerk@stocktonca.gov and stocktonbids@stocktonca.gov . Fee schedule must be submitted under separate attached file.

46. We typically conduct the majority of our solution delivery via virtual meetings using Microsoft Teams because this:
- a. Reduces the cost of the project in terms of both travel time and expenses
 - b. Enables us to record the sessions for review by anyone who could not attend and/or for future reference
 - c. Enables participants from multiple customer locations to participate independent of their location
 - d. Enables us to have the most qualified resource on our team conduct the session, independent of location

Will this way of conducting project delivery meet your requirements?

Yes, this method will work for most training sessions. Please include pricing for in-person training, as well.

47. Is there a mandatory pre-proposal meeting?

No. Some vendors may be invited to provide presentations after the submittal deadline.

48. Is the due date still the same?

Yes. RFP Submittals are due by 2:00 p.m. PT on Thursday, May 19, 2022.

49. Do you have a style guide or a brand guide?

Yes; however, the City is concurrently soliciting responses for Marketing and Branding under a separate RFP 22-010 and is anticipated that effort will be completed prior to the website implementation, introducing an updated style/brand guide:

www.stocktonca.gov/services/business/bidFlash/projDetail.html?dept=Economic_Development,idnum=PUR-22-010

50. Do you have a budget you are able to share? Does the budget include tech support and hosting?

The City will select the best solution for our needs. Please provide a comprehensive response addressing the requirements in the RFP Section 2, and identify any scalable costs based on your experience.

51. What was the investment in the previous website?

Please see response to question 3. in this document.

52. Does the organization have a CMS preference? Open source? Drupal/WordPress?

The City does not have a preference.

53. Who are your primary and secondary users?

Visitors to the site include (listed in alphabetical order):

- Businesses
- Investors/Developers
- Residents
- Vendors
- Visitors

54. Would you like detailed research in terms of your audience in the form of audience needs assessment?

If this information is provided, please identify any cost and label as “optional.”

55. Do you have a desired launch date? Is there a specific event driving the launch date?

Please see question 2. in this document. The core (legacy) website was designed in 2010.

56. What is the current hosting environment?

Please see Section 1.2, Current Environment of the RFP.

57. How many visitors does the current website receive on a monthly basis?

The City’s website has an average of 480,000 visitors per month.

58. How many pages of content do you anticipate transferring to the new site?

Please see response to question 11. in this document.

59. What are your current pain points with the existing website?

Please see response to question 9. in this document.

60. What are the current technical challenges (if any)?

Please see Section 2 of the RFP: http://www.stocktonca.gov/bfDocs/PUR-22-012_PUR%2022-012%20WEBSITE%20REDESIGN_FINAL%20MG.pdf

61. How many site administrators will you have?

Please see responses to questions 16. and 24. in this document.

62. Will you require different levels of admin permissions?

Yes. Content providers will submit draft content; content and changes to content must be approved by a system administrator. Content providers will not publish content into production.

63. Do you expect copywriting or editing services as part of engagement?

No.

64. Integrations with third party platforms:

NeoGov - Stockton currently links out to NeoGov from the website without any direct integration (<https://www.governmentjobs.com/careers/stockton/applications/submitted>).

Can you confirm if this is the desired approach going forward? **Yes.**

65. Granicus – Stockton currently iFrames the Granicus City Council Meetings solution here:

<http://www.stocktonca.gov/government/oMeetings/councilMeetings.html> .

Can you confirm if this is the desired approach going forward? **Yes.**

66. GoGov Apps – Can you confirm if there is an integration to the GoGov mobile app from the website or is this a stand-alone solution with URL links back to the site

(https://user.govoutreach.com/stockton/support.php?cmd=shell_) ? **Yes.**

67. Can you clarify what information is being shared through the integration. Can you provide API documentation?

API integration can be provided to the selected vendor.

68. Accela – Stockton currently links out to Accela from the website without any direct integration (<https://aca-prod.accela.com/STOCKTON/Default.aspx>)

Can you confirm if this is the desired approach going forward? **Yes.**

69. Munis – Can you confirm if Munis is integrated to the website currently and/or how you would like to connect Munis going forward? Is Stockton looking to integrate the online forms and payment gateway so submitted forms and payments can be tracked to specific G&L codes in Munis?

These services will be provided via a link to MUNIS.

70. Can you please confirm the version of Munis & Tyler Technologies API's that are available and provide API documentation? Can you confirm what applications and data you would like to integrate between the website and Munis so that it can be included in the cost quote? Alternatively, are you just looking to confirm that Munis can be integrated with the solution proposed but do not want a price of integration in this scope?

If needed, APIs can be provided to the vendor selected; however, services offered through MUNIS will be provided via a link.

