

City of Oakley Website Design RFP Questions and Answers - FINAL

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#	Date	Question	Response
1	4/26/2024	Will local or in-state agencies be given preference?	Per the Oakley Municipal Code Section 3.6.006, "When the amount or value involved is at least \$50,000 and the purchase does not qualify as an exception to competitive bidding requirements per Section 3.6.010 or 3.6.028, the purchase shall be made by the City Council through competitive bid as outlined below:" and Subsection 3.6.006(h), "If two or more bids received from responsible bidders are for the same total amount or unit price, quality and service being equal, preference shall be given to the local vendor, or the City Council may accept the lowest bid made by negotiation with the tie bidders and the Purchasing Agent at the time of the bid opening."
2	4/26/2024	Is there a preference on what CMS will be used for the redesigned website?	There is no preference on the CMS that will be used.
3	4/26/2024	What is your "not to exceed" budget?	Budget has not been determined for this project.
4	4/26/2024	What is your yearly maintenance budget?	The City is currently paying \$202.50 per month for the existing website. The maintenance budget has not been determined for the new website.
5	4/26/2024	How many pages from the current website, if any, will be migrated to the new website?	The number of pages from the current website that will need to be migrated to the new website has not been determined.

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6	4/26/2024	Will there be any 3rd party applications that need to be integrated into the website? If so, please provide which applications will be integrated.	The following existing 3rd party applications will need to be integrated into the new website: Civic Plus CivicRec Civic Plus NextRequest Code Publishing Constant Contact (signup forms) EmailMe (forms) <i>unless the new website has its own robust forms site</i> GoGov (Oakley OnDemand request/complaint system) Granicus Peak and Meeting Efficiency Suite
7	4/29/2024	Does the City have specific branding guidelines that need to be followed in the redesign?	The City will provide the branding package to the selected vendor.
8	4/29/2024	Does the City have an existing media bank (photos, videos) available for use in the website design	The City has existing photos and videos for use by the selected vendor.

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9	4/29/2024	Can the City provide detailed feedback on the current website's limitations or issues besides the outdated design?	The CMS is not intuitive for new users and there is no help or tutorial page for back-end users. Many features rely Plugins such as Yoast for SEO. There is a lack of customization options for pages; users can add blocks to customize a page, but in most cases cannot customize the block itself. If a contact changes, users cannot easily search the website for all of places that contact is listed. Users cannot duplicate event posts or make events reoccur on the calendar. Certain webpages' conversions to mobile devices makes pages illegible or confusing like www.ci.oakley.ca.us/recreation/oyac/ . Scrolling is a problem as there are extremely long pages and some pages with scrolling text within scrolling text.
10	4/29/2024	Which programs need integration into the new website? Are there preferences for these integrations?	Please refer to answer number 6.
11	4/29/2024	What additional features and functionalities does the City anticipate needing?	The City will need to eventually incorporate online application submission for Community Development through Tyler Munis.
12	4/29/2024	What are the required roles and permissions for the CMS? How many user types will there be?	The City anticipates needing a minimum of 3 roles/permissions: 1) Administrator; 2) Author; and 3) Editor.

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13	4/29/2024	Are there compliance standards beyond ADA that the website needs to meet?	The selected vendor must develop a website that complies with the: California Consumer Privacy Act, California Privacy Rights Act, Children's Online Privacy Protection Act, California's Online Privacy Protection Act, and the Americans with Disabilities Act. The City desires requires the selected vendor to conform to, at a minimum , the Web Content Accessibility Guidelines (WCAG) 2.0 or subsequent version .
14	4/29/2024	What is the volume of content that needs to be migrated to the new CMS?	Please refer to answer number 5.
15	4/29/2024	Who are the primary users for training, and what are their current skill levels?	The primary users will be one representative from each City Department with the Assistant City Manager serving as the webmaster. Some users are skilled in WordPress, some have basic HTML experience, and others will be new to content creation and management.
16	4/29/2024	What performance metrics does the City expect (e.g., load times, downtime)?	First contentful paint - less than 2 seconds Time to Interactive - less than 5 seconds Speed index - under 3 seconds Uptime - 99.9% or better Server response time- under 200 milliseconds
17	4/29/2024	Is there a defined budget range for this project?	Please refer to answer number 3.
18	4/29/2024	Does the City have preferred technologies or platforms for the new website?	HTML5 is specified in the RFP; other than that, the City currently has no preferred technologies or platforms.
19	4/29/2024	Who will manage the DNS settings? Are there specific requirements for this?	DNS is managed via AWS Route 53, through the City. Detailed instructions to be provided by vendor when changes need to be made.

