



City of Woonsocket
Office of Purchasing
169 Main St.
Woonsocket, RI 02895

Bid No. 6223 – “Visit Woonsocket” Website Development, Design and Hosting

ADDENDUM NO. ONE (1)

EFFECTIVE DATE: APRIL 5, 2024

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The following changes, additions and/or deletions, to the original bid documentation, published March 21, 2024, are now in full force as per the effective date of this addendum.

Notice to all prospective bidders:

QUESTIONS & ANSWERS

Attached as part of this addendum is a summary of questions that were submitted along with the subsequent answers provided by the City.

END OF ADDENDUM

Kenneth A. Allaire

Kenneth A. Allaire, CPM, CPIM
Purchasing Agent

4/5/24

Date:

1. Is there an existing brand guide that will be used for the site?

No.

2. What key calls-to-action or interactions will users take on the website?

The goal of the website is informational. We want visitors to learn what the City has to offer on the website and bring visitors to Woonsocket.

3. Does the event calendar need to connect to any third-party platforms for event registration or ticketing?

We imagine having to manually input event information into the calendar that will display the event information and link over to the business website.

4. Which platform do you use for email marketing?

There is no existing platform. We look forward to the consultant's recommendation.

5. The RFP mentions integration with payment platform(s) - can you provide more information about the expected functionality along with which payment platform(s) or processor(s) will need to be integrated into the website?

The City currently uses Govolution and Point and Pay for credit card processing. The City may be interested in selling Woonsocket merchandise or soliciting donations on the website. The City is interested in hearing the Consultants recommendations on feasibility.

6. What specific registration functionality should be available on the new website?

The only registration on the website will be for the newsletter.

7. Outside of what is specifically mentioned in the RFP, are there any other integrations or special functionality that will be needed? (such as, custom APIs, third-party connections, CRMs, etc.)

The City looks forward to the Consultant's recommendations.

8. Will the City be providing content for the new website, or are you looking for the vendor's help with content development?

The City will be providing content.

9. What qualities have worked well or made a project successful with past vendor partners?

The City is looking for a responsive vendor who is able to take a vision and execute.

10. Is there a preference for local vendors?

The RFP is open only to US-based companies. There is no priority given to local vendors.

11. Do you have a set budget or budget range in mind for this project?

The budget for the project is up to \$8,500.

12. Beyond hosting, do you want this quote to include ongoing services (such as a development retainer, SEO retainer, KPI reporting, etc.)?

Quotes for additional services are welcome.

13. Do you have a set yearly maintenance and hosting budget or budget range?

The hosting budget is up to \$1,400 per year.

14. What is the ideal timeline for the completion of this project?

We are looking for this project to be done within 6 months.

15. Target Audience: Could you please provide more details about the primary target audience for VisitWoonsocket.com Are there specific demographics or personas we should consider when designing the website?

The target audience of the website is ages 21 to 70 within a 45-minute drive time of Woonsocket in both Rhode Island and Massachusetts. We imagine these visitors are either interested in history, recreation, or night-time entertainment.

16. Branding Guidelines: Do you have existing branding guidelines or visual identity elements that should be incorporated into the design of the website? Are there specific colors, fonts, or logos that need to be used?

There is no existing branding guidelines. The consultant should draw inspiration from the Theater District and the Riverfront as well as Woonsocket's historic French-Canadian identity when designing the website.

17. Content Management System (CMS): Do you have any preferences or requirements regarding the choice of CMS for managing the website content? Are there any specific features or functionalities you would like to have in the CMS?

Unsure at this time. The City looks forward to the Consultant's recommendation.

18. Maintenance and Support: What level of ongoing maintenance and support services do you anticipate needing for VisitWoonsocket.com after its launch? Are there any specific support arrangements or service level agreements we should discuss?

The City is looking for a maintenance plan that will assist staff with technical assistance and updates when needed.

19. Client Involvement: How involved would you like to be in the design and development process of VisitWoonsocket.com Do you prefer regular updates and collaboration meetings throughout the project?

As there is an aggressive timeline, the Business Growth and Recovery Administrator anticipates a very involved role.

