WordPress Website Redesign RFP Q&A
Round 2, Posted 11/17/2020

Responses to questions submitted as of 4 p.m. CST, Thursday, Nov. 12, 2020. Questions received after that date and time were not answered.

Questions for which an answer was already provided were not answered to avoid repetition and to streamline responses. Responses have also been organized into general categories.

In addition, for select topics, we did not answer questions but provided additional context and information in narrative form.

**Administration**

1. How many content administrators are there expected to be within your organization after the site launch?
   At least four or five. The District also expects to have full control and access to the site to be able to add additional administrators as needed.

2. Will the new site require different backend user roles? If so what are they?
   Nothing beyond what is native to Wordpress, including Admin, Author and Contributor. The District expects to have and retain the ability to add users as necessary.

3. When you say that you need to be allowed for creation of different user profiles to assign responsibilities and permissions accordingly, how many levels of permissions are you aiming at? Give us the number of users who will be updating the website regularly.
   See Q1.

4. How many individuals make updates to the site? How many do you anticipate in the future?
   The first part of this question was answered in Q1. We cannot anticipate future need but expect the ability to add users as needed.

5. Dashboard - Only access to post articles, blogs, news or any other features are there after logged in?
   No. See answer to Q1.

**Accessibility**

1. Regarding ADA compliance for an organization of your size with similar partners we’ve worked with they’ve opted to use a popular system called Audioeye, our ADA partner, a sound solution such as Audioeye tends to be a more cost-effective and time-sensitive way of achieving ADA requirements is this something the District would be open too?
It could be a discussion point, but the website should utilize accessibility best practices in its buildout and implementation, and not rely on plugins or other tools to provide accessibility.

2. Are you OK with an ADA level of A or do you need a AA as you requested in the RFP?
   We are committed to meeting AA guidelines.

3. Does the District already use a WCAG AA Assessment Tool for meeting Accessibility Guidelines?
   No.

4. What tool(s) will be used to determine if the site is WCAG compliant or not?
   We would be looking to use a freely available tool such as WAVE AIM. Vendors are free to suggest other compliance tools that are reliable yet low-to-no cost. A premium compliance tool is not included in this budget or available at this time.

5. What if integration points with outside systems are not WCAG compliant due to other vendors?
   We understand that there may be third-party tools, plugins, etc. out of our control in regards to accessibility.

**Branding/messaging/look**

1. Will you be providing the brand messaging guidelines documentation or do you want our team to scope it in the proposal?
   We have a Strategic Communications & Marketing plan that includes key messages.

2. Will you be providing the visual identity guidelines documentation or do you want our team to scope it in the proposal?
   We have a comprehensive brand style guide.

3. Will you be requiring copywriting and/or copyediting assistance for the marketing content?
   We do not require copywriting/copyediting assistance, other than the requirement of assistance with researching and implementing keywords. The District has significant copyediting experience, but submitting firms are welcome to include copywriting as a value-add in their proposals. However, the cost of this must not increase the total beyond the $75,000 budget for the project.

4. Regarding assets, will you need assistance with photography or videography?
   We do not need assistance with photography or videography.

5. Do you want logo redesigning as well?
   No.

6. Will you need the chosen vendor to help produce imagery for the redesign or do you have assets available?
   We have assets available or can procure them.

7. Will there be a need for copywriting assistance or general content creation?
   See answer to Q4.
8. Will you provide the site wireframe designs or can we suggest?
   We will not provide wireframes but will provide inspiration sites and guidance on look/feel.

9. Intuitive web experience - Please share an example for this what are you looking for (a reference website would be helpful)
   We have a number of inspiration websites, of which we like certain aspects of each. This information will be provided to the selected vendor.

10. Do you have a library of existing images (in addition to those already in use on the website) that could be leveraged for the site redesign?
   Yes.

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**Budget**

1. Has the District established a support, maintenance, and hosting budget?
   We have not yet established a budget for these items.

2. Are hosting services included in the budget identified in the RFP?
   No. They are separate.

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**Bug tracking**

1. Are you already using BugHerd? We use JIRA internally. Are you comfortable with a different tool?
   We do not already use BugHerd; it was listed as an example. We are open to different tools, but cost is a consideration.

2. Would the District be open to using Azure DevOps for bug tracking vs BugHerd?
   See answer to Q1.

3. On page 4, is the bug tracker intended only for the site development or is it intended to continue after the site is launched?
   We would expect it to be available for a period of time post-launch to identify any additional bugs/necessary edits.

4. Please confirm if the District will provide access to BugHerd tool for QA/QC.
   We don’t have any bug-tracking tools, and look to the vendor to provide.

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**Calendar**

1. District Calendar - What details will need to be displayed here?
   Event name, date, time, details, links to supporting documents; fairly standard stuff.

2. What is District currently using for their calendar system?
   We don’t currently have one.

3. Are you open to new calendar product that the vendor submits in proposal?
   Having none, we are open to suggestions.
4. **What functionality do you want for the calendar? For example, will anyone need to sign up and pay for an event through the calendar? Do you expect the events to pull from a different platform other than the site?**

Our events are not paid.

As for functionality, this will, for now, simply be a calendar that District staff adds events to. We do use Eventleaf for sending invites and managing RSVPs, but do not intend to keep it; we have very few events each year that require RSVPs. We also use Zoom for meetings/webinars, and while we don’t see that integrating we would include the registration link in the calendar. We may look to integrate Zoom and/or another event management tool in the future that manages and tracks RSVPs and other event details.

