

Web Content Management Solution and Implementation Services Request for Proposal

Questions and Answers

08-20-IT

Question	Answer
1. What are some of the institutional goals your organization would like to accomplish with the new website?	<ul style="list-style-type: none"> • Improve community outreach through tools that engage and communicate • Leverage analytics and reporting for data-driven business decision-making • Embrace cloud technologies for reliability, scalability, agility, and Disaster Recovery • Maintain and upgrade applications more frequently to avoid obsolescence, take advantage of new features, and reduce overall support costs • Seek innovative technologies and business solutions
2. How will these institutional goals be measured?	The goals will not be measured. The objectives of the Web CMS are what is measured. The metrics are under discussion for measures.
3. Do you have a preferred CMS? Are you open to Drupal?	There is no preference. We are open to Drupal.
4. We understand that the entire Unrationalized set of content will not need to be migrated into your new CMS. However, any set of content that is programmatically migrated will lead to a similar estimated cost. Will the set of Rationalized content potentially be so limited that no automated migration should be estimated?	The answer is no. We would like to know migration pricing by 'unit' or other (e.g. page, asset).
5. Assuming that some static pages will be automatically migrated, should we instead plan on migrating all Unrationalized content in either a published or unpublished state? Unpublished pages could then be deleted if desired.	The answer is no. We do not see migrating unrationalized content as a feasible option without the design standard being complete. We want to start with a purposeful design standard and migrate to that standard.
6. Will News and Events Calendar content be a clean slate on the new site or should a migration for those two types of content be estimated?	The events calendar should be current year and the news articles should be past year.
7. Are there any active integrations on www.kirklandwa.gov that pull live data from a 3rd party source that is stored in the	There are no active integrations pulling live data currently from a third party. The current applications are using IFrame. Please see

<p>CMS? Based on the list of integrations from pages 7-8 of the RFP, it appears that the content either lives off-site or is embedded from the external source.</p>	<p>requirement 4.08 as the City may have live data needs in the future.</p>
<p>8. Will any data on the linked websites from pages 7-8 of the RFP need to be pulled into the new version of www.kirklandwa.gov? In other words, will that information continue to live off-site or otherwise be loaded directly from that 3rd party system?</p>	<p>Yes information will continue to live off-site. and will be loaded directly from the third party. We will continue to use Iframe (e.g. GovQA) and RSS (e.g. Jobs) as we need to.</p>
<p>9. Would you like the new site to utilize a SSO system or LDAP for authentication?</p>	<p>SSO. The authentication method for internal City of Kirkland users must be single sign-on via Active Directory Federated Services.</p>
<p>10. How many active site editors do you have in your current CMS? How many different roles are assigned to these site editors?</p>	<p>We currently have approximately 80 content contributors and we expect to reduce the number of contributors before we go live. Roles:</p> <ul style="list-style-type: none"> • Content Editors • Power Editors • Reviewer/Approvers • System Administrators
<p>11. Is content access on your current CMS restricted by department and if so, would you like to maintain that functionality?</p>	<p>We want role based accessed, not necessarily based on department.</p>
<p>12. Does your current CMS have any sort of content moderation or review process in place?</p>	<p>Yes. Content is approved prior to publishing.</p>
<p>13. Can you refer us to a site search that is similar in functionality to what you all would like to have on your new site?</p>	<p>There is no perfect site that we know of that has the search functionality that we envision. We at the very least need the functionality similar to our current search engine (Google). But would like to see a more enhanced features such as the ability to filter results like the City of Seattle site. The City wants the search function to work within the City’s site with a comfortable navigation to further filter.</p>
<p>14. Can you please provide monthly website traffic metrics?</p>	<p>The month of December the City of Kirkland top performance metrics included the following:</p> <ul style="list-style-type: none"> • 55.3K Users • 69.5K Sessions • 72.4% Bounce Rate • 00:01:08 Average Session Duration • Breakdown of visitors acquired by channel <ul style="list-style-type: none"> ○ 45.1% Organic Search ○ 34.5% Direct Search

	o 20.2% All Other Sessions
15. Will the city want the proposer to develop a style guide in order to help them apply style updates to linked websites/applications?	Yes.
16. Will we be designing for both an external and internal facing sites or will this be the same site with permissions?	No. We are building an external website www.kirklandwa.gov .
17. If designing for internal, how many departments and users?	See question #10. To be clear, we are not designing 'internal websites'; however, our back office for management of the external site and content contribution with workflows for publishing approvals is in scope.
18. Has the City done any previous design work that can be used?	No.
19. Are the 15 primary landing pages unique pages that need to be designed out or can they be templated?	That will be based on the design standard determined prior to buildout.
20. Are there any CMS platforms that have been pre-identified as potential options? Affirma has experience across many CMS platforms. We can take a technology agnostic approach as well, but its always helpful to know if we're targeting a few CMS options.	No.
21. How many back-end users do you expect to have?	People tasked with the management of the platform are approximately four.
22. Are you looking for a vendor to manager the infrastructure of the system or will you have internal IT do that?	We are asking for cloud hosted or SaaS solution and therefore we are not expecting infrastructure management on the City's side.
23. Does the City have on-prem IT infrastructure that can be used to host a solution?	See question #22.
24. Is a cloud based and/or SaaS model preferred?	Yes. See Minimum Qualification section (MQ.5).
25. Are you interested in having analytics and logs stored in a system such as Google Analytics?	Yes.
26. Do you know the different types of roles you will need in the system? Marketing team vs developers access for example.	See question #10. We expect the roles to be verified during the project.
27. Are there any additional system integrations you would like added to the current solution? Such as CRM or ERP integrations.	No.
28. Can you describe the requirements for the following listed integrations in the new site:	We expect the detailed requirements to be part of the design work. Currently the

