

City of Burlington
RFP: Website Update and Templates
Responses to Questions
March 20, 2018

1. The RFP includes an opening statement that somewhat contradicts several of the subsequent deliverables.

Opening statement: "The City is not preparing to undertake a site redesign, but instead seeks to make some incremental improvements to enhance navigation, consistency, clarity, usability and impact."

Deliverable 1: "Create an updated style that incorporates the City's new flag design and color scheme with minimal rework."

Deliverable 2: "Work with the City team to develop an improved layout for the City's homepage, that provides more order and clarity."

Deliverable 3: "Develop up to 5 page templates that can be easily used by content managers that sit within City departments to create new pages"

We would typically consider styles, layouts, and templates to be components of site redesign. Certain aesthetic changes can be made to the site's existing stylesheet and templates, but layouts and structural changes to templates can quickly become more extensive. Can you please clarify the extent to which you think design will play a role in this project, and perhaps offer a concrete example to help us shape our proposed scope of work?

-) Our goal is to do a light reskin of the existing site, not a complete redesign or rebuild. Our expectation is that a recommended design would be able to be incorporated into the existing site by our team. We are not planning on re-architecting the site at this time.
-) We requesting a new suggested layout for the homepage, with specific content/style requirements for each element. As content on that site is maintained by a number of people from different departments, we want to provide a more rigid structure to ensure consistency and usability.
-) Regarding templates, we would like for new templates to be developed that can be used by non-technical content managers that offer a more easy-to-use experience and that provide a more consistent layout. City staff would be the one's actually implementing the templates, or transitioning existing pages to the new templates.

2. Is there a budget for this project?

-) We will not be sharing our budget for this project, as we believe that could limit the creativity of proposals.

3. How many city staff/representatives would be involved in the decision-making process related to page layouts, navigation structure, etc.?

-) Three key decision makers, though we'd seek input from up to ten staff.

4. We can certainly make recommendations on revising the site's information architecture and navigation. To what extent, if any, would the City require our assistance in implementing these changes in Drupal?

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) We would likely not require assistance in making changes. If we were to decide to seek assistance with further work, we would bid that out separately.

5. Does the current site include any role-based permissions for its content managers? Should our scope of work include recommendations and/or assistance in creating user roles and permissions levels in Drupal?

) We do have role-based permissions. The scope does not include permissions or roles.

6. Do you have access to licensed photography and videos that might be used on the site?

) While we don't have much professional photography, many departments do have catalogs of content we can use. Suggestions for additional photography / content could be a recommendation of this proposal.

7. What are your thoughts about the existing content? Will most of it be moved to the new site as is, or are you planning to update it? How much help, if any, would you like with rewriting, creating, editing, and moving content?

) We are not planning to build a new site. And no, no work with content is requested.

8. Does the site need to comply with accessibility standards (wcag/section 508) at launch?

) Any new designs or templates should conform with Section 508 standards. In addition, we would hope that staff training could include key accessibility requirements to inform content managers of best practices.

9. Do you need ongoing support maintaining those standards and auditing the site?

) No.

1. Can you provide a list of modules in use on the site?

See Appendix A

2. Can you provide an overview of the content types in use, and how much flexibility is enabled for general content authoring (i.e. images embedded in pages, layout configuration, etc)?

) See Appendix B.

3. Where is the site hosted?

) The site is currently hosted in-house, though it is intended to be migrated to an AWS lamp stack w/drush.

4. Is there an established version control and code deployment practice?

) The revision module is installed for content & db backed up nightly. Website source code is stored in visual studio team services & github. There have been no drupal core edits.

5. Are there any in-house development staff with whom we would work?

) Yes, you would work with the City's Senior Application Engineer, who maintains the site

6. Is it intended that this project would result in an entirely new theme?

) Not necessarily, we would look for suggestions of the best means of achieving improved look and feel balanced with a manageable technical workload

7. Can you provide some specific page URL's that would exemplify the kinds of inconsistency you indicate in the 'Project Background and Scope' section?

