CITY OF SOMERVILLE, MASSACHUSETTS
Department of Purchasing
JOSEPH A. CURTATONE
MAYOR

To: All Parties on Record with the City of Somerville as Holding RFP 15-50,
        Website Patterns and Templates

From: Angela M. Allen, Purchasing Director

Date: December 3rd, 2014

Re: Change deadline for submissions, answer questions

Addendum No. 1 to RFP 15-50

Please acknowledge receipt of this Addendum by signing below and including this form in your proposal package. Failure to do so may subject the proposer to disqualification.

NAME OF COMPANY / INDIVIDUAL: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE/FAX/EMAIL: _____

SIGNATURE OF AUTHORIZED INDIVIDUAL: _____

Please acknowledge receipt of any and all Addendums (if applicable) by signing below and including this form in your proposal package. Failure to do so may subject the proposer to disqualification.

ACKNOWLEDGEMENT OF ADDENDUMS:

Addendum #1 _____ #2 _____ #3_____ #4 _____

Addendum No. 1 to RFP 15-50

1. **Deadline for Submission**

   As a result of the high volume of questions received and the effect on technical proposals that the answers to these questions may have, the deadline for submissions has been extended by two days. The deadline to submit proposals is now **December 11th, 2014 at 11:00am.** All proposals must be submitted to the Purchasing Department at 93 Highland Avenue Somerville, MA 02143 by this time.

2. **Questions and Answers**

- Are you open to receiving the final proposal electronically via email? Unfortunately, by law, the City cannot accept email submissions because they do not meet sealed bid requirements.

- Can you elaborate what would be involved in the Initial Community Engagement Phase? The City will work with Code for Boston to survey and conduct focus groups with a range of community members on their needs for website services and their navigation and format preferences. Internally, the City is soliciting feedback from all departments and programs as well on their needs for the site. We will also review similar surveys from similar cities and will compile a report on preferences and priorities to be considered during the design phase.

- Within the bidding schedule you list awarding the contract and a start date of 12/15/14. Would you be open to a January 5th 2015 start date? If awarded the contract we would need two weeks to solidify resourcing. Also, in our experience, kicking off a new project team during the last two weeks of the year is not ideal due to pre-existing holiday outages. We recommend a January 5th start date. We must award the contract on the given schedule in December, but are open to shifting the start of work date to January based on the reasoning mentioned.

- Are you open to using prototyping as the design process with the understanding that we would not deliver static designs? Yes, you may use prototyping, but the vendor must still deliver a pattern library and templates.

- In section 2.6 you list the start date of 12/15/14 and the final UX, Design and final pattern library to be delivered to the developing partner on 5/31/14. Can we assume 2015? Yes, sorry for the typo.

- Have you selected a development partner to implement the new pattern library? If no, are you open to receiving bids from the design partner? We have not yet selected a development partner. The design partner may also bid to be the development partner.

  - In section 2.2 you discuss the need for templates and pattern libraries for use in GitHub. Can you clarify what this means? Are you looking for just design work to be done? The templates and pattern libraries will be deployed on GitHub. The pattern library must include all necessary source code (HTML, CSS, JavaScript, etc.), as well as images, fonts, and other resources for use by the vendor chosen for the Website Development & Content Migration RFP. The tool we have selected for the construction of the pattern library is PatternLab.io. An example of Code for America's pattern library can be found here (http://style.codeforamerica.org/) , and their GitHub repository can be found here (https://github.com/codeforamerica/codeforamerica.org). The

templates will be based on these pattern libraries, but will be created in static HTML & CSS that can ultimately be converted to a theme & templates within Drupal.

- With your other RFPs in mind, are you open to considering firm that not only handles design, but handles content development, content migration and citizen engagement all built on a Content Management System and hosted in multiple locations across the country? The website will be hosted by the City on its own server, and will be developed in the latest stable version of Drupal at the time of development. Vendors may bid on each of the RFPs if they so choose.

- Section 2.2 references that "...pattern library and templates based on the Brand Design and Style guide developed as part of the Branding phase" – is the Branding phase presently underway, complete, or does the City need that effort priced and scoped as a part of this project? This process will be completed by the City and our Community Partner by March 2015.

- If the Branding Design and Style guide are being delivered as a separate project, what is the expected completion/delivery date? March 2015

- Will the Branding Design and Style guide include specific design recommendations and layouts for the website, or is the vendor to combine information architecture recommendations with the Branding Design and Style guide to create the Pattern Library and Templates, which will ultimately become the new design for the website? The vendor is to combine information architecture recommendations with the Style guide to create the Pattern Library and Templates, which will become the new design for the website.

- Section 2.2 states that "vendor is required to deliver the Pattern Library no later than 45 days from the date the final style guide is handed off by Project Managers".
  - Does this 45 day timeline include all Elements and Templates listed in Section 2.3 Deliverables? Yes.
  - Does this 45 day timeline include the requested user testing and subsequent edits or will the testing and edits happen after this initial 45 day delivery period? The user testing and subsequent edits will extend past the initial 45 day delivery period.