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20	4/29/2024	What specific security features are required? Are there existing protocols to follow?	All pages should be secured by SSL encryption, and management of SSL cert and renewal is responsibility of the vendor. Platform must be regularly updated with security updates and patches.
21	4/29/2024	Does the City have a preferred hosting environment, or should the vendor suggest options?	The City does not have a preferred hosting environment.
22	4/29/2024	What level of ongoing support and maintenance is expected after launch?	The City will require ongoing support for periodic questions/training on the site as well as regular software maintenance.
23	4/29/2024	How should coordination among multiple vendors be managed if different services are sourced from various providers?	The City should act as the first point of contact and will liaise. If direct contact between vendors is required, City may elect to be present.
24	4/29/2024	Is there a specific timeline the City is targeting for the website launch?	The City would like to award the contract in June or July 2024 with work beginning as soon as possible after award. There is no specific deadline for launch of the new website.
25	4/30/2024	Are overseas companies eligible to submit proposals for your project?	Overseas companies and companies outside of the United States are eligible to submit proposals.
26	4/30/2024	Could you please clarify your preference regarding on-site versus remote development?	The City does not have a preference between on-site and remote development.
27	5/1/2024	What CMS are you currently using?	The City is currently using WordPress for the CMS.
28	5/1/2024	Do you have a certain program in mind/preference for the new CMS?	Please refer to answer number 2.
29	5/1/2024	Can the winning bidder can do all the work remotely. If not, how many days would we need to be on-site in Contra Costa County, CA (in the Bay Area.)	Please refer to answer number 26.

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30	5/2/2024	The RFP says HTML 5 Code should be primary, no JavaScript, .NET or open-source modules. We interpret this to mean that Java Script as well as .NET, and open-source modules are not permitted to be used. Is this interpretation correct?	The RFP has been updated to say that HTML 5 should be the primary code, not JavaScript, .NET or open-source modules. A minimal number of JavaScript modules are acceptable as long as they are kept up to date.
31	5/2/2024	Is municipal experience mandatory for prospective applicants to compete in this RFP?	Municipal experience is desired, but not required.
32	5/2/2024	Additionally, could you please clarify whether organisations without prior municipal experience are still eligible to submit proposals?	Vendors without prior municipal experience are eligible to submit proposals.
33	5/2/2024	How many total pages does the website have?	The City does not have a total page count and does not possess the tools to easily determine the number.
34	5/2/2024	How many people are there in total in the City?	The population of Oakley is 44,688. There are 101.43 Full Time Equivalent employees authorized in the City budget (excluding elected officials and seasonal employees).
35	5/2/2024	[Does] your selection criteria include companies from Pakistan?	Please refer to answer number 25.
36	5/3/2024	It is mentioned that we need to consider the integration of other city owned projects & department websites into the new website. Do we need to consider only simple URL redirection for those projects & websites, or would it contain integrating any functionalities from those projects and department websites? Please specify.	Some of the integration would include URL redirection and some of sites require integrating functionalities.

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37	5/3/2024	As part of our redevelopment scope, do we need to consider all the "Catalog" pages (https://secure.rec1.com/CA/oakley-ca/catalog) to be added to new website or we just need to redirect to this URL for Event Booking, Adding to Cart & Payment process? Please specify.	The "Catalog" pages will only require a redirect to the URL.
38	5/3/2024	Which are the workflows we need to consider for approvals? Would it be only for content publishing?	The City does not plan to implement content publishing workflows.
39	5/3/2024	In case of content approval flow, we assume that there will be multiple user roles involved from CMS side for content creation and approval. Please specify the user roles we need to consider for backend CMS.	
40	5/3/2024	Which 3 rd party integrations do you envision as part of the new website development?	Please refer to answer number 6.
41	5/3/2024	The current website is in English language. What other languages we need to consider for new website?	The selected vendor will not have to translate the website into other languages. The website should be capable of being translated into multiple languages by translation software built into browsers such as Google Chrome, Safari and Microsoft Edge.
42	5/3/2024	Based on our initial review of your website (https://www.ci.oakley.ca.us/), we can visualize the features from the End User perspective only. Apart from Admin & End User, which are the different user roles that we need to consider as part of the new website?	Please refer to answer number 12.
43	5/3/2024	We assume that we need to migrate all the content including texts, images, documents, etc. from existing website to new website. Please confirm.	Not all content will need to be migrated to the new website. The City team will work with the selected vendor to identify which content will need to be migrated.

