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ADDENDUM #1 RFP #24-0042 WEBSITE REDESIGN

July 23, 2024

The following is to ensure that vendors have complete information prior to submitting a proposal. Here are some clarifications regarding the proposal for RFP #24-0042 Website Redesign for Strategic Communications.

Questions and/or statements of clarification are in **bold** font, and answers to specific questions are *italicized*.

- 1. The RFP states “The website is deployed and managed using the Umbraco content management system. The development partner will be responsible for building functional page widgets as defined by discovery and which can be easily incorporated into the Umbraco CMS.” Is it the goal of the county to continue using Umbraco CMS or is the county open to using the OpenCities CMS?**

We want to stay with Umbraco CMS. The focus of the RFP is for a new Bootstrap-compatible styling template, and information architecture consulting, not a complete system replacement.

- 2. The RFP states, “Sedgwick County Government does not authorize the use of any proprietary code throughout the scope of this project.” Is this a requirement for the project, or is the county open to proprietary code?**

It is a requirement of the project that it does not incorporate proprietary code, so that the county can maintain and update the code in the future without concern for licensing hurdles.

- 3. The RFP states “The design template needs to be ready for implementation testing the week of November 4, 2024, with a production implementation by the week of November 25, 2024. Content clean-up and information architecture changes should be completed by the week of November 25, 2024.” With the award slated for October 2024, our understanding of the requirement for the design template is a highly accelerated timeline. Can you please confirm these dates? If this is an accurate deadline, can you share more on the business initiative that this is aligned with?**

The November 2024 implementation schedule pertains to the new Bootstrap-compatible styling template. We anticipate that the information architecture consulting aspect will be a longer-term effort though.

- 4. Is there any minimum number of references to be included for the RFP?**

A minimum of three (3) professional references is required.

- 5. Do we need to provide three (3) references to qualify bidding for the RFP?**

Yes.

6. We are an IT Staffing and Solution firm. Can we also use our Staffing references as a reference to provide for this RFP?

Those references are not relevant to the project.

7. We are out of Kansas state business. Do we need to complete Kansas state business registration?

You will need to complete State of Kansas Business Registration only if awarded.

8. Is there an incumbent vendor?

No.

9. Is the incumbent vendor invited to bid?

N/A.

10. What version of Umbraco are you on currently?

We currently run Umbraco 7.x, and have plans to upgrade to 8.x by the end of 2024, then to 13.x in 2025.

11. Are you open to Umbraco Cloud?

No. We have extensive customizations and local integrations.

12. What are you current annual hosting costs?

\$0. Our CMS runs on existing shared infrastructure.

13. What is the budget range or do not exceed amount for this project?

Not to exceed \$100,000.00.

14. Can you share any website links that you like for web design inspiration?

City of Wichita, Kansas. - Wichita.gov

15. The client will provide all necessary data, access to databases, and content required for the development in a timely manner.

Correct. Some access may be in the form of file transfer, while other access may be in the form of chaperoned remote access.

16. We assume that “No functional changes” are assumed for Election Results and Construction Projects sections; only design integration is anticipated.

Correct.

17. Clarification is required for the specific needs of the Email Publications sign-up form and subscription data management.

Only design integration is anticipated.

18. Third-party link integration for GIS web pages and purchasing data is assumed.

Only design integration with Bootstrap-themed C# Razor templates is anticipated.

19. Existing content will be migrated with minimal structural changes, except for those explicitly mentioned in the project scope. (Upon confirmation with the client.)

Content will not be migrated. Instead, a new Bootstrap-compatible styling theme will be applied to the content in situ. The “information architecture” – e.g. the hierarchical structure of the content, individual document structure, and navigational pathways – are expected to be substantially improved and streamlined by the vendor we engage for this project.

20. Design concepts and revisions will be reviewed and approved by the client within the agreed-upon timeframes to prevent project delays.

Correct.

21. The client’s existing security protocols and compliance measures will be adequate to protect the new website and any additional requirements will be discussed with the client.

Correct.

22. The hosting environment provided by the client will be sufficient to support the new website’s performance, scalability, and security needs.

Correct.

