



City of Raleigh

Request for Proposals #: 274-2024-RCPAC-06

Title: RCPAC Website Development

Proposal Due Date and Time: January 19, 2024 not later than 2:00 PM ET LATE

PROPOSALS WILL NOT BE ACCEPTED

ADDENDUM NO. 1

Issue Date: January 12, 2024

Issuing Department: Raleigh Convention and Performing Arts Complex

Direct all inquiries concerning this RFP to:

Mary Deifer

Marketing Manager

Email: Mary.Deifer@raleighnc.gov

City of Raleigh
Addendum 1 to RFP 274-2024-RCPAC-06 RCPAC Website Development

Issue Date:

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.**

Written Questions from Proposers Received

Written Questions Received:

RFP Process and Submission

1. Question: Can you provide a separate PDF file for the reference questionnaire we can send our clients?
Answer: The Reference Questionnaire that should be used is provided in the RFP, pages 19-21.
2. Question: Are we still encouraged to apply if we do not have available business references willing to submit the reference form?
Answer: Proposals will be evaluated and ranked according to the criteria and weighted values set forth in section 3.1.
3. Question: Do you want a balance sheet, income statement (i.e., profit/loss statement) and cash flow statement for 2023?
Answer: Proposals will be evaluated and ranked according to the criteria and weighted values set forth in section 3.1.
4. Question: Do you want a copy of my personal income tax filing and a statement of my personal net worth?
Answer: The RFP does not request this.
5. Question: Can similar projects include an entrepreneur center that also offers event space?
Answer: Referencing Section 2 Proposals, Tab 2: Corporate Background and Experience proposals should provide a list of similar contracts performed in the past three (3) years, accompanied by at least three (3) references (contact persons, firm, telephone number and email address). Identified contracts should include event and venue industry experience.
6. Question: Can similar projects include companies that are not event centers but they have event bookings on their websites?
Answer: Referencing Section 2 Proposals, Tab 2: Corporate Background and Experience proposals should provide a list of similar contracts performed in the past three (3) years,

accompanied by at least three (3) references (contact persons, firm, telephone number and email address). Identified contracts should include event and venue industry experience.

7. Question: Do we have to be registered to do business in North Carolina?
Answer: Any selected vendor must be in compliance with all guidelines outlined at <https://raleighnc.gov/doing-business/services/become-city-vendor-or-supplier>.
8. Question: Does our business have to be located in North Carolina?
Answer: No.
9. Question: Do we have to have automobile insurance if we are working remotely?
Answer: Please reference Appendix IV Contract Standard Terms and Conditions 7. Insurance. Any requirements in the RFP that cannot be met must be indicated on Appendix V, "Exceptions to RFP" and submitted with proposal.
10. Question: Can we include images of our work and links to websites we created?
Answer: Proposals will be evaluated and ranked according to the criteria and weighted values set forth in section 3.1.
11. Question: Do I have to be licensed or certified by the state of North Carolina?
Answer: The selected vendor must be in compliance with all guidelines outlined at <https://raleighnc.gov/doing-business/services/become-city-vendor-or-supplier>.
12. Question: Can you explain this "Contractor must comply with North Carolina Occupational Safety and Health Standards for General Industry, 29CFR 1910."?
Answer: Please reference Appendix IV Contract Standard Terms and Conditions 7. Insurance. Any requirements in the RFP that cannot be met must be indicated on Appendix V, "Exceptions to RFP" and submitted with proposal.
13. Question: Can we include bios?
Answer: Proposals will be evaluated and ranked according to the criteria and weighted values set forth in section 3.1.
14. Question: What are cut sheets?
Answer: A cut sheet is generally defined as a document that outlines the specifications of an item or service.
15. Question: Is hardware a requirement for this RFP?
Answer: See RFP Section 5 Scope of Services.