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44	5/7/2024	Could you please provide more specifics about the existing systems mentioned in the RFP (Code Publishing, Government Outreach, Civic Rec, etc.) that need to be integrated with the new website? Are there specific technical challenges or limitations we should be aware of?	<p>Code Publishing provides the City's online Municipal Code at https://www.codepublishing.com/CA/Oakley/.</p> <p>Government Outreach provides the City's online Customer Relationship Management (CRM) System at https://www.ci.oakley.ca.us/ondemand-faqs/.</p> <p>Civic Rec is the City's online Recreation registration and payment system at https://secure.rec1.com/CA/oakley-ca/catalog and will only require a redirect.</p> <p>The City is not aware of any specific technical challenges or limitations.</p>
45	5/7/2024	You mentioned a transition to a new CMS. Are there specific features or capabilities that the City is looking for in the new CMS that are not met by the current WordPress-based system?	The City desires an intuitive, efficient, and user-friendly CMS that staff can easily train new staff to use.
46	5/7/2024	Regarding ADA compliance, is there a specific standard or level of compliance the City aims to meet with the new website (e.g., WCAG 2.1 Level AA)?	Please refer to revised answer number 13.
47	5/7/2024	Does the City have new branding guidelines that should be incorporated, or are there examples of preferred website designs that the City considers ideal?	Please refer to answer number 7 for the branding response. The City does not have a preferred or ideal website design.
48	5/7/2024	For the requirement to translate the website into various languages, are there specific languages that are a priority for the City?	Please refer to revised answer number 41.
49	5/7/2024	What is the volume and format of existing content that needs to be archived and migrated?	Please refer to answer number 5.

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50	5/7/2024	Are there prioritizations regarding which content must be moved first?	There are no prioritizations of which content must be moved first as the new website will not "go live" until at a minimum, all legally required content has been created and/or migrated.
51	5/7/2024	Could you specify the expected number of city staff members who will require training?	The City estimates a maximum of 10-12 City employee will require training.
52	5/7/2024	What levels of technical proficiency can we expect from the staff to tailor the training accordingly?	Please refer to answer number 15.
53	5/7/2024	Is there flexibility in the project timeline, especially concerning the soft launch and official launch dates?	Yes; the City will work with the selected vendor to establish realistic deadlines.
54	5/7/2024	Can you provide more details on the expected security standards for website hosting?	Please refer to answer number 20.
55	5/7/2024	Are there particular protocols or certifications the City requires?	Other than what is listed in the RFP and in answer number 20, there are no other required protocols or certifications related to security.
56	5/8/2024	Is there an incumbent vendor?	There is an incumbent vendor.
57	5/8/2024	Is an incumbent vendor invited to bid?	The incumbent vendor is invited to bid.
58	5/8/2024	Does your team have a general budget in mind for this project?	Please refer to answer number 3.
59	5/9/2024	We are a Canadian company. Are you accepting proposals from foreign entities?	Please refer to answer number 25.
60	5/9/2024	Could you share the budget or budget range for this project?	Please refer to answer number 3.
61	5/9/2024	Are you looking to design from an existing template or are you looking for a custom design?	The City does not have an existing template.
62	5/9/2024	Are there any existing pain points or challenges that you want to address?	Please refer to answer number 9.
63	5/9/2024	Could you tell us how this project would fit within the greater organizational strategy?	The City believes in transparency, clear messaging and providing ongoing community outreach, education and engagement for its residents, businesses and visitors. A well-organized, up-to-date, easy to navigate and accessible website is necessary tool to provide this for the public.

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64	5/9/2024	What are your success criteria for this project?	A successful project will produce a well-organized, up-to-date, easy to navigate and accessible website with an easy to use CMS that existing staff can efficiently and effectively train future staff to use.
65	5/9/2024	Are there any specific technologies or platforms you'd like to utilize?	Please refer to answer number 18.
66	5/9/2024	How many pages do you anticipate the new website will have?	The City does not have a page estimate at this time.
67	5/9/2024	How much content will need to be migrated from your existing website?	Please refer to answer number 5 and 43.
68	5/9/2024	What are your expectations for ongoing maintenance, updates, and technical support after the website is launched?	The selected vendor is expected to regularly update the site with security updates and patches as well as provide technical support for staff on an ongoing basis.
69	5/9/2024	Are there any specific security or privacy requirements that need to be addressed?	Please refer to the RFP and answer number 20.
70	5/9/2024	Do you have an existing user testing group?	There is not an existing user testing group.
71	5/9/2024	Do you have any examples of competitors that you admire or would like to differentiate from?	The City does not have any examples.
72	5/9/2024	What will define success for the new website?	A successful project will produce a well-organized, up-to-date, easy to navigate and accessible website with an easy to use CMS that existing staff can efficiently and effectively train future staff to use.
73	5/9/2024	What do you consider the biggest potential challenges to the successful completion of this project?	The City considers time to be the biggest challenge to the successful completion of the project as there is limited staff with many competing projects and priorities.
74	5/9/2024	What do you consider to be the most important criteria for a successful new partner to provide these services?	The most important criterion is the ability to deliver the project as requested.
75	5/9/2024	Would you ideally like to work with a partner that has experience designing and building municipality websites?	The City would ideally like to work with a vendor that has experience designing and building municipality websites, however that is not a requirement.

