



## **City of Raleigh**

**Request for Proposals #: 274-COM2024-02**

**Title: Implementation of RaleighNC.gov Restructuring**

**Proposal Due Date and Time: Monday, August 5, 2024 at 5:00 p.m.**

### **ADDENDUM NO. 2**

**Issue Date: July 19, 2024**

**Issuing Department: Communications**  
**Direct all inquiries concerning this RFP to:**

*Robin Deacle*  
*Communications Director*  
[Robin.deacle@raleighnc.gov](mailto:Robin.deacle@raleighnc.gov)

City of Raleigh  
Addendum 2 to RFP 274- Implementations of RaleighNC.Gov restructuring

Issue Date: July 19, 2024

To: All Proposers

This Addendum, containing the following additions, clarifications, and/or changes, is issued prior to receipt of proposal packages and does hereby become part of the original RFP documents and supersedes the original RFP documents in case of conflict.

Receipt of this addendum must be acknowledged by signing in the area indicated below. Please make the follow additions, clarifications, and/or changes to the RFP as listed below and **sign and return this addendum with your proposal package.**

## **1 RFP General Questions**

- 1.1** *Section 2.1 of the RFP suggests both 7 and 3 reference are needed? Which is correct? Is there a preference for government agency references?  
We are an agency specializing in Drupal, with a large portfolio of nonprofit work. That said, we have no cities within our portfolio; would this count against us?  
The City of Raleigh requires proposing companies to submit a minimum of three (3) business references as part of the RFP. These references are intended to document the proposer's relevant experience and assist in the evaluation process. Does this mean that we need to provide references specifically demonstrating experience with Drupal, or can we include any web development experience? Could you please clarify?  
Do the 7 similar contracts have to all be on Drupal, or can they be different platforms?*

Please submit the three references and seven similar contracts or projects that you feel best fit this project. The text in section 2.1 of the RFP asks the vendor to provide a list of at least 7 similar contracts performed in the past 5 years. These are different from the three references requested. Please refer to the requirements in this section.

- 1.2** *Can you explain more about what you're looking for in the "Project team experience and portfolio" section? I.e. individuals experience/CVs versus the agency's past projects.*

These details are provided in section 2.1 under Tab 2 and Tab 5

- 1.3.** *Are there any preferences on team location?  
Are offshore resources permitted to work on the project?  
Are you partial to NC local agencies?  
Are there any restrictions on using project resources based in Global Delivery Centers outside of the United States?  
Are there any restrictions on using project resources based in global delivery centers outside of the U.S.?*

***Can we offshore resources i.e., offices outside of the US?  
Are there certain roles that you require to be located in North Carolina? And if yes, which ones?***

Off-shore labor is permitted. However, the City will not pay in foreign currency. Project leads must be available during normal U.S. business hours. Please see the in-person meetings question below for additional perspective on vendor location.

***1.4. Do we have to be registered as a Vendor prior to submitting the RFP response?***

You do not need to be registered as a vendor with the city to submit an RFP. It would speed up the contracting process if you are chosen. That is not a factor of consideration for us in the selection process.

***1.5. Is there a link for the meeting recording?***

<https://youtu.be/Ubw5vgUX8Hc>

This is an unlisted video. It will be removed after August 5.

***1.6. The RFP says this is an electronic submission, but the Portal says no electronic bids are available. Can you confirm if a paper copy of this RFP is required?***

Please submit according to section 1.6 of the RFP. From that section: "As this is a web services RFP, we are accepting electronic submissions only. Proposals should be submitted as a viewable and printable Adobe Portable Document File (PDF)."

***1.7. Is this a time and materials contract?***

No, the contract amount will be for the full project. The proposed cost should be lump sum.

***1.8. Are you able to share anything about the budget with us?  
Do you have a general budget range you're able to share  
Are there any specific budget constraints or cost considerations for the project?  
What is the anticipated budget for the project? Has funding been publicly allocated?  
What is the budget for this project? Knowing your budget is critical to help us right-size the project plan.***

We're looking to achieve this work for between \$350,000 and \$400,000. It's a combination of one-time funding and operating budget funds, both certified in this year's City adopted budget. This figure and the scope of work as written attempt to balance City and vendor participation in the project, making the best use of dollars, people and expertise. It is helpful to discuss this in your response, and where more time on the City's part could save dollars, or where extra dollars could move us faster through the steps.

