

**PITTSYLVANIA COUNTY**  
VIRGINIA



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RE: RFP 2021-06-07  
Website Design

The following shall serve as Addendum #1. Please acknowledge receipt of this addendum when submitting your proposal.

Dear Vendor:

You will notice that some of the question are repetitive. I answered all so the vendors will know I responded to all questions received.

1. Just to confirm, vendors must submit one original plus 3 hard copies of the proposal in addition to an electronic copy, correct? An emailed-only proposal via PDF will not be accepted without the hard copies? No email proposals are acceptable
2. Would you consider to receive proposals via email or fax instead of mailing them in? No
3. Clarification: Your references do not have to be in Virginia.
4. We noticed you're requiring the site to run on IIS 7/MS Server 2008 and on SQL Server 2008, but you're also requiring Web security on the site. Microsoft ended support, including regular security updates, for those products in 2020. Is the county planning to host the site on its own MS Server 2008 infrastructure? Clarification: The awarded vendor shall host the site (the vendors servers). We would want to be able to use any of the major browsers: Edge, Chrome, Firefox.
5. Information on any pre-registration required- None
6. Clarity on any restrictions on whether the resources should be based out of US region or can they be based in India as well. No restrictions
7. The approximate budget for the project- not set at this time
8. Per past performance do the 3 project references have to be within the state of Virginia, or can they be outside as well? They do not have to be in Virginia
- 9. Budget**
  - Is there an anticipated initial project budget?
    - The bottom line is that we are looking for a price-effective web-design option.
  - Is there an anticipated budget for post-launch support? If not please provide the current budget?
    - No

## 10. Data Request

- 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? What kind of ongoing support is the County currently receiving? Is it meeting your needs?
  - The primary factor driving our redesign efforts is price. We are paying more than \$10,000 annually for our website maintenance. We rarely use the support services and believe that we can find something less expensive.
  - Our current website simply does not look good in mobile. We want to find a website provider that doesn't just create responsive sites, but actually allows for specific editing for desktop vs. mobile vs. tablet.
- How many hours and what kind of support are you getting versus what you're actually using monthly? What would you like to see in your ongoing relationship with the chosen partner post-launch of the initial project scope?
  - I am not sure how much support we are getting, but I know that we rarely look for help from support. I imagine there would be a good amount of need for support in the early going and then less and less as we got acclimated with the site and the CMS.
- How well do you feel you understand your current users and the things they seek to do when accessing the website?
  - Very well. Our current website users are going to our site to accomplish a task (like paying their tax bill) or to learn about a specific subject/find a specific piece of information. They aren't just perusing around, but have a specific topic or goal in mind.
- For the current site can you provide the number of site views per month?
  - Approximately 33,000 sessions per month.
- 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?
  - We are in the process of integrating our ESRI GIS system and would like to be able to integrate maps and story maps into our site pages.
- Can you tell me more about yourself as the primary contact and what your ideal new website partner would be like? Our goal is to be a trusted advisor and partner, not just a vendor so I'd love to learn more about key individuals involved and your expectations.
  - The Public Relations and Information Technology Departments will be working together to oversee this project.
- In terms of design is there an existing vision, style guide? Or are we starting from scratch?
  - We have a logo and brand style guide that will likely guide our color scheme.
  - As for the vision, the website needs to be clean and crisp (and specifically designed for) mobile and desktop. We are in the process of getting lots of strong visuals that we would like to see integrated into the site to make it more visually appealing.
- Can you tell us who are the stakeholders of this project?
  - Information Technology and Public Relations will be overseeing this project.
- How many pages from the current site are expected to migrate to the new site? The current site is noted to have around 441 pages and 48 PDFs. What's happening with existing deeper content on the site? Are those expected to be maintained, migrated, recreated?

- We would like to migrate and have recreated, if possible, the vast majority of webpages and pdfs that are on our current site. Public Relations should play a very involved role in recreating these pages visually. Work is currently being done to redo the content for many of the pages, so some of the pages we will have external content to integrate. Price is a higher priority than full migration, however.
- I noticed the County is currently using CivicPlus. How has your experience been? What do you see as the pros and cons of your current CMS experience? Would you be open to the popular open-source WordPress CMS?
  - As a CMS, Civic Plus is good. Lots of easy editing capabilities that a non- website designer can pick up on pretty easy.
  - We are not partial to any particular CMS, so we would by no means reject a proposal just because WordPress is the CMS.