71. Click2Gov – Stockton currently links out to the Click2Gov site for online payments to here:

<https://egov.ci.stockton.ca.us/Click2GovCX/index.html> .

Can you confirm if this is the desired approach going forward? **Yes.**

72. Is Stockton interested in having payment solutions integrated with an online forms tool so that payments can be made directly through a PCI compliant payment gateway on each online form. This would allow payments by credit card for dog licenses, donations, permit applications and etc.

[Please provide separate quote and identify as optional.](#)

73. Bidflash – Stockton is currently using Bidflash to post procurements here:

https://www.stocktonca.gov/services/business/bidflash/mud.html?dept=Municipal_Uilities .

Would Stockton like a fully functional e-procurement platform that posts bids, accepts online submissions, automatically analyzes bids, allows for collaborative evaluation/scoring, enables awarding and notifications to vendors and provides a contract management & esignature tool?

[Please provide separate quote and identify as optional.](#)

74. Secure (single sign-on, password access) employee Extranet to post communications and information specific to employees for employee remote access – Can you please provide more information on your preferred identity manager for secure employee access?

We don't currently have any of that on our current website, but if we did it would be authenticated through AD.

75. Provides City development staff with “sandbox” environment where significant changes to style, appearance, and structure (sitemap) can be tested and vetted before being published

It is possible to create microsite templates that can be reused for various departments of the City that align with the overall look and feel of the main site, but can have different menus content and even configurable themes. This would eliminate the need to have to create major CSS changes thus making it quicker and easier for the website admin to launch department microsities.

- a. Does this approach adequately address this need? [Yes.](#)

76. Live streaming platform – Can the City confirm which Live Streaming Platform is currently being used to embed/ iFrame video into your website? If you don't have a provider, would you want the website vendor to provide a third-party Live Streaming Platform quote in the pricing or just indicate what can work with the offered solution?

[Granicus is used to provide live streamed City meetings and will continue to be used.](#)

[The proposed website should include the ability to display the City's YouTube, Facebook and Twitter feeds, as is currently provided on the homepage at \[www.stocktonca.gov\]\(http://www.stocktonca.gov\)](#)

77. In-person, on-site initial training for website content providers – Many clients have received live online training through the last two years and recorded sessions for future use. This has provided very positive training experiences. Is this an option that Stockton is open to or do you prefer in person training. (Noting we are willing to train in person).

[Please see response to question 46. in this document.](#)

78. PDF conversion – Can you provide information or documents and is required to be converted into PDFs? Is this part of any license applications, permit applications, bylaw complaints process?

The website must be ADA compliant, including accessible PDFs.

79. Would an online form tool that accepts document uploads and data from online form fields but can export as a PDF or transmit/store the data address this request?

As long as the process results in an accessible PDF, the City could evaluate this as a solution.

80. Budget - Does the City have a budget in mind for this project? If so, can you please disclose?

Please see responses to questions 4., 5., 18. and 50, in this document.

81. Can you clarify the following translation requirements:

- a. Automated translation software that directly interfaces with the website
- b. Provides multi-lingual automated translation for visitors in compliance with TitleVI of the Civil Rights Act and Executive Order 13166; Improving Access to Services for Persons with limited English Proficiency (2000) for the top 10 languages spoken in San Joaquin County: www.sjcog.org/236/Demographics

Stockton is the County Seat of San Joaquin County. The link provided identifies the top 10 languages spoken in San Joaquin County.

When customers enter a question in a language other than English, the search must translate the request and offer links to the content on the page.

82. Our company is privately held, and our financial reporting details are confidential. We ask if there can be an accommodation to the Financial Statement requirement, such as accepting a signed confidential statement attesting to a few key business profile and financial facts (such as headcount, revenue, debt).

A signed confidential statement attesting to a few key business profile and financial standings with facts will be allowed in place of the Financial Statement Requirements. Financial Statements may be requested upon short-list or intent to award.

83. For Attachment C – Non-Collusion Affidavit, it states this form must be notarized. We request that a signature by our firm would be provided in lieu of the notary requirement.

The Non-Collusion Affidavit must be notarized.

84. Given we are still in a COVID environment, in lieu of the hard copies requested, will the City allow the separate technical and cost proposals to be submitted via email?

Yes. Proposals electronically submitted must be received in time to provide confirmation of receipt by the deadline of May 19, 2022, at 2:00 p.m. to city.clerk@stocktonca.gov and stocktonbids@stocktonca.gov . Fee schedule must be submitted under separate attached file.

85. Is there a maximum budget identified for this project?

Please see responses to questions 4., 5., 18. 50. and 80., in this document.

86. Would the City allow us to provide digital/electronic signatures for this proposal instead of “wet ink signatures”?

No. Wet ink signatures are required, but may be scanned and sent via email.

