Website RFP Questions 7.10.24

Project Execution and Vendor Preferences

- Is there an incumbent, and are they bidding?
    - There is an incumbent vendor and we do not have that information at this time.
- Is there any preference for local vendors?
    - There is no preference or points given to local vendors in the RFP. The procurement code does give some preference but only in the case of a tie.
- Is the bidding process open to international participants?
    - No
- Will the project execution be Onsite or Offshore?
    - If I'm reading this correctly the project must be hosted in the US.
- Is there a certain date PCMS wants to go live with their new website?
    - June 2025
- Could you please provide information about the current tech stack for this opportunity? - A comprehensive list of the technology stack used for the current PCMC website. This includes any frameworks, languages, and tools integral to the website's functionality.
    - The existing site utilizes a CMS with SSL and controls using JavaScript for basic automations to control content, calendar, and news information. The site is relatively flat containing information pages with specialized services using inline frames (iframes) to connect third-party systems and databases.

Budget and Costs

- What is your current annual spend on CMS, hosting, and related technical support?
    - We were spending about $10000 in CMS, hosting, and technical support for our current website.

CMS Requirements and Preferences

- CMS preference, Drupal, Wordpress, etc?
    - No preferences, but the ideal platform would provide flexibility for future changes and support frequent security updates.
- Do you want email newsletter distribution capabilities?
    - Yes, we would like email newsletter distribution capabilities.
- Does the search function need to index the contents of PDF/Doc files?

- o   Yes they will need to index PDF and Document files.
- Does the site search need to index content from other domains?
  - o   The search index will need to index our sub-domains for Library, Recreation, Golf, etc.
- Are there any security standards required for your CMS platform (i.e., HIPAA, PCI, SOCII, FedRAMP, etc.)?
  - o   Meeting the Utah Government Data Privacy Act (UGPA) is required but little to no personal information should be stored on the website. However, this shouldn't preclude best practices for data protections.
- Does a fully responsive website that scales for mobile devices meet your requirement for a mobile app? If not, will the mobile app be part of the initial project development? Or something developed in the future?
  - o   I think just mobile friendly as Tyler will be covering a lot on that front with their App and then we have transportation/parking apps
- Is this RFP only for the main parkcity.org website or does it also include the redesign and development of the sub-sites listed (i.e. Library, PCMR, PC Transit, Ice Arena, and Golf sites)?
  - o   The RFP seeks redesign for the main parkcity.org site and the sub-sites, each which include integration of plug-in software for scheduling, etc. Plese visit each of the sub-sites for current content.

Integration Requirements:

- Can you provide more details on the types of third-party integrations you need (e.g.,CRM, payment gateways, event management systems)?
  - o   We currently use Monsido for our website auditing, AWS hosting tools, and Google Analytics (now Google Analytics 4 but not used). No APIs are currently being utilized.

User Experience and Design:

- What are the primary goals for user experience improvements on the new website?
  - o   Easy to navigate main menu
  - o   General navigation improvements
  - o   Concise information
  - o   Better serve as hub for all City business and transactions
  - o   Improved search functionality
  - o   Improved accessibility

Mobile Application:

- Do you foresee the mobile app needing to access the same CMS content, or will it have separate content management requirements?
  - No mobile app will be needed, but it will need to be mobile responsive.

Hosting and Security:

- What are your specific hosting requirements, including bandwidth, storage, and scalability needs?
  - Must be US hosted.
  - Please demonstrate your bandwidth, storage, and scalability.

Performance and SEO:

- Are there any performance benchmarks or SEO metrics that the new website needs to meet?
  - Please show us your capabilities on improving SEO metrics.

User and Functionality Requirements

- How many levels of users are needed?
  - 4
- How many page types or templates do you expect to have on your website?
  - We do not have a set number of templates in mind, but are looking to streamline web content as much as possible for consistency and ease based on industry standards.
- How many users of the content management system do you expect to have?
  - 4 Super Admins
  - 1 Admin from each Department
- What is the monthly traffic to the current website?
  - We do not have current numbers on our monthly traffic. It fluctuates based on season. We will need high availability in US-based regions to accommodate.
- Are survey/voting tools required?
  - No
- Is there a need for a document library?
  - Yes
- Are there multi-lingual requirements? Is Google Translate or similar sufficient?
  - Yes. Google Translate is sufficient.
- Existing Site Map: The current site map of the PCMC website will help us understand its structure and navigation flow, which is crucial for the redesign process

