



Clay County, Missouri

Purchasing Department

Administration Building
1 Courthouse Square, 3rd Floor
Liberty, MO 64068

PURCHASING DEPARTMENT
RFP 80-21, WEB DESIGN AND DEVELOPMENT SERVICES
ADDENDUM No. 1

Dear Vendor,

The original RFP remains in effect except as revised by the following changes, which shall take precedence over anything to the contrary in the specifications.

Except as amended by this Addendum, all terms and conditions of the RFP remain unchanged.

Please Note: The format for this addendum will detail questions asked, answers given and clarifications and statements made. Q = Question, A = Answer, C = Clarification and S = Statement.

C1: Please delete the following sentence from Page 2 Section 1. INTRODUCTION AND GENERAL INFORMATION:
Submittal instructions and determination of award information can be found on our website by clicking the following link <https://www.claycountymo.gov/bids/current>

Q1: What is the Projected Budget for these Services?

A1: The Projected Budget for this project is \$30,000.00.

Q2: Is there an incumbent company or organization with an advantage for this project?

A2: The Clay County Sheriff's Office prefers to work with Clay County businesses, when possible.

Q3: Do you have any CMS preference for this project like Open Source, WordPress, Drupal?

A3: Open-Source CMS. Sheriff's Office also has a preference for Umbraco and Drupal but would choose not to use Wordpress.

Q4: In the Requested Features Section, Item 2.3.1.i: Most Wanted Section with fugitives' photos and descriptions: How will this be populated? Will Staff manually maintain this, or will it be an import from another system?

A4: The Most Wanted would be maintained and populated by Sheriff Staff.

Q5: Please clarify 2.3.2 the "ability to schedule content". Do you want a built-in feature to schedule web content updates, or simply a link to other applications that will do that? Please explain your need.

A5: Built-in feature to schedule web content.

Q6: On 2.3.1.d., Social media feeds. What social media feeds do you want, and do you need an actual list of recent social media posts, or a link to that social media page?

A6: Twitter and Facebook feeds embedded, not links.

Q7: On 2.3.1.e. “News center with subscription capabilities”. Please explain. By “subscription capabilities”, do you mean a newsletter that can be signed up for/subscribed to, or a blog on the website, or other?

A7: An ability to subscribe with an email address and receive an email with the release content every time a news release is posted. This is not something we do currently.

Q8: On 2.3.1.h. Online employment application. Do you want this built into the site, or can a link to a 3rd party application platform be used (like jobs.org).

A8: More information about those third-party services would need to be provided to determine whether they are good fit. (See also Question 37).

Q9: Regarding 2.3.1.i, the integration of 3rd party applications, do you want to be able to link to the applications seamlessly, or to imbed them in the website?

A9: This will be left to the discretion of the developer to determine what would be most user-friendly and cost-effective.

Q10: Regarding 2.4.1.a, Online payment processing. In the future, are you wanting this built into the site, or simply the ability to link to a separate payment-processing app?

A10: In the future, we would like for people to be able to handle payments on our site without having to link to something separate.

Q11: Will Clay County provide previously-translated content that a language tool can toggle to display the chosen translated version of the copy or will the County rely on on-screen translation?

A11: We will rely on on-screen translation.

Q12: Given the future plan of a password-protected "employee only" section, it's the assumption that this site will also serve as a kind of intranet?

A12: Yes.

Q13: Regarding the online employment application, how many employment positions are usually active at any given time?

A13: Sheriff's Office is always taking applications for deputies and detention officers and typically have one or two positions in addition to that.

Q14: Regarding employment applications, would the option be considered to use a third-party service vs built-in functionality?

A14: More information about those third-party services would need to be provided to determine whether they are good fit. (See also Question 37).

Q15: If the site is moved to a new content management system, who will be responsible for updating content day-to-day? Does this role still belong to the IT team, or will members of the respective departments handle their own content?

A15: The public relations manager will be the primary web site content manager. IT will no longer be involved in content management.

Q16: How large of a team of content editors does Clay County, have?