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In addition to the homepage design -

1. Department landing page: <https://www.burlingtonvt.gov/dpw/>
 2. Interior page no graphics: <https://www.burlingtonvt.gov/DPW/Plumbing-Mechanical-HVAC>
 3. Interior page with graphics: <https://www.burlingtonvt.gov/CEDO/Public-Private-Improvements>
 4. Featured content: <https://www.burlingtonvt.gov/CEDO/BTV-Mall-Redevelopment-Process>
8. Are there specific accessibility guidelines to which any solution must adhere? (Our guess would be WCAG 2.0 AA, but that may require a greater level of re-architecting of content than is in scope for this project)
-) Please see above.
9. Is the specific form of design deliverables open for discussion? (full-page mockups versus style tiles or other design approaches - not the specific number of options)
-) Yes, please propose what you believe is the most effective and efficient means of providing deliverables.

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1. While it states in the RFP that this is not to be considered a redesign, the work requested falls in line with that of a redesign. What proposed work would you not be willing to consider?
 - a. We are not open to building a new site. Any proposed changes must be manageable within the existing site, and the time availability of our internal staff to make the changes.
 2. We are unclear as to whether this is solely a design project or if it is design and development. What type of files (CSS, InDesign, etc...) are you requesting as a final deliverable for the project?
 - a. We believe this project is largely design, supported by some content reorganization to better support the proposed new design. We believe mockups will be required to illustrate the proposed changes. InDesign, CSS, or Illustrator would be acceptable.
 3. Are you expecting that programming work that comes out of this will be fully handled by your team?
 - a. Yes. As mentioned above, if we feel additional support is needed to implement changes, we will bid that as a separate piece of work.
 4. Who will identify the 5 templates that need to be created? Are you expecting mobile and desktop versions per template?
 - a. Respondent will create up to 5 templates based on existing site content. Templates should be responsive for desktop and mobile screen sizes.
 5. Is there an expectation to include an information architecture process as the proposed solution?
 - a. We don't expect a full information architecture process or proposal, but we hope to receive suggestions for improvements we can make to the site and navigation that do not require extensive development or site rework.

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6. Does the person doing the staff training need to be on site, or can this be done via screen share methods? If in person, will you cover travel costs?
 - a. We prefer in person, but would consider online. We will not pay travel costs.
7. What is your budget?
 - a. See above
8. What is your deadline?
 - a. We hope to have this project completed by end of June.
9. When is your selection decision date?
 - a. We anticipate mid-April

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1. In the deliverables section (Page number 2), could you please share the difference between point 1 & 2? As per my understanding from point 1, we need to update the website design as per the new Flag design, keeping its color scheme in mind. whereas in 2nd point you want a new and improved Home-page layout.
 - a. Item 1 asks for a design that would apply to all pages. Item 2 is for a new layout for the homepage, in addition to the new design.
 2. We can cover the point 1 work in point 2, by incorporating the color scheme and style in the Homage layout as per the new Flag. Please explain, what deliverable and cost we need to share in point 1?
 - a. Recommendations for item 1 must be applicable to all pages
 3. To share the recommendations related to the architectural changes, we will first have to go through the website architecture (Page number 2, point 4). Can we get the access to the website architecture in order to share the recommendations?
 - a. The selected vendor would be provided access to the site.
 4. Do you want any changes in the CMS Users roles and numbers?
 - a. No
 5. Who do you consider your competitive or aspirational peer websites in terms of design and navigation?
 - a. We'd consider these aspirational:
 - Portsmouth, NH
<https://www.cityofportsmouth.com>

 - Cambridge, MA
<https://www.cambridgema.gov>

 - Philadelphia, PA
<https://beta.phila.gov/>

 - United Kingdom
<https://gov.uk>
 6. Can you share the budget allocated for this project?

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- a. See above
- 7. Is your existing vendor bidding on this project?
 - a. We do not have an existing vendor for web projects on the .gov site. We do contract with vendors for other city sites.
- 8. Are there preferred vendors bidding on this project?
 - a. No.
- 9. Is content migration a part of the project scope?
 - a. No, see above.
- 10. Is there any planned start date and end date for the project?
 - a. We hope to start by end of April and completion by end of June.