***1.9. Are you aware of any major risks to this project or workflow? Are there any known risks a vendor partner should be mindful of?***

The risks for this project are typical of any website redesign – timelines, staffing availability, etc. This project also has the highest visibility for our elected officials and external stakeholders.

- 1.10. *MWBE utilization is encouraged but there is not a specific goal? Can you say more about MWBE participation?  
Do you have specific MWEB-SVDOB requirements that the vendor needs to meet? And if yes, what are they?***

The City of Raleigh is committed to promoting economic growth and development by ensuring that minority and women-owned business enterprises(MWBEs) have equal opportunities to participate in all aspects of the City's contracting process. The City has adopted an **aspirational goal of 15% of the total contract amount** to be performed by MWBE businesses.

- 1.11. *Are there any criteria for the format of the response such as font size or page maximum? The solicitation mentions that Adobe PDF is the accepted format; can we submit PowerPoint presentations saved as PDFs?  
The RFP specifies that proposals must be delivered as a PDF with "tabs" for each defined section. Can you explain what "tabs" are in the context of a PDF?***

Proposal requirements are in section 1.6. There is no maximum page count. While there is no minimum font size specified, the reviewers greatly appreciate text to be at least 10 points. The tabs referred to a printed copy; this instruction can be disregarded.

- 1.12. *Will the City require any in-person meetings?  
Are there requirements to have meetings in person? And if yes, how often?***

The interviews during the RFP process are preferred in-person. We will make a hybrid option available if needed. During the contract period, in-person meetings should be explicitly included in or excluded from the vendor's proposal, depending on their preference.

- 1.13. *Will you email participants when questions are answered and posted?***

No, we are posting these as an addendum to the RFP.

- 1.14. *Is HTML/CSS available for the new or updated clickable prototypes or wireframes? There is a mention of Attachment on wireframes. We did not receive any attachment. Can you please resend those.  
Can you provide a detailed description of the wireframes to be tested?***

The wireframes and site structure are provided in the last pages of the RFP. We do not have HTML or CSS developed for these.

- 1.15. *Was there a vendor involved with the creation of the wireframes that were enclosed with the RFP? If so, please identify the vendor, and indicate whether the vendor will be permitted to bid on this opportunity.  
Are there any vendors who have done work on the present site? If so, please identify the vendors.***

***Do you have existing web partners that you are working with that are being considered for this project?***

***Is the vendor who completed the wireframes referenced in the RFP also bidding on this project?***

Our current vendor for day-to-day work on the site is Aten. The vendor for the wireframes was Trone Brand Energy. Both are eligible to bid on this opportunity as this is an open RFP.

**1.16. *How many potential partners are you considering in the RFP process?***

We are looking for a single vendor for this project. Any subcontractors proposed for this work must be included as part of the RFP response.

## **2 Project General Questions**

**2.1. *Can you provide a list of URLs/domains that are in scope for this project, or are we only focused on the main website?***

***How many sites are involved in this project? Is it just the main site, or are there intranets, sign-in portals, or sub-sites to include in our proposal?***

The domain for this project is raleighnc.gov.

**2.2. *Are there any initiatives happening that this project is dependent on or related to (i.e., Are you also doing a rebranding exercise or some other initiative that this project might need to wait for?)?***

We are separately developing a customer experience portal via separate contracts. It will link from raleighnc.gov and mirror our design. Further conversations on this will be held pre-contract with the chosen vendor. While this RFP is not part of rebranding, please see the first response in Design and Development in this document.

**2.3. *What are you looking for from a partner? What's most important?***

***What is success?***

***What are the key goals, tasks, and KPIs for your site?***

***How do you envision your content strategy changing (if at all) with the new website? Are there any target audiences you feel you are currently not reaching or would like to expand?***

***Do you need content development/copywriting support (refinement of headlines and subheads, body copy and SEO optimization for key pages?)***

***Will content strategy documentation and recommendations be required as part of this project?***

High level intent can be found in section 1.2 of the RFP. Our main goal here is to improve the navigation through the site, getting people quickly to the information they need. We believe a

design refresh is an important tactic to achieve that goal. Like any government website, our goal is to inform. Vendor responsibilities for copywriting are spelled out in the Content Migration section of Section 4. We welcome any tips or suggestions on content tweaks or strategy that are within the budget for the chosen vendor to provide.