A16: In addition to the PR Manager, approx. 3-5 other people will be able to edit content on their units' respective pages (see also question 18 answer).

Q17: Do you expect us to setup the content in your site, or simply train your team to do the content setup so that you will load all the content yourself?

A17: Train the Sheriff's Office personnel to load the content.

Q18: You have required the site to use various roles and permissions. Which roles do you want the site to support? What functions do you want those roles to perform? Please describe each role's permissions.

A18: An administrator who assigns editors and editors who only have access to update certain pages on the site.

Q19: Which social media sites do you care about / plan to use?

A19: See Question 6.

Q20: Do you expect to embed social media feeds directly in your website pages (in an iFrame, etc), or simply link to them (such that they open in another browser tab)? Will either solution meet your needs, or do you have specific requirements for how the feeds are presented?

A20: See Question 6; Yes, in an iFrame or something similar.

Q21: How many social media feeds do you want the site to expose / support?

A21: See Question 6.

Q22: Please describe your hiring process workflow. How do you envision this working on the site?

A22: At this point, the Sheriff's Office wants the application to be filled out online. No other workflow is necessary.

This is our application: https://claymosheriff.org/uploads/3/4/6/4/34640544/employment_application011321.pdf

Q23: You expressed a desire to "automatically feed app information" into a database or Excel. To which data are you referring? Is there a particular database or data format you desire?

A23: The data would be the fields filled out on the application form. As stated in the RFP, we would like the data formatted for export to Excel.

Q24: With regard to events, do you want to simply create and display events, or allow people to sign up to attend those events through your site? Are there any aspects to "event functionality" that you desire which we might not know about?

A24: Just create and display events. Perhaps give people an option to add it to their electronic calendars, but not required.

Q25: Can we get examples of the fillable forms you require for this site? How would you gauge their complexity (number of fields, types of information, etc)?

A25: Form examples: <https://claymosheriff.org/uploads/3/4/6/4/34640544/druginformfill.pdf>
https://claymosheriff.org/uploads/3/4/6/4/34640544/complaint_form_061015_boxed.pdf
<https://claymosheriff.org/uploads/3/4/6/4/34640544/ridealong093016.pdf>

These are good, representative examples of their complexity.

Q26: Please describe in greater detail your desired integration to Encartele / CIDNET. What functionality are you expecting?

A26: To be determined in discussions with the chosen vendor in the development process when discerning what would be most user-friendly and accessible.

Q27: Please describe in greater detail your desired integration to RAIDS online. What functionality are you expecting?

A27: To be determined in discussions with the chosen vendor in the development process when discerning what would be most user-friendly and accessible.

Q28: What is the detention population listing (<https://claymosheriff.org/popsheet.php>)? Is that a site Clay County Sheriff's office created? What is the nature of your desired integration to this site?

A28: Sheriff Staff created this. It pushes information from our records management system and puts it on the web site. The level of integration is to be determined in discussions with the chosen vendor in the development process when discerning what would be most user-friendly and accessible.

Q29: If you would like us to help with an initial load of the content, do you also require assistance with content administration as a maintenance / support / administrative function long-term?

A29: Sheriff Staff will do all content load and content maintenance.

Q30: Where will this solution be hosted? Is an AWS or Azure cloud-based solution acceptable to you?

A30: Please provide information about what you believe to be the best, most secure and most cost-effective hosting solution.

Q31: You specified "online payment processing" as a future scope item. For what do you envision collecting payments? How would you like that to work on the site?

A31: Examples of information we collect payment for are: CCW registrations, case files and reports.

Q32: Can you clarify what we need to provide Table 4 - will this information be used specifically for this RFP or for work outside of this RFP?

A32: Both; if additional services are requested by the County, the vendor shall prepare and submit to the County an estimate of the total cost associated with such additional services. The vendor must indicate in the pricing table below the firm, fixed hourly rate for the personnel job classification that may be necessary to fulfill the requirements of the RFP and for additional services.