20. Feedback and Iteration: How would you like to provide feedback and iterate on the design and development of the website? Are there any specific review processes or milestones you would like to establish?

Ideally, we are seeking a weekly or biweekly meeting to go over the progress of the project.

21. Measurement of Success: What key performance indicators (KPIs) or metrics will you use to measure the success of VisitWoonsocket.com Are there any specific goals or benchmarks you would like to achieve with the website?

The City is interested in the number of new visitors, returning visitors, and click throughs to external partner websites.

22. What is the budget for this project?

The budget is up to \$8,500.

23. Our firm is registered in Dallas (TX). Can we deliver these services from our offshore location to leverage lower project costs?

The RFP is open to any US-based companies. The City does not have any requirements in regard to the location of employees and/or subcontractors.

24. What specific open-source content management systems (CMS) are being considered for the project?

Unsure. The City looks forward to the Consultant's recommendations.

25. Will the CMS allow for the creation of custom content types (e.g., events, listings)?

Unsure. The City looks forward to the Consultant's recommendations.

26. How will the City of Woonsocket ensure that website content is kept up-to-date?

The website is managed by the Business Growth and Recovery Administrator.

27. Will the website include a blog component? If so, what are the expectations for blog content?

No.

28. What are the specific requirements for website hosting (e.g., uptime, security)?

Website hosting must be in the United States.

29. What is the budget for the project? Does this budget include ongoing website maintenance costs?

The budget is up to \$8,500. Yearly hosting should be no more than \$1,400 per year. The City is requesting the pricing from vendors for technical assistance and updates.

30. What training will be provided to City staff on how to use the new website CMS?

The selected consultant will need to train the Business Growth and Recovery Administrator on how to use the website.

31. We understand the importance of intellectual property rights and will ensure that all content and assets comply with relevant regulations. Could you provide guidance on the ownership and licensing of content for the website?

Unsure. The City looks forward to the Consultant's recommendations.

32. What keywords do you want your website to rank for in search engine results pages (SERPs)?

The City wants to be positioned as Northern Rhode Island – Southern Massachusetts top destination for history, recreation, nightlife entertainment, and French-Canadian heritage tourism.

33. Who from your side of the business will be working with the vendor's project team?

Business Growth and Recovery Administrator

34. Does The City anticipate, at the end of the project, that you will need or would like to have a needs-based managed services contract for maintenance and on-going support?

Yes.

35. How many pages does The City anticipate needing for the Visit Woonsocket?

The City envisions the following tabs: Stay, Eat, Experience, Events, and Learn

36. What other websites will the Visit Woonsocket website link to?

The website will link to Woonsocket hospitality related businesses.

37. Do you have a CMS preference?

Unsure. The City looks forward to the Consultant's recommendations.

38. Do you have a Hosting preference?

Unsure. The City looks forward to the Consultant's recommendations.

39. Are there any additional specific features or functionalities The City needs for the new website - apart from the requirements listed in the RFP?

Unsure. The City looks forward to the Consultant's recommendations.

40. What is the desired timeline for the website's design, development, and launch?

The City would like to launch the website by November 2024 if possible.

41. Are there any additional services or features The City would like to include in the project but are unsure of the cost?

The City is potentially interested in logo designs.

42. How much annual traffic does The City expect for the new website?

Less than 30,000 visitors per year.

43. Do you anticipate significant traffic spikes and seasonal fluctuations?

There may be an increase in traffic hikes during season events such as Autumnfest and Polar Express.

44. Are there any specific software or database requirements?

Unsure. The City looks forward to the Consultant's recommendations.

45. Do you anticipate any significant changes or expansions to your website in the near future?

For the next 5 years, the City does not anticipate any significant changes.

46. Is there a Digital Marketing campaign taking place at/before the launch of the new website? If so, who is managing the marketing efforts?

Unsure at this time.

47. Are there any specific software or database requirements?

Unsure. The City looks forward to the Consultant's recommendations.

48. What actions do you want visitors to take on the website (e.g., book a visit, sign up for newsletters, engage with interactive content)?