23. Can you provide an overview of Sedgwick County's mission and vision?

Mission - Cultivate a healthy, safe and welcoming community through exceptional public services, effective partnerships and dedicated employees.

Vision - To be a local government leader in building public trust, implementing innovative solutions and supporting opportunities for success.

Values:

***Trust:** We act with respect, fairness and honesty.*

***Integrity:** We hold ourselves to the highest standards of ethical conduct, the responsible use of resources and steadfast transparency.*

***Collaboration:** We work together for the public good.*

***Compassion:** We serve all with care and dignity.*

***Innovation:** We empower all to value new ideas, advance creative solutions and demonstrate resourcefulness.*

24. What are the primary goals and objectives for the new website?

The styling should be streamlined and have a professional appearance in keeping with the county’s branding standards. Information architecture should be streamlined so that visitors can quickly find and use what they are looking for.

25. Who are the primary and secondary audiences for the website?

The primary audiences of the website are county residents and entities that do business with the county. Secondary audiences are people who are considering living in Sedgwick County, working for Sedgwick County, or doing business with Sedgwick County.

26. What are the major pain points or limitations of the current website?

The information architecture and styling of the site makes it seem overwhelming to visitors and makes it hard to find what they are looking for.

27. What features or functionalities on the current website are essential and should be retained?

All custom back-end code and functionality will be retained to the extent it can accommodate the new Bootstrap-compatible styling theme.

28. Are there any specific pages or sections that receive the most traffic or are most important to users?

There are separate, critical .NET apps that obtain markup/styling template from our CMS. Among others, these include the Property Tax app and Sheriff Warrant Search app.

29. How do you envision the new website's design reflecting Sedgwick County's brand and values?

We expect the design to be streamlined, but should include the official county seal logo, specific county colors, and an emphasis on user-friendliness, particularly for mobile users and users with accessibility issues.

30. Are there any specific design elements or styles you prefer or want to avoid?

We primarily want to streamline for optimal usability, particularly for mobile users and users with accessibility issues.

31. How will the content be organized on the new website?

The vendor we engage will consult with stakeholders, including writers and editors, to establish best practices that optimize content for accessibility and navigational ease.

32. What types of content (e.g., text, images, and videos) will be most prominent?

Text and images are most common and prominent. We also have many embedded videos and forms.

33. How will content updates be managed, and who will be responsible for them?

Content updates are currently managed by departmental writers and editors, and this will continue to be the case.

34. What are the technical requirements for the new website (e.g., CMS platform preferences, integrations)?

We use Umbraco CMS. We are currently on 7.x and will update to 8.x later in 2024, then 13.x in 2025.

35. Are there any specific performance or security requirements that need to be addressed?

Our CMS admin site is only installed internally and is network-isolated from the rest of the intranet. The public CMS resides as a separate installation in our DMZ and does not have admin components available. We will maintain this configuration.

36. What third-party tools or services need to be integrated with the website?

While we use a number of Umbraco plug-ins, we do not anticipate they will be impacted by this project.

37. What accessibility standards (e.g., WCAG 2.1) must the website meet?

Accessibility standards that we expect to meet are listed in the RFP document.

38. Are there any specific compliance or legal requirements the website must adhere to?

The site must be ADA-compliant.

39. What are the key SEO objectives for the new website?

Content within pages should use HTML markup such that search crawlers can semantically understand and parse the content structure within each page.

40. What analytics and tracking tools do you currently use or plan to use?

We use Google Analytics, SiteImprove, and SmarterStats.

41. Who will be the main point of contact for the project?

For technical contact, our Web Architect is Chantele Crossman. For content expectations and styling standards, our Director of Strategic Communications is Nicole Gibbs.

42. How do you prefer to communicate and receive updates about the project?

Email and Zoom/Teams meetings are preferred.

43. What is the expected timeline for the project, including key milestones?

The timeline is in the RFP document.

44. What ongoing maintenance and support do you anticipate needing after the website is launched?

To be determined.

45. Are there any other stakeholders who need to be involved in the project?

The project will be conducted in close collaboration with Strategic Communications, IT Development, and power users from other departments and elected officials. Regular users of the system will include dozens of writers and editors, plus the public at large. We wish to take special care to consider the needs of visitors with accessibility issues.

