COUNTY OF FRESNO
ADDENDUM NUMBER: TWO (2)
RFP NUMBER: 208-5465
WEB CONTENT MANAGEMENT SYSTEM

Issue Date: May 3, 2016

IMPORTANT: SUBMIT PROPOSAL IN SEALED PACKAGE WITH PROPOSAL NUMBER, CLOSING DATE AND BUYER'S NAME MARKED CLEARLY ON THE OUTSIDE TO:

COUNTY OF FRESNO, PURCHASING
4525 EAST HAMILTON AVENUE, 2nd Floor
FRESNO, CA 93702-4599

CLOSING DATE OF PROPOSAL WILL BE AT 2:00 P.M., ON MAY 12, 2016.

PROPOSALS WILL BE CONSIDERED LATE WHEN THE OFFICIAL PURCHASING TIME CLOCK READS 2:00 P.M. PST

All proposal information will be available for review after contract award.

Clarification of specifications is to be directed to: **Louann M. Jones,
phone (559) 600-7118 or** e-mail CountyPurchasing@co.fresno.ca.us**.**

Note the following and attached additions, deletions and/or changes to the requirements of request for proposal number: 208-5465 and include them in your response. Please sign in <u>blue ink</u> and return this addendum with your proposal.

➢ *ADDITIONAL REQUIREMENT –* **County we will not allow any vendor branding anywhere on the County website. There can be no links to the vendor, no logos, no copyright info, etc.**

<u>ACKNOWLEDGMENT OF ADDENDUM NUMBER Two (2) TO RFP 208-5465</u>

COMPANY NAME: _____
(PRINT)

SIGNATURE (In Blue Ink): _____

NAME & TITLE: _____
(PRINT)

Purchasing Use: LMJ:ssj   ORG/Requisition: 89050000 / 8905160643

QUESTIONS AND ANSWERS

Q1. What are the expected start and launch dates?

A1. Unknown, they will be determined during contract negotiations

Q2. What systems do you currently use for online marketing efforts (email, content marketing)?

A2. None.

Q3. Are there any sections of the sites which may not be apparent that we should be aware of? For instance, the external blog, etc.?

A3. We have some ancillary documents stored on an outward-facing file server. These documents are referenced from our primary web site.

Q4. What is the minimum browser version acceptable?

A4. We would like the site to be browser agnostic, we do not plan to support browsers that are out-of-date.

Q5. Please identify any custom components/modules for the public and intranet sites and expectations for migration.

A5. We will not be migrating any custom components/modules. We will, however, be looking into having some additional design and/or content created for a few departments we would like to showcase.

Q6. Please identify all 3rd party system integrations, current versions and access methods.

A6. Our current CMS is not directly integrated with any 3rd party systems, but we do have 3rd party systems that handle job searching, property tax payments, election results, etc. These systems are linked to our CMS by URL or contained within an iFrame.

Q7. Will content migration & formatting be expected of the selected vendor or will CoF manage this?

A7. Yes but it will be a team effort between the selected Vendor and the County Department Content Editors.

Q8. What resources will CoF provide to the project?

A8. We will have the different Department Content Editors, current Site Admins, Server Staff, Database Staff, Security Staff, and Developers/WebMasters available during the entire process.

Q9. Who are the internal stakeholders who will be managing the site (content updates, dev maintenance, analytics reporting, etc.)?

A9. We have approximately four Admin Users, three to four Web Developers, and approximate 50 Content Editors from the various County Departments.

Q10. Have you conducted audience research recently, ex. Usability testing, interviews, surveys, etc.?

A10. No.

Q11. Do you have an up-to-date content model (including metadata and taxonomies)? Would you share it with us?

A11. We do not.

Q12. Can you confirm that you are looking for a new IA/redesign for both the public facing site and the intranet.

A12. The success of the update of the public facing website, could lead to implementing the selected solution for the County's intranet site, but at a later date and time.

Q13. Can we have visibility into the intranet?

A13. No, not at this time.

Q14. What is the anticipated level of production support that is required post launch?

A14. We would test the system before go-live, and hopefully would only need minimal support. However, we would expect to have support by you until any production problems are resolved, and we may request additional development post-launch (enhancements).

Q15. Have you identified the publishing workflow to be implemented? If so, please provide.

A15. Not at this time.

Q16. How many pages make up the public website?

A16. We currently have approximately 60,000+ pieces of content with most of it being HTML.

Q17. How many pages make up the intranet?

A17. No answer at this time.

Q18. For the intranet what specific functionality is in place?

A18. No answer at this time.

Q19. What authentication method is being incorporated on the intranet site?

A19. Active directory

Q20. Apart from security provided by CMS app any additional layer of security desired?

A20. Depends upon your system; we do need some sort of role definition.

Q21. Do you have a preferred technology stack that you are most familiar with (i.e. .NET, LAMP, etc.) that you would prefer the CMS platform to be based on?