We want visitors to sign up for the newsletter, look at the event calendar, as well as click through to external business webpages.

49. How do you envision the website's content reflecting Woonsocket's vibrant and unique atmosphere?

The key elements of the City are as follows: Mills, Historic, French-Canadian, Diverse, Blackstone River, Theater District, Riverfront.

50. Are there existing content and media (photos, videos) to include on the site, or will this require new content creation?

The City is working with a videographer and photographer for this project.

52. Regarding the content management system, does the City have any specific functionality requirements or preferences that are expected from the CMS?

Unsure. The City looks forward to the Consultant's recommendations.

53. What are the City's specific requirements or goals regarding ADA compliance and multilingual capabilities?

Unsure. The City looks forward to the Consultant's recommendations.

54. Are there specific types of content (like historical data, tourism guides, interactive maps) that the City wants to prioritize in the website design?

Unsure at this time.

55. How does the City anticipate handling event updates and content management post-launch?

The Business Growth and Recovery Administrator will make all necessary updates post-launch.

56. Is there a preference for certain technologies or integrations (like specific payment gateways or CRM systems)?

The City seeks the Consultant's recommendations.

57. Is there a process in place for regular updates and feedback during the development phase?

Weekly or bi-weekly meetings are available with the Business Growth and Recovery Administrator as needed.

58. Is there an incumbent? Will they be bidding?

No.

59. Is there any preference for local vendors?

Local vendors are encouraged but will not be given preference. This RFP is open to all United States-based companies.

60. What is the budget for this project?

Up to \$8,500.

61. What is your current annual spend on CMS, hosting, and related support?

None.

62. If you used an outside vendor, how much did you spend on the implementation of your current sites?

There is no existing tourism website.

63. Is there a plan (or desire, if it's easy to do so) to create more sites in the future?

The City does not see a need beyond its current municipal website and the future tourism website at this time.

64. If open source is a consideration, is there a preference for a specific CMS (i.e., Drupal, WordPress)?

Unsure. The City looks forward to the Consultant's recommendations.

65. What is the current CMS?

The City does not have a CMS.

66. What sets firm/org apart from the alternatives?

We are seeking a responsive Consultant who is able to take a vision and execute.

67. How many levels of users are needed?

It is anticipated that the Business Growth and Recovery Administrator and the Recreation Director will be the only users of the website.

68. Can you provide information on your workflow needs?

Unsure at this time.

69. Is there a need for a document library?

Unsure at this time.

70. Will single-sign-on be used to control administrative access to the site? If yes, please elaborate.

Unsure. The City looks forward to the Consultant's recommendation.

71. Can you provide usage data, or estimate expected traffic to the site?

Unsure, less than 1,000 visitors a day in expected.

72. Are there special security requirements or audits involved?

Unsure at this time.

73. Where is the CMS/website currently hosted?

There is no existing tourism website.

74. What is it about your current hosting setup that is making you seek a PaaS offering?

There is no existing tourism website.

75. Are there any security standards required for your CMS platform? i.e. HIPAA, PCI, SOCII, Fedramp, etc?

None.

76. Please provide the average monthly numbers for page views of the websites combined (to the nearest 100K is fine)

Less than 30,000 views per month.

77. Do you experience frequent surges of traffic that impact performance at critical times?

No.

78. Have you dealt with any security issues or malicious traffic on your sites like DDoS attacks, SQL injections, etc? If so, what was the impact?

No.

79. Are you using anything for CDN or WAF currently?

No.

80. Do you require 24/7 support access in the case of critical (site availability) issues?

No.

81. Do you require specific response time SLAs for critical issues? If so, please specify expectations.

No.

82. Would you describe the existing content as structured, with consistent separation of content and code?

There is no existing content.

83. Do you expect copywriting or editing services as part of engagement?

No.

84. Do you need us to conduct an extensive discovery process that includes extensive research into user persona development - or a more streamlined discovery based on the web team's input and best practices?

No.