46. Are there any upcoming events or deadlines that the new website should accommodate?

We anticipate the release of a redesigned Bootstrap 4-based website style in July 2024. We expect the vendor we engage for this project to further enhance styling by extending this Bootstrap styling template.

47. Question: Do you have any concerns or specific requirements not covered by the previous questions?

No.

48. Are GIS maps provided as iFrame embeds currently?

The GIS maps that are managed in the CMS are rendered using ASP.NET C# Razor templates and JavaScript. Any changes that result to them as part of this RFP will be limited to Bootstrap-compatible styling template updates and/or relocating the pages as part of information architecture consulting.

49. Can you provide an overview of the technology and format of the separate Election Office and Contractor databases in terms of how they connect with the existing website?

Older election results are uploaded to the site as a raw flat file, parsed using custom C# logic, and rendered using ASP.NET C# Razor templates. More recent election results are uploaded as PDF documents. The Contractors are managed using Fluidity, an Umbraco plug-in that allows for SQL table editing. Data is rendered to end users with ASP.NET C# Razor templates. Any changes that result to them as part of this RFP will be limited to Bootstrap-compatible styling template updates and/or relocating the pages as part of information architecture consulting.

50. Can you provide an overview of the existing and desired functionality for the custom applications for Construction Projects, Election Results, and Email Publications?

Any changes that result to them as part of this RFP will be limited to Bootstrap-compatible styling template updates and/or relocating the pages as part of information architecture consulting. We do not expect back-end changes to custom applications and/or plug-ins as part of this RFP.

51. Is there a preference for local vendors?

No.

52. When did the last significant update and/or website redesign occur?

The last substantial redesign was in 2018. Another substantial redesign is nearly complete, with a likely release in July 2024.

53. What does the review and approval process look like on your side?

For the Bootstrap-compatible styling template, it would need approval from Strategic Communications. It would have to be QA tested by IT Development in a development environment and would undergo User Acceptance Testing with select power users.

54. Can you tell us a little more about your expectations for this part of the RFP submission - "Please include a detailed website design template and information architecture proposal" - Are you looking for actual IA and design recommendations as part of this RFP response or are you looking to understand more about our approach and methodology to these types of deliverables?

We wish to understand the approach and methodology. Examples from similar past projects will be beneficial.

55. What is your intended go-live date for the new website?

The Bootstrap-compatible styling template should be ready for testing and production by November 4, 2024, and November 25, 2024, respectively. Information architecture consulting and the resulting changes will occur over a longer time period, beginning at time of contract award.

56. What are the drivers for the November deadlines?

Budget.

57. How flexible are these timings to adapt to our tried and tested project delivery methodology?

Project needs to be completed by year end.

58. Can you tell us a little more about your ambitions from a design perspective? How far are you looking to transform from the current implementation? Are there any design elements that you would be looking to keep?

We want the website to reflect the Sedgwick County Brand standards, presenting a modern and professional face to our citizens. As long as the site adheres to these standards, is easy to navigate, and is more responsive on mobile devices, I would certainly be open to see what they had in mind for updating the design. The website has become a repository and less of a customer most needed/most sought after information- user friendly website....we need to find a "back to basics" simplified designed website.

59. How often is new content added to the website?

Multiple times per day.

60. What type of new content is added most often?

Rich text, images, and embedded video.

61. Related to the above, how deep and in-depth do you see the current content needing to be changed?

The content is abundant and in need of substantial pruning and reorganizing to make it easier for public users to quickly find what they are looking for.

62. Would you be expecting all site content to be migrated to a new website instance or are you open to prioritization?

We will rearrange content on the existing website instance. We anticipate this to happen gradually, rather than as a "big bang" effort.

63. Would you be open to sharing content loading and migration responsibilities or are you looking for your vendor partner to complete all work as part of this project?

Optimally, the vendor will educate our departmental power users in how to effectively write, style and organize information for optimal public user experience. Those power users would be able to share some of the responsibility for arranging their own content and information. The departmental power users may have limited time available, though, so the feasible balance of responsibilities would need to be assessed on a department-by-department basis.

64. How defined are your users currently? Do you have personas and segmentation?

We currently define users as public visitors to the site or users who have varying roles for content creation and/or management through the Umbraco “back office”.