Budget

16. Question: Do you have a budget range or a not-to-exceed amount for this project?
Answer: Budget range or not-to-exceed amount is not currently available for this project. This is not a bid. The Proposals received in response to this RFP will be evaluated and ranked, by the Proposal Evaluation Committee in accordance with the process and evaluation criteria contained in Section 3 Proposal Evaluation of the RFP.
17. Question: What the is the hosting/maintenance budget?
Answer: Budget for hosting/maintenance is not currently available for this project. This is not a bid. The Proposals received in response to this RFP will be evaluated and ranked, by the Proposal Evaluation Committee in accordance with the process and evaluation criteria contained in Section 3 Proposal Evaluation of the RFP.

Timeline and Project Management

18. Question: What is your ideal/target go-live date for the new websites?
Answer: All three sites should be live by Fall 2024.

19. Question: With phased implementation, is there a preference on the order in which the sites will “go live”?
Answer: This depends upon the selected vendor’s timeline; however, Red Hat Amphitheater’s website can only go live during its off-season, which is roughly October through March.
20. Question: When do you plan to launch the project?
Answer: The project kickoff will take place within two weeks of contract execution.
21. Question: Timeline of this project? What is driving that timeline?
Answer: The timeline depends on the process outlined by the vendor in their submission. The timeline will be driven by business needs, including the convention center expansion developments and amphitheater seasons.
22. Question: Who are the people on the project's core team? Answer: This information will be coordinated and shared after the vendor is selected.
- a. What are their roles and responsibilities? Answer: This information will be shared after the vendor is selected.
 - b. What percentage of their time will be dedicated to this project? Answer: No percentage is known at this time. The websites will be a priority for the RCPAC team.
23. Question: Is there a designated project champion and core team, and are they prepared to collaborate with us on a weekly basis?
Answer: The lead(s) for this project have not yet been finalized; weekly status meetings are expected, with more frequent meetings occurring around milestones.
24. Question: Will any in-person meetings be needed?
Answer: Yes.

CMS and Website

25. Question: What content management system (CMS) are you using currently?
Answer: Drupal 10.
26. Do you have a preferred CMS? Drupal or Wordpress?
Answer: No.
27. Question: Do you want to stick with the CMS you are using currently?
Answer: Not in its current form.
28. Question: What are the features you like about your current CMS?
Answer: See RFP Section 5 Scope of Services for general overview of needs and challenges with the current CMS.
29. Question: What are the features you do not like about your current CMS and website.
Answer: See RFP Section 5 Scope of Services for general overview of needs and challenges with the current CMS.
30. Question: Can you provide a sitemap for these three websites?
Answer: A sitemap for the existing sites will be shared with the selected vendor. The selected vendor should plan to assist with forming a sitemap for the new websites.
31. Question: How many pages of the current website? Do you plan to downsize with the new CMS?
Answer: Currently and approximately, RCC: 22 pages. MMCPA: 27 pages. RHA: 15. These do not include event-level pages that are created via Ungerboeck/Momentus. We do not plan to downsize with the new CMS.