- Do you experience frequent surges of traffic that impact performance at critical times? Have you dealt with any security issues or malicious traffic on your sites like DDoS attacks, SQL injections, etc.? If so, what was the impact?
    - The website is hosted by AWS and includes both standard and enhanced security controls. Historically the site experiences seasonal traffic fluctuations but has "normal" cybersecurity pressure that haven't resulted in any significant DDoS or other cyber events. Site impacts—either accidental or malicious—have been addressed with data restores as the website data is mostly static or referential.
- Are you using anything for CDN or WAF currently?
    - No CDNs are used and most sensitive processing is handled by iframed systems that utilize WAF security controls.
- Do you require specific response time SLAs for critical issues? If so, please specify expectations.
    - No established SLAs are identified here. However, a companies' ability to reasonably respond to issues and follow best practices for website management would meet general business requirements.
- The RFP document mentions: "Respondent should be capable of matching or exceeding the functionality of specific subpages,....," can the City provide a list of functions and features indicating the ones that are top priority versus the secondary ones?
    - The subpages include the domain https://parkcitylibrary.org/ that will have some distinctive differences to enhance the marketing of events and library materials in formatting considerations to accommodate their respective iframe product.
    - Vendors should visit our website to determine the functionality needed.
- Are there any unique functionalities or custom features that are crucial for your website that are not mentioned in the RFP
    - Creating an exceptional visitor experience with good design, superb search capabilities, and advisement for the proper ongoing management are highly desired.
- How many pages does the current website have? How many themes are currently used?
    - There are currently 895 pages. Five or so departments all have their own themes, but we want to consolidate these themes under one umbrella.
- It is observed that the current website is hosted on Amazon. Do you plan to continue there or do you want to shift to any CMS-specific modern hosting platforms?
    - We are open to other hosting
- Could you please confirm if you have only one production site, or do you also utilize a staging site for testing before deploying fixes to production?

- - One production site
- Could you please clarify if there are any specific requirements or considerations for managing sub-links within the project?
  - Please demonstrate how you manage sub-links.
- Do we have to create new pages and content as a part of the scope of the project? If yes, what percentage of new content creation are we looking at?
  - We won't need new content, but we will need new pages plus a reorganization of current content. Some departments may change their initial welcome page during this process, but content will be provided.
- Could you please confirm if you require an ADA compliance level of AA?
  - Yes
- How many monthly hours are currently spent on the website's maintenance? What is the current spend on your maintenance and hosting?
  - We currently do not have a number for monthly hours. We previously spent $10000 on maintenance and hosting.
- What procedures are currently in place for handling emergencies, such as system outages or security breaches? Has the current website faced any security breaches in the past?
  - We have decided that this question is not important at this stage.
- What amount of training support shall we anticipate for the authority's web management team?
  - We will request training for the main website team.
- Are these subpages part of the main redesign project, or should the strengthening of these pages be considered to be delivered in separate phases over the allocated contract term?
  Park City Library - We Read Park City
  Park City MARC & Recreation Home | Park City, UT
  PARK CITY TRANSIT | Park City, UT • Park City Ice Arena | Park City, UT
  Park City Golf Club | Park City, UT
  - These subpages are part of the main redesign. This is because all Park City sites are expected to be moved to a .gov top-level domain by June 2025.

Design and Accessibility

- Do you have any specific design preferences or examples of websites you like in terms of layout and functionality?
  - An example would be: https://www.sunnyvale.ca.gov/

- Please confirm that one design theme will carry across the entire site, and if there is a need for sub-themes of any type, please specify.
    - Yes
- Are there any specific accessibility tools or standards you prefer or have considered implementing?
    - Screen Readers: Tools like JAWS, NVDA, or VoiceOver to assist visually impaired users.
    - Keyboard Navigation: Ensuring all interactive elements are accessible via keyboard.
    - Color Contrast Checkers: Tools like Contrast Checker to ensure sufficient contrast between text and background.
    - Accessibility Validators: Tools like WAVE or Axe for checking compliance with WCAG guidelines.
    - Alternative Text: Using descriptive alt text for images to provide context for screen readers.
    - Semantic HTML: Utilizing proper HTML elements (like headings and lists) to structure content effectively.
    - Accessible Forms: Implementing ARIA roles and labels for form elements to aid usability.
    - Captioning and Transcripts: Providing captions for videos and transcripts for audio content.

Post-Launch Support and Team

- What kind of ongoing support do you anticipate needing after the initial launch?
    - Working hours support
- Please describe the internal team who will be responsible for the website post-launch (developers, non-tech users, etc.).
    - IT: Kyle Cummings, Lexie Irish
    - Community Engagement: Linda Jager, Emma Prysunka

Data and Traffic

- Can you provide usage data or estimate expected traffic to the site?
    - We currently do not have any up-to-date usage data for the website.

Experience and References

- Is it mandatory to provide a list of municipal award-winning websites, including the city name and URL?
    - They do not need to be municipal award-winning websites we just prefer them to be. Please provide a list of any award-winning websites.