- Will the user testing referenced in Sections 2.1 and 2.2 be conducted as part of this scope of work, by the selected vendor; or in parallel to this scope of work, by a different vendor or team? A different vendor or team will conduct user testing.

- Will the user testing be conducted on the information architecture/wireframes, on the Templates in the pattern library, or on both? User testing will be conducted on both.

- What is the anticipated budget for this project? $30,000-$60,000 for this portion of the project. $40,000-$70,000 for development and migration. We are still determining the user testing budget. Other aspects will be performed in-house and with the support of our community partner at no dollar cost to the City.

- How many participants do you expect for the user-requirements gathering session? We expect several hundred survey respondents and roughly 200 focus group participants. We will also be compiling responses gathered by other cities for similar needs that will reflect the responses of several thousand more persons. Finally, roughly 50 employees representing specific departments and programs are also providing input on their needs for the new site.

- What are the primary, secondary, and tertiary audiences for the city's web presence? Residents

and business owners, visitors and persons who work in Somerville, and media.

- Does the organization abide by a specific project management style for delivery? (Agile, Waterfall, etc.) This project will use JIRA for Agile/Scrum development.

- What is the preferred timetable for this engagement (i.e., start date, completion date, etc.)? We will begin our initial community engagement phase in December 2014 and complete it in February of 2015. The findings of our initial survey will then be provided to the vendor for the pattern library and templates.

- Do you prefer onsite visits from [THE VENDOR]. Some onsite visits would be helpful, but we consider qualifications according to our criteria to be of utmost importance and will coordinate via technology (Skype, Google hangout, JoinMe, etc.) if needed to ensure the best qualified vendor.

- Will you need any content development, writing or editing services? Not as part of this RFP.

- Your current website has over 500+ pages Do you envision your new site to be a similar size and organized? We realize this is a difficult question to answer prior to a discovery and architecture phase. We will archive some pages and content that will not be migrated. We are looking for site organization that employs emerging best practices for municipal websites (more user-centered and need-centered; more dynamic integration of content; responsive design) and do not feel that our site currently offers this. So the size should be somewhat smaller (though this is difficult to quantify at this time) and we aim for the organization to be improved upon.

- We can see that you are currently using a DRUPAL platform. Are there any design-specific requirements of the CMS. Are there any key elements of a CMS platform you are currently expecting to see in the RFP? We will be using the latest stable release of Drupal at the time of development.

- Are there any specific accessibility standards unique (beyond WCAG 2.0 and Section 508) to your audience we need to adhere too, what are the City of Somerville's accessibility policy? No, WCAG 2.0 and Section 508 are the two standards that this project must adhere to.

- Does your website need to integrate with other websites? If so, what are they? (example,http://www.parksomerville.com/index.php,http://www.somervillema.gov/departments/finance/treasurer-collector/make-payments)

- What "system to system integrations" do you require? or, is integration defined as making the site as usable and intuitive as one clicks from one system to another through best practices in design, layout, readability and usability? Integration is defined as making a usable and intuitive handoff to the following payment services: Duncan Municipal Online Services, CitizenServe, InvoiceCloud, MinuteMan Library Network, and Kelley & Ryan Municipal ePayment.

- Will you need any password protected portals for board, staff or committees? Not as part of this RFP.

- Could the City of Somerville please expand further details on the following RFP items?
    - o   Please explain the process required by the City of Somerville regarding pattern library and site architecture specification requirements as described in this proposal? What are you expecting from [VENDOR]? The information architecture will be provided in the form of detailed wireframes and/or diagrams that will allow the

development vendor to construct pathways between content in a streamlined and accessible manner. The templates and pattern libraries will be deployed on GitHub. The pattern library must include all necessary source code (HTML, CSS, JavaScript, etc.), as well as images, fonts, and other resources for use by the vendor chosen for the Website Development & Content Migration RFP. The tool we have selected for the construction of the pattern library is PatternLab.io. An example of Code for America's pattern library can be found here (http://style.codeforamerica.org), and their GitHub repository can be found here. (https://github.com/codeforamerica/codeforamerica.org) The templates will be based on these pattern libraries, but will be created in static HTML & CSS that can ultimately be converted to a theme & templates within Drupal.

- o Please explain the process if per say [VENDOR] may work with the City and your community partner, Code for America Boston Brigade, to create primarily open source materials? Input from the community and Code for Boston will be channeled through the Project Manager in the form of issues that will be tracked in JIRA. The vendor will deploy and iterate the pattern library and templates using a GitHub repository.

- Open Source is referenced throughout the RFP as well as CMS. What Content Management System has been selected? We will be using the latest stable release of Drupal at the time of development.

- Will the services for implementing the new site be a separate RFP or has a vendor been selected? A separate RFP was issued on Dec. 1 for development and migration. You may also bid on that RFP.

- Is there a preference for having the site hosted or is this going to be on-premise? On-premise.

- As part of the Information Architecture, will the recommendations be to an IT Team internally or hosting provider? IT team internally.

- Is there an analytics package of choice (Google, Omniture, WebTrends, etc…)? We will be using an existing Google Analytics account.