32. Question: How many content editors do you have that maintain the various pages across the three websites?
Answer: Currently, seven. That number is expected to increase with the new website.
33. Question: Please provide a list of internal users, by type, that will have access to the end-to-end solution requested in the RFP.
Answer: Currently: Administrator, Designer, Editor, Author. We are open to new roles in the new CMS.
34. Question: What is the current web traffic?
Answer: Annually, approximately - RCC: 155k users; MMCPA: 196k users; RHA: 289k users. Daily, approximately – RCC: 425 users; MMCPA: 537 users; RHA: 792 users.
35. Question: What is the current web storage?
Answer: 7.7GB
36. Question: Has there been a website audit done? Can we have a copy of the audit?
Answer: An accessibility audit has been performed and will be shared with the selected vendor.
37. Question: Can you provide any specific examples of websites you like and want to go in the direction of?
Answer: Convention centers: <https://www.paconvention.com/>
Performing arts centers: <https://www.tangercenter.com/>
Amphitheaters: <https://www.boothamphitheatre.com/>
38. What type of event marketing technology do you envision?
Answer: Convention centers: <https://www.paconvention.com/>
Performing arts centers: <https://www.tangercenter.com/>
<https://www.bochcenter.org/events/detail/dwts2024>
<https://www.bochcenter.org/events/detail/pawpatrol>
Amphitheaters: <https://www.boothamphitheatre.com/>
39. Question: Is there an incumbent?
Answer: Yes.
40. Question: Can you estimate how many unique pages will require custom design?
Answer: No.
41. How many templates are you looking for?
Answer: Unknown at this time.
42. Question: Should our estimate include transferring all existing content, or will any content transfer be completed in-house?
Answer: No preference for content transfer.
43. Question: On a level 1-10, how important is it for you to have a visually striking and user-friendly website?
Answer: See RFP Section 5 Scope of Services for the priorities of this project.
44. Question: How much of the existing content do you anticipate migrating to the new site?
Answer: Nearly all existing content should be migrated.
45. Question: Who will be maintaining the new website?
Answer: Each venue's respective marketing teams will primarily be responsible for maintaining content. The selected vendor will maintain the technical aspect of the website, including hosting and support.
46. Question: Will you be migrating all three websites into one?
Answer: No.

47. Question: What type of customizable dashboards do you need?
Answer: At a minimum, dashboards should display items needing approval, calendars/events, and similar relevant event-marketing content.
48. Question: What type of scheduling do you need?
Answer: See RFP Section 5 Scope of Services, item e.
49. Question: Can you explain this "Native tools to manage group sales, schedule event announcements, on-sales, and promotions and organization of seasons and series"?
Answer: The websites should be able to provide these features and capabilities, as they are commonplace needs for venue and live event websites.
50. Question: Can you explain this "Tools to market the building, seating charts, concourse maps, and interactive tours of a specific venue."?
Answer: The websites should be able to provide these features and capabilities, as they are commonplace needs in venue and event marketing websites.
51. What do you mean by "the approach to decommissioning" from this text on page 11, "Describe the approach to decommissioning, testing, training, customer service, support, and maintenance"?
Answer: Decommissioning is generally defined as the act of taking something out of service. This refers to the removal of content or intentionally taking the website offline.
52. Question: What do you mean by "procurement" in outlining the project schedule?
Answer: Procurement is generally defined as the act of obtaining something; in this case, it specifically refers to the financial processes related to this project.
53. Question: What do you mean by "Identify any value engineering opportunities"?
Answer: The selected vendor will share opportunities for cost efficiency in this project to ensure that RCPAC is receiving the best value for its money.

Accessibility and Translation

54. Question: What languages do you want to support translations for?
Answer: As many as possible.
55. Question: Are you looking for a tool to handle website translations automatically, or are you wanting to translate content yourself?
Answer: Content will be automatically translated. Languages should be translated as they are intended to be read.
56. Question: Are you using any website accessibility monitoring tools currently?
Answer: SiteImprove.
57. Do you need your site setup to meet WCAG accessibility guidelines?
Answer: See RFP Section 5 Scope of Services, item n. WCAG is issued by the World Wide Web Consortium.

Integrations

58. Question: Can you provide details on what an integration with Ticketmaster would look like?
Answer: See RFP Section 5 Scope of Services, item d.
- a. Question: Do you have examples of this in place today that we could see?
b. Answer: <https://www.bochcenter.org/events/detail/dwts2024>
<https://www.bochcenter.org/events/detail/pawpatrol>
59. Question: What type of information are you looking to leverage, and where?

Answer: See RFP Section 5 Scope of Services, item d.

60. Question: Can you provide details on what an integration with Momentus/Ungerboeck would look like?

Answer: See RFP Section 5 Scope of Services, item c.

61. Question: Please describe if there are external sources of data that are fed into these websites. A basic understanding of what these tools/services are and how the data is synced/merged would be helpful (does the data live in the website/database, does it utilize API calls for real-time data pulls, etc).