65. Are you open to conducting new primary research to understand more about your current audience and their digital behaviors?

Yes.

66. Do you have the capability to recruit users for testing or are you looking for your vendor partner to undertake this?

Vendor partner.

67. Can you tell us a little more about what technology you are currently using for your website and any key integrations?

The site runs on Umbraco CMS. Integrations are listed in the RFP document.

68. What is the size and makeup of the team currently managing the website? I.e. developers, IT team members, content editors, etc...

We have one (1) Web Architect, up to five (5) developers who may be involved in this project, and four (4) members of Strategic Communications who are involved in managing content. There are approximately 86 writers and editors across the county who assist with maintaining website content.

69. Do you have any expectations for leveraging the existing codebase, especially when it comes to customization?

Yes. We expect the existing codebase to remain intact, aside from the new Bootstrap-compatible styling template and/or rearranging HTML output from Razor templates as needed to accommodate the new styling template.

70. Per the RFP, you will accept electronic submissions, correct?

Yes.

71. Is there a size limit for email submissions? What is the attachment size max?

Yes. 35mb or less.

72. Will the submitter receive timely response that proposal email and attached file was received?

Yes.

73. How many website domains are a part of this RFP? Please provide a list of domains.

Does it include?

<https://careers.sedgwickcounty.org/>

<https://ssc.sedgwickcounty.org/countycourtpayment/default.aspx>

<https://teamup.com/ksagfrv8p78t9c5ivw>

Only www.sedgwickcounty.org for public use and webadmin.sedgwick.gov for internal use.

74. What is your current process when there is severe weather alert?

N/A.

75. Do you use your website for communication about weather alerts?

Not at this time.

76. Is it your desire to do so with the new website

Not as part of this RFP.

77. Online Form-The contact information collected, is that used for countywide communication?

Some forms collect contact information that is used for countywide mailing lists.

78. Does Sedgwick have a CRM?

No.

79. Are online forms processed thru said CRM and routed to the appropriate department?

Forms are not processed through a CRM.

80. What is the current workflow for form submissions?

There are numerous forms with a variety of workflows.

81. What are the pain points you are experiencing and would like to improve with the website redesign process?

We wish to streamline the styling and the information architecture to make the site easier to navigate and consume. The primary problem is that the content size and scope has grown out of control; writers and editors often do not know how to best present content for web consumption and often do not know which content is most important to post for public consumption.

82. For board minutes/agendas, how many years are required to be available on the website?

The board minutes and agendas are served through a third-party iframe and are not relevant to this RFP.

83. What types of documents need to be searchable within the document center (flyers, minutes, pamphlets, booklets, images)?

That is outside the scope of this RFP.

84. There are events listed on the home page and this page <https://teamup.com/ksagfrv8p78t9c5ivw>, What is the engagement for events hosted/marketted?

Teamup.com content is not part of this RFP. We do list events on our homepage for informational purposes, and the new Bootstrap-compatible styling template may impact that listing.

85. Do you collect email information for website visitors? What's your current process?

We use a few different bulk mail providers but they are not integrated with the county website and are not part of this RFP.