- Is it mandatory to have at least five years of experience with municipal government websites?
  - We have modified the RFP and are asking for 5 years of experience with government or university websites. Not specifically municipal.
- Is it mandatory to provide three examples of design portfolios, including the URL, or can we provide a mock to confirm if this meets your requirements? Is this acceptable for the City stakeholders?
  - A minimum of five examples of websites, preferably government and in the U.S. This should include website URL, number of years they've been a customer, customer name, and contact information, including name, title, phone, and e-mail for a minimum of five references.

Miscellaneous

- What is the submission method for our proposal (via the SciQuest portal, via email to you, etc)
  - Please submit via U3P.
- The RFP specifies that there is a 30-page limit to our proposal - does this page limit include pages like tabs and cover/back pages that are there to help divide and organize our proposal?
  - No.
- Is there an estimated intent to award date for this RFP that you can share?
  - We anticipate Fall 2024. However, we have a lot of interest and the process may take a long time.
- The RFP mentions that demos/interviews could take place. Is there an estimated date that these would take place?
  - No, this will depend on the number of submissions we get.
- Additionally, in regard to interviews, would those be held onsite at the City or virtually
  - We may host both types depending on the location of the team.
- To clarify, are pages 12-34 of the RFP a copy of the entire PCMS's standard contract agreement?
  - Yes
- Also in relation to Exhibit A Professional Services Agreement Cyber-Minor, to confirm, this document is not required to be signed and submitted with our proposal, and it is included in the RFP for our reference only at this point, correct?
  - Yes
- Do we need to submit copies of our insurance with our proposal?
  - No

- The RFP specifies we need to submit a technical response and cost — can these be included in a single proposal document, or does our technical response need to be separate from our cost submission?
  - We would like these to be separate.
- Why is the City moving away from Granicus (current website vendor)?
  - PCMC declines to answer this question.
- How does a vendor submit their response to the RFP? Is it accepted via both mail and online?
  - You can submit your proposal via UP3. Digital Only.
    https://bids.sciquest.com/apps/Router/PublicEvent?CustomerOrg=StateOfUtah
- What is the contract duration?
  - Through July 2025.
- Any business license or any certifications required?
  - Only for Utah vendors.
- What will be the mode of submission?
  - You can submit your proposal on UP3.
    https://bids.sciquest.com/apps/Router/PublicEvent?CustomerOrg=StateOfUtah
- Is this a new opportunity? If not, could you please provide the name of the incumbent and their offered rate?
  - Granicus is our current vendor.
- Are resumes of candidates required? If so, should they be live resumes or sample resumes?
  - Current resume documents, please
- Can we leverage the experience of our subcontractors?
  - That is acceptable but you need to list out when you are using the subcontractor.
- Is offshore work permitted?
  - Offshore work is permitted but hosting must be in the US. It is also preferred that there be a US lead contact.
- What is the length of contract required for hosting, maintenance, and support post launch? One year with 3-5 optional years is standard. Does the City have a preference
  - PCMC is currently looking for the design and launch at July 2025 additional years and hosting will be considered.
- The RFP mentions a budget of $60k per year, is that for hosting and maintenance or does that figure also include the design, development, and content migration for the sites?
  - This is for design, development and content migration.
- Will Park City Municipal Corporation (PCMC) be requesting pricing offered under a GSA Schedule? Or will this RFP and contract be issued under the authority of PCMC?
  A. Under the authority of PCMC.
- When was the site last redesigned and upgraded? How long has the site been in maintenance mode?
  - 2020

- Is there an incumbent vendor? If yes, can we have their names?
  - Granicus
- Do you have a planned launch date for launching the site?
  - June 2025
- Are there any particular challenges the authority faces with its current website?
- The budget estimate is 60K annually. Is this amount allocated solely for the redesign of the website, or does it also cover ongoing maintenance and hosting support? Could you please provide more details about the allocation?
  - Redesign of website.
- Does PCMC have any specific branding guidelines that need to be followed in the redesign?
  - Yes.

Questions from U3P:

Are there any third-party integrations or services (e.g., payment gateways, GIS mapping) that the new website needs to support?

- No APIs or direct integrations are used, iframes support payment, GIS Mapping, Everbridge (event and emergency notifications) to name a few.

What are the primary goals or metrics for success for the new website? Are there specific user engagement targets or functionality improvements you aim to achieve?

A. This is hard for us to define as we previously did not have robust success goals or metrics. The answer is No we don't really have any targets or improvements we aim to achieve.

What AI features do you think the city's website might benefit from?
A. Chatbot that helps you navigate the site

What platform and tools are you currently using for your website?
A. Granicus

Are you planning to write the content from scratch, or do you intend to migrate the existing content currently on the site?
A. Migrate content

How many pages do you currently have across the https://www.parkcity.org/ website? Are you looking to migrate content from any other websites to the new redesigned site?
A. Migrate content

We have noticed that https://parkcitylibrary.org/ is currently a separate website. Are you looking to merge it with the new website or keep it separate?

    A. Merge it with new website