Answer: Ungerboeck/Momentus retrieves event-level read-only information for all three venues and websites.

62. Question: With Ticketmaster being the sole online resource in which to purchase tickets for Red Hat Amphitheater and Martin Marietta Performing Arts Center, is there a priority on activating capturing web visitor email addresses when they enter these sites?

Answer: Ticketmaster is the primary ticketing software used by events held in our venues; however, show promoters do not exclusively use Ticketmaster. There is not a priority on capturing email addresses when users enter the respective ticketing sites.

63. Question: What current event marketing/management tools (CRM, venue mapping, etc.) does the RCPAC team currently use?

Answer: Ungerboeck/Momentus.

Technology-Specific Questions

64. Question: What level of uptime SLA will each website require? Will each site require the same uptime SLA, or will this differ? (If so, please specify)

Answer: 99.9% uptime on all sites.

65. Question: Do you have any special requirements as it relates to HTTPS certificates?

Answer: No.

66. Question: If SSL certificates are provided at no cost to you, would these be acceptable or are you required to use an existing certificate?

Answer: We would prefer to use our existing certifications but would be willing to discuss.

67. Question: Will you be connecting your CMS(s) to any internal systems behind firewalls? Please list internal/external integrations and how they are implemented.

Answer: No.

68. Question: Will a dedicated set of IP addresses be needed for allow listing?

Answer: No.

69. Question: Will you need to leverage CDN geolocation data in your CMS application?

Answer: No.

70. Question: What measures have you put in place to enforce security on your current site?

Answer: Unique user accounts, secure passwords, geographic IP limits, firewall rules to limit logons.

71. Question: Have you experienced anything like DDoS Attacks, unauthorized environment access, or other?

Answer: No.

72. Question: Are you using a Web Application Firewall (WAF)? If “yes”, please provide the name. If “no”, will a WAF be desired to protect your websites?

Answer: No. No.

73. Question: What is the current web storage?
Answer: 7.7GB.
74. Question: How many content editors do you have that maintain the various pages across the three websites?
Answer: Currently, seven. That number is expected to increase with the new website.
75. Question: Can you approximate the hours used yearly over the past two years for website-related support?
Answer: 200 hours of internal staff support and 90 hours of support with our current website vendor.
76. Question: In order to give our team a sense of the complexity of your current Drupal 10 website, please share the following:
- a. Question: Number of content types
Answer: Four.
 - b. Question: Number of nodes (pieces of content)
Answer: We have thousands of nodes as each of our published events has a page with additional information, link to ticketing, link to the event's web site, etc. This content would not be migrated to a newly designed site.
 - c. Question: Number of taxonomies
Answer: Three.
 - d. Question: Number of custom user roles
Answer: Four.
 - e. Question: Number of custom modules
Answer: Thirteen.
 - f. Question: Number of content authors and developers
Answer: Seventeen.
77. Question: How many sites are involved in this project -- just the three sites or are there intranets, sign in portals or sub-sites to include in our proposal?
Answer: Three, unless a portal or sub-site is required for staff to edit the website on your platform.
78. Question: Please list the integrations on the website, and categorize each integration appropriately: API integration, JavaScript snippet/embed, iFrame, or deep link to third-party site.
Answer: Ungerboeck: API. Facebook Pixel: JavaScript. Google Analytics: JavaScript.
79. Question: Will you need 24/7 phone support? If so, how often?
Answer: 24/7 support should be available when needed, preferably by phone.
80. Question: Is there someone on the team who has knowledge of editing CSS?
Answer: See RFP Section 5 Scope of Services, items G and J.
81. Question: Will this website require a login like a portal?
Answer: Website administrators and editors should be able to log into the website platform to make edits. An intranet or user portal is being requested in the RFP.
82. Question: Would you like us to maintain, secure, and host the website for 3 years?
Answer: See RFP Section 4 and Section 5 Scope of Services, items L, M, P.
83. Question: Where are the websites currently hosted?
Answer: On RCPAC-maintained servers
84. Question: Will we need to make any ongoing design or web updates as a part of the maintenance plan?