87. Who from the City will be actively involved in the project and the decision making process? Is this being overseen by a particular department or a particular person?

Under the direction of the City Manager, the Community Relations Officer will be the primary person responsible for the decision-making process and overseeing implementation.

88. Have you ever worked with any Canadian vendors? If not, are you opposed to the idea? Are there any potential funding issues that may make this impossible?

The City will select the best solution for our needs. Please see section 6.2, Local Vendor Preference, which is described beginning on page 8 of the document (page 13 of the PDF):

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89. Are there budget constraints to be aware of? Certainly, organizations like to keep budgets secret to elicit the "best value". But with a website project, it can make the difference in the technology, features, and solutions proposed. Is it appropriate to say the budget is under \$25,000, under \$50,000, under \$100,000 or over?

Please see responses to questions 4., 5., 18. 50., 80., and 85. in this document.

90. Would it be possible for us to submit 2 separate proposals?

Rather than submitting two separate proposals, consider identifying proposed elements and cost as “optional.”

91. What are some websites the City admires from a design perspective?

The City as an entity does not “admire.” Individuals may have a design experience or preference.

92. What were some key take aways the City was able to gather from the RFI? Were there any additional pieces of functionality that you saw that weren’t initially included in the RFI that were intriguing?

The City is seeking a vendor that is responsive the requirements of the RFP.

93. Will online forms be taking any personal information such as social security numbers? No.

94. Does the city have a preference of a traditional CMS vs. a headless content management system?

The City does not have a preference between the two; the City would like a CMS that would be able to take advantage of innovations in technology and user interface design, but also be secure,

accessible, easy and convenient for City staff usage. See Questions 9 & 23 in this document.

95. Aside from posting content on the website what other ways does the City communicate with citizens? For example, newsletters, text alerts etc.

Primarily, via email distribution; however, we may be implementing systems with text alert features.

96. I noticed the City uses Survey Monkey, GoGov and online forms to get citizen feedback. Are there any other tools the City uses to solicit feedback?

- <https://www.surveymonkey.com/r/CDDcares>,
- [https://user.govoutreach.com/stockton/support.php?](https://user.govoutreach.com/stockton/support.php?cmd=shell&goparms=classificationId%3D4166%26caseType%3DProblem)
- [cmd=shell&goparms=classificationId%3D4166%26caseType%3DProblem](https://user.govoutreach.com/stockton/support.php?cmd=shell&goparms=classificationId%3D4166%26caseType%3DProblem)

Not currently.

97. In Section 2.0 Scope of Services, letters I and M, the proposal states,
2.0 SCOPE OF SERVICES
2.1 Submit a response that addresses the following:
I. Secure (single sign-on, password access) employee Extranet to post communications and information specific to employees for employee remote access.
2.2.2 Internal/Employees
M. Secure extranet access with password access for employees.

Based on these statements, is it part of the City's scope/requirements that the chosen vendor builds an extranet site as well?

The City is seeking an extranet site, as well. This portion of the proposal can be submitted as separate cost items.

98. 2.2.3 External/Public
A. Compatible on all major web browsers, including older versions, and with all devices, e.g. desktop, mobile, large screen and kiosk uses.

Can you please describe the City's Use Case for the website on a kiosk?

Kiosks are used for wayfinding, in-person customer queueing systems, and in public venues to provide access to City information and services.

99. 2.2.3 External/Public J. In-person, on-site initial training for website content providers and website administrators at implementation, and ongoing support for website administrators via 24/7, live technical support, or designated/agreed upon live- agent response times. (Note: City website content providers will move website content to the new platform; additional live support may be needed during a specified implementation period.)

Please clarify live support. Would live training that is conducted virtually also fall into this category/definition?

Please see response to questions 46. and 77. in this document.

100. Can you specify the milestones leading up to the website to be up and running (such as choosing a platform and CMS, design approvals, testing)?

Vendor Selected – June 30, 2022; Contract Approved – August 23, 2022; Design completed/accepted – December 15, 2022; Implementation completed – March 2023.

What is the City’s date to “go-live” with the newly designed website?

1st quarter of calendar year 2023.

101. Does the City have a content management services (CMS) preference?

The City does not have a specific CMS preference. The City does have criteria that it will consider, which will inform the selection of the solution. See Questions 9, 23 & 94 in this document.

PROPONENT MUST ACKNOWLEDGE THIS ADDENDUM BY SIGNING BELOW AND ATTACHING THE SIGNED ADDENDUM TO THE PROPOSAL:

Company Name _____

Contact Person _____

Signature _____

Date _____

Proposals Due – Promptly by 2:00 P.M., Thursday, May 19, 2022, at the City Clerk’s Office.

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

Addendum acknowledged and signed? _____ (Procurement Specialist’s initials)