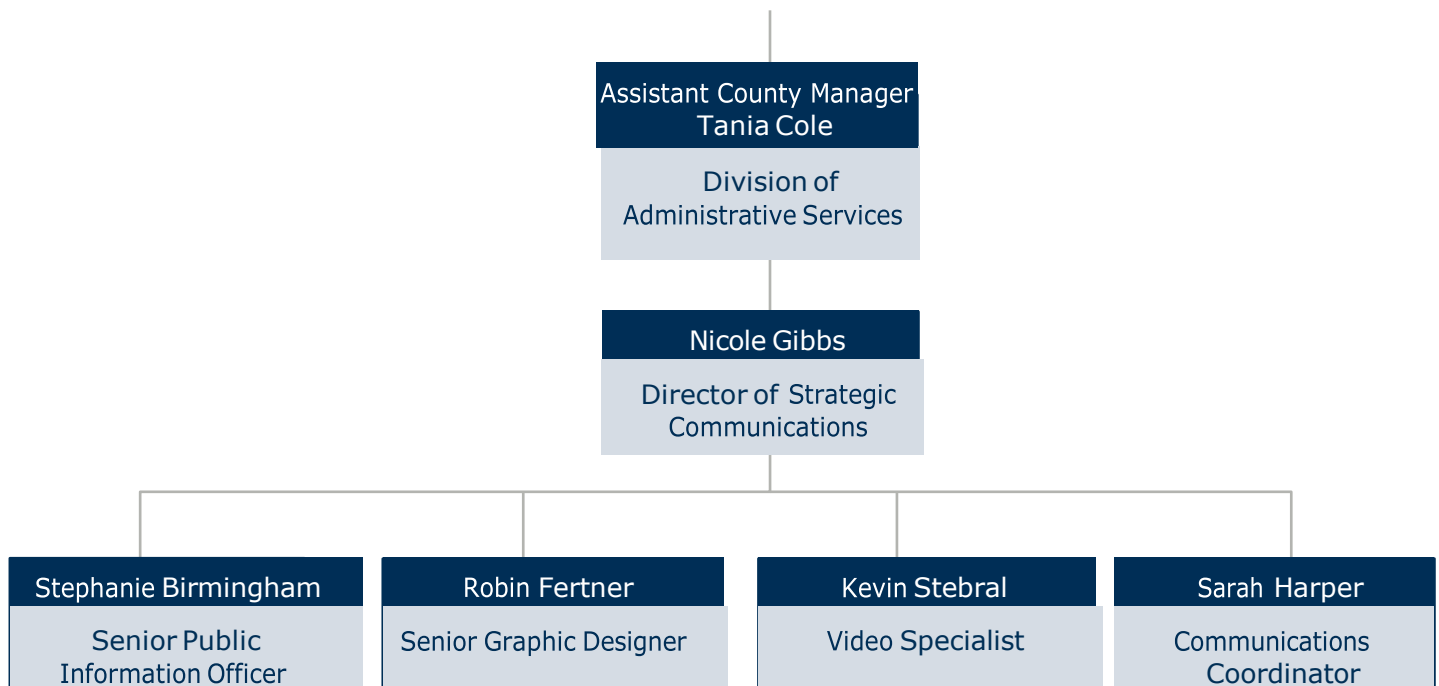
86. What is your current process for ensuring ADA Accessibility as it relates to the website?

We use SiteImprove to score the site for accessibility.

87. What tools do you use to monitor accessibility issues with your websites, videos, attached files, etc.?

We use SiteImprove to score the site for accessibility.

88. What is the size of your current marketing and communications team? Could you provide an org chart and/or a description of positions and responsibilities?

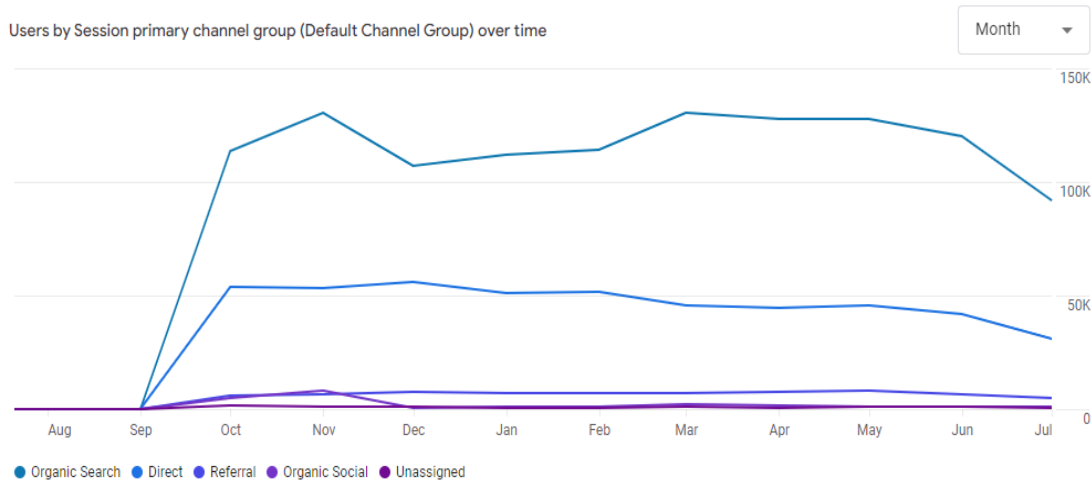


89. Are you currently running any campaigns that have a digital component to them? If so, can you describe the digital execution aspect of these campaigns?