A21. Prefer .Net, C#, but are open to other options.

Q22. What type(s) of content will be on the site(s) (Multimedia, Interactive Tools, etc.)? Can you also please provide all content formats that will be used on the site? (PDF, DOC, WAV, MP3, FLV etc.)

A22. HTML, PDF, all MS Office formats, wav, mp3, mp4, etc. Definitely NO Flash or Quicktime.

Q23. Is there a preference to continue hosting the CMS or move to a cloud environment?

A23. We try to keep data local, as a government entity, it's a generational thing. We will consider cloud, but like being in control of data and up-time.

Q24. Who is the current hosting provider?

A24. Internal hosting at this time.

Q25. Please provide the host environment current specifications and architectural diagram.

A25. We will not provide this.

Q26. Are there specific IT/Infrastructure requirements we should be aware of?

A26. No.

Q27. What are the requirements around security, HPI that we need to adhere to?

A27. You will need to adhere to standard HIPAA regulations.

Q28. Can you give examples of the type of testing platform that you want to implement? Is it a staging environment for the development team? Or is it to test marketing messages? Or is it to be used to do user testing? Something else?

A28. *We will need a test environment for developers, and a staging site for content editors to add/edit/review their content before publishing live. Some departments also require approval chains where content must be reviewed before publishing.*

Q29. Is the award criteria based on a weighted scale or are all 6 factors considered of equal value? If not, can you provide what the weights are?

A29. *Scores will be weighted on each item, not by section.*

Q30. What is the procurement process of on-boarding a new vendor, such as security, pricing, legal review, etc.

A30. *If you are selected, contract negotiations begin, once a contract is finalized it is presented to the board. Once they sign, you would then be requested to provide some documents be provided a VPN account restricted to your severe & databases.*

Q31. What will be the review process post submission of RFP response? A narrowing of the field? Agency site visits? Presentations and/or meetings? What does the timeline look like?

A31. *The written RFP will be reviewed by a team; some number of vendors will be selected for demos. There is no set number that will be invited, as this will depend upon how many are received. The team will also then evaluated each vendor demonstration. Depending upon the demos, the team may wish to conduct a site-visit with a client.*

Q32. Does the County currently work with a digital development resource and are they participating in the review? Are they any existing or past vendors participating in the review?

A32. *No. The review will be conducted by County staff only.*

Q33. Are there geographical requirements impacting the selection?

A33. *We prefer to do business with vendors within the United States.*

Q34. How many agencies have submitted questions?

A34. *Up to the time of writing this, 8.*

Q35. What was the RFP release process? Did the County independently release the RFP to a select group of agencies or was the distribution exclusively from the purchasing web site?

A35. *The RFP was released on the Purchasing website and a Bid Notice was emailed to a vendor list created by our IT department.*

Q36. What official resources/checklist(s) will the County use to determine ADA Section 508 compliance?

A36. *We will use a number of websites that offer ADA Section 508 compliance checking services*

Q37. Will the County provide internal resources to assist in manual accessibility tests?

A37. *If we have the resources available, yes.*

Q38. Are resources assigned to this project required to be U.S. Citizens?

A38. *No, but the contracted vendor(s) must be able to legally do business in the United States.*

Q39. Assuming the County moves forward with our platform recommendation of SharePoint, will the County create the SharePoint development, stage, and production farm environments required to support the final solution, or is the vendor responsible for the creation of these environments?

A39. We will create the server environments and the vendor will configure.

Q40. Will the County configure the SharePoint development, stage, and production farm environments, or is the vendor responsible for the configuration of these environments? If the vendor is responsible, does the County have requirements for high availability in these environments?

A40. Vendor will configure. The production server will need 24/7 uptime, with scheduled maintenance windows.

Q41. Will the production SharePoint farm used in the public facing WCMS solution be dedicated to this solution or, will the production farm be a shared environment used for multiple solutions?

A41. It will be dedicated.

Q42. In the County's current web architecture, how is content replicated from the staging web server to the production web server? Is this functionality handled through Ektron or is it managed with a third party tool? If a third party tool is used, would you prefer to use it with the new CMS?

A42. The function of moving content from the staging web server to the production server is handled through Ektron. We would like the new WCMS System to handle this model too.

Q43. Is the County looking for hosting for the live website as well as the CMS/database? We try to keep data local, as a government entity, it's a generational thing.

A43. We will consider cloud, but like being in control of data and up-time.

Q44. Does the County require custom documentation (outside of those provided as part of a purchased training class) to be written or would a publicly available, online knowledge base that contains step by step instructions on how to use the CMS be sufficient?

A44. We are expecting the documentation to be part of the system delivery that is in support of your system. So if you mean online by being to your website knowledge base, that's fine. We are not expecting to use Google, or such to try and figure out your system.

Q45. What does the County consider to be the most important factor to ensure this project's success?

A45. The project needs to remain in-scope.