5. **Do you want users to have the ability to register/RSP for events? Do you foresee a payment component? If there is an RSVP registration component will you want to set attendance limits?**

No to all.

6. **Would you like to allow visitors to submit events to the calendar? Through proper workflow of course.**

No.

**Commission**

1. **Does the archive of commission materials need to be behind a login of any kind?**

No.

2. **The RFP mentions archiving Commission materials. What types of files/data is being archived?**

This simply refers to the trove of materials already on the site that is called Commission archives, not actually archiving into a repository or the like.

**Content Development**

1. **In terms of content development, are you looking for help in creating and writing new content for the pages mentioned? Or just in adding the new content into the site?**

The District plans to write the majority of the content. However, please also see Q3 under Branding/messaging/look and Q7 in this section.

2. **Will you provide us with materials and data for content development? Or will we be doing research ourselves?**

We will provide.

3. **Are we supposed to periodically add/update content after the launch of the site (for example, blog/news sector)? If yes, what sections should we maintain, and what is the frequency?**

District staff will be responsible for adding content to the website post-launch, but would look to the vendor via a maintenance/support agreement for assistance with larger features and requests.

4. **Will district staff be providing the blog content for launch or seeking assistance from the selected partner?**
5. Are you hoping to have a blog section and a news section on the site? Or a combined area for both?
A combined area is fine.

6. Commissioner bios - Will MMSD provide the bios.
These are already available on the website.

7. Who will responsible for content on the new site (writing, images, videos, etc)?
This will be a joint effort between the vendor and District staff. We are looking to the vendor to assist with remapping the site to enhance the user experience (though District staff are working on a potential map), which will then drive what content is needed, whether that is net-new content, migrating old content or rewriting existing content.

District staff will handle images and videos, though the vendor is welcome to suggest stock imagery, which the District would secure.

Content Migration
1. How many pages from the current site are expected to migrate to the new site?
The current site is noted to have around 413 pages and 204 PDFs. What’s happening with existing deeper content on the site? Are those expected to be maintained, migrated, recreated?
This will be a complete redesign of the website and little of the content will be migrated as is; instead, much will be rewritten and/or combined in new, more intuitive ways. At this time, we cannot give a reasonable estimate of content that will stay vs. go. Also see answer to Q7 under “Content Development.”

The District’s Resource Team and Communications and Public Affairs Manager will complete an audit of assets, such as pdfs, on the current website in December and remove expired and unneeded files.

3. Who will be responsible for the current website page and content audit (keep/edit/deleted of current content)?
See answer to Q1 above and Q6 under Content Development.

2. Should vendors assume all existing content will be migrated to the new website?
See answer to Q1.

3. Approximately how many pages of content are there on your current site that need to be migrated?
See answer to Q1.

4. For Content migration, can you give us an estimate of content that needs to be migrated to the new website?
See answer to Q1.

5. Will your chosen vendor be responsible for all content migration, or will District staff be involved in the content population process?
District staff will be deeply involved in this process, and it will be a collaborative effort.

6. Will we be responsible for migrating all the content? If the client chooses to help the agency, we could reduce budget accordingly.
   See other answers in this section.

7. Existing data migration to the new site - Please provide the existing data size
   The actual amount of data to be moved is unknown at this time.

**ESRI**

The following information answers all general questions received regarding ESRI:

For the dashboards/new content using ESRI, including the new Operations Dashboard, Project Dashboard and the Financial Dashboard, we currently link outside madsewer.org to our ESRI database (example: https://madsewer.maps.arcgis.com/apps/webappviewer/index.html?id=88b097d42ba24851b3d102660d904c18). The preference would be to have ESRI-based features within the madsewer.org domain if possible. This integration may simply be an iFrame, though there may be limitations with responsiveness in that approach. Determining the best approach for this integration is within the scope of the RFP and the responsibility of the vendor.

The vendor has no responsibility for actually building/creating the dashboard/content features outlined in the RFP; we have staff to execute that. In addition, this information will be static and updated manually; it will not be pulling/pushing information from a database at this point in time. Please see the Project Dashboard section of this document for further information on that feature.

All these dashboards are public-facing and are ways we are seeking to increase transparency and provide information to the public and our stakeholders.

**Hosting, Maintenance, Support & Training**

1. We use professional web hosting platforms such as WPEngine, Pantheon, Kinsta and others.
   We use Flywheel for some smaller sites, but do not have a strong preference for madsewer.org, other than suggested hosting platforms must conforms with the specifications outlined in the RFP document.

2. Where is the current website hosted?
   With a local company called Supranet.

3. How often is your current website updated? Can you specify whether it is done internally, or do you have a vendor for hosting & maintenance service?
   We make edits and additions internally. We infrequently contact our current vendor on an as-needed, per-project basis for larger issues or implementations. They are not on retainer.

4. We are an AWS Public Sector Partner for cloud hosting. Are you open to hosting the new website on AWS Cloud?
   If it meets the requirements laid out in the specifications document and is cost-competitive, we would consider it.
5. We assume you will prefer hosting will be cloud-based like AWS or Azure. Please confirm if our understanding is correct. Cloud-based hosting is preferred.