Yes. Two (2) departments: Elections and Health - billboards or other content would point user to website.

90. What is the current traffic in sessions per month of the site? Do you have Google Analytics reports that you can share?

Over 100,000 sessions per month.



91. Do you have account ownership of all third-party tools and systems used on the site such as:

- **Google Tag Manager**
- **Google Analytics**
- **Google Cloud Console/APIs**
- **Google Translate**
- **Meta (Facebook / Instagram)**
- **X (formerly Twitter)**
- **LinkedIn**

Yes to all with the exception of Google Translate.

92. Do you have a brand standards guide?

Yes.

93. Can you provide source files for your logo and brand assets?

Yes. We can provide source files to the winning bidder.

94. Do you have an assets library of images and videos that can be used in the new site design? For example, images of the vehicles, stations, stops, customer/lifestyle images, etc.

We have many images and videos on the site and its media storage tool.

95. If so, could you provide preview access to vendors to evaluate the media?

We will provide access upon award.

96. Will the website back-end/content editors be from the marketing department or will there be editors from all the departments?

Editors come from all departments.

97. How many hours per month do you estimate should be allocated to training?

To be determined.

98. Do you expect the selected vendor to be responsible for data the site's data security?

No.

99. Do any specific compliance standards need to be adhered to (SOC, NIST, etc.)?

The CMS is outside the scope of PCI- and HIPAA-compliant applications.

100. Do you have either an internal or a vendor-provided security and compliance team?

Yes. We have an internal IT Security team.

101. Do you currently perform routine (at least annually) security audits?

Yes.

102. If so, can you please share the general results of the last security audit (do not include any specific vulnerabilities that were discovered)?

We will not share results.

103. Do you currently perform routine security testing and monitoring, such as penetration testing, dark web monitoring, employee anti-phishing training and testing, etc.?

Yes.

104. If so, can you please share information about the testing and monitoring measures that you have in place?

We will not share security measures.

105. Do you maintain a Backup and Disaster Recovery (BDR) plan and associated solution?

Yes.

106. If so, can you please share information about it?

All servers are backed up regularly at the file system level and the database is backed up very frequently.

107. If not, do you desire to have the selected vendor implement a BDR plan and solution?

BDR is not part of this RFP.

108. Do you have a desired uptime requirement that goes beyond the baseline standard of 99.9% for critical systems during working hours?

There is no SLA for the CMS.

109. Will the new site need to store any Personally Identifiable Information (PII) about users or site visitors?

The site already stores PII for people who fill out most forms.

110. Will the new site need to handle any Payment Card Industry (PCI) complaint transactions?

No.

111. Is there a DBE Percentage requirement/goal for this project?

No.

112. As to the proposal evaluation, can you provide weight percentages for each category?

A point system has been assigned - see RFP.

113. Are you seeking best price or best value?

Best Value.

114. What is the evaluation timeline for review of proposals, scoring, notification of next phase, award? We understand things may need to shift but a tentative schedule would be helpful?

Timeline provided within RFP.

115. Are you considering a rebrand in the near future?

It has been a consideration in the past and will continue to be a possibility.

116. How will you measure success for this project?

A clean user friendly website product that meets all the customer service goals and IT goals.

117. Outside of the defined requirements, what do you hope to accomplish that may not be communicated in the RFP?

Goals have been communicated in RFP.

118. Within this contract, what kind of relationship are you seeking with the service provider? Would this be a project-based or strategic partnership?

Project-based for the RFP but could potentially morph into an on-going strategic partnership if needed.

119. Is a bond required to submit a proposal or work on this project?

No.

Firms interested in submitting a *proposal* must respond with complete information and **deliver on or before 1:45 pm CDT, August 13, 2024**. Late *proposals* will not be accepted and will not receive consideration for final award.

“PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM ON THE *PROPOSAL* RESPONSE PAGE.”



Lee Barrier
Purchasing Agent

LB/ch