Q33: Are you open to removing the requirement of candidates logging in to see their application status? Instead, an applicant can receive an email each time the status changes.

A33: That would be acceptable.

Q34: Which sections on the site will see the most often updates?

A34: News, Job Openings and Most Wanted.

Q35: For each third-party application can you describe the level of integration needed?

- What type of integration?
- A link to existing site?
- IFRAME in an existing URL?
- Pull data from external application?
- Post data to external application?

A35: To be determined in discussions with the chosen vendor in the development process when discerning what would be most user-friendly and accessible.

Q36: What type of subscription feature is needed for the news center? Do you send out news releases via email currently? Or do you want an RSS feed of news releases?

A36: An ability to subscribe with an email address and receive an email with the release content every time a news release is posted. This is not something we do currently.

Q37: Have you considered third-party recruiting and applicant tracking systems? How many people do you hire in a year?

A37: To be determined in discussions with the chosen vendor in the development process, but you may provide information about what you believe to be the best, most secure and most cost-effective third-party systems. So far in 2021, we have hired 46 people.

Q38: How much of the content do you anticipate will need to be migrated over?

A38: Most of what is on the current site.

Q39: How much content will need to be newly written, and how much will be provided?

A39: There will be a significant amount of new content. All content writing, management and migration will be handled by the PR Manager.

Q40: Do you have messaging guidelines you would be able to share with us? If not, would you be open to the creation of messaging guidelines?

A40: No, Please elaborate on messaging guidelines in your RFP response.

Q41: What are your top priorities in terms of content to be included?

A41: News releases, surfacing the most commonly accessed public information and forms.

Q42: You said you anticipated this new site being over 150 pages — could you elaborate a bit more about why you anticipate it being so much larger than the current site?

A42: Sheriff's Office plans to include more information than is on there now.

Q43: Could you give examples of some of the PDFs that you believe should actually be webpages?

A43: https://claymosheriff.org/uploads/3/4/6/4/34640544/ex_parte_-_how_to.pdf
https://claymosheriff.org/uploads/3/4/6/4/34640544/120718ccw_information_for_public_handout_2013.pdf
<https://claymosheriff.org/uploads/3/4/6/4/34640544/ccwprivacyrights02262016.pdf>
https://claymosheriff.org/uploads/3/4/6/4/34640544/property_release_procedures2.pdf

Q44: Do you have examples of other office websites that you really like?

A44: www.kcpd.org
<https://www.jocosherriff.org/>
<https://www1.nyc.gov/site/nypd/index.page>

Q45: Any specific examples of other general websites you have seen that speak to you?

Maybe there is a great layout tool, organization of pages or even a main navigation you really love?

A45: <https://www.kansascityzoo.org/>
<https://kansascityymca.org/>

Q46: Anything we should be aware of from a legal standpoint that we must avoid where it pertains to content or design? (restrictions on how certain content is shown).

A46: No, not at this time.

Q47: Which languages does the site need to be translatable to?

A47: At least Spanish and Vietnamese.

Q48: Should PDFs always be their own page or will you sometimes need to be embedded on pages with other content but also downloadable?

A48: To be determined in discussions with the chosen vendor in the development process.

Q49: Events

- a. Can you provide a couple of sites with events that you like?
- b. Will you need to be able to pull events from third parties?
- c. Will you need the ability for people to register and pay for events?

A49: a. www.kcpd.org

- b. No.
- c. No.

Q50: Encartele - Is there an API? Does Encartele provide integrations (WP?).

A50: Unknown at this time. This would need to be determined in discussions with the chosen vendor in the development process.

Q51: RAIDS Online - Is there an API? What specifically needs to be integrated?

A51: Unknown at this time. This would need to be determined in discussions with the chosen vendor in the development process.

Q52: Popsheet - Where is this coming from? Is there an API? Is the data being entered manually?

A52: Unknown at this time. This would need to be determined in discussions with the chosen vendor in the development process.

Q53: Are there budgetary guidelines you are able to share?

A53: See Question 1.

Q54: Is there a preference for local or in-state vendors?