6. Just to clarify, the USD $75k maximum budget does NOT include hosting services, correct?
   Correct. Proposals must include a recommendation(s) and the associated cost(s) for hosting providers that meet the specifications outlined in the RFP. The District will initiate and maintain the contract with the selected hosting service separate of the vendor selected for the project.

1. How often are the security patches and updates applied to the server and to the website?
   According to the current vendor, server operating systems are patched quarterly. They also closely monitor industry security vulnerability news and may patch servers off-schedule if we recognize a high-priority condition.

7. Do you currently have a disaster recovery process in place?
   The current vendor’s disaster recovery data center mirrors its production data center. The data is updated daily. In the event of a disaster, the vendor will be able to failover in less than 8 hours.

8. It is our experience that -- after launching the site -- for a site of your scale, 20 hours per month of maintenance and support is adequate. Do you have any preferences?
   As noted in the RFP and clarified in Addendum 1, the website should be redesigned in such a way that allows District staff complete control of the website. Training and documentation are also requirements of the RFP, and we have individuals on staff with experience in WordPress and various coding languages who can be called upon post-launch if necessary. Based on these requirements and information, 20 hours per month is excessive.

9. What kind of ongoing support is the District currently, receiving? Is it meeting your needs? How many hours of support are you getting versus what you’re actually using monthly?
   We do not have a vendor on contract for support, but rather reach out as needed and pay for time and supplies.

10. How many staff members will require training on the new WordPress CMS?
    Up to 8. See Addendum 1 at www.madsewer.org/Projects/Professional-Services for clarification on training and support.

11. What kind of post-launch support are you looking for?
    See Addendum 1 at www.madsewer.org/Projects/Professional-Services for information on training and documentation.

    Per the specifications, vendors are also expected to include backend user support and perform regular site maintenance through the end of the calendar year in which the redesign is complete. The proposal should also outline the cost and services provided as
part of an annual website maintenance and support package for subsequent years. See first question in this section regarding hours.


13. How frequently do you want the database to be backup up (if you have the details)? Ideally, the site would be backed up daily, but we would also have the ability to push manual updates if needed.

14. What is the website development experience level of the people who will use the How-to-guide? Varied. We have one staffer who does WordPress development. The others have various levels of experience.

15. What is the average bandwidth usage per month? Our current provider does not monitor the bandwidth usage of our current site.

16. Is the first year of support to be included in the $75k budget, or should it be quoted separately? It is included in the $75,000 budget and should cover the remainder of the calendar year.

17. Do you prefer that we propose one level of service/support or provide a range of options? A range of options is preferred.

18. We do a lot of training; would you be looking for specific training as part of the proposal? As noted in Addendum 1, we require 4 hours of pre-launch virtual training for up to 8 District staff, as well as documentation as outlined in Addendum 1. Virtual training would include basic WordPress editing, training on specialized content/features, and other needs as deemed necessary during the redesign process.


20. Do you need two different servers for hosting Staging and Production sites? No.

21. What are the specific minimum requirements for browser compatibility on each of the major browsers (IE, Chrome, Firefox, Safari)? This project does not need to support/be compatible with IE, but should render appropriately on other major, mainstream browsers such, but not limited to, those listed.

Integrations, Other
1. We noticed that you have the ActiveCampaign tag on the website. Are all the form submissions going to ActiveCampaign? Is there any additional level of integration on the site?
We are currently using ActiveCampaign’s out-of-the-box form options, but we are seeking better integration options to make the forms easier to use, responsive, more aesthetically pleasing and contained within the site vs. directing elsewhere. Also, ActiveCampaign’s spam-prevention options are limited. We do not want to use a double opt-in process and are looking for the addition of Captcha/reCaptcha.

2. Are there any third-party system integrations we should be aware of other than what’s mentioned in the RFP? If so are you able to share what they are? Not that we are aware of or can recall at this time.

3. Can you mention the integration process (Link out / webhook / API)? See answers to other questions in this section and document addressing specific tools and our general preference for integrating within the site vs. linking out.

4. Can you elaborate on the request for contact form functionality to route contacts to appropriate staff? To minimize spam, we prefer to not have email addresses on the website or very few. But we also don’t want to overburden one or two staff members by sending contact forms to general admin@ or info@ inboxes. Our preference, if possible, is to route contact form fills based on conditional logic, tracking parameters or some other means, but we also understand there may be limitations to our current tool set and the addition of tools/technologies to make this happen would have to be considered from the cost-effectiveness and resource-management perspective.

5. Page 5 provides a list of systems that should be integrated into the new site. Can the District share insight into the overall vision for how each of these will be incorporated (ie. Linking out, embedded into pages, etc.)? See answers to prior questions in this section.

6. Please share some details about the third-party integrations on the website. See other answers to questions for as much as we know about the integrations and our plans.

7. Can we expect more than four third-party integrations mentioned in the RFP? If yes then, please share an approximate number? At this point, Esri, OnBase, ActiveCampaign and ApplicantPro are the only ones we are aware of. As integrations of analytics, tag managers, etc. are fairly standard, we are not including them in this list, though they remain expected.

8. What do you mean specifically by “integration” of third party tools? For instance, on the current site, GIS maps seem to just be links and not really integrated as a part of the site. Will this be the same on the new site or are you looking for a deeper connection between these systems? See prior questions.

9. Regarding the integration of third-party tools, is your expectation that these tools will be embedded into the site (the user does not leave your URL) or linked through your site (the look and feel mirror your website but the URL is from the 3rd party tool)?
Preference is to keep within the domain, but we understand this may not be possible with all tools. If that is the case, we would love for the look and feel to mirror the site.

