

City of Fairlawn

Questions & Answers

Website Design, Maintenance and Hosting

Q1. Section 1.7.16 states that TCOF reserves the right to select elements from different proposals and combine/consolidate them in any way that best serves the city. If an element in proposal A is good, and an element in proposal B is good, and they're consolidated into C, then will the party responsible for each element be the one to develop that element (A and B separately)?

A1. Yes, each party would develop their element separately.

Q2. May we bid on a specific element of the RFP, and limit the scope of our response to the RFP, if we believe our capabilities can best be focused on one specific area. For instance, if our forte is in database work, can we bid solely for elements of the RFP related to databases. Or, if our forte is in design, may we bid for the design part of the site?

A2. Yes, you may bid solely on specific elements, but we encourage firms to submit a complete proposal.

Q3. I see in the RFP that work is to commence in February. Is there a timeline that TCOF has in mind for total completion?

A3. Yes, February – March, 2007. Additional time may be granted upon request. The City will ensure that any requested information is met within 48 hours.

Q4. Section 508 compliance with usability standards is only required for federal websites. Many city websites, right here in Northeast Ohio, do not fully comply with section 508. While broad usability is important, I think it's worth noting to TCOF that strict compliance with this section for your website RFP might 1) scare web developers away from bidding on the RFP because section 508 compliance can be demanding and time consuming, and 2) increase the cost of development in the bids you see because of the time such a meticulous undertaking would require. In addition, if employees of TCOF update their own content (which my company won't be able to control) they might update content that violates 508. Often software packages such as Dreamweaver account for the majority of usability pitfalls that can occur in a website (such as the use of the ALT tag.) What is TCOF's view of this requirement given my professional opinion?

A4. The City is expecting that the delivered site will be fully 508 compliant.

Q5. Our partner has asked for clarification of the requirement in Section 3.3, based on their observation that presenting a sample layout of the final site could require nearly as much effort as actually designing the site. Specifically, our question is whether a sample functional layout that is not meant to be graphically accurate, coupled with examples of our completed graphical and layout work in live production sites, would fulfill the requirement for a sample layout.

A5. The City is requesting a simple layout design to aid in qualifying potential proposers. The City will leave it at the proposer's discretion how much time and effort to put into it.

Q6. On page 10 of the proposal, item 3.4, 2nd bullet, a Requirements Compliance Matrix template is referenced as Exhibit C. This Exhibit is missing from the RFP document?

A6. Please disregard this bullet.

Q7. Can you confirm that you are looking for your extended search engine capabilities to search through your new web site, the City Ordinance Web Site, and a third location that contains LaserFiche information? Provided by a third party vendor, no work required. Are all web sites controlled by the City of Fairlawn? No

Q8. How are you currently sending out City Newsletters? Is it print-based, email based or both? If email, do you have an email delivery system in place or are you looking for that type of solution? No

A8. The City of Fairlawn intends to utilize both print and email methods. All emailed newsletters will be sent via the hosting firms SMTP outgoing mail server.

Q9. Can you explain further the goals of the signage module? We understand the self-registration and verification process. We understand the ability to post and search properties, but we were confused about the signage references within the explanation. Is this an online property search, or are you trying to build a physical or digital signage output system?

A9. Please provide more information. Yes, it is an online property search, but please describe in more detail what you mean by physical or digital signage output system.

Q10. What is the meaning behind the departments section A.2 stating that the main contact could have more than one toggle switch? More than one main contact, but not more than one toggle switch. Additionally please provide clarification into the meetings and special notices section A.3 meaning of multiple uploads of file and title information requirements. I am particularly questioning the needed multiple parts of these statements.

A10. The ability to upload multiple files for a particular notice. (All of them)

Q11. Under section 4.3, there makes reference to a section 3.6 (organization, quality and service experience). The RFP seems to be missing this section.

A11. Section 3.6 should read Section 3.2. Experience is important.

Q12. What is City's internal IT infrastructure?

A12. Not relevant to this RFP

Q13. Would the City prefer a hosted solution vs. an onsite solution ? In the alternative, has the City ruled out a hosted solution?

A13. No, hosting will not be onsite.

Q14. Section 2.1 Search Engine: How does the City plan to integrate with LaserFiche/City Ordinance in the future?

A14. No current plan in place.

Q15. Can you provide any statistics on the current site like web site hit volume to help perform capacity planning?

A15. The City website is designed as an extension of our services and should be comparable to other municipal sites. It experiences a minimum amount of traffic and should therefore be priced accordingly.

Q16. Are there any specific factors prompting a redesign of the site at this time?

A16. 8 year old site, out of date

Q17. Do you have a budget for this project?

A17. Yes

Q18. Do you have any specific browser requirements for the redesigned site?

A18. In accordance with Section 508 compliancy.

Q19. Do you have any specific resolution requirements?

A19. Minimum resolution 1024/768

Q20. Do you have any specific guidelines for page load times?

A20. Page load times should adhere to current industry standards.

Q21. Do you have any guidelines limiting the use of Flash?

A21. Flash components should be utilized to maximize the City's website, but should not exist as the entire infrastructure.

