

# **Q & A: Website Template Design and Development Request For Information**

## **Budget/Timeline**

**What is the estimated cost of the Website Template Design and Development project?**

We do not know, which is why we issued the RFI to learn more information.

We would like to know HOW you price, for example: is it a fixed price by population, headcount, number of City users, or number of pages? Or is it a variable price based on exploratory discussions about the services we require? However, we are not prepared to answer to questions that would lead to a total cost, nor would we be permitted to purchase a solution based on the RFI anyway.

**Did you have any idea of budget/timeline in mind for this project?**

The City hopes to engage on this work soon, possibly in the current fiscal year - ending in June 2020, and at the lowest reasonable cost.

**When is your desired date goal to have a new site live by?**

We have not set a date goal at this point. One of the reasons for the RFI is to allow Staff to consider the effort involved in writing content, and set a timeline.

**What is your current annual budget for hosting & maintenance? Could this annual budget be extended for more than one year?**

The FY 2020 annual budget for website hosting and maintenance is \$4,000. Monthly hosting fees are \$125, and the remainder covers hourly work from a contractor for upgrades and website development. (Content is created by City staff.)

**Should the Department decide to proceed past the RFI process, has a time frame been established in which an RFP may be issued?**

Nothing has been defined yet. As mentioned above, there is some funding in the current Fiscal Year.

**Has the Department allocated funding for the Website Template Design and Development yet? If so, through which source (budget, CIP, state/federal grant, etc.)?**

Yes, the City has allocated some funds in the Current Year Operating Budget, but we are not certain we have enough set aside – or what the scope of the project should be.

### **E-Commerce/E-Pay/Newsletters**

**Do you have a need for an e-commerce or a shopping cart for selling any type of premium content? Paying fees? Licenses?**

No shopping-cart component is planned for the website. The City does not have a need to sell content. Fees and Licenses paid to the City are not handled through the website; they are processed through different Business Systems. See the section called “Online Services” on our Home Page for examples. However, please feel free to educate us on those features in your response to the RFI.

**Do you have a payment processor currently?**

The City takes part in State of Illinois’ ePay program, and we have no issues with it.

**Is the city satisfied with their current e-pay provider?**

E-pay is not in the scope of this RFI. The City takes part in State of Illinois’ ePay program, and we have no issues with it.

**Who is your email newsletter service provider? Is there an interest in changing this provider?**

The City sends out a monthly newsletter called “It’s All About U” through MailChimp. <https://www.urbanaininois.us/E-Newsletter> The City pays a monthly fee of \$85 to Mailchimp, based on the size of the mailing list. This is one of several Newsletters created from Mailchimp. The City would consider moving newsletter providers if there are cost savings and equivalent features.

**Do you currently have a newsletter that is mailed out to your citizens? If so what software are you using?**

Yes, we send out a monthly newsletter called “It’s All About U” through MailChimp. <https://www.urbanaininois.us/E-Newsletter>

## **Traffic**

**What is your traffic like on a monthly basis for each site?**

According to Google Analytics, in the last 28 days we had 13,000 users and 18,000 sessions.

**What is your traffic like on a monthly basis by device? (mobile, tablet, desktop)**

According to Google Analytics, in the last 28 days it was 56% computer, 40% mobile, and 4% tablet.

## **Content**

**I did a page crawl and it's stating your current site 2560 pages which is about 10X a normal site of a city of your size. Do you want the bid to include bringing all of those pages over or do you have a set amount you want the prospective bidder to include?**

- Total Content Count: 2,560
- This count includes:
- 1444 HTML Pages

- 171 Directory Module Content
- 743 Images
- 101174 PDFs
- 71 Bids Module Content

We acknowledge that our current site is unwieldy. As described the summary of Exhibit A, the City wants to “roll out an all-new website based on a complete re-write of our website content.”

**Is the plan to migrate all of the content over to the new designs within this budget? Or do you plan to write new content?**

As described the summary of Exhibit A, the City wants to “roll out an all-new website based on a complete re-write of our website content.”

**If migrating of content is required, do you plan on continuing with your current sitemap for the site?**

As we are not migrating all of our content, we are ready to rethink our sitemap.

**Do you have any specific vendors that you will need software integration with?**

At this point, the Website does not integrate with any other systems. Every touchpoint to a different system is a link from the website.

**Currently, you are using Drupal; how do you feel about that content management system? Are you open to trying something new or different such as WordPress?**

We are open to any platform. Drupal is used now, so there is familiarity with it. There are also frustrations with Drupal, as it was implemented for the current website.

**Do you have a CMS currently would you be open to building in one, such as WordPress?**

We currently use Drupal for our website, and we are open to using either Drupal or a different CMS in the future.

**Does the city want enhanced ADA tools?**

Please feel free to educate us on enhanced ADA tools in your RFI response. However, please also provide information about the costs of the additional services that you describe. The final decisions on scope will be driven by a mixture of cost and needs.

**Is the city interested in including ADFS/IDP in the bid?**

No, that is not in the scope of the solution.

**Are you hoping to convert all PDF or Word doc forms to digital format where the user can fill them out and submit them online or continue using the same formats?**

Currently, we have a mix of forms that built into the website, fillable PDFs, print-and-complete forms, and links to external systems for data entry. If the new website has a better method for building forms, it is possible that more of our fillable PDFs and print-and-complete forms could be turned into website forms – although this will depend on the amount of effort involved. External systems will remain “as-is” because those systems have their own entry forms.

**How many boards/commissions do you currently have?**

30 are listed on our site now. A few of these (approximately 5) are no longer active, but historical information appears on our current site.

**How many years of Agendas and Minutes will be brought over with the new site?**

That answer is not determined at this point. It would be helpful for you to describe the effort to convert meetings in your RFI response, which would be a factor in deciding how many to convert.

**Are you live streaming your board meetings now? Are you interested in live stream?**

We are live streaming our board meetings now, through Urbana Public Television.  
<https://livestream.com/Urbana>

## **Training/Administration**

**Is the city requiring On-site or Remote Training?**

There is no training component requested, but we would be open to both options – based on costs, including travel.

**What is the size of your team that will need access to the admin side of the sites?**

Currently, we have 2 website Administrators. This could increase, based on the way roles are defined, but is not expected to exceed 5 people.

**What is the number of users anticipated for the Website Template Design and Development?**

For the Development project, we expect a team of about 10. For the Website itself, probably around 50.

## **SERVICES**

**Are you comfortable working with a remote small business, Veteran-owned agency?**

The City does not have any objections to remote work, and the City encourages small and veteran-owned business to respond.