10. What Social Media Integrations are required? Login, Sharing, Following, Publishing, Auto Publishing?
   Just sharing of content.

11. Please confirm if social media feeds widget needs to be added to the website.
   No

12. Do you currently use a transactional email service for the existing site like SendGrid, Mailgun, or Amazon SES? I see ActiveCampaign, but they are not a transactional service.
   No. We don’t currently send transactional emails.

13. In regard to the integration of third-party tools, including but not limited to: Esri, OnBase Agenda-to-Go and Agenda Online, ActiveCampaign, and ApplicantPro, what form of integration are you expecting for these third-party tools (e.g. link out or API)? Can you outline step-by-step what you need the users to be able to do with these tools? Further, can we be granted logins to these tools so our developer can get a better idea of its integration options?
   Please see other responses re: integrations. As for action, users need to be able to view data or complete forms/applications. Login would be provided to the selected vendor, but we will not provide for the purposes of the proposal.

14. Knowing we need to be flexible - Are we to assume that your preference is, if there is an API available for the Third Party applications we will be integrating content that way?
   We want to integrate in whatever way is possible to keep content within madsewer.org and provide a seamless look and experience, whether that is API or otherwise. We also understand this may not be possible for all tools.

15. Interactive Plant Tour: Will we link out as it functions on the current website or is this required to be included in the new site?
   See discussion on ESRI.

16. Applicant Pro: Can you expand upon what the requirements are for this? Is it an integrated tool? If so, how does it integrate to the site?
   Presently, this is not integrated into the website, but directs outside madsewer.org (though the template mirrors the current site); see https://madsewer.applicantpro.com/jobs/. As noted in other discussions about integrations, the preference is to have this live within madsewer.org if possible. If not, the vendor will provide assistance on updating the template in ApplicantPro to reflect the new site design.

17. Email update sign up form - This requirement is not clear, please elaborate.
   A form where someone can subscribe to our email list.

18. In regard to 'Email update sign-up form,' for clarification, is this asking users to sign up to receive emails through ActiveCampaign? What does this request cover?
19. Do you have existing licenses for 3rd party plugins (Onbase, ActiveCampaign, ApplicantPro) or should that be included in Proposal? We have existing licenses.

20. ActiveCampaign: Does the District handle Email Campaigns outside WordPress by leveraging an export of signed up users (RFP subscriptions) from WordPress site? We currently do not solicit email addresses for parties interested in RFPs. The ActiveCampaign forms on our website are for general email list signup.

21. Please confirm if Applicant Pro is currently Managed Outside WordPress? Yes.

22. IS the job listing page on a subdomain of applicant pro with a link from WordPress site? It is linked off our current website (not built in WordPress) at https://madsewer.applicantpro.com/jobs/

23. Apart from usage of ESRI to show overlays on Tours, What is the need of Google maps? Please provide details around the requirement. Map to the plant and to our main buildings on the grounds; the grounds are not easy to navigate.

24. For third party integrations - will there be any setup work for us to handle in these third-party systems? Or would all code be provided to us to integrate into the website? District staff will do as much as they can here, but the vendor may need to assist with these tools and their integration depending on what is determined to be the best way to approach the integration.

Media Center

1. Will the Media Center only allow staff to upload? Will there be different access levels for the public, customer, and partner levels? Only staff can upload. We had not previously thought about access levels, but would be interested in exploring the possibility of stakeholders having login credentials (whether created themselves or created manually by District staff) to download certain materials.

2. What are the types of communication toolkits and social graphics – We assume that these will be videos, pdf and images which will be added. All of the above. Assets may also be packaged together in a zip file or shared folder.

3. In regard to 'Media Center, where public and customer communities can download shared assets, such as communications toolkits, social graphics, etc.' Do these areas need to be restricted by password or are they freely available to any visitors? See answer to Q1.
4. **Media Center:** Will there be a need for a separate repository for the assets in this section? For example, if any of the media files were large in size and/or an odd file type and that there was not any kind of off-site storage currently in place. We have a Communications Toolkit (plus more in development) that we’ve packaged in a Google Drive folder, but it doesn’t need to stay there. We currently don’t have any non-standard file types or very large files that would require outside storage. We do plan to have videos in the future, but could use a currently available platform like Vimeo to make them available for download.

5. **Are the assets already compiled, or would we be required to create new assets?** District staff will compile and/or create as needed. There will be relatively few to begin with.

**Miscellaneous**

1. **Can you tell us who are the stakeholders of this project?**
   Primary stakeholders include:
   - The District’s Resource Team; this includes the Communications & Public Affairs Manager; this team administers the website.
   - Pollution Prevention team: Contributes a significant amount of content to the site.
   - The District’s Inclusion & Diversity Committee

2. **Do you have any development or programming capabilities in-house?**
   We have experienced developers who can learn the basics of a new programming language fairly quickly; however, using these development resources is not currently within the scope of this project.

3. **Is the vendor obligated to fulfill any insurance requirement? If yes, provide details.**
   No. We only have insurance requirements for onsite work, and no onsite work and/or travel will be considered for this project.

4. **Is there an incumbent firm that the MMSD has an existing relationship with and is bidding on this job?**
   We work with our current vendor on an as-needed basis. They have been sent the specifications but have not indicated whether they will submit a proposal.