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76	5/9/2024	Are the other similar websites that you view as aspirational or industry leaders?	Please refer to answer number 71.
77	5/9/2024	How mature is your current audience intelligence? Do you have existing market research, user research, surveys, personas, journeys, etc.?	The City does not have this information.
78	5/9/2024	Do you have any technology preferences for the new CMS (proprietary, open source, PHP, .NET, etc.)?	Please refer to the RFP and answer number 2.
79	5/9/2024	Do you have a preference on government focused CMS platforms supported by a single vendor, vs. broader CMS platforms like Drupal, WordPress, and Sitecore supported by a large network of vendors?	The City does not have a preference between a single vendor vs. a large network of vendors.
80	5/9/2024	Are there any CMS platforms or technologies you will not consider?	Please refer to answer number 2.
81	5/9/2024	Will there be any new features, functionality, or integrations included in this project scope that are not on the current website?	The City does not anticipate any new features, functionality or integrations to be included in the project scope (please refer to answer number 37 regarding future integration), but will accept suggestions/options from the vendor in the proposal.
82	5/9/2024	Elaborate on the following requirement and level of support expectation: Conversion, installation, training, ongoing support, and integration of other City-owned projects and department websites into the new website.	The City may ask that the vendor integrate the City's Economic Development website at https://www.opportunityoakley.com into the new City website.
83	5/9/2024	Elaborate on the following requirement and level of support expectation: Ensure functionality with currently integrated programs and the newly selected ERP software.	Please refer to answer numbers 6, 36, 37 and 44.
84	5/9/2024	Can you please provide a list of all existing third-party system and data integrations, and detail whether they are simple integrations such as embeds or more complex integrations that require custom APIs or other development?	Please refer to answer numbers 6, 36, 37 and 44.

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85	5/9/2024	Who will be responsible for completing a content inventory and making decisions on whether to remove, update, or migrate existing content?	Each department will assign an employee to make decisions on whether to remove, update or migrate existing content with oversight by the Assistant City Manager.
86	5/9/2024	How many total web pages do you estimate will need to be moved to the new website?	Please refer to answer number 5.
87	5/9/2024	How many total documents (Word, PDF, or other) do you estimate will need to be moved to the new website?	Please refer to answer number 43. The City does not have a total at this time.
88	5/9/2024	How many online forms exist on the current website that will need to be rebuilt for the new website? Can you please provide URLs for all the existing forms?	The City does not have an estimate at this time and cannot provide the URLs for all the existing forms. Many of the forms on the website
89	5/9/2024	Do you expect the selected vendor to migrate all content to the new website? Or will the City staff also be supporting this effort (which will reduce vendor cost)?	Not all content will need to be migrated to the new website. The City team will work with the selected vendor to identify which content will need to be migrated and staff will supporting the migration effort.
90	5/9/2024	Will a data export of all website content be provided to the selected vendor in CSV or similar structured data format? Or will all content migration be a manual process?	The process will likely be a combination of both automated export/import and manual entry.
91	5/9/2024	Can you provide a list of the internal roles who will support the new website after launch?	Staff at various levels in each department will have administrator, author and editor permissions with the Assistant City Manager serving as the webmaster.
92	5/9/2024	Can you provide a list of the internal who will be involved in this project?	
93	5/9/2024	Would you like the selected partner to make frequent onsite visits to meet with your team?	The selected vendor is not required nor expected to come onsite.
94	5/9/2024	How important is the geographic location of your selected partner?	Geographic location is not important as long as the selected vendor can provide technical support during City business hours.

