ST. TAMMANY PARISH

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PARISH PRESIDENT

January 11th, 2022

Please find the following addendum to the below mentioned RFP.

Addendum No.: 1

RFP#: 21-22-3

Project Name: St. Tammany Parish Website

RFP Due Date: Friday, January 14th, 2022, 2:00 P.M.

QUESTIONS AND ANSWERS:

Question 1: Whether companies from Outside USA can apply for this? (like,from India or Canada)
Answer 1: No, we will need someone located within the United States.

Question 2: Whether we need to come over there for meetings?
Answer 2: Please refer to Question and Answer #1.

Question 3: Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
Answer 3: Please refer to Question and Answer #1.

Question 4: Can we submit the proposals via email?
Answer 4: Please refer to Question and Answer #1.

Question 5: Do you have a varying budget based on different website services dictated on page 5 section 2.1 Scope off Work/Services;redesign, host, manage, and maintain.
Answer 5: No, there is not a varying budget based on different website services. The budget is $12,000 annually for all services listed under the scope.

Question 6: On page 5 under section 2.1 Scope of Work/Services, you detail that St. Tammany Parish Government will control the content of the website. Will copywriting be provided by St. Tammany to the Proposer for the website redesign?

Answer 6: Yes, Copywriting will be provided by St Tammany to the Proposer for the website redesign. It is expected that copy/content provided will be posted in a timely manner, especially during emergency situations like tropical storms.

Question 7: Will St. Tammany require photography and videography services of the Proposer for the website redesign?

Answer 7: No, photography and videography services will be provided. The website services will include the ability to upload and maintain pictures and video.

Question 8: On page 5 under section 2.1 Scope of Work/Services, you ask for "the development of a mobile website or application." Are you requesting a mobile-friendly website or a brand new mobile application?

Answer 8: We are in need of a mobile-friendly website with the possibility of a future mobile application. A citizen should be able to view the same content on a mobile device as compared to a desktop.

Question 9: On page 5, under section "2.1 Scope of Work/Services, you mention the proposer must redesign the St. Tammany Parish Government's website. Does the Parish wish for website's current integrations, such as Vimeo and Mailchimp, to be integrated into the new website?

Answer 9: The Parish does wish for the website's current integrations to be integrated into the new website. St. Tammany Parish uses Vimeo and Mailchimp as a direct source to provide video and reach out to citizens. We are still utilizing those services.

Question 10: Are there any other additional features required by the Parish?

Answer 10: No, there are not any features required other than those provided in the scope.

Question 11: Is there any new functionality you'd like built into the website that does not exist on the current site?

Answer 11: No, only the ability to access information on a mobile device similar to the desktop version of the website.

Question 12: Does the Parish have other website(s) the Proposer can draw inspiration for the website redesign?

Answer 12: No, we are encouraging creativity; a clean, accessible website is the most important characteristic. Citizens must be able to find information easily.

Question 13: Are there branding standards the Parish is required to maintain that the Proposer should consider in the website redesign?

Answer 13: There are no branding standards the Parish is required to maintain. St. Tammany Parish Government (STPG) does have a brand, although it is not imperative that it be followed. STPG generally follows the yellow and blue color scheme, with Times New Roman being a preferred font.

Question 14: We see the project estimate as $12,000. Is this budget fixed for the entire project?

Answer 14: Yes, $12,000 is the fixed budget for the entire project.

Question 15: What is the project duration?

Answer 15: The project duration is one year.

Question 16: It is mentioned that the "Said Respondent must also be in Good Standing and licensed to do business in the State of Louisiana.". Is this mandatory for all the bidders to hold the State of Louisiana Good Standing certificate and business license?

Answer 16: Yes, it is necessary for respondents to be in Good Standing and licensed to do business in the State of Louisiana.

Question 17: Is this project set aside for small business?

Answer 17: As long as a vendor meets the requirements and is capable of producing the necessary documentation for the project, any vendor in Good Standing and licensed to do business in the State of Louisiana may submit proposal.

Question 18: Is there any preference given for local vendors to work on this project?

Answer 18: Yes, local vendors are preferred.

Question 19: We understand hosting is required as part of the project?

Answer 19: St. Tammany Parish currently uses 1and1 for website hosting. It does not have to remain with 1and1.

Question 20: Where is the website currently hosted? Who is hosting the current website?

Answer 20: Please see Question and Answer #19.

Question 21: What is the current hosting environment?

Answer 21: Please see Question and Answer #19.

Question 22: As hosting is part of the scope of work, can you provide the monthly average number of sessions, users, and page views Parish website?

Answer 22: Please see Question and Answer #19.