Answer: Yes.

85. Question: Will there be any digital applications (e.g. rental application)?

Answer: Yes, such as contact forms and RFP submission forms.

86. Question: Will there be online payments?

Answer: Not natively on the RCPAC websites.

87. Question: What pages and content are we keeping and not keeping from the current site?

Are there any new pages that will be added for the website redesign?

Answer: This depends on the selected vendor's platform.

Marketing-Specific Questions

88. Question: Would you require content development for the web pages?

Answer: No.

89. Question: Is there currently an event marketing platform in place? If so, please share the provider/vendor.

Answer: No.

90. Question: Would you need additional service - photography and videography?

Answer: No.

91. Question: Is marketing and promotion included in the scope?

Answer: No.

92. Question: Any social media paid campaigns required?

Answer: No.

93. Question: Would you need an analytical report once launched?

Answer: Yes. Venues should be able to access ongoing on-demand website reporting.

94. Question: How do you plan on measuring the success of the new website and its impact on your business goals?

Answer: Raleigh Convention Center: building-specific page traffic; Martin Marietta Center for the Performing Arts and Red Hat Amphitheater: ticket sales.

95. Question: Are there any brand standards that need to be followed for the new website? If so, when was the last time they were updated?

Answer: No.

96. Question: What type of information are you looking to leverage, and where on the website?

Answer: See RFP Section 5 Scope of Services, items c-f.

97. Question: Do you have examples of this in place today that we could see?

Answer:

- For convention centers: <https://www.paconvention.com/meeting-professionals/meeting-planner-tools>
- For performing arts centers: <https://www.tangercenter.com/>
- For amphitheaters: <https://www.boothamphitheatre.com/>

98. Question: Please tell us about the stakeholders at your organization

a. Question: How large is the stakeholder group?

Answer: There are roughly ten RCPAC staff who will serve as stakeholders for website needs.

b. Question: Is there a RACI chart or steering committee set up to manage them?

Answer: No.

- c. Question: How do you envision the selected partner interacting with your stakeholders?
Answer: There may be 1-2 discovery meetings with RCPAC leadership and the RCPAC project team.
99. Question: Are there any initiatives happening that this project is dependent on or related to (i.e, are you also doing a rebrand exercise or some other initiative that this project might need to wait for?)
Answer: No.
100. Question: Has any user research been done to inform this RFP and is the team open to engaging users to participate over the course of the project? This can range from as early as the discovery phase to explore and validate needs, to later in the design process to verify the team's findings & assumptions prior to build. Scope can range from as minimal as a standardized user survey, to larger scale focus groups, usability testing, social media engagement, and public installations.
Answer: No. Potentially.
101. Question: Are there any of the following UX deliverables that you have already completed, or would like to exclude from the project scope?
- d. Question: Goals & KPIs
Answer: No.
 - e. Question: Personas
Answer: No.
 - f. Question: Brand Identity Positioning (both visual & verbal guidelines)
Answer: No.
 - g. Question: Site Map
Answer: No.
 - h. Question: Audit of Content Types
Answer: No.
 - i. Question: Wireframes
Answer: No.
 - j. Question: Desired Publishing Workflow
Answer: No.
102. Question: Do you envision user research or any other deliverables occurring remotely or in person? What is your preference?
Answer: Unknown. Preference depends upon specific deliverable.
103. Question: Which CRM do you use for sending newsletters?
Answer: Ticketmaster.
104. What would you prioritize as the top 3 requirements that must be done first for the website?
Answer: Answer: This depends on the selected vendor's timeline and project plan.