5. **Who would be making the decision and revisions for designs?**
   The project team.

6. **Printing options – Do you require a page printing feature here and if yes, then in which format and modules?**
   We had not considered printing.

7. **Do you have an incumbent, who are they?**
   Yahara Software.

8. **Are they in good standing and are they applying for this bid?**
   They are in good standing. See Q4 for second part of question.
9. Is there a firm currently providing web support and/or consultation? If so, would the hired vendor work directly with this staff team? If not, is the current vendor allowed to bid?
   Yes, but they are not contracted or on retainer. This project would move to the newly selected vendor. The current vendor is allowed to bid if they so choose.

10. Has Madison Metropolitan Sewage District engaged in a campaign similar to this one previously?
    We don’t view this as a campaign, but we did undergo a wholesale redesign in 2013.

11. Would the District be open to using Microsoft Teams for Project Communications?
    The District would be open to this. We use Teams internally.

12. Would the District consider using cloud SMS providers to enhance notification features (even in the future)?
    The District is pursuing this separately, and the timeframe for that project is not aligned with this one.

13. RPF mentions redesign of www.madsewer.org - does this involve any work to be done on any other subdomain?
    The current website does not make use of subdomains at this time.

14. There is currently a login page. Can we assume any content beyond the current login page will not be a part of the new website?
    The “Login” on the site is how staff currently access the site for editing purposes, so it is not something that will be part of the new site.

15. How many proposals are you expecting to receive?
    We have no idea, but there has been great interest in the project based on the number of questions received.

16. Is the site being currently maintained by an in-house development staff team?
    The site is being maintained by in-house staff, but not necessarily developers. Also see answer to Q2 in this section.

17. What is the RFP Number?
    It does not have a number.

18. Are you okay with remote model of engagement? If onsite is preferred, how many people can you accommodate for our onsite team members in your facilities?
    Remote is required. As an essential service, our plant is currently closed to the public.

19. Are there any gate reviews that we must comply with for approving our technical design, architecture, and other project artefacts?
    Yes.

20. Who developed the requirements specification included in the RFP? If it is a vendor, please provide the vendor name.
    They were developed in-house.
21. Do you have any standard reporting interface that we must use for implementing reports included in the scope? Example, business objects, COGNOS, Power BI. No.

22. Do you have industry standard DevOps tools, such as Jenkins for continuous integration/continuous development? No.

23. Are your business users comfortable working in an Agile development model? Some of the project team have worked in agile projects, but most have not.

24. Do you have different environments for the existing site (DEV, PRD, TST) Live and stage, but stage is only used for backups.

25. What documentation is required from Vendor (i.e. Site map, user flows, administrative documentation/instructions, etc.)? Information such as the sitemap and user flows should be documented, and we are willing to work with the vendor on the best way to achieve this. See addendum 1 for information specific to documentation as it relates to training/instructions.

26. Please provide details on the content to be shown on Public Alerts. We don't have details at this time, but an example would be a high water or flood event that might affect operations and we want to encourage residents to reduce water use/flushing/draining in their homes.

27. Do you anticipate extending the bid due date? Not at this time.

28. What additional details are you willing to provide, if any, beyond what is stated in bid documents concerning how you will identify the winning bid? Each proposal submitted by the prescribed due date and time that includes all the requisite information outlined in the specifications will be reviewed and scored by an internal committee. Dependent on the outcome of the scoring, those with the highest scores may be invited for virtual interviews with the committee.


30. Other than your own website, where was this bid posted? It was noticed in the Wisconsin State Journal per statutory requirements and posted to the State of Wisconsin’s VendorNet.

31. Will you accept a Time & Materials estimate with a range of estimated costs? Yes, but as cost is a consideration in the review process, we ask that instead of estimated cost, vendors choosing this route provide a T&M NTE (Not to exceed) so we are aware of your top cost.

Mobile-responsive design
1. Most of our clients typically go with two breakpoints: one for the phone and one for the desktop. Are you ok with this? Or are you looking for more breakpoints?
   We would expect a breakpoint for tablets as well. This has been addressed in Addendum 1 to the RFP.

2. Please provide details on the list of devices to be supported for testing device compatibility and responsiveness.
   We do not have a list and are willing to work with the selected vendor on a reasonable list.

OnBase

1. Is OnBase currently being used by Madison Metropolitan Sewerage District?
   Yes

2. When you mentioned OnBase Agenda Online, did you mean the Agenda Management solution by Hyland?
   Agenda Management by Hyland includes a number of modules, of which is the District is currently utilizing or implementing. Agenda Online is one of the modules. If you visit https://www.madsewer.org/About-Us/Commission and click the first link in the Commission Business box, this is how we currently have it set up. Our preference is to keep this within the madsewer.org domain. We have also reached out to our implementation partner for additional information on possible options.

3. On base integration – We assume this a third-party integration and API/Integration details will be provided to us. Please confirm
   A technical representative with OnBase has informed us that it would be possible to publish the agenda documents directly to a different website/page, ie, our website. It will take custom coding/setup to do, and the selected vendor would need to work with the company in order for them to pull the data from OnBase Agenda Management to the website.

4. Does the District plan to use OnBase for all document repositories on the site?
   No

Page Redirection

1. Please clarify what did you mean by the “Redirection of pages” feature?
   We anticipate the link structure changing significantly and would need to redirect current URLs to new URLs within the site. We do not expect redirection of every URL, but would work with the vendor to chart a plan to ensure top-performing pages and features are redirected accordingly.