<ul style="list-style-type: none"> a. Granicus (video/audio streaming). b. WebQA/GovQA(public records request portal). c. HPRM (HP Records Management tool handling the City’s ordinances and resolutions). d. Esri mapping solutions. 	<p>expectation is for the applications to be presented as what we have now or better which currently is either Iframe or RSS.</p>
<p>29. Where is content for the existing website currently stored?</p>	<p>Content exists within the Active CMS Server Instance (previously known as IronPoint) and Microsoft SQL database.</p>
<p>30. Can full time employees of Affirma that are offshore work on development assuming no City of Kirkland data is hosted offshore?</p>	<p>The City prefers the team to be working similar hours in the USA (e.g. EST, CST, MST, PST).</p>
<p>31. Would you like in person training sessions?</p>	<p>Yes.</p>
<p>32. What are current pain points with the existing website?</p>	<ul style="list-style-type: none"> • Challenges pasting html friendly content from WORD or other applications • Not easy for non-technical staff to incorporate video and/or images • Navigation can be counterintuitive • Some out of the box page types/templates are too restrictive and don’t support basic features. E.g. putting photos in news releases • Enhanced features such as creating icons, buttons or collapsed content accordion menus are difficult (and requires HTML skills to do) • Sharing or incorporating social media into/or from the website is a challenge • Web forms/surveys are unappealing • It’s challenging to maintain out of date information on the site.
<p>33. What plans do you have to prepare the City’s staff for change? Affirma has change management services that we can include as optional in our proposal.</p>	<p>We would entertain the optional change management scope/pricing. Currently, we are planning to conduct change management in-house.</p>
<p>34. Please clarify the use of the term “data.” Does it apply to code, database data, or both?</p>	<p>Both.</p>
<p>35. Does the onshore requirement apply to both production and development data?</p>	<p>Yes.</p>
<p>36. Can a development team consist of Indian resources (working in India) as long as the virtual machine(s) hosting the website data is located onshore?</p>	<p>See question number 30.</p>

<p>37. Will the inventory be complete prior to the vendor being able to finalize pricing?</p> <p>38. If not, can the City provide an estimate of the number of pages they want the vendor to price in for content transfer?</p>	<p>No. The current plan expects the rationalized content inventory to finish approximately 2 weeks prior to the engagement.</p> <p>The prominent set is the defined scope. Remaining pages are built by the City staff with the proposer’s validation and assistance. Generally, the City expects to reduce pages from approximately 2500 to 1500 or less and currently there is no estimate for the digital assets. The City expects the proposer to provide a per page or content pricing (or range).</p>
<p>39. Are end-user departments going to do some of the content transfer?</p>	<p>Yes. See RFP section: Scope of Work: Implementation and Support: Continuous Iteration. In this scope activity the City expects to continuously build remaining pages with the proposer’s support and validation before launching the site.</p>
<p>40. If so, how much will the vendor be responsible for?</p>	<p>See question number 39.</p>
<p>41. What is the percentage of uptime per year that is expected in order to meet the requirement of “High Availability?”</p>	<p>99.97% uptime and the City expects redundancy across SaaS or cloud hosted data centers.</p>
<p>42. Will there be acceptable windows of “downtime” for scheduled OS or software upgrades?</p>	<p>This is negotiable in the service level agreement of the contract.</p>
<p>43. Requirement 1.08: The system shall provide the ability for City administrators to configure the user interface. Does this requirement refer to the end-user interface (public-facing site), such as changing the theme to the site/pages, or is it referring to the administrative side of the CMS, where configuring the interface could refer to, for example, adding a field to a form/survey?</p>	<p>We want to hide controls within the editing user interface such as justified alignment setting. In other words, the administrators should be able to limit the choices available in the editing and formatting user interface.</p>
<p>44. Requirement 12.05 The system shall allow file uploads on a hosted separate subdomain: Are those file uploads on a separate subdomain because they need to be screened or in some way go through an approval process before they are integrated into the CMS?</p>	<p>The separate subdomain is usually large files such as photos and we host on a subdomain so that we can share externally (e.g. the City’s alternative to something like drop box). There is no need for screening or approvals.</p>
<p>45. Requirement 12.05 The system shall allow file uploads on a hosted separate subdomain: Are they uploaded from</p>	<p>Authenticated for upload and anonymous for download.</p>

anonymous users or authenticated users to the CMS?	
46. Requirement 6.03: The system shall provide review and approval of content prior to publishing via workflow. Will certain defined roles allow those users to essentially bypass the workflow process?	Yes. For example, for emergency posting content may not move through the approval workflow process.
47. Is there an estimate of the storage size required for all CMS content?	No.