- 2.4. *I read that the current website was built in 2010. As such, it makes it possible that this is a Drupal 7 website. Is that correct?  
What version of Drupal is the website on currently?  
Do you anticipate a need to upgrade the Drupal version of the website as part of this effort?***

The City's website is in Drupal 10. The original site was built in 2010 and we migrated to Drupal in 2019.

- 2.5. *Is it the intent to accomplish a total site redesign, or rather only a targeted redesign for select site areas/pages?  
Does the City want to build a new Drupal website, or update the current Drupal website?  
Is it Raleigh's expectation that this project will result in delivery of a new Drupal instance/platform? Are we truly relaunching the whole site? Or does Raleigh only intend to modify its existing site implementation in a targeted manner?  
Would Raleigh be open to a wholly new Drupal implementation (new instance)?  
Are you seeking a comprehensive redesign of the current templates and content structure of the website, or is your focus solely on refining the information architecture?***

The wireframes presented point to a redesign of the entire site and a new site structure. We look to the vendor to propose the path forward, understanding that we wish to remain in Drupal.

- 2.6. *What is the accessibility standard that needs to be followed?  
What are the Accessibility guidelines followed?  
Are there specific accessibility standards or guidelines (e.g., WCAG 2.1) that need to be met?  
Are there any specific user experience guidelines or design principles that need to be followed?***

WCAG 2.1

- 2.7. *Is there a target launch date?  
What is the expected project kickoff date?  
What is the desired launch date?  
When is your anticipated start date of this 18-month contract?  
Is there an anticipated launch date for the site?***

That is dependent on the process of the chosen vendor and the timeline that we agree to in the contract.

- 2.8. *How is the timeline of 18 months distributed into phases?  
Timeline proposed for the project implementation is 18 months. Can we propose alternate timeline based on our understanding?***

The 18-month timeframe is an estimate based on previous experience. It might be shorter, or longer. We look to the vendor to propose a timeline for its phases, including approximate start and finish dates.

- 2.9. *Does the website need to support multiple languages? If yes, please provide the details. Are there any specific translation workflows or tools preferred for managing multilingual content?***

We use UserWay to provide translation and other accessibility features. We will want to add the service to the new website.

- 2.10. *There is a mention of 8,500 documents along with pages. Are those documents also stored in Drupal CMS only or stored in some DAM system?***

They are stored in the Drupal CMS

- 2.11. *We assume that the existing team has a Business Analyst / Product Owner to help firm up the requirements and answer any questions that may arise during the initial phases of the engagement. Is this accurate? You identified a large group of City participants including the Web Team, Communications dept, Web Editors, and the office of Community Engagement. Do you have a core team identified for this project (i.e., individuals who will be involved in the project and collaborating with the selected vendor on a regular basis)? If so, who are they, and what are their roles? Building on the previous question, how many "decision makers" are on the project team? Will these decision-makers be available regularly?***

The personnel dedicated to this project are detailed in Section 4. A project lead will be designated. The executive sponsor and ultimate decision maker is the communications director, who is generally available. Some decisions with major impact will need to be made in consultation with the City's leadership or management team members. This necessarily takes longer.

- 2.12. *What are the key metrics and reports needed from the website analytics? Are there any specific tools or platforms (e.g., Google Analytics, Matomo) required for analytics?***

We will continue to use Site Improve for our analytics. Customizing those reports is not needed for this RFP. We can share information with the chosen vendor if helpful.

- 2.13. *Are there any milestones defined for various activities like Testing, Content Mapping etc ?***

The vendor should indicate milestones as part of the proposal. The City has defined our desired phases and endpoints or deliverables in Section 4.

- 2.14. *Where is the validation team(UAT/Quality) based out of?***

The vendor should provide quality testing during development. The City staff devoted to content migration are described in Section 4.

**2.15. *You mentioned multiple audiences, do you have personas?***

We do not.

**2.16. *How frequently is the content updated or added to the website? Are there any specific content types or templates that need to be created?  
What is the average number of releases done in a month?***

Content is updated multiple times daily. Monthly releases are beyond the scope of this RFP. Please see the Design and Development section of this document for further information on templates.

**2.17. *Can you provide examples of websites or applications that you consider as benchmarks for this project?***

We will discuss this with the chosen vendor. The wireframes give some clues to our thinking.

**2.18. *Is there an existing accessibility audit or report that can be shared?***

No, but our accessibility scores best government website benchmarks.