2. Redirection of pages - Please let us know an approximate number of pages that need to be redirected.
   We do not have an estimate at this time. See also Qs.

Project Center

The following provides additional information on the Project Center feature; please also see the ESRI section of this document.

The Project Center will be built in ESRI by District staff. The vision is to build this in ESRI and integrate with the website (see above); users could hover over the project to get some basic
details about the project. This pop-up, which again, will be the responsibility of District staff, can allow for links, and the intent is to have individual pages/posts on the website with more in-depth information about each project. We are seeking direction from the selected vendor on whether this uses a custom post type or a page template is created. Information for the individual project pages would be populated manually by District staff as they change periodically.

**Proximity**

1. **Will the District be accepting proposals from VA firms?**
   The District will accept proposals from any reputable firm, domestic or international, but preference will be given to those with closer proximity to our headquarters based on the “Location of Firm” evaluation criterion outlined in the specifications document.

2. **Would you consider firms from the Washington, DC area or are you primarily looking for more local firms? What would be the point allocation over 5 for an agency based in DC?**
   See response to Q1. The Review Committee has not yet determined point allocations based on proximity other than what was provided in the scoring criteria as it plans to take into account all proposals received to determine fair application of the score.

3. **Are you accepting proposals from agencies outside US?**
   See response to Q1.

**RFP Center**

1. **Please validate and confirm our understanding for the following items on this module.**
   a. **Staffs post RFP district wise through Admin pane**
      Yes.
   b. **RFPs will be listed district wise, Filter option should be provided**
      We have 3 primary types of RFPs/RFBs and visitors should have the ability to filter by type.
   c. **RFP details: Custom field provision will be provided for Staffs to add more details**
      Yes. This is not a comprehensive list, but fields may include RFP/RFB title; name of responsible staff members; contact information for staff member; due date, link fields for attachments, etc. See https://www.madsewer.org/Projects/EngineeringProjectsforBid and https://www.madsewer.org/Projects/Professional-Services.
   d. **General Users/Bidders: Option to Bid. Please confirm if this will be handled offline or through a screen inside WordPress site.**
      Offline.
   e. **Users who had signed up for RFP Subscription will get updates through email**
      Yes.

2. **Please confirm if the RFP Center module will receive Bids from general users outside Madison Administration.**
   No. For some bid types, we have statutory requirements such as receiving actual sealed bids.

3. **RFP Centre - How many types of RFP will be there?**
   Three: Engineering, Non-Engineering & Professional Services
4. **Email notification to Bidders - Any existing mail service that we need to integrate or we need to propose a mailing system to you?**
   We use ActiveCampaign, but do not know if that is sufficient for this purpose.

5. **Page 4> RFP Center> Can you clarify if this repository to accessible to the general public, internal users, or Admins only?**
   General public.

6. **Page 4 of the RFP contains a section on new content development, is the District looking for vendors to provide copywriting services for these sections or will the District provide content and the vendor will be required to create these sections on the new website?**
   The District will be supplying the majority of the content, and the work with the vendor will primarily be focused on executing the page setup/design, implementation of required plugins or other tools/integrations, etc. However, see answer to Q5 under branding/messaging for further information specific to copywriting.

7. **When a bidder signs up to receive updates to an RFP, are notices sent out to the recipient list via your staff sending an email, or is that a function you want the system to do? If the system sends the email, what types of updates would trigger the email to be sent? Any time an update is made to the RFP listing? Or when a staff member indicates that an update has been made and they are ready to push it out to the recipient list?**
   We have not discussed this new section at length. Ideally, the updates would be pushed out automatically, but we also understand there may be limitations to our current tool set and the addition of tools/technologies to make this happen would have to be considered from the cost-effectiveness and resource-management perspective. In addition, whether it is all updates or staff-determined updates that trigger an email update remains up for discussion.

8. **In regard to the RFP center, will you be collecting any personal identifying information, such as a social security number?**
   No.

9. **We see you will use ActiveCampaign the website. Are you requiring us to use this platform in the RFP section to communicate with bidders?**
   If it works, yes.

10. **Will there be communication strings through these email notifications, or will you expect it to be a one-time standardized email notification?**
    One-time, standardized notification.

11. **Do you require a custom post type for this section?**
    Yes. The intent is to make this as easy for internal staff with website access to post.

12. **When and to whom dashboard would be displayed?**
    It will always be available and open to the public. It serves to replace/aggregate these pages: https://www.madsewer.org/Projects/Open-for-Bid, https://www.madsewer.org/Projects/EngineeringProjectsforBid; https://www.madsewer.org/Projects/Non-Engineering-Projects; and
https://www.madsewer.org/Projects/Professional-Services.

13. Can you provide an example/reference of the RFP Center?  
   No. We do not have one.

14. Is some/all content locked until a bidder registers? Will bidders submit their  
   questions and/or bids using this system? If yes, can they also remove/edit content  
   that has been submitted? Will ActiveCampaign be used for email updates or  
   another system?  
   It will not be locked; as a government entity, it must be publicly available to all.  
   Questions/bids will not be submitted via the system. See Q9 regarding ActiveCampaign.