Question 23:   Are there any incumbents to work on this project?

Answer 23:   The Department of Public Information will work to provide information for the contractor.

Question 24:   We understand the work should be performed at 21490 Koop Dr Mandeville, LA 70471, Does the

Answer 24:   The work does not have to be performed on Koop Drive.

Question 25:   Is there any migration involved in this project? If so, approximately how many pages of content are to be migrated? What format will the content be provided?

Answer 25   All current pages must be provided.

Question 26:   What is the current technology of the website to be redesigned?

Answer 26:   The current site is developed and maintained with Joomla Content Management System (CMS).

Question 27:   Does the Parish have a CMS preference? Open source Drupal/WordPress?

Answer 27:   The Parish does not have a CMS preference.

Question 28:   What and how many templates does the Parish want us to develop?

Answer 28:   This is to be determined based on need.

Question 29:   What are the current technical challenges (if any)?

Answer 29:   There are currently no known technical challenges. The site is fully functional; we would just like a rebranding.

Question 30:   What elements do you like and dislike on your website?

Answer 30:   We appreciate our website, but are looking for clear, concise and accessible updates.

Question 31:   How many employees do you have?

Answer 31:   There are approximately 400 employees.

Question 32:   We understand the scope includes "To redesign, host, manage and maintain St. Tammany Parish Government's website, in addition to the development of a mobile website or application.
Is mobile website or application development a separate project or is part of this redesign project?

Answer 32:   A mobile website/application development is part of this project.

Question 33: Would you be open to a non-US based vendor completing this work? Do you have a preference towards domestic vendors?

Answer 33: Please see Question and Answer #1.

Question 34: Is there a particular email marketing platform you would like to see integrated and/or any other Integrations?

Answer 34: MailChimp is the Parish's contact email database.

Question 35: Do you need a contractual SLA for hosting (more expensive), or a best effort SLA based on a 99.9%? historical on time (Less Costly)

Answer 35: We do not need a contractual SLA for hosting or a best effort SLA based on a 99.9% historical on time.

Question 36: I was curious if you have considered an AI Chatbot was in the scope of your project to automate some of your customer service inquiries?

Answer 36: We have not considered an AI chatbot.

Question 37: What is the current hosting environment? If so, how much are you currently paying to host?

Answer 37: Please see Question and Answer #19.

Question 38: Are you open to a custom WordPress/Drupal design or would you prefer that we use a WordPress or Drupal template?

Answer 38: We are open to all ideas.

Question 39: Can you provide examples of sites that are good models for what you want?

Answer 39: We do not currently have examples of sites that are models of what we want.

Question 40: Do you want to have an ongoing maintenance, update, & support package? If so, would you prefer this to be an annual option or monthly? And also, SEO as well

Answer 40: The contract is considered ongoing maintenance and updates as provided by the Parish.

Question 41: On-Line payments processing - What is your current payment gateway processor? Do you need to stay with this gateway for your online?

Answer 41: Payments are not made through the existing website.

Question 42: Please describe your technical/IT staff. How many members do you have and what is their level of experience, particularly with WordPress, Drupal and/or PHP? This helps us determine the level of support you may require.

Answer 42: This site is in a maintenance mode. One person in the Information office updates content; the Technology Department has 2 full time developers to assist.

Question 43: Is there any analytics data that can be provided about the user base that visits the Government website (demographics, technologies used etc.) using Google Analytics?
Answer 43: Analytics are unavailable at this time.

Question 44: On what platform is the website currently posted?
Answer 44: Please refer to Question and Answer #19.

Question 45: What are the main goals of the redesigned website?
Answer 45: The main goals of the redesigned website are to make it clear, concise and accessible.

Question 46: How should the budget be formatted if an hourly or "other" method of budget determination is chosen?
Answer 46: Please refer to the Questions and Answers for #5 and #14.

Question 47: What is the initial anticipated project budget?
Answer 47: Please refer to the Questions and Answers for #5 and #14.

Question 48: For the current website, please provide the number of site views per month.
Answer 48: Analytics are unavailable at this time.

Question 49: Are you currently gathering analytics on site usage?
Answer 49: Analytics are unavailable at this time.

Question 50: What is the current platform that the website is built on? Is it the desire of the Parish to maintain the website on the current platform?
Answer 50: The website is currently built on 1and1. It is not necessary that it remains on the current platform.

Question 51: How many pages from the current site will be migrated to the new site?
Answer 51: All pages must be provided on new site.

Question 52: Will any content and/or copyediting need to be provided by our team?
Answer 52: No content and/or copyediting will need to be provided by your team.

Question 53: Will change order be allowed for scope additions?
Answer 53: No change orders will be allowed for scope additions.