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- 1. It starts by stating the city is not redesigning the site, yet the first four tasks are a new visual design, new homepage, 5 new page templates, and updated navigation. That is essentially a full retheme of the site. Please clarify the scope as breaking it up piecemeal doesn't reduce costs, in fact, it probably increases them.
 - a. Breaking this up was not an attempt to save money. We are not prepared to do an in-depth redesign and rebuild of the site, with the involvement of all departments and content managers. The goal of this work is to align the look of the site to the new flag design/colors, to improve the layout and usability (for content managers and viewers) of our homepage, and to provide formal, easy-to-use page templates for use by our non-technical content managers.
 - 2. What pages styles do you expect to be included in the 5 new templates? A complex landing page is more effort than a basic interior page, so we need to understand the complexity of the pages that are represented by the templates.
 - a. We expect this to be interior pages- see examples above.
 - 3. Is updating site navigation in scope, or are you expecting vendors to suggest changes that the city may implement at a later date?
 - a. Suggesting changes that we may implement at a later date.
 - 4. Is there a target budget or budget range we can scale our solution to?
 - a. See above
 - 5. Where is the site current hosted?
 - a. See above
 - 6. Please explain your devops set up. Is the site managed by a development/testing/production type of architecture?
 - a. Site is tested on a dev machine and published to live environment. Site code has not changed for years, however.
 - 7. Do you manage site code on Github or similar?
 - a. Yes, site code is in a github repo & tfs

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8. Can you point to any relevant sites that are aspirational for what you hope to achieve with this limited redesign?
 - a. See above
9. Do you have high-quality photography or media assets available to use in the new design?
 - a. See above
10. Are there any customizations or integrations in the site that we should be aware of?
 - a. The drupal core has not been modified, and there are no integrations that would be part of this RFP
 - b. See modules used below.

Appendix A.

Modules enabled on burlingtonvt.gov

auto_nodetitle
backup_migrate
block
block_revisions
bundle_copy
cacheexclude
calendar
captcha
cck
ckeditor_link
ckeditor_media
clone
color
computed_field
conditional_fields
contextual
ctools
ctools_ajax_sample
dashboard
date
date_all_day
date_api
date_popup
date_tools
date_views
dblog

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disqus
email
entity
entity_token
faq
field
field_collection
field_slideshow
field_sql_storage
field_ui
file
file_entity
filter
find_content
fivestar
flood_control
googleanalytics
google_cse
govdelivery_signup
help
image
imagefield_crop
image_captcha
imce
imce_dir_man
imce_file_path
imce_mkdir
imce_search
jquery_update
libraries
link
linkchecker
list
media
mediafield
media_bulk_upload
media_internet
media_wysiwyg
menu
menu_admin_per_menu
menu_views
module_filter

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multiform
multiupload_filefield_widget
multiupload_imagefield_widget
nivo_slider
node
nodeblock
node_convert
number
options
password_policy
password_policy_password_tab
path
pathauto
pathologic
permissions_per_webform
phone
php
plupload
poll
print
print_ui
rdf
recaptcha
record_shorten
redirect
revision_all
search
shortcut
shorten
smtp
standard
system
taxonomy
telephone
text
token
toolbar
update
url
user
views
views_nivo_slider

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views_slideshow
views_slideshow_cycle
views_ui
votingapi
vud
vud_field
webform
webform_button_classes
webform_calculator
webform_fivestar
webform_layout
webform_mysql_views
webform_phone
webform_validation
wysiwyg

Appendix B.
Content Types

Content Type	Description	# Items
a_z *	A-Z	26
cedo_content *	CEDO Content	135
city_council_content *	City Council Content	88
city_councilor	City Councilor	12
clerk_treasurer_content *	Clerk/Treasurer Content	72
code_enforcement_content *	Code Enforcement Content	20
community_justice_center *	Community Justice Center	23
dpw_content *	DPW Content	154
Faq	FAQ	166
fire_content *	Fire Content	20
fire_dept_press_release	Fire Dept Press Release	26
fletcherfreelibraryprivate	FletcherFreeLibraryPrivate	1
hr_content *	HR Content	50
mayor_s_office *	Mayor\s Office	27
Planbtv *	planBTV	46
planbtv_se *	PlanBTV South End	17
planning_zoning_content *	Planning & Zoning Content	104
police_data	Police Data	13
police_department_content *	Police Department Content	39
bpd_press_release	Police Press Release	397
police_private_and_confidential	Police Private and Confidential	1
press_release	Press Release	533

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public_boards	Public Boards	4
public_meeting	Public Meeting	1,734
request_for_proposal	Request for Proposal	284
legacy_project *	Sustainability	20
Page *	Web Page	397
webform	Webform	32

* these content types all share the same fields, and generally exist to control user access to editing