### **3 Technical Questions**

**3.1. *Based on the previous answers, the following question might not be necessary anymore. Does the City intend to upgrade your site from Drupal 7 to Drupal 10?***

The City plans to keep its site on Drupal 10.

**3.2. *Does the City intend to keep the same hosting vendor, or is it interesting to look into a new hosting provider?  
Are there specific hosting requirements or preferences (e.g., cloud provider, on-premise)? Do we have any preferred cloud technology to be used for the project requirement?***

We intend to keep the same hosting vendor, Pantheon, at this time.

**3.3. *Is there a list of existing APIs or other documentation that can be available either for estimation or during contracting.  
Can you provide detailed documentation for existing APIs that need to be integrated?  
Are there any new APIs that need to be developed? If so, can you provide requirements for these APIs?  
"what is our scope here - ""The responsibility of the vendor beyond this list is only to provide a page structure that can accommodate APIs""? Is it only about documentation of existing APIs?"  
What types of integrations/APIs are in place?***



***One of the listed required page elements is "A block for API integration". Knowing that part of this project is defining which APIs are available, can you provide an example what types of dynamic forms or data you might expect an API integration block to provide?  
How many APIs need to be reviewed and documented?***

**Two APIs:**

- Cludo
- Microsoft Graph API

**3.4. *Do we have any API/logic already available for Personalized service recommendation based on address?***

***The wireframes show a few different areas where content is personalized based on an address being entered. Does the city already have the GIS data exposed as an API to support such geospatial personalization?***

This is a topic we will discuss in detail with the chosen vendor prior to contracting. On the front page currently, the data call goes to ArcGIS. This project will need to format and display the information returned. This will evolve in the future, outside of this project.

**3.5. *Are there any other third-party systems or services that need to be integrated with the website (e.g., CRM, ERP)?***

***Can you provide documentation or details for these integrations?***

***What types of integrations are needed for the future state?***

- Cludo
- PowerBI
- YouTube
- Microsoft Stream
- Raleigh Reuse (RouteWare)
- Energov

We do not anticipate adding third party systems to the site for this project. We do need to accommodate the systems already integrated (see APIs above). We will discuss future intent further in the pre-contracting process with the chosen vendor.

**3.6. *What kind of security tests will be done, or what standards should be used?***

***Are there specific security protocols or standards (e.g., OWASP, NIST) that need to be followed?***

No

**3.7. *What are the requirements for data encryption in transit and at rest?***

None

**3.8. *What network security measures will be in place to protect data in transit and at rest?***

The chosen vendor will work with our IT security team at the appropriate time.

**3.9. *What are the environments that need to be available? e.g., Production, UAT, Testing, and Development environments?***

These re existing environments: prod, staging, dev, test, QA

**3.10. *Vendor will get the access to the development server to work on the new wireframes implementation. Is it a correct understanding?***

Yes

**3.11. *Do you expect development will be performed in the City's existing test environment (if so, where is that hosted?), or do you expect the Vendor to provide a testing environment for the City to access?***

GitHub and Pantheon

**3.12. *Do you have development and staging environments?***

Yes

**3.13. *Vendor will get the access to the development server to work on the new wireframes implementation. Is it a correct understanding?***

City can provide the dev environment.

**3.14. *What is the preferred development methodology (e.g., Agile, Waterfall)? Are you open for Agile way of working? What is the current way of working for the technical teams- Agile/Waterfall? If Agile, what is the sprint duration?***

Agile. A month. We would use a different schedule for this project.

**3.15. *Can you provide a detailed list of user roles and their associated permissions? Are there any specific workflows or approval processes required for content publishing?***

- Administrator – full access, publish, archive, and delete
- Editor – limited access to content only; edit and publish, and archive
- Author - limited access to content only; edit only
- Content Reviewer – can see-only nodes in Draft Mode

**3.16. *Is your content governance process decentralized? How complex are your workflows today for publishing content?***

Governance is centralized and managed by the Communications Web Team and IT Web Services.

**3.17. *What is the content approval and publishing workflow? Who are the stakeholders involved in content approval?***

- Administrators – approve their own content
- Editors – approve their own content
- Authors – create content which is approved by the Editors or Administrators
- Content Reviewers can see-only
- Subject Matter Experts (SMEs) in the 25+ departments are responsible for “owning” their content in terms of accuracy and relevance.