85. Can you provide examples of sites that are good models for what you want?

<https://kennebunkport.org/>

<https://www.discovernewport.org>

As the City is in the early stages of developing its tourism economy, we are looking for a simple yet informative and aesthetically pleasing website. We envision the tabs being - Eat, Stay, Play, Learn, Events. We would like to have the Visit Woonsocket Video hosted on the front page. In addition, when visiting the website we want to have a sign-up for our newsletter prompt.

86. Please confirm that the awarded vendor will primarily work remotely, with regular web conference meetings as needed.

On-site is not required for this project.

87. Please describe the internal team who will be responsible for the website post-launch (developers, non-tech users, etc)

This project will be managed by the Business Growth and Recovery Administrator with assistance from the Recreation Superintendent.

88. Do different teams/departments manage their own sites? Or does one team own all web work?

APEX, the City's IT solutions provider, manages the municipal website. The Office of Economic Development will manage the tourism website with the Recreation Department.

89. We are a US company with some remote team members working from outside of the US. Is there any restriction on their ability to contribute to the project?

No.

90. How do you envision the relationship with the developer post-launch? Do you need a maintenance contract to keep sites patched and secure?

The City will contract with the Developer for website hosting as well as future maintenance needs.

91. Is there a comprehensive brand manual that the project must adhere to?

No.

92. In relation to forms submission and registrations, does the City prefer these functionalities to be managed via a third-party platform (CRM) or directly within the Content Management System (CMS) itself?

The City seeks the Consultant's recommendation on this feature.

93. For the integration with Google Maps, does the City already have the necessary APIs that it wishes to be utilized for this project?

The City seeks the Consultant's recommendation on this feature.

94. Considering the requirement for social sharing capabilities, could the City clarify its expectations regarding content sharing to Instagram and YouTube, given Instagram's manual posting requirements and YouTube's video-specific content nature?

The City seeks the Consultant's recommendation on this feature. The City currently only has Facebook and LinkedIn. In the future the City may be interested in Instagram and Tik Tok. Can Instagram posts automatically upload into a gallery on the website?

95. In reference to ensuring ADA compliance, is the City open to the utilization of third-party ADA compliance plugins which may offer cost-efficiency, or is there an expectation for custom development of such functionalities for the project?

The City seeks the Consultant's recommendation on best practices.

96. Will local or in-state agencies be given preference?

No.

97. What is your yearly maintenance budget?

Up to \$1,400.

98. Would you like the USB drive submitted in the envelope containing the cost proposal or its own envelope?

In with the cost proposal envelope

99. What internal capabilities and/or website experience do you have to manage business listings and an events calendar?

The Business Growth and Recovery Administrator has some previous experience created new pages and making updates to websites.

100. Are you looking for the selected vendor to design your Visitor's Guide to be used as gated content on the website?

No.

101. The RFP mentions that you want the website setup to have payment processing abilities, but we aren't clear as to why or what types of items will be sold. Is it e-commerce (like merchandise), or reservations, event tickets, etc. Knowing this would allow us to present the proper solution.

The City may want a payment portal on the website to sell merchandise or solicit donations.

102. In the RFP, it states that the preferred solution will be built on Microsoft technologies (ex. Net, SQL Server, C#). In our experience, this may not be the best solution based on the requirements stated. Is there a reason one of these options is the preference so we can plan accordingly?

The City is open to the Consultant's recommendations.

103. Is the city open to the design and development of a new logo for Visit Woonsocket within the timeline and estimate?

Yes.

104. Does the city have a clear understanding of how they would like to convey the brand to potential visitors and the community? If not, would the city be open to the agency guiding the stakeholders through a brand discovery process to ensure alignment before the website design begins?

In February 2024, the City conducted a tourism survey. We understand our identity as the following: A historic former mill city along the Blackstone River with a French-Canadian Flair. We are famous for Stadium Theater and Chans. We have not yet figured out the right fonts, colors, logo's etc. to reflect this. We are open to the Consultant's recommendations.

105. Should we include photography and/or video production for Woonsocket within our estimate or are assets of the area and various attractions available? Or, should we plan on a combination of existing assets and new photography/video?

The City is currently working with a photographer and videographer for this project.

106. Will the agency be responsible for the writing of all of the website content? Or, only editing provided content?

- If responsible for