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95	5/9/2024	Is there a defined budget range or maximum budget for this contract?	Please refer to answer number 3.
96	5/9/2024	When do you anticipate the project will kick off?	Please refer to answer number 24.
97	5/9/2024	What is the desired schedule to complete this scope of work?	
98	5/9/2024	Can you provide an overview of the number and types of the other city-owned projects and department websites that will need to be combined into the main site as part of this project?	Please refer to answer number 82.
99	5/9/2024	Which ERP system do you use? Can you provide an overview of the level of integration that is needed with the website?	The City is implementing Tyler Munis in phases. No integration is needed at this time. The City will need to eventually incorporate online application submission for Community Development through Tyler Munis.
100	5/9/2024	Which other third-party platforms are integrated with the site today?	Please refer to answer numbers 6, 36, 37 and 44.
101	5/9/2024	Regarding language translations, are you looking for hand-translated content or would you be open to machine translations (using a plugin, such as GTranslate)? If manual translations, could you provide a list of the specific languages and an approximate number of pages and/or blog posts that will need to be translated?	Please refer to revised answer number 41.
102	5/9/2024	Do you have a preference for a CMS platform? (such as WordPress, Drupal, etc.)	Please refer to answer number 2.
103	5/9/2024	What key calls-to-action or interactions will users take on the website?	The City cannot answer this question.
104	5/9/2024	Can you provide an estimate of the number of website pages, posts, and/or documents that will need to be migrated?	Please refer to answer number 5.
105	5/9/2024	How many visitors does the site plus all subdomains get each month (approximately)?	The website had 9,598 visitors over the last 30 days with 29,583 page views.
106	5/9/2024	What qualities have worked well or made a project successful with past vendor partners?	Friendly, easy to understand, accessible vendors who do not talk down to nor belittle staff for not being subject-matter experts ensure successful technical projects.

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107	5/9/2024	Is there an incumbent bidder on this project?	Please refer to answer number 56.
108	5/9/2024	Is there a preference for local vendors?	Please refer to answer number 1.
109	5/9/2024	Do you have a set budget or budget range in mind for this project?	Please refer to answer number 3.
110	5/9/2024	Do you have a set yearly maintenance and hosting budget or budget range?	
111	5/9/2024	What is the ideal timeline for the completion of this project?	Please refer to answer number 24.
112	5/9/2024	Would you need any copywriting or content migration services?	The City is not anticipating needing any copywriting. The City will need content migration from the existing website as listed in the RFP.
113	5/9/2024	Would you need any original or stock videography or photography?	The City is not anticipating needing stock videography or photography.
114	5/9/2024	Is there a CMS that you have a preference for over the other?	Please refer to answer number 2.
115	5/9/2024	How much content do you currently have on your website?	Please review the City's existing website.
116	5/9/2024	Could you let us know what the budget is for this work?	Please refer to answer number 3.
117	5/9/2024	Could you let us know what the timeline would be to get this work completed within?	Please refer to answer number 24.
118	5/9/2024	Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?	Please refer to answer numbers 1 and 25.
119	5/9/2024	What does Oakley consider "advanced technology for government organizations"? In other words, is there specific functionality desired that isn't requested in the RFP?	The primary technological change the City would like to see from our current solution is a modern and more user-friendly CMS.
120	5/9/2024	Regarding the item "replace the existing CMS software," will Oakley accept WordPress as a valid CMS software?	As the City understands it, WordPress has significantly evolved since the existing City website was designed, therefore the City will accept WordPress.

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121	5/9/2024	What is the name of the newly selected ERP software? Can Oakley provide a high-level list of features provided by the ERP software?	Tyler Munis will replace Tyler Eden as the City's ERP software, including budgeting, procurement, Human Resources, payroll, cash receipting, permitting and licensing.
122	5/9/2024	Regarding language translation. Is there a top priority of languages desired? Is Oakley looking for the ability to provide a "direct" translation for each desired language (a labor intensive process), or would Oakley an automatic language translation (such as one provided automatically by a web browser or by the deprecated Google website translator (which is now deprecated).	Please refer to answer number 41
123	5/9/2024	Regarding "HTML 5 Code should be primary, no JavaScript, .NET or open-source modules." JavaScript and open-source code are very common components of nearly all modern website development. Even if a completely "non-open-source" solution is found, JavaScript will likely be required. Is there a specific concern this statement is trying to address?	Please refer to answer number 30.
124	5/9/2024	Will Oakley be willing to provide a summary of all questions asked by RFP respondents?	The question and answers are available on the same page as the RFP: https://www.ci.oakley.ca.us/business/request-for-proposals/