Addendum #1

City of Kirkland

Shop Local Kirkland Website Development, Subscription & Services Consultant (SLK Phase 2)
Job # 37-21-CMO

Answers to questions submitted by close of business, November 9, 2021:

Q. What are the pain-points with the current site that was built last year?

A. Easy administrative control over design, content and listings information; the capacity to accommodate incentive marketing efforts to drive traffic; the capacity for business to business interaction and resources; and is configurable for effective search engine optimization efforts. The City also is interested in creating an integrated 'portal' for Kirkland tourism, local shopping, events, partners and other activities of interest to visitors and residents. This requires integration with ExploreKirkland.com.

Q. There are conflicting indications as to whether you are seeking a new website or an update to the current site. Can this be confirmed?

A. The City requests firm-fixed-price proposals to design, develop and implement the website, provide professional services, implement a cloud service subscription and provide ongoing support services. It is up to the proposer to determine the optimal methodology. Updates to existing web platforms as well as new websites will be considered.

Q. The current-state item "functions as a pass through rather than ecommerce platform" indicates that you may be contemplating an e-commerce capability in the delivered work product?

A. E-commerce capability is not under consideration.

Q. Is the vision an online platform of all the businesses with a single cart and checkout, or more of an online mall where the city provides virtual storefronts with their own inventories and checkout systems?

A. The concept is a digital marketplace for Kirkland which is not an e-commerce platform but rather a one-stop portal to connect consumers with local businesses of all types, and which offers the consumer multiple contact and delivery options from vendors. The platform itself will not support purchase and sale transactions between consumers and businesses yet will function as a pass-through asset to connect merchants with customers.

Q. The current-state item "does not provide administrative control over the form and function of the website" implies that there might be a need for more of a free-form way to manage content. The larger a site gets, the harder this is to accomplish (but not impossible). Can we confirm exactly what the challenges might be and the number of editors updating content on a regular basis?

A. The City seeks administrative control over the inclusion of content on the website. At present, the Shop Local Kirkland web platform does not offer tools, widgets, templates and/or other features staff and administrators can access to add content to the platform outside of the business listings and business storefront database. It is not known how many content editors might engage with the site at this time.

Q. The scope of work includes an assessment of the current state ending with "develop a detailed project scope..." Is there a defined scope of work or is the work split into separate consultative and implementation projects?

A. From the RFP: "The City expects a proven delivery model with a supporting implementation plan and schedule. The implementation plan should be based on the proposer's best-practice implementation methodology and expert opinion. This scope of work is what the City believes it needs to be successful. However, the City expects each proposer to outline how such scope or additions or subtractions will be accomplished using the proposer's expert knowledge."

Q. Who is the incumbent agency if there is one, how satisfied were you with their results?

A. From the RFP: The current provider is Meylah Corporation.

With this project, the City seeks to deepen the functionality and value-add of the platform to the Kirkland community.

From the RFP: "SLK Phase 2 intends to leverage the City's investment in this digital infrastructure to meaningfully support businesses and the community through and beyond the COVID-19 pandemic. This can be achieved by ensuring that the web platform: is contemporary, responsive, content-rich and easy to use; functionality supports staff efforts to create engagement strategies which drive consumers; offers business-to-business resources and features that add value to local enterprises. Such functionality includes but is not limited to that which enables incentive marketing, featured businesses, user-generated content, events and programs, consumer-driven search capabilities, business resources and opportunities, search engine optimization, and logical integration, beneficial with the City's existing platform ExploreKirkland.com."

Q. Is there a preference for in-state and/or local bidders?

A. From the RFP: "The City of Kirkland assures that no person shall, on the grounds of race, color, national origin, or sex be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. The City of Kirkland further assures that every effort will be made to ensure non-discrimination in all its programs and activities, whether those programs are federally funded or not. In addition to nondiscrimination compliance requirements, the Service Provider(s) ultimately awarded a contract shall comply with federal, state and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects."

Q. Is there any requirement for the vendor to be on site?

A. From the RFP: "The City expects the solution provider to work on site for key workshops and meetings as mutually determined in the implementation plan and schedule. Remote work is acceptable if online meeting tools are working efficiently."

Q. How many vendors will be awarded?

A. The City expects to award a single vendor. Proposers are encouraged to subcontract as necessary to successfully implement the project.

Q. Do you have a design concept ready, or is that expected to be part of the vendor's offering?

A. The existing design concept is the foundation of the proposal concept. Existing branding and design are expected to be integrated; however, submitters are encouraged to propose design solutions as benefit their proposals and the project

Q. How many pages are going to be developed as part of this proposal?

A. This is not known at this time. Submitters are encouraged to address the number of pages in their proposals if deemed appropriate.

Q. How many pages need to be migrated to your new website?

A. There are currently 341 pages that will need to be migrated

Q. Will new content need to be created by the awarded vendor?

A. It is not expected that content will be created by the awarded vendor. It is expected that the platform will easily allow new content integration and administrative control over content. Existing content will be migrated by the awarded vendor from ShopLocalKirkland.com, including listing information and images. Additional and new content will be developed and provided by City staff, members of the community, consultants and other stakeholders.