Responses must follow the format outlined in 2 Proposals as attached as part of this addendum. Responses should be divided using tabs to separate each section, listed sequentially as follows: Tab 1: Cover Letter, Tab 2: Corporate Background and Experience, Tab 3: Financial Information, Tab 4: Project Understanding, Approach and Schedule, Tab 5: Team Experience and Certifications, Tab 6: Forms, Tab 7: Cost. Any requirements in the RFP that cannot be met must be indicated on Appendix V, "Exceptions to RFP" and submitted with proposal. Proposers

must respond to the entire Request for Proposals (RFP). Any incomplete proposal may be eliminated from competition at the discretion of the City of Raleigh. The City reserves the right to reject any or all proposals for any reason and to waive any informality it deems in its best interest.

2 PROPOSALS

Responses must follow the format outlined below. The City may reject as non-responsive at its sole discretion any proposal that does not provide complete and/or adequate responses or departs in any substantial way from the required format.

2.1 **Request for Proposals Required Document Format**

Responses should be divided using tabs to separate each section, listed sequentially as follows:

Tab 1: Cover Letter

Provide an introduction letter summarizing the unique proposal of your firm to meet the needs of this service requirement. This letter should be presented on the firm's official letterhead and signed by an authorized representative who has the authority to enter into a contract with the City on behalf of the firm. Additionally, include the name, address, telephone and email address of the individual who serves as the point of contact for this solicitation.

Tab 2: Corporate Background and Experience

Include background information on the firm, project subcontractors, and provide detailed information regarding the firm's experience with similar projects in the last three (3) years. Provide a list of all similar contracts performed in the past three (3) years, accompanied by at least three (3) references (contact persons, firm, telephone number and email address). Identified contracts should include event and venue industry experience.

Include a detailed description for each example project indicating the total amount invoiced for each listed project, the length of the project, the size of the project (# of sites hosted, # of databases, etc.), the original contract amount and any approved change orders on each project, website content and software installed, and list of those involved in the project who are also proposed for the subject project named in this solicitation. Failure to provide a list of all similar contracts in the specified period may result in the rejection of the firm's proposal. The evaluation team reserves the right to contact any or all listed references, and to contact other public entities regarding past performance on similar projects.

Submit proof of all current licensing required by the State of North Carolina.

Tab 3: Financial Information

Review and provide one of the following three (3) financial statement options:

1. Recent audited or reviewed financial statements prepared by an independent certified public accountant (CPA) that shall include, at a minimum, a balance sheet, income statement (i.e., profit/loss statement) and cash flow statement and, if the audited or reviewed financial statements were prepared more than six (6) months prior to the issuance of this RFP, the Proposer shall submit its most recent internal financial statements (balance sheet, income statement and cash flow statement or budget with entries reflecting revenues and expenditures from the date of the audited or reviewed financial statements to the end of the most recent financial reporting period (i.e., the quarter or month preceding the issuance date of this RFP)).

OR

2. Recent compiled financial statements prepared by an independent CPA that shall include, at a minimum, a balance sheet, income statement (i.e., profit/loss statement) and cash flow statement and, if the compiled financial statements were prepared more than three (3) months prior to the issuance of this RFP, the Proposer shall submit its most recent internal financial statements (balance sheet, income statement and cash flow statement or budget with entries reflecting revenues and expenditures to date), and other evidence of financial stability such as most recently filed income tax return, evidence of a line of credit/loans/other type of financing with statement of amount in use/outstanding balance (e.g., a complete copy commitment letter, loan agreement, billing statement reflecting the line of credit or statement from lender acknowledging the commitment to fund the Proposer's stated financing), personal guaranty with copies of personal income tax filing and statement of net worth or such other evidence that is accurate, reliable and trustworthy regarding the Proposer's financial stability.

OR

3. Include a certified, signed statement from a licensed CPA regularly engaged in the review of the firm's financial information verifying the financial viability of the firm.

All financial information, statements and/or documents provided in response to this solicitation shall be kept confidential provided that EACH PAGE is

marked as follows: "CONFIDENTIAL – DO NOT DISCLOSE EXCEPT FOR THE EXPRESS PURPOSE OF PROPOSAL EVALUATION.

"Recent" shall be defined as financial statements that were prepared within the 12 months preceding the issuance date of this RFP.