They get content on the web in one of 3 ways:

- The SME is also a content editor and edits their own content
- The SME know who in their dept is a content editor and follow their dept’s internal process for requesting web edits.
- The SME puts in a ServiceNow ticket to request a web edit which goes to our centralize administrator team in Communications and they fulfill web requests.

The Communications Web Team of Administrators are responsible for web strategy, site structure, and best practices.

**3.18. *What are the main limitations/weaknesses of your existing CMS? Do you anticipate any changes to the editorial experience of the current CMS?***

We anticipate using our existing Drupal user workflow system. We have multiple people across departments who can submit edits and a limited number of people centrally who can approve them.

**3.19. *Are there specific requirements for the search functionality on the website? Should the search support advanced filters or faceted search?***

This RFP will provide a template to display search results in. Actual search is outside of the scope for the RFP. We currently use Cludo.

**3.20. *What are the expected response time and availability requirements for the system?***

1-2 sec page load; with 3 sec on homepage

**3.21. *What are the performance benchmarks for the website (e.g., page load times, server response times)?***

1-2 sec page load; with 3 sec on homepage

**3.22. *are the requirements for scalability and load balancing?***

Handled by hosting vendor

- 3.23. *What are the testing requirements for the project (e.g., unit testing, integration testing, user acceptance testing)?***  
***Are there specific tools or frameworks preferred for testing (e.g., PHPUnit, Behat)?***

The City will do UAT testing

- 3.24. *Are you currently utilizing Drupal's Layout Builder?***

No. We Mercury Editor

- 3.25. *Can you provide an estimate of the number of concurrent users expected during peak hours for this RFP?***

Highest traffic is between 9 a.m. and 4 p.m. weekdays with an average of 35,000 visits an hour during those times.

- 3.26. *Are there specific requirements for data encryption or data privacy, especially for sensitive user information?***

No

- 3.27. *What authentication mechanisms will be used to verify user identities?***

The current site has been integrated using Simple Saml leveraging City SSO

- 3.28. *Are there any specific tools or practices required for performance testing?***

No

- 3.29. *Are there preferences for the type of database to be used (e.g., MySQL, PostgreSQL)?***

MariaDB

- 3.30. *Are there specific coding standards or practices (e.g., PSR-12 for PHP) that need to be followed***

The Drupal Coding Standard

- 3.31. *What are the expected data volumes and growth rates?***

n/a

- 3.32. *What are the backup and recovery requirements for the website?***

Handled by hosting vendor

- 3.33. *Are there specific tools or practices preferred for backups?***

Handled by hosting vendor

**3.34. *Has DevOps or any form of automation for deployment been implemented?***

The City is exploring automated deployments (GitHub Actions)

**3.35. *Are there specific tools or practices preferred for CI/CD (e.g., Jenkins, GitHub Actions)?***

GitHub Actions and we are exploring other CI solutions

**3.36. *Are you planning to implement a Continuous Integration/Continuous Deployment (CI/CD) pipeline for automated deployment and updates? GitHub Actions and we are exploring other CI solutions***

No

**3.37. *Are there preferences (or) requirements for version control and code management during the development process? Are there existing tools or practices in place that we should align with?***

No

**3.38. *The existing site is running on Drupal Open-Source version with AWS hosting. Is our understanding correct?***

Hosting is provided through Pantheon

**3.39. *The existing site is a coupled Drupal CMS implementation. Is it a correct assumption?***

No, it's just Drupal

## **4 Project: Wireframes and Testing**

- 4.1. *This question concerns testing the new wireframe. Does the City intend for the vendor to conduct market research with the City population in order to test the wireframes? Is it anticipated that the vendor will be responsible for conducting user research to evaluate whether the revised information architecture effectively meets user needs and goals? For the testing phase, are we required to test the usability of the wireframes or validate some of the hypothesis for the navigation? For testing the wireframes, is this more of a clickable prototype or a screen by screen navigation. Is the vendor's only role creating a test plan? Can we expect the city to provide the test results from previous test/project ?***

***In the proposal, you mention that the City has multiple audiences for its website, representing varied perspectives and life experiences, and as such, you would like to do additional testing. What audiences were engaged in the first round of testing? What audiences would you like to include in an additional round?***

***Building on the previous question, what testing method was used for the first round of wireframes? Did that method work well?***

***How have you been testing the wireframes thus far? Do you have access to the design files for the wireframes (sketch, figma, etc.) that the chosen vendor can use to create the new testing plan?***

