



Website Design Services & Development

City of Traverse City

traverscitymi.gov

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Addendum I: Questions & Answers

The City has received numerous questions related to the Website Design Services & Development Request for Proposals. In an effort to provide information to those interested in providing a proposal, common questions submitted have been answered below.

Do you have any preference for CMS?

The current website has a customized CMS. Staff has experience with WordPress, but would be open to submissions related to other open source CMS platforms.

Do you have any development or programming capabilities in-house?

No

What is the volume of content conversion?

Currently, staff is unsure of the total amount of pages. However, it is intended to work with the developer to more efficiently provide content with less pages. The City would like a cost on converting current content to the new site or options for staff to move content over to the new site.

What is the estimated timeline for the project?

The selected bidder will need to be approved by City Commission in order to enter into an agreement. This will likely take place in mid October. We anticipate the project to take 4 – 6 months and are targeting a launch in early 2022.

What social media integrations?

Facebook, Twitter, and Instagram

How is the current user accessing your website and how many?

It is about 50/50 for mobile versus desktop

On average, there are about 20,000 +/- users a month.

Do you have a style guide or a brand guide?

No, we intend to develop a style/brand guide once the website is complete. The intent is to continue to use the main color of blue, but a more modern version of blue than what is currently used on the site.

Do you have a budget for this project?

The budget is under consideration based upon proposals. An approximate budget cap would be approximately within \$30,000 range. Tech support was not included in the overall budget and has been budgeted separately for a yearly or monthly service.

What are your current pain points with the existing site?

Navigation has become cumbersome due the amount of content on the site. Content needs to be focused on items that are a priority to communicate to our constituents i.e. construction and planning initiatives, in addition to highlighting amenities i.e. parks, etc. However, it must be understood that municipalities are required to post specific content on websites. Editing needs to be easy and efficient. Lastly, the City currently has a public facing google calendar as a look ahead for public meetings, event permits, etc. and is seeking alternative options.

How many site administrators will you have?

Currently, there are number of site administrators and user. The intent moving forward is to have the City's Communication Specialist as the administrator and permissions set up for department pages.

How many page layouts does the City wants us to design?

Due to the amount of content, and various initiatives/program in which the City is trying to communicate, it is anticipated 3- 5 page templates would be needed.

What are the types of online forms that The City is looking to integrate with the payment gateway?

The City is wanting to integrate our applications for licenses and permits online. Providing the forms within the BS&A software may be an option. However, the City is open to various proposals related to a payment gateway.

Can you provide more information on communication and engagement?

The City is seeking opportunities for the general to provide feedback on various project and initiatives. Currently, the City uses software such Survey 123. However, the City is open to additional software that may be integrated into the website to create a more two way conversation with its constituents.

The RFP contains several questions about the different services. Are the vendors expected to answer all of them individually as part of their response? This also means that the response is going to be lengthy. Are there any restrictions related to pages about the vendor response?

The City has a lot of desired wants for the new website and option to various solutions to what has been asked individually or as part of the full response.