Q. If so, how many pages will new content need to be provided for?

A. Please see the above response and refer to the RFP for details on the type of content required. Proposals should accommodate the scope of content indicated.

Q. Does your website require any online payment module or gateway integration?

A. No payment gateway is required

Q. Will you be migrating website hosts?

A. We are open to migrating web hosts if suggested by vendor

Q. What is your reason for migrating hosts?

A. We don't require migrating hosts

Q. If so, will full FTP access be provided to current hosting accounts?

A. Yes

Q. Who is your current hosting provider?

A. Microsoft Azure Cloud

Q. How much are you currently paying to host?

A. Presently the City pays $ 1,401 per month for hosting, subscription and support services.

Q. Are you open to having your website be designed and developed with WordPress?

A. Yes, if the vendor can propose WordPress as a viable solution with the required functionality.

Q. Do you currently use any Analytics tools?

A. Google Analytics

Q. What is your current website designed and developed in?

A. Laravel

Q. As a state or local government website, Shop Local Kirkland will be accessible to people with disabilities to comply with the ADA. Our company specializes in web accessibility. Can we submit a proposal addressing only how we can help another vendor ensure its designs for the City meet the ADA's requirements?

A. The purpose of this RFP is to seek proposals from qualified proposers for a state-of-the-art Web CMS/MMS implementation, according to the minimum qualifications, minimum procurement requirements, and response forms set forth in this RFP. The City requests firm-fixed-price proposals to design, develop and implement the website, provide professional services, implement a cloud service subscription and provide ongoing support services

Q. Would the City consider a proposal separate from this award as the total amount of work for accessibility would likely fall below the $50,000 limit?

A. At this time, the City requests firm-fixed-price proposals to design, develop and implement the website, provide professional services, implement a cloud service subscription and

provide ongoing support services

Q. Is adherence to WCAG 2.0 (as per the ADA/Section 508/Section 255) acceptable, with every effort to meet 2.1 where applicable?

A. Yes, 2.1 (or newest) is preferred.

Q. Can you share the budget for this project? Does this include annual fees, taxes, and travel, or do you have separate budgets for these items?

A. The City will rely on proposers to provide a proposed budget for the Scope of Work detailed in the RFP that correlates to the proposer's detailed Work Plan and Timeline.

Q. For in-person, onsite meetings, are there exceptions due to COVID-19 travel or company regulation restrictions?

A. The City expects the solution provider to work on site for key workshops and meetings as mutually determined in the implementation plan and schedule. Remote work is acceptable if online meeting tools are working efficiently.

Q. What are the existing integrations mentioned that the new site will need to integrate with?

A. The City currently maintains and operates ExploreKirkland.com and ShopLocalKirkland.com. We want to integrate those experiences for the user. The City requests that proposers integrate suggestions on ideal integration strategies into proposals.

Q. In order to give our team a sense of the complexity of your current website, please share the following:
1. **Number of pieces of content**
   A. 341 pages
2. **Number of types of content (different CMSs have different nomenclature, WordPress calls them "post types", Drupal "content types")**
   A. 341 pages (Laravel)
3. **Number of taxonomies**
   A. Just subpages of root with some queries
4. **Number of custom user roles**
   A. The number of custom user roles should be sufficient to manage the needed content of the website.
5. **Number of custom modules**
   A. The number of custom modules should be sufficient for the necessary functionality of the website and web content.

Q. Can you please confirm if you anticipate the following deliverables will be included/excluded from scope:

1. **Wireframes**

A. Yes
2. **Design mockups**
   A. Yes
3. **SEO/content strategy**
   A. Yes
4. **Who are the people on your core team?**
   A. The SLK website is presently managed by City staff, working with the City's Deputy City Manager for External Affairs, the communications team, IT and other departments as needed. The City's IT personnel, the Deputy City Manager for External Affairs and communications and economic development staff will be active participants during the Web CMS/MMS procurement and implementation.
5. **What are their roles and responsibilities?**
   A. City staff will oversee contracting and development, project management, budget, implementation, compliance, content, design, functionality, implementation, training, schedule and other functions as the City deems necessary for the successful completion of the project.
6. **What percentage of their time will be dedicated to this project?**
   A. Staff time, consultant time and/or other necessary stakeholder time will be allocated sufficiently to support the successful development, implementation, launch and ongoing requirements of the website and program.
7. **What superpowers/abilities can we leverage on this project?**
   A. Unsure of the question's meaning
8. **Is there an incumbent vendor responding to this opportunity?**
   A. It is not known at this time whether the incumbent vendor will respond to this opportunity
9. **Please tell us about the stakeholders at your organization**
   A. The SLK website is presently managed by City staff, working with the City's Deputy City Manager for External Affairs, the communications team, IT and other departments as needed. The City's IT personnel, the Deputy City Manager for External Affairs and communications and economic development staff will be active participants during the Web CMS/MMS procurement and implementation. Stakeholders also include the business community, Kirkland residents and visitors to Kirkland.
10. **How large is the stakeholder group?**
    A. Please refer to the above response
11. **Is there a RACI chart or steering committee set up to manage them?**
    A. Management structures and processes are in place for the project
12. **How do you envision the selected partner interacting with your stakeholders?**
    A. Proposers should integrate project management strategy, structure and methodology into proposals as per the RFP.
    From the RFP: "PROJECT MANAGEMENT The City expects industry-standard project management processes and controls: 1. Project delivery model; 2. Project deliverable acceptance; 3. Project management processes and controls; 4. Project assumptions; 5. Key management artifacts: a. Project management plan (based on the City's Project Charter and the contract's statement of work); b. Project schedule; c. Issue management plan; d. Appropriate project controls (risk log, issue log, decision log, change process/log); e. Program assurance plan (metrics, artifacts, deliverables, and solution); f. Project status reports/meeting schedules."