***Do you have preferred third party testing vendors or tools? Or is that up to the proposer?***

***What is preferred tech/tool to conduct user testing?***

***How do you plan to collect and analyze the data from the UX survey/testing?***

***Will the City be providing a cohort of users that we can access for testing?***

***Will the City execute the testing?***

***Can we expect the city to provide the users for testing ?***

***Please mention sample user group size for user testing.***

***The RFP describes the selected vendor's responsibilities relative to the further testing and validation of intentions. We are just looking for further clarification about what is actually expected in this regard. What particular tactics/methods would Raleigh want to vendor to apply? Would the selected vendor be expected to conduct a survey, or some interactive wireframe testing, or both? Or would the testing need to take some other form? Please explain any minimum requirements/expectations in these regards***

***Can you elaborate on your expectations for this piece? "The vendor will provide frequent testing reports of responses and demographics to ensure our targets are met."***

***Are you expecting functional testing from the Vendor?***

The site structure came from nearly 100 click tests on three different navigation structures. We chose the version with the most correct responses and fastest response time. We can share additional detail with the chosen vendor. We have not explicitly tested the wireframes, and the new vendor will develop a test to ensure that a broad group of participants successfully complete popular actions (pay a water bill, attend a City Council meeting, find a park, etc.) in the full design. We expect that the vendor has a process, software, minimum recommended participation, etc. that they typically use in developing web pages or a full website that they will use to test the wireframes as presented. In the wireframes section of the RFP, there are notes about some specific things that we want to test.

In partnership with our Office of Community Engagement, Communications will provide the people for testing. We need a test that we can put on a tablet and take to events throughout the City. We also want to send a link via email to potential participants. Our total participation must closely mirror demographics in the City for income and race with geographic diversity in our Council districts. The City will bring this expertise to the table; the chosen vendor will report these demographics to us often enough that we can adjust tactics.

We also want to test the fully developed/designed site prior to launch.

- 4.2. *Are the wireframes and sitemap locked in or is there room for adjustments? Depending on the results of the Testing phase, if deemed necessary, are you open to potentially making updates to the wireframes?***

***If there are improvements needed to the wireframes after testing, should we include this in our pricing?***

***Who will be responsible for making changes to the wireframes after the initial testing?***

***How much more (if any) design work are you looking for beyond what's been shared in the wireframes? These appear to be fairly mid-fidelity, are you expecting any additional visual design work to be applied (colors, type, photo direction etc)?***

Any minor adjustments to the wireframes and sitemap indicated by testing should be made by the vendor. Vendors should include the extent of the modification that you're willing to make within your proposed price. We understand that major changes, including a change to the underlying hypothesis, are outside of the defined scope.

**4.3. *Is the City open to having the vendor lead or participate in usability studies, or is it something that the City wants to tackle on its own?***

The City is open to significant vendor involvement in the usability testing so long as the budget allows for it.

## **5 Project: Design and Development**

**5.1. *Does the city have a design system in place that will guide the implementation of the wireframes and other pages that might be developed.***

***Are there brand guidelines or an existing design system that the selected vendor needs to work within? Are there any constraints to the level of brand and design recommendations that should be made?***

***Do you have brand identity guidelines that can be shared?***

***Does the city have existing brand guidelines or a design system to inform final designs?***

***Please explain how existing styling has been implemented.***

***Does Raleigh have a design system in place? Are there patterning tools being used? If applicable, could we look at the existing patterning resources? Is there a library of components currently used on the website?***

***This project appears to be positioned primarily as a "restructure" utilizing recommendations provided by another vendor. What are your design-specific aspirations? Are you anticipating that the overall design of the site stays faithful to the existing [raleighnc.gov](http://raleighnc.gov) or are you looking to explore a visual redesign as part of this engagement?***

***Is there a design software currently being used?***

***Are we using Drupal Paragraph module in our existing content model?***

***As per the wireframes the general content page, design will be same for all the content models. Is our understanding correct?***

The City has very specific brand guidelines in place. For this website design, we'll lean on our brand palette. Our logo can only be used in certain ways. Beyond that, though, we are beginning to seek flexibility in our branding in a way that both meets accessibility guidelines and engages our residents. We are looking for the vendor to provide expertise in how to achieve that, outlined in your response. We have an existing framework and design elements in place, which

we will discuss with the chosen vendor. We believe at least a refresh of the elements/styles is needed. The vendor may recommend creating them anew. (see wireframes question 1 above)

For copy, we use AP style for consistency across the City.