Consolidated financial statements of the Proposer's parent or related corporation/business entity shall not be considered, unless: (1) the Proposer's actual financial performance for the designated period is separately identified in and/or attached to the consolidated statements, (2) the parent or related corporation/business entity provides the State with a document wherein the parent or related corporation/business entity will be financially responsible for the Proposer's performance of the contract and the consolidated statement demonstrates the parent or related corporation's/business entity's financial ability to perform the contract, financial stability and/or such other financial considerations identified in the evaluation criteria; and/or (3) Proposer provides its own internally prepared financial statements and such other evidence of its own financial stability identified above.

The firm's failure to provide any of the above-referenced financial statements may result in the proposal being removed from consideration. Proposers are also encouraged to explain any negative financial information, and to provide documentation supporting those explanations and demonstrating the financial strength of the firm.

Tab 4: Project Understanding, Approach and Schedule

- Provide a comprehensive narrative, outline, and/or graph demonstrating the firm's understanding and approach to accomplishing the tasks outlined in the Scope of Work section of this RFP.
- A description of each task and deliverable and the schedule for accomplishing each shall be included.
- Describe any hardware and software components that are being provided. Cut sheets can be provided as well. Provide a list of connections that the Proposer is expecting to be handled by the City. See also Section 5 "Scope of Services."
- Project risk assessment: Identify and discuss the top three critical risks for the project, focusing on what the Proposer's team considers the most relevant and critical to the success of the project.
- Identify any value engineering opportunities for enhanced project delivery.
- Outline the overall project schedule including design time, procurement,

approvals, City review times, installation, and testing. Illustrate the approach of which site would be implemented first and why.

- Identify the list of key items and questions that the City would need to respond to during the design and implementation phases of the project.
- Describe the approach to decommissioning, testing, training, customer service, support, and maintenance.
- Describe any exceptions to the requirements in this RFP and the specifications, or any items not applicable. Without specifically noting these exceptions, the City will assume that the Vendor is capable of providing all services required in this RFP.

Tab 5: Team Experience and Certifications

This section must include the proposed staffing, deployment and firm(s) of personnel to be assigned to this project, including any proposed subcontractors and subconsultants. The Team is expected to include a Vendor – that provides any hardware and software; a Designer – that provides design services such as final layout design, hosting and services needed at each location. However, it is up to the Proposer as to how to structure the Team and accomplish each of those key areas of responsibility. The Proposer shall provide information as to the Proposals and experience of all key personnel assigned to this project. Resumes must be provided for all key team members identified and must cite experience with similar projects and the responsibilities to be assigned to each person. A project- specific organizational chart which clearly illustrates the roles, responsibilities, and the reporting relationships of each team member should be included. The minimum key personnel identified must include:

- a. Project Manager: person responsible for the overall management of the project and day to day point of contact for the City
- b. Design Manager: person responsible for design aspects of the project and leading any permitting activities
- c. Support Staff: person responsible for call backs and maintenance of the system throughout the term of the agreement. Provide the business address from which the maintenance personnel will operate. Support staff should provide end to end services such as but not limited to hosted solution(s), software.
- d. Lead Developer: person responsible for carrying out software and feature development for the content management system.

Tab 6: Forms

The forms in Appendix II and V shall be provided, whether exceptions are taken or not.

Tab 7: Cost

Provide a completed cost schedule. Hourly rates shall be fully burdened to include all costs, all applicable overhead and profit (including lodging, meals, and transportation). Attach any additional pricing details. See Appendix I for the Bid Cost Form worksheet to complete.

2.2 RFP Documents

This RFP is comprised of the base RFP document, any attachments, and any addenda released before Contract award. All attachments and addenda released for this RFP in advance of any Contract award are incorporated herein by reference.

Mary Deifer
Marketing Manager

Sign below and return this addendum with your proposal.

Proposer Name & Company: _____ **Date:** _____

Signature: _____ **Title:** _____