Q. What is the budget for this project?

A. The City will rely on proposers to provide a proposed budget for the Scope of Work detailed in the RFP that correlates to the proposer's detailed Work Plan and Timeline.

Q. Are there any timeline drivers for this project?

A. From the RFP: "The Objectives: The City expects to realize the following objectives during or before the second quarter of 2022, based on the project work plan and schedule: 1. Achieve a modern UI/UX; 2. Achieve a flexible and accessible technical platform; 3. Achieve flexible and comprehensive administrative control of content; 4. Set up sitewide search functionality that is easy to use for users; 5. Provide a consistent system that is easy for nontechnical Content Contributors to use; 6. Execute functional migration of all existing data including business registration information, images, metrics to the new solution; 7. Achieve a managed/standardized content style and writing consistency; 8. Integrate with the City's other web-based applications in a seamless and secure manner, with a high degree of aesthetic consistency; 9. Achieve compliance with modern accessibility standards; 10. Provide production and staging environments; 11. Keep the City's information secure and accessible. 12. Establish a forms standard. 13. Achieve high visibility in search engines through best SEO/SEM strategies."

Q. Do you anticipate participating small businesses will have group permissions to make edits or will one individual per company be allowed to edit the company's profile?

A. Businesses will have permissions to make edits to their business profiles

Q. Why is this website relaunching? Why is the current website unsatisfactory?

A. Please refer to the RFP for detailed information about functions and features upgrades sought from this Phase 2 project.

Q. Configurable Templates: Are you referring to templates for the store themes and/or the website theme that are configurable. For configurable templates do you mean prebuilt templates or drag and drop architecture?

A. Whatever the vendor feels will be the best solution based on the goals we've stated for this project. Drag and drop architecture seems like a good solution to give each business freedom in how they are represented on the website, but we are not set on one solution here.

Q. Electronic Forms: Can you please share a little detail on what types of forms: registration form, survey form, feedback form or any other types of forms.

A. Registration form, survey form, feedback form and functionality to support customizable forms for other potential purposes.

Q. Search Engine Optimization/Search Engine Marketing: These are two different aspects of the website. SEO is ensuring that the content is indexable by the search engine. SEM is to create content and right set of back links and organic referrals. SEO is structural and SEM is driven through activity. Can you please let us know what specific aspects you are referring to.

A. We are referring to SEO to start. The City welcomes proposers to discuss both SEO and SEM as separate items that may carry separate budgets should that suit their proposal.

Q. Linked Website/Application Integration: Can you please give us more clarity on the expectations on this statement.

A. We currently have explorekirkland.com and shoplocalkirkland.com. We want to integrate those experiences. We are open to suggestions on an ideal integration.

Q. Connecting users to ExploreKirkland.com: Can you share clarification if this is referring to embedding links to exlorekirkland site or expecting api driven content sharing and data integration.

A. The City currently maintains and operates ExploreKirkland.com and ShopLocalKirkland.com. We want to integrate those experiences for the user. The City requests that proposers integrate suggestions on ideal integration strategies into proposals.

Q. Events and Programs: Are you implying that there would be a page specifically

A. The City currently maintains and operates ExploreKirkland.com and ShopLocalKirkland.com. We want to integrate those experiences for the user. The City requests that proposers integrate suggestions on ideal integration strategies into proposals.

Q. Service Level Agreement: Is there a minimum response time for the SLA?

A. The City will rely on the proposer to indicate their capacity for response time for SLA

Q. Is there any leniency to waive the 15-page maximum requirement?

A. No. Additional information, resources etc. can be provided with links.

Q. Can you provide specific details about what functions/features you didn't like about the Phase One iteration of this website, which was launched a year ago? What are you hoping for from the new Phase of this project that you didn't achieve in the first round?

A. Please refer to the RFP for detailed information about functions and features desired from this Phase 2 project.