**SEO**

1. For SEO, we typically use two products: Yoast and Rank Math. Do you have any  
   preferences?  
   No preference.

2. Has the District engaged in any SEO strategies in the past? If so, can you share  
   details?  
   We have not.

3. Does the District have a list of current keywords that are being targeted? If so, can  
   you please share?  
   We do not have a list.

4. Do you have any prevalent SEO practices/SEO strategy for your site?  
   See answer to Q2.

5. What kind of SEO functionalities does your current website have?  
   None.

6. Are you currently ranking in any keyword? Should the website be optimized for  
   local performance?  
   We currently do not have a keyword strategy or list of keywords. As a regional municipal  
   entity, our priority is local search.

7. What types of SEO services does the District envision for their website? Are these  
   envisioned to be baseline best-practices that we will build into the coding  
   structure, or is this a more robust SEO strategy powered by inbound organic  
   content, keyword research and recommendations to increase visibility?  
   Baseline best practices, keyword research and implementation and recommendations.  
   We plan to activate a content plan once the website is complete as we have limited  
   capability to do that in the meaningful way with the current website.

8. Can you please explain the search strategy of your current website? Are there any  
   specific considerations we need to keep in mind to develop the search platform.  
   There is no current search strategy.

**Speaker's Bureau**
1. Will MMSD provide the image and copy to produce the Speaker’s Bureau? If photography has not been taken, would it be possible to provide art direction or select the photographer?
   All District staff have photos already.

2. Does the speaker’s bureau simply list out the speaker and their credentials/contact info, or does it require the ability to book them?
   This page will include a photo, short bio, and list of topics of interest/expertise.

3. Speakers bureau - It is assumed that there is no registration involved and it is just a content page in which content will be added by the content editors. Please confirm
   Yes, just a content page.

4. How many people will be listed under this section?
   Maybe 10. We haven’t gotten so far as to decide who will be featured here. This should be built in a manner that we can easily update, add or rearrange content.

5. Does the Speakers’ Bureau include any video content?
   No.

Theme/Builder/Platform
1. You mentioned that you would like to use a standard theme and builder. Have you selected any WordPress themes that you like to use? We work with several leading ones such as Divi, Astra and others. What about builders? Do you have any preferences: Elementor, Divi, Visual Builder etc
   The theme and builder must support the outlined goal of accessibility, and we would look to the vendor to select a theme that supports that goal. We are willing to pay for a premium version of a theme or builder. The theme and builder should also be in good standing (we are aware that Astra theme was temporarily suspended by WordPress in August); updated regularly and compatible with the latest version of WordPress.

   Note that we do use Elementor on some smaller, internally built microsites, but the goals of those sites are not the same as the goals for madsewer.org.

2. Are you open to having a custom theme designed and developed for your site rather than using a commercially available, out-of-the-box theme?
   No, we are not interested in a custom theme. We feel there are plenty of flexible options commercially available.

3. We see that you are currently on DNN and are looking to move to a different platform. Are you set on WordPress? Or would you be open to other options?
   We are not open to other options.

4. You mention that you’re looking for a “commercially available theme” and “page builder” but you also talk about creation of site templates and development of custom code. To be frank, $75,000 and a massive budget for using pre-built themes. Can you elaborate on what you would envision to be custom, vs. what you would like to use from an out-of-the-box solution?
   We are not interested in an overly customized or bespoke theme that leaves us beholden to a vendor should the relationship not pan out over the long run.
5. “Commercially available theme and Page builder” - it is assumed that a paid version is required here. Please confirm.
Not necessarily.

6. Your current website is built on DotNetNuke and your RFP outlines the requirements of the new website utilizing WordPress. The language and requirements listed in the RFP suggest “higher-than-introductory” knowledge of the WordPress platform. Would it be accurate to say that you (or someone on staff with the District) has prior experience or knowledge about the WordPress platform and its range of capabilities? Would you be willing to expand on what led you to choose the system for your new website?
Yes, we have WordPress expertise on staff and have used the platform to build three microsites for District initiatives. We have chosen WP for its ease of use, flexibility and strength in the industry.

7. You mention a commercially available theme. Could you explain what features you are expecting from a commercial theme and why that's your choice? Most commercially available themes are built to meet a wide variety of uses, and are therefore bloated with unnecessary features while lacking in accessibility, performance and security. We would build a custom theme using our UI toolkit and starter theme which means there is no extra time spent re-inventing the wheel, and the custom code that is written is only what is specific to your design and site functionality.
See prior responses in this section.

8. Are you open to native WordPress page building functionality with the block editor (Gutenberg) vs a commercial page builder? Commercial page builders typically lock you into their proprietary formats, where with a native WordPress approach, you have greater flexibility in the future.
We are open to discussion on incorporating Gutenberg, but would need to discuss the benefits and ensure it can offer what we are seeking.

9. Can the reasoning behind selecting WordPress as the CMS of choice be explained? For instance, is it a specific technical requirement or a familiarity by system administrators? Were additional CMS options ruled out for any specific reason?
WordPress was always the first choice for its flexibility, familiarity and ease of use.

Testing

1. Security Testing: What level of security testing is required?
We are not subject to any specific or industry security protocols, so testing here is simple to ensure/confirm basic, wholesale security of the site.

Timing

1. When does the District anticipate starting the project and/or when does the 9-month window begin?
We are flexible on start, but need to complete in 2021. Window begins when the work begins.