## Submission

- How many firms are expected to respond to the RFP?
  - Unknown  
Who? Unknown

11. Are resumes required with proposal responses of key personnel? We would prefer but not mandatory.
12. In section 3, Scope of Services, it lists 13 items the CMS should have/be, but not limited to this list. Numbers 6, 7, and 8 all list the needs for a calendar, FAQ, and photo gallery for, "each department". Can you provide a list of those departments or at least a rough estimate as to the number of departments? Pittsylvania County has approximately 50 different departments, agencies, boards, and other pages that we would be interested in having a calendar, FAQ, and/or a photo gallery. Each of these pages likely wouldn't have all three, but we want the capability to put these widgets in any of these pages as we see fit and to develop multiple different calendar sets, FAQ lists, and photo galleries that could be inserted in different locations.
13. In section 3, Scope of Services, it lists 13 items the CMS should have/be, but not limited to this list. Item #13 mentions the need for integration " ... of streaming video and other current online forms and applications written in Classic ASP." Does that mean the video, current forms, and applications are written in Classic ASP or that the desire is for the new website design to be written in and compatible with Classic ASP? as far as the video, we would want the ability to insert videos from youtube and Facebook. We do not write any code for our video. On the forms, we want them to match what we are currently using with CivicPlus, so we will not have to recreate them if we switch vendors.
14. How many design templates will be needed (will you need a different design template for each division or department, etc.)? We want to have the capabilities for a few departments to have their own subsite, or unique design template with their own color scheme and menu structure. Maybe 5-10 at the most. The rest should follow the regular design guidelines of the site. Our staff should have extreme flexibility when working with the CMS to work within these different department guidelines and add/adjust pages as needed.
15. What is your budget for this RFP? Unknow right now
16. Will any content and or copyediting need to be provided? No, our staff will oversee all content creation and copyediting.
17. Does the County have a budget for the website design and maintenance? No
18. Would the County want to keep the current hosting vendor or would the County be open to changing the hosting vendor? we the vendor to provide the hosting and support for hosting.
19. Are open-source websites such as WordPress allowed?

Yes. We do not have any particular CMS in mind and are open to different styles.

20. Are website building applications such as WiX allowed?
  - As long as there is a backend CMS that our staff (and even our staff who aren't familiar with web development) can easily use then we don't have strong opinions about which company is used. Whether that be WiX, WordPress, or some custom solution, we are open to different options.
21. Will the county or contractor select the hosting site and plan? We want the vendor to be the host
22. Will this be an iterative process where the county gives design, content, etc. feedback at each step of the process?
  - We anticipate this being an iterative process, yes. We have plenty of content that we would like to be migrated. Our staff would want to have the option, if needed, to provide feedback on a first version and see that implemented as many times as needed before a strong product is produced.
23. Will the county or contractor provide content for the website? The County is responsible for providing all content and the sitemap for the website
24. Will the website require 3rd party applications or plugins such as scheduling calendars or messenger tools in addition to the requirements listed in the scope of work? We would like to have as much flexibility with plugins as possible. The ability to plug in custom html is key for things like Facebook messenger plugins and embedding podcasts or other content. This site needs to have a calendar that comes with it that we can use.
25. Which languages should the translation tool include at a minimum? Spanish
26. The scope of work lists "provide off site management, maintenance, and service". Does this include technical support? If so, does it include 24/7/365 support, or is business hours fine? We would like technical support to be available during business hours. I imagine we would need more of this in the beginning of the onboarding and launch process and significantly less as time goes on.
27. Will change orders be allowed for scope additions?

If we completely change the scope of the project or add substantial new tasks or parts of the project then yes a change order would be appropriate. We would have those discussions pre-emptively and would not want to receive a change order without knowing it was coming.
28. Are team members limited to US citizens? No
29. Will the contractor have to use the existing web development platform and hosting provider? No
30. Is the new website to be redesigned and implemented by the vendor or only redesigned by the vendor?

Redesigned, implemented, and hosted. We want a full-service firm that can complete or at least subcontract each of three elements. Once the site is redesigned and created, we want a firm that will host the site and provide some support as needed while our staff use a simple CMS to update content (including to add and edit pages, modify content on calendars and lists, etc.) on the site as needed.
31. For the Request for Proposal document, (reference "Page 6 of 15, Section B – Firm Qualifications, Experience, and References"), can a proposed sub consultants' experience have been achieved outside of Virginia? Yes
32. Should multiple offerors be selected for an award, what is the relationship while performing all necessary requirements? Will they be working on the same or different tasks? How will work between the offerors be managed? We do not plan on selecting multiple offerors. We want to select a single firm that can complete the site redesign and launch and host the site and provide support afterward.
33. What is the expected start date for the project? Are there any business drivers we should know about in relation to the project schedule? We expect to choose a vendor sometime in early August, and we want to shoot to have the site go live by January 1, 2022