A54: See Question 2.

Q55: Do you have any development or programming capabilities in-house?

A55: The Sheriff's Office has minimal capabilities.

Q56: Can the vendor submit the proposal via the email-only option?

A56: See Submittal instruction on Page 1 of RFP. No Email RFP Submittals will be accepted.

Q57: How many design templates are required?

A57: To be determined in discussions with the chosen vendor in the development process.

Q58: Are you looking for in-state bidders or are you open to bidders from other states also?

A58: See Question 2.

Q59: Are you open to using open-source CMS like WordPress or Drupal for the newly developed site?

A59: See Question 3.

Q60: Content Migration - Can you provide the number of pages/contents that need to be migrated to the newly developed site?

A60: See Question 38 and Question 39.

Q61: Third-party integration - Can you mention the integration process (Link out / webhook / API)?

A61: This is outside the Sheriff's Office expertise.

Q62: Content Strategy - Do you expect the vendor to create content for the website?

A62: See Question 39.

Q63: Do you have a branding and style guide ready? If not, do you wish us to create the new style guide as a part of the project?

A63: The Sheriff's Office has some colors and logos, but more would be needed.

Q64: Do you have any project timeline in your mind?

A64: A maximum of six months from beginning to final launch.

Q65: Search Engine Optimization - Are you looking for one-time SEO optimization as part of the website development or an ongoing engagement to continuously monitor and improve the SEO performance of the website over a period?

A65: Just the initial website development.

Q66: Hosting

a. We are an AWS Public Sector Partner for cloud hosting. Are you open to host the new website on AWS Cloud?

b. Do you currently have a disaster recovery process in place?

c. How do you keep the website secure? Do you have a security policy in place that we can look at?

A66: a. See Question 30.

b. No.

c. Our current website security solutions are inadequate, and we do not have a policy in regard.

Q67: Can you suggest any website(s) that can be used as a reference, or do you like them?

A67: See Questions 44 and 45.

Q68: What kind of post-launch support and maintenance are you interested in?

A68: Trouble-shooting and development of additional features as determined by the Clay County Sheriff's Office.

Q69: What was the previous spent on the contract?

A69: This is the first time we have contracted for web design services.

Q70: Do you have any preference in terms of CMS?

A70: See Question 3.

Q71: Do you expect to integrate any other 3rd party applications apart from (Encartele, RAIDS online, detention population listing)?

A71: Perhaps in the future, but not currently.

Q72: What is your preferred hosting service provider (AWS vs Azure)? Do you expect the vendor to manage the hosting?

A72: See Question 30.

Q73: Who are the key audience groups that will use the new websites and application system?

A73: Primary: Clay County Residents

Secondary:

- Those interested in employment with the Clay County Sheriff's Office.
- Those with loved ones in the Clay County Detention Center.
- Media.
- Sheriff's Office employees.

Q74: Do you expect the vendor to provide any maintenance support for the website after implementation?

A74: See Question 68.

Q75: What is the expected go-live date?

A75: See Question 64.

Q76: What is the anticipated project start date?

A76: As soon as possible after contract is awarded.

Q77: Can you please specify the budget cap that we need to consider?

A77: See Question 1.

Q78: Can we utilize a hybrid resource model (on-site, remote, offshore) to accomplish this project?

A78: Please provide information about how this would work.

Q79: Can the work be performed remotely, or do you expect the vendor to perform the tasks on-site?

A79: Please provide information about what can be accomplished remotely vs. on-site.

Q80: Has a Q&A or an addenda been released yet?

A80: Addendum No. 1; Issued Tuesday October 12, 2021.

Q81: Is there a mandatory pre-proposal meeting?

A81: No.

Q82: Is the due date still the same?

A82: Yes, the due date is unchanged, RFP Documents are due: October 19, 2021 before 2:00 P.M. Central Time.

Q83: Do you have a style guide or a brand guide?

A83: See Question 63.

Q84: Do you have a budget you are able to share? Does the budget include tech support and hosting? What was the investment in the previous website?