2. **Do you expect the project to take 9 months?**
   Not necessarily. We wanted to provide flexibility, but also give a general timeline to keep the project on track.

3. **Is there an ideal launch date in mind?**
   No. Just has to be complete by the end of 2021.

4. **Are there any business drivers we should know about in relation to the project schedule?**
   No.

5. **Please provide any seasonal constraints when your subject matter experts may not be available to participate in project activities.**
   July and August are busy months as this is our budget season. Otherwise, there are no wholesale times when all project team members are mutually constrained.

**Translation**

1. **Are you committed to Google Translate or would another translation tool be acceptable?**
   We are open to another translation tool so long as it is cost-effective, in budget and fits within the scope of the project.

2. **In regard to Google Translate implementation, how many languages do you anticipate for this translation?**
   Spanish for sure; Hmong if available.

3. **Please Confirm: Google will do the language translation, and the website’s structure might not look the same as the English language for the other languages.**
   Understood.

4. **A required feature for the site is Google Translate. That feature has been discontinued by Google, but translation services are built into Edge and Chrome. We are assuming this will work for this project?**
   Good to know, but that approach leaves out any users who prefer other browsers such as Safari and Firefox, so an alternative would be needed to meet this requirement.

**Usability/Target Audience/Metrics**

1. **What is your target audience for the website and if there is any specific age group that we need to focus on?**
   Target audiences: Our customer communities; public within our service area; Commission members. No specific age group.

2. **What are the most visited pages on your current site?**
3. Has any usability testing been conducted on the existing site or backend application-scoped for the redesign?
No.

4. What is the most important information your website must relay to the user, especially on the home page? Any thoughts on top of your mind
Who we are, who we serve, current projects, current pollution prevention initiatives (ie. Things everyday people can do)

5. For the current site can you provide the number of site views per month?
In October 2020, we had 3,400 sessions; 2,414 users; and 8,200 pageviews.

6. Can you share traffic details related to the current site (i.e. average monthly page views)?
See answer to Q1.

7. Can you talk more about what’s driving the redesign now, your current pain points, and how the current website is not serving in such a way the new site should?
From the specifications document: The current website is more than seven years old and built on DNN (DotNetNuke). Our website is no longer meeting the expectations of users, both internal and external, regarding functionality, ease of use, intuitive navigation, accessibility and responsiveness. In addition, the backend of the website is not user-friendly, requiring deep knowledge of coding and the DNN system to make updates. The current website also has grave limitations in regard to integrations, search engine optimization (SEO), social sharing, etc.

8. What do current site visitors/customers frequently complain about? What are they asking for to be changed on the website?
This is an internally driven project. Please see answer to Q7.

9. Do you have target Audience Persona’s, User Journeys, or task based goals defined Has any Audience development research been done?
No.

10. Have you developed customer personas?
11. In regard to 'Creation/setup of Google Analytics reports/dashboard,' do you have an idea of what types of views or filters you’re going to want to see for this? Not at this time.

12. Google Analytics Reports/Dashboards: MMSD already has Google Analytics set up on their current site. What will you require for this on the new site that is different? We simply have Google Analytics firing on the site, but no dashboards set up, which makes looking at analytics difficult. We also don’t have any tracking parameters set up. This request in the RFP is to remedy both those issues.

13. Creation/setup of Google Analytics reports/dashboard: Would we only be involved in setting up the dashboard/reports, or would we be involved in providing reports? Just creating. The goal is that we can go in and see the data and/or download what is needed.

14. Will the Google Analytics dashboard be for internal reporting use or client-facing? Just for internal staff.

15. Will any data other than data from Google Analytics be used in the dashboard? Presumably no, but we are not sure what is possible here.

16. Will we have the access privileges to install tracking codes for Google Analytics/Tag Manager data as needed? Yes.

17. During Google Analytics setup/creation, will any advanced filtering be required, i.e. filtering out traffic from certain IP addresses? We would need to filter out traffic from inside the organization.

18. Does the existing site make use of any elements/subdomains that would need to be included in the Google Analytics installation process? See prior conversations on integrations of third-party tools. We would like to track these, whether they are embedded in the site or need to exist outside the site.

19. Does any of your web traffic extend into sites/systems you cannot place tracking on, i.e. a third party site? See answer to Q18. We have not dug far enough into the individual third-party tools to know if tracking can be placed on these sites or not.

20. What level of detail is required for dashboard reporting, and are there specific/non-standard areas of GA reporting you would need, such as user flow (within the dashboard)? This is open for discussion. Certainly basic user, demographics and behavior stats, but we are not pros at Google Analytics and would appreciate discussion on what is possible.

21. Are there specific Google Analytics reports that are required other than what is
22. What specifically is Client looking to track with the Google Tag Manager and/or social media trackers?
Various actions across the site, such as visits to dashboards, virtual plant tour, material downloads, etc. We also do some social advertising that needs to be tracked.

23. For an accurate hosting pricing, can we get the number of pageviews and sessions for each month for the past year.

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<th>Timeframe (15-15 of each month)</th>
<th>Pageviews</th>
<th>Sessions</th>
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<td>12129</td>
<td>4559</td>
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<tr>
<td>September-October</td>
<td>8303</td>
<td>3426</td>
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<td>August-September</td>
<td>7107</td>
<td>2980</td>
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<td>July-August</td>
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<tr>
<td>June-July</td>
<td>7427</td>
<td>3098</td>
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<td>March-April</td>
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