Q22. Are there any specific graphic elements which must be included on the home page and / or throughout the site? City of Fairlawn logo? Specific color scheme? Type faces?

A22. Yes, City specific artwork does exist and will be given to the winning proposer. This is hereby done so as not to hinder the firms' development spectrum.

Q23. Will any new content be developed for this site redesign? Or is this just a repackaging of the existing site?

A23. Yes, the RFP is for the complete redesign of the City's website.

Q24. Does a library of Fairlawn photography or other local imagery exist? Would we have access to it?

A24. Yes, the imagery will be made available to the winning proposer.

Q25. The site currently uses a lot of PDFs. Will that continue, or can this content (or at least some of this content) be switched over to html?

A25. Yes, PDF's will continue to be used as they are now.

Q26. Can you expound on the following statement within the RFP:

"a search engine should be included with the website for accessing information, and expandable capabilities for future use with LaserFiche and/or Fairlawn Code of Ordinances"

A26. A general text search should allow the end user to search the content of the website and will not include any current interaction with LaserFiche/Fairlawn Code of Ordinances.

Q27. How many individuals do you want to have access to the CMS as content editors? How many of these would have total CMS editorial control (all site access) versus specific page or section editorial responsibilities?

A27. One Master administrator, Department level administrators which only have access to their department.

Q28. In the meetings & special notices section, you mention file uploads. Will these uploads consist of related documents (like application form PDFs) or something else?

A28. Anything, majority of files uploaded will be PDF's, but type of file uploaded should not be regulated.

Q29. In what format are the city newsletters currently produced?

A29. PDF

Q30. Has the City identified any technologies for developing and hosting the web site (such as Microsoft/Unix based site with database server MS SQL Server/Oracle, etc.)?

A30. No, the City does not insist on a specific development environment, only that these environments should be proven within the market place.

Q31. Pg. 2: *Introduction*. Line 2 states "...(Proposers) to submit a written proposal for the financing . . ." Will the deployment firm be responsible for obtaining financing on behalf of the city? Please clarify what is meant by financing.

A31. No, we have a budget for this project.

Q32. Pg. 7: *Project Overview*. Under *Easy Site Navigation and Organization*, line 2. What does "modern tools" refer to? Software? Hardware?

A32. Not specific tools, but more of an intuitive user experience.

Q33. Page 8

a. First full sentence. "...by providing a diversified and well-planned cyberspace community..." Is it the intent of the city to provide a portal that supports online chat rooms, discussion forums, and communities?

A33a. No, extension of the City's resources for the citizens.

b. *Universal Service*. What is meant by "accessing City services"? Will the city be providing paid services online? Billing? Accepting payments for services provided? Please clarify what services residents will access.

A33b. Limited to Information Services at this time.

Q34. Page 12

a. *Departmental Sections - Dynamic*. Sentence 3: "A contact form will be provided..." Is it the intent of the city to provide a "secure" connection to encrypt information ("secure" implies the use of digital certificates, and related technologies, tools, and techniques to encrypt information)?

A34a. No

Q35. Page 14: *City Newsletter*. "A link will be provided which will allow citizens to enter their name..." Will this need to be a "secure" (as outlined above) connection?

A35. No, not secure.

Q36. Page 15: *Periodic Maintenance Notification*. Entire section needs to be clarified, with an emphasis on clarifying the following:

a. The phrase "properties that have been posted within multiples of forty-five days."

b. What should happen if the e-mail is sent out and the posting is not updated? Will an e-mail message then be sent every day from that point on until the posting is updated?

c. The example in the last sentence does not help to clarify the maintenance process. Eighty days is not a multiple of 45. Please clarify "eighty days" in the context of "multiples of forty-five."

A36. This is an example of how the Notification system will work:

1. User will upload a number of properties;
2. Every night a script will run which will look at the post date;
3. if the date is more than 45 days old, it will notify the poster;

4. it will notify the poster every 2 days up to 6 attempts;
5. after 12 days (of notifying) it will either drop the property or deactivate the entire account.

Q37. Page 16: *Security*. Does “secure” imply the use of digital certificates use of encryption, as outlined above.

A37. No

Q38. Page 17: *Privacy*. Please clarify subpart (a). Is this the city’s privacy policy that will be on the *finished* website? **Yes**. Or, is it the proposer’s privacy policy (*prior* to award of project) as outlined in its policies and procedures? **No**. The 2nd sentence talks about *post-implementation* privacy policy whereas the 1st sentence talks about the privacy policy of the proposer *prior* to award of project. Please clarify this inconsistency. Further, whose responsibility will it be to protect the privacy of information (assuming that the hosting company’s infrastructure is largely secured), especially in the case where the hosting is outsourced to a third-party company?

A38. Proposer should provide some methods by which they will enforce the Privacy Policy. Description of steps taken to ensure a secure environment.

Q39. Were websites of other cities / companies examined or used as models to create the requirements? If so, please provide some examples.

A39. No.

Q40. Does the content need to be written from scratch for the new website? Or, will the content from the current website be modified? Who will modify the content in the latter case?

A40. Site should be dynamic; therefore the City will modify it themselves.