34. Is there any specific period in a year where SME availability will be low due to business reasons? No
35. What is the expected budget for this project? An order of magnitude will help devise the right scale of solution in our proposal. We are currently paying \$10,000 a year for hosting fees. We want to drastically reduce that number while also improving the quality of our website, particularly when it comes to being able to customize the site specifically for mobile and desktop. We are hoping to avoid a large upfront fee as well.
36. Please clarify whether you require a fixed price quote, or a time and expenses quote based on hourly billing rates. We would want a fixed price quote.
37. Remote Work: Can we assume that all work may be conducted remotely, without a need for in-person meetings? Or is there a requirement for in-person? All work can be conducted remotely
38. If you prefer Onsite Mode of Engagement, how many Kyyba Tech Consultants can you accommodate in your premises? N/A
39. Did your team build the current site or was it done by an outside vendor? Do you have technical knowledge of how it was built? Is there a current vendor you work with who is also bidding on the new website? Our current website was built and is hosted by CivicPlus
40. Brief us about the Post Go-Live Support Requirements. In the few months following the launch, we would want significant support to be available to us. I am not sure how much we would need but that is an important requirement. After the first six months or so we don't anticipate needing support as often.
41. Please tell us about the documentation requirements including training documentation. Not sure what you are asking. We expect any documentation that is needed for this project.
42. Site Complexity: In your experience; are there certain areas or sections of the site that you perceive as complex or otherwise difficult to work with? Are there any known problem areas on the current site? Much of our reason for looking for a new provider is price, but it also revolves around the ability to custom-edit for mobile or desktop. Just having a responsive site isn't enough – we want custom-editing for each platform.
43. Any other Third-Party integrations other than those mentioned in the RFP? ESRI ARCGIS. We also need the ability to incorporate custom HTML widgets as needed
44. Are you okay with Agile Delivery Model? We don't know what this means.
45. Can you please explain if the current online forms have the ability to integrate via API's JSON/XML? We don't know
46. Is the county expecting the solution to be hosted on the cloud or on-premises? We are looking for a vendor that can not only design and create our site but also host it in the cloud. We do not have the desire or infrastructure to host the site.
47. Can you please let us know the concurrent users accessing the site? Less than 50
48. Please let us know the different types of users in the system? We would like to have different editing capabilities. For instance, some people can only edit certain sections of the website, some need approval for anything they try to do, and system administrators can change anything they like.
49. Can you please let us know the duration of support required after the website launch? Three to six months
50. Does the County have any preference in technologies or tools to be used for building the website? We do not have any specific requirements or preferences regarding the technologies, tools, or CMS options that are used. As long as there is a simple CMS that our non-technical staff could easily learn to use then that works for us.

51. What are the different languages that the County is expecting to support the Website? English and Spanish
52. Are there any Email gateways currently used by the County? We do not have any on our website we support, but the current website has the ability to send out email alerts and text messages.
53. Does the County have Google Map API license? We do have an API, but it is very old and wouldn't be useful integrating to the website.  
We were using it for app development "experiments."
54. Can you please elaborate your requirements about the Survey tool, Job Posting and Bid Posting? Are there systems available for these already or is expected to be built? We don't currently have separate systems for these, but actually receive each from our current vendor. We would expect each of these tools to be built
55. Does the County want internal and external users to be using the new website with defined access levels on the pages? If so, does the County has Active Directory / LDAP currently? Yes, we do have AD.
56. Is there a Business Analyst or a SME from the County who will work with the Selected Vendor during the detailed analysis of the requirements? The vendor chosen for this project will work with Pittsylvania County Public Relations and Information Technology to staff to hash out the technical requirements of this project.
57. Be able to link internal and external sites that relate to the County's mission."- Please confirm this request is just to redirect users to the external site? That is correct
58. Please let us know the number of departments? There are approximately 50 departments, agencies, and boards or commissions that have their own webpages. Many of these also have some subpages as well.
59. Tell us about the total number of pages to be developed and the approximate number of media assets need to be included across departments? We currently have upwards of 400 pages on our site and are always developing more. This does not include documents and lists and directories and things like that. We would want as many of these pages as possible to be migrated, and then our
60. Is google translation API would be sufficient or county is planning to come up with separate translations for other languages? please confirm. Google Translation API is adequate.

Sincerely,

Connie Gibson  
Purchasing Manager