Frequently Asked Questions Concerning the Webpage RFP

1. Where can a vendor find the RFP?
   Answer: The RFP can be found on the City’s webpage, www.bettendorf.org and IonWave.

2. Do you have a local preference or are you open to an agency from Canada that works with clients across the US?
   Answer: We will take responses to the RFP from anyone who submits a proposal. The City will give consideration to all the responses, however in the recent past, both our staff and City Council have been encouraged by our local Chamber of Commerce and other agencies to consider using local vendors for goods and services whenever it is possible.

3. Can a proposal be submitted electronically?
   Answer: Vendors should submit three hardcopies of their proposal and mailed to the address listed on the RFP. All submittals must be addressed as specified as stated in the RFP no later than the submittal due date, at which time all submittals will be opened and read as a matter of public record. Electronic submittals will be disqualified.

4. How can a vendor ask questions concerning the RFP?
   Answer: Questions should be emailed to lhaldeman@bettendorf.org.

5. Does the presentation to the City Council need to be physically in person or will Zoom presentations suffice?
   Answer: If finalists have reservations about Covid-19 exposure, or if one (or all) of the finalists are from out of town, we could make arrangements for them to Zoom in. In this situation we live in today, we have been operating with Zoom being considered “in-person”. Saying this, if at all possible, we would prefer vendors to be physically present to give their presentations.

6. RFP mentions WCAG 2.1 compliant. The current ADA requirement is 2.0, so are you all asking to be 2.1 compliant with the new website?
   Answer: If 2.1 compliant is available in the marketplace, yes it is a requirement.

7. RFP mentions a video front page capability and also video on 85% of interior pages. Is this a requirement?
   Answer: Video front page capability and video on 85% of interior pages are required.

8. RFP mentions "open source" CMS. Is that a requirement?
   Answer: Open source" CMS is a requirement.

9. RFP mentions April 6 awarded to the vendor and a launch date of August 2. This is four months for the vendors project management team. Is the four months a requirement?
   Answer: The contract will be awarded on April 6. It is our goal to launch the new webpage on August 2. If there is a reason to extend the launch date, it can be discussed and negotiated.

10. Is there a budget threshold for this project?
    Answer: Vendor’s proposal should indicate the projected cost of their web design. The City will select the best qualified vendor to work with on the project. The overall cost of the project will not be the deciding factor in the City’s decision.

11. Will the design of the webpage be handled by the vendor or will it be handled internally?
    Answer: The design will be handled by the vendor.

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12. Do you expect vendors to do the copywriting for the webpage project?
   Answer: We anticipate that the City staff will do most of the copywriting.

13. Increasingly, smaller cities and counties are moving away from open source solutions in favor of solutions built specifically for government. Could you explain your desire to have an opensource solution.
   Answer: The City has past experience with closed source solutions, and it is the City's desire at this time to have an open source solution that is not proprietary, and that continually has the benefit of solution updates and upgrades. We desire a fully transparent open source solution as well.

14. If a firm promotes open standards (i.e. leveraging community input, content sharing capabilities, a platform that can be enhanced by designers/developers), would the City consider such a platform?
   Answer: At this time, we have issued the RFP and we intend to stay with the terms and conditions associated with that RFP.

15. If a firm can demonstrate a track record of ongoing innovation, new functionality, and a total cost of ownership over 3-5 years that is similar to opensource, would the City be open to such a proposal?
   Answer: The RFP has been formally approved and adopted by our City Council. Those terms will guide our process. We will review all proposals for accuracy and adherence to the criteria in the RFP. The City Council and our Communications Committee will review and make decisions that they feel in the City's best interest.

16. Do you have a lead generation tool that you would like integrated or are you hoping to have lead gen tools functional elements to be included on the website?
   Answer: We anticipate lead generation tools be included in the website.

17. With respect to the integrations to the vendor platforms, could you let us know if they are to be linkouts or actual integrations? If the latter could you let us know if there are well documented APIs for them for integration purposes?
   Answer: By in large, we anticipate them being linkouts.

18. With respect to integrating external city websites, would these also be linkouts or are you looking to have them in iframes within the site or integrated in some other fashion?
   Answer: Our hope is that they are iframes within the site; but we would be considerate of them being linkouts if the overall strength of the proposal is there. We would not disqualify a proposal based on this, if in fact the comprehensive proposal was really strong.

19. Could you clarify if you are looking for the agency to develop the site as well or are you looking only for the UI/UX wireframes?
   Answer: We are looking for the agency to develop the site.

20. Has the city conducted surveys or research to determine what kinds of information is most important to your audiences?
   Answer: The city has not conducted a survey.

21. Are you working with an outside company for video production? Who will be providing (ongoing) creative direction on video content and placement on the website?
   Answer: Yes, it is possible that we will work with an production company to produce videos.

22. Can we see the city branding guidelines?
   Answer: It is the City's goal to update the branding guidelines. We hope to work with the vendor to assist with the City's branding.

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23. Describe the integration with the internal CRM you use. Does it have an API? If not, what technology does it have to communicate with your website?
   Answer: At this time, we do use internal CRM.

24. Are you open to an extended partnership to strategically design and place new content as it’s added to the site? This will ensure optimal usability/searchability/SEO.
   Answer: We would entertain a partnership opportunity if it had merit. Our assumption would be that the website developer will not “construct the new site and then go away”. It is reasonable to assume that the City will continue its relationship in some capacity with the website developer in order to address ongoing needs. If there is a benefit that can be quantified through having a partnership, we would consider it.

25. Mobile First Design: Are you looking to make the site more concise to accommodate user-friendly menus?
   Answer: Visitors should be able to visit the City’s webpage from different devices, adapting our site, design, and content for various screen sizes and platforms.

26. Rotating Banners: Do you have internal design help to create and optimize banners?
   Answer: Not at this time. This should be part of the proposal.

27. Should vendors assume all existing content will be migrated to the website?
   Answer: No, content will be updated. Some content may be deleted.

28. Has the City of Bettendorf identified any websites that it likes the look and feel of or looks to for inspiration?
   Answer: Not at this time.

29. Do you have the inventory of the current site?
   Answer: No

30. What CMS is the current site using?
   Answer: Currently using CMS created by Egov.

31. Is there a specific level of ADA compliance you’d like? Some only want/need level A, while others ask for level AA and some have even been asking for level AAA, so we just want to make sure we include the correct one in our proposal.
   Answer: Make your recommendation based on our current website inadequacies, and what direction you see the new website going.