**5.2. *Do we need to develop a native mobile app, or should the application be designed to support both desktop and mobile through a responsive web design? Please confirm.***

The website should use responsive design. Both desktop and mobile wireframes are provided with that in mind. An app is not requested.

**5.3. *Under the Development phase, which framework and third-party vendor are in use? Can you provide documentation on the framework?***

We currently contract with Aten for development work. We can discuss collaboration with the chosen vendor.

**5.4. *Can you provide guidance on scoping the “additional to-be-determined elements”? Number and complexity of elements, etc.***

We acknowledge that our initial list of pages, blocks and other Drupal elements was not complete. We are leaning on the vendor’s experience to understand what is needed for a successful site of this caliber and to propose that solution. This was added to make the vendor aware that it wasn’t an exhaustive list, and to allow the vendor to limit the scope with its proposal.

**5.5. *One of the listed required page elements is “News article pages or blocks, with ability to incorporate categories of headlines on appropriate pages”. Can you clarify this? Is this referencing the ability to embed a list of news headlines within content throughout the site?***

Yes. Both news and events should be dynamically displayed as appropriate throughout the site.

## **6 Project: Mapping**

**6.1. *Will the selected vendor be expected to conduct a full content audit of all existing pages and documents?***

***In reference to the Mapping phase: What City tools are available?***

***The RFP indicates that Raleigh is maintaining “more than 4,000 pages and 8,500 documents.” This might represent the total current content volume, but how much of this content will actually be addressed by the scope of this project? Exactly how many pages will actually need to be adjusted/migrated?***

Our Drupal database shows 4400 published nodes. Of them, 1600 are events in the past. So roughly 2800 nodes are considered current and will need to be migrated to the new site structure. Documents will be evaluated by the content owners.



The vendor's responsibility is described in the Mapping section of Section 4. We use the Drupal sitemap module to facilitate site mapping. The City's current website is public and can be a source of further information.

## **7 Project: Migration**

### **7.1. *Can you provide more details on the types of content that will be migrated?***

See the Mapping section in Section 4 of the RFP. The City's current website is public for the vendor to evaluate.

### **7.2. *Are there any specific tools or methodologies preferred for content migration?***

The vendor should provide a recommendation and process for this.

### **7.3. *The RFP references a content migration. Are you hoping that the restructuring work is completed on the current Drupal 10 site, or are you hoping to migrate to a newly built site? Or are you looking for recommendations from the selected vendor?***

We would look for the plan or recommendation from the vendor. Some of this may depend on the content map from the mapping phase.

### **7.4. *Can you elaborate on the content migration role of the vendor vs. the City?***

The vendor's responsibilities are detailed in the Content Migration section of Section 4 in the RFP.

## **8 Project: Deployment**

### **8.1. *For Deployment, can you please elaborate on the Vendor's vs City's role in deployment? Can you detail the existing/required deployment process? What are the requirements for automated testing and deployment? During the Launch phase, there is a mention of "informing residents of upcoming changes" - can you expand on this? Should we expect our team to design and implement an announcement on the current website as part of the Launch plan?***

As the 41<sup>st</sup> largest City in the U.S., we recognize that our web visitors have heightened expectations around the launch of a new site. The City's communications department has excellent resources to drive implementation, but we are looking for the vendor to propose a plan.

### **8.2. *What are the documentation requirements for the project (e.g., technical documentation, user guides)? Are there specific training requirements for end-users and administrators?***

Each section in the Section 4 of the RFP has deliverables defined.

- 8.3. *Is there any expectation for post-deployment support? What sort of SLAs would you be expecting from the vendor?***  
***Following the implementation of the proposed changes to the website, is there an anticipated need for ongoing website maintenance and support services?***  
***What are the expectations on the warranty support period? Is the vendor expected to manage the platform?***  
***Do you intend to continue having the same third party vendor manage the hosting of the website?***

We are expecting the chosen vendor to assist with launch of the site and then to troubleshoot issues that arise immediately after launch. The vendor should specify this time period in its response. Maintenance beyond that is a separate project.

**Robin Deacle**  
**Communications Director**

**Sign below and return this addendum with your proposal.**

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**Proposer Name & Company:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Title:** \_\_\_\_\_