A84: See Question 1.

Q85: Who are your primary and secondary users?

A85: See Question 73.

Q86: Would you like detailed research in terms of your audience in the form of an audience needs assessment?

A86: No, that is not in the scope of this RFP.

Q87: Do you have a desired launch date? Is there a specific event driving the launch date?

A87: See Question 64. There is no specific event driving the launch.

Q88: What is the current hosting environment?

A88: Sheriff's Office internal server.

Q89: How many visitors does the current website receive on a monthly basis?

A89: Refer to Section 2.2.1.e on the RFP document.

Q90: How many pages of content do you anticipate transferring to the new site?

A90: Refer to Section 2.2.1.c on the RFP document.

Q91: What are your current pain points with the existing website?

A91: Refer to Section 2.2 on the RFP document.

Q92: What are the current technical challenges (if any)?

A92: Refer to Section 2.2 on the RFP document.

Q93: How many site administrators will you have?

A93: One primary administrator.

Q94: Will you require different levels of admin permissions?

A94: Yes, See Question 18.

Q95: Do you expect copywriting or editing services as part of engagement?

A95: No, See Question 39.

Q96: In 2.3.1.g CCSO requests a “prominent search function”. What does CCSO want searchable with this function? Is the search for archived articles and data? Or other? Please explain.

A96: All content on the site, to include archived information.

Q97: In 2.3.1.j “search engine optimization” please define what aspects of SEO the CCSO is needing:

- a. Technical SEO that is built into the website with structured code, metadata, rich schema markup, sitemaps, analytics integration and search engine registration and/or;
- b. Content SEO, ranking for keywords of interest in order to drive organic traffic in original website copy or;
- c. Ongoing content SEO, adding landing pages to target groups and continuing to drive organic traffic?

A97: Technical and content SEO; see also Question 65.

Q98: “RFP Responses will be read out loud at **3:00 P.M.** on **OCTOBER 19, 2021** in the Administration Building, 1 Courthouse Square, 3rd Floor Commission Hearing Room, Liberty, MO 64068”. Are these readings open to the public and to businesses submitting proposals?

A98: This is a Public RFP Opening. RFP responses will be read aloud and will only contain Business Name, City and State of RFP responder.

Q99: Do you have a current application tool for your hiring process?

A99: No.

Q100: What type of events will be hosted in the calendar?

A100: Community events: Safety fairs, Trunk-or-Treat, Coffee with a Cop, National Night Out, etc.

Q101: What tool do you use or plan to use for payment processing?

A101: Please provide information about which tools you think would be most cost effective and user-friendly.

Q102: What does a mobile app look like to CCSO? A native mobile app or a mobile-friendly version of the current site?

A102: Please provide information about which option you think is superior.

Q103: What is the maximum budget allocated for this project?

A103: See Question 1.

Q104: What is CCSO's ideal timeline for launching a new site?

A104: See Question 64.

Q105: Is CCSO looking to a vendor to include content creation/population in the scope of work?

A105: No. See Questions 29 and 39.

Q106: What is CCSO's commitment to diversity, equity, inclusion and accessibility?

A106: We have a very strong commitment to these values, but do not see how that's relevant to the RFP process. Our mission statement is to "embrace change, create value and inspire others."

Q107: What are some of the other separate sites and accounts that were created by division commanders to provide information to the public instead?

A107: <https://www.claycountyemergencymanagement.com/>
The domain name expired on the other.

Q108: Can you offer more details about the desired integrations of Encartele and RAIDS online? Are you hoping for links to these platforms or how would you like the interaction to happen?

A108: See Question 26.

ACKNOWLEDGEMENT

Each Vendor shall acknowledge receipt of this Addendum No. 1 of RFP 80-21; Web Design and Development Services by their signature affixed hereto, and shall attach this Addendum to the original RFP.

CERTIFICATION BY BIDDER

SIGNATURE _____

TITLE _____

COMPANY _____

DATE _____

Cordially,



Patrick West, Purchasing Specialist II