Question 54:   How many hours do you currently use monthly for maintenance?
Answer 54:   Approximately 50-70 hours per month are used for maintenance.

Question 55:   Could you describe any functionality or design issues you are having with your current site and where it may fall short in fulfilling your needs?
Answer 55:   Please refer to Question and Answer #29.

Question 56:   Please provide your feedback on the site's visual design and the tone of the copy/messaging.
Answer 56:   The site is fully functional; we would just like a rebranding.

Question 57:   We assume your primary audience is comprised of Residents of the Parish and Visitors to the area. Is there another audience that we should be aware of?
Answer 58:   There is no other audience that you should be aware of.

Question 58:   What is the #1 goal or objective for site visitors? To gain subscribers?
Answer 58:   To be able to deliver information to residents and visitors easily.

Question 59:   Will there be any revisions to the services under the "I Want To" section? Are there services there that are higher priority and should be featured more prominently?
Answer 59:   At this time, there are not higher priority services.

Question 60:   Is there any feedback you have received from your audience that can be shared for our consideration?
Answer 60:   We have not received any feedback from our audience that could be shard for consideration.

Question 61:   What off-site engagement activities are in play? (Social Media, Paid Media, SEM, etc.)
Answer 61:   Only MailChimp, which is used for the Parish's email database.

Question 62:   What CMS are you currently using?
Answer 62:   Currently, the CMS in use is 1and1.

Question 63:   What functionality or workflow challenges has your team experienced with the current CMS?
Answer 63:   Our team has not experienced any challenges with the current CMS.

Question 64: Please provide a sense of the types and frequency of content updates performed by your team. Please note any priorities and/or challenges.

Answer 64: Updates and content will be provided on a need basis, especially during times of crisis.

Question 65: Is it possible to obtain website data, e.g. Google Analytics, heat maps, user behavior, etc.

Answer 65: Yes, it is possible.

Question 66: Are there any particular hosting requirements we should be aware of?

Answer 66: There are currently not any particular hosting requirements you should be aware of.

Question 67: Will the St. Tammany team assign a project manager to be a primary point of contact, and responsible for obtaining approvals from other key stakeholders?

Answer 67: The Department of Public Information will be responsible for obtaining approvals and being a point of contact.

Question 68: Do you have any preferences or requests regarding recurring meetings, reviews, reporting? Brew Agency traditionally delivers performance reporting on a monthly basis.

Answer 68: We do not have any specific preferences or requests at this time.

Question 69: Is there a requirement for legal review, board review, committee, etc? What is the anticipated duration of these types of reviews? Are there any special requirements?

Answer 69: There are no requirements for legal review, board review, or committee review.

Question 70: Page #4 "Reference" section: - Are all these 5 references must be from Public Institution only OR it is okay if the references are from commercial/private corporations?

Answer 70: References **must** be from a Public Institution.

Question 71: Page 6, Section 2.5: Location - Is performance required to be on site at "21490 Koop Dr Mandeville, LA 70471" Or proposer's work location?

Answer 71: Work is not required to be on site at the above mentioned address.

Question 72: Does prime contractor have to be the Louisiana Vendor OR from any US States?

Answer 72: Please refer to Question and Answer 1.

Question 73: Are there any known issues/bugs/pain points on the current website (http://www.stpgov.org/)? If so, please provide the list

Answer 73: There are currently no known issues on the website.

Question 74: Are there any specific area where the update/enhancements are expected? Please provide list of areas if any.

Answer 74: Overall, we expect enhancements for more concise and clear information, which is easily accessible.

Question 75: Has any Usability Research performed recenlty? Please share the report if any, it will be helpful to keep in mind while updating.

Answer 75: No, usability research has not been performed recently.

Question 76: Are there any external systems that are integrated with the current website (e.g external billing system, other proprietery)? If so, please list the names.

Answer 76: Currently, the only external system integrated with the current website is MailChimp.

Question 77: Are there any additional/new thirdparty system Parish wants to integrate in a near future? Please list if so.

Answer 77: No, there are not any new third-party systems that the Parish wishes to integrate in the near future.

Question 78: What are the specifications of the current hosting infrastructure? E.g is it dedicated hosting? Is it hosted on Cloud (like AWS, Azure) OR Managed Service provider?

Answer 78: The current hosting infrastructure uses a server through 1and1.

Question 79: Is there any SLAs (servive level agreement) in place or expected? Please share if any. Also, what is level of support Parish is expected to have after the website goes live?

Answer 79: There are not any SLA's in place or expected. Once live, content should be posted in a timely fashion.

End of Addendum #1