Q46. The RFP asks about our experience with WCMS upgrade conversions; can you please clarify whether that's in regards to upgrading the current CMS to a newer version or migrating from one CMS to a different CMS entirely?

A46. We are interested in knowing your Company's experience in both as part of the evaluation process. As mentioned during the Vendors Conference, we currently have Ektron and due to customizations we had made to Ektron, upgrading to a more current version would be very painful. We want to be able to upgrade the new WCMS System whenever the selected vendor releases a new version.

Q47. With regards to launching a solution in 180 days, does that include web design as well as implementation and content migration?

A47. A project plan can be detailed out during contract negotiations. We would expect system installation and training within this time frame at minimum.

Q48. One of the requested items is to "describe your ability to provide for the creation of our own templates for use by content editor staff". Are you looking for non-technical end users to be able to create new templates, be able to deploy different content layouts and designs within the same template, or for technical CMS administrators to be able to create new templates?

A48. No, this would be a developer type to create a template and then make it available for non-technical staff.

Q49. With regards to type-ahead search functionality, does this refer to files within the CMS or through search on the live website?

A49. Yes, we would like it to span across both systems, but if forced to choose, we want the type-ahead functionality on the live website.

Q50. For multilingual pages and content, can you elaborate on how you'd like the CMS to "shrink/grow or redistribute content"? Will the County handle translation in-house or would the use of a third party application, such as Google Translate, be required?

A50. We are open to suggestion on the best way to handle language translation.

Q51. How would the County define a successful User Acceptance Test? Does the County have such a test prepared that they would like the CMS vendor to use?

A51. A successful user acceptance test will be when the system is accepted for production use. No we don't have one developed yet.

Q52. As our access to your datacenter and servers would rightfully be limited, would you expect the selected CMS vendor to be able to install, maintain, and support all required software for a CMS that is installed at your location and not in a vendor hosted (and vendor accessible) cloud?

A52. Yes, with the cooperation of our staff.

Q53. Which 3rd party reporting tools would the County wish to integrate with the CMS?

A53. In regards to Web Analytics, please feel free to include a solution with your response.

Q54. What percentage of the content migration do you anticipate being handled by the County vs. the selected vendor? Our company offers a free migration tool that's been used with great success by our clients in moving away from Ektron. Since it's completely free (and we provide training), some of our clients have opted to handle their migration mostly, or even entirely, in-house to reduce costs. If such a tool was available to the County, would that change the ratio of migration work?

A54. Perhaps. We are unable to fully answer this as we don't know your tool.

Q55. Kindly let us know the details about the current staffing structure to support the current applications.

A55. We currently have a webmaster and approximately 50 content editors working on the site daily. We also have support from our development team, server team, and database team.

Q56. Are processes in place (Incident management workflow, change management workflow, run book details for L1 support etc.) for supporting applications?

A56. Any modifications to production systems are required to go through our change management process. We also rely on our current vendor for support with issues we are not able to solve in-house.

Q57. Can support tickets be raised only by the ISD staff or can issues be raised by end users?

A57. ISD staff only.

Q58. Content subscription and email alerts can be allowed on a number of levels, is the intent for individuals to provide simple subscription (i.e. subscribe/unsubscribe to a specific content feed with an email address) or more complex involving user profiles and subscription management interfaces for categorical or key word subscriptions (i.e. Google alerts style notifications).

A58. At this point a simple subscribe/unsubscribe will be sufficient.

Q59. Can COF provide examples of the types of forms that are desired or required as part of the initial deployment? Is the county primarily looking for simple data forms that are submitted tot eh data base and sent to an internal email or complex branching forms with submission workflows?

A59. We are looking for simple forms completed by site visitors that when submitted are delivered to an email address or database.

Q60. What format would COF prefer, if any, for stating exceptions to the County's requirements, conditions, and specifications?

A60. Separate page labeled Exceptions, reference section in RFP and list your points.

Q61. The RFP states that, in the case of a tied bid, the contract shall be awarded to the County of Fresno vendor. Is this the case for RFQs only or does this apply to RFPs as well?

A61. This applies to both RFPs and RFQs, but what we will look at is "all other factors being equal" and in this RFP even if the pricing was equal the chances of all other factors being equal from one proposal to another would be very, very surprising. In an RFP the cost is not the only deciding factor determining award of contract.

Q62. When do you anticipate that finalist demos at COF will occur? When would finalists be notified that they have been selected for an onsite demonstration/presentation?

A62. Vendors will be invited to provide demonstrations after the Evaluation Team has reviewed, discussed and evaluated all the proposals. Probably sometime in June, we will have a better idea after the Evaluation Team meeting has been scheduled.

Q63. If awarded the contract for design work, we would at a minimum need to hold a requirements gathering meeting with County stakeholders. Is this acceptable?

A63. You would meet with the IT department stakeholders after the Tentative Award letter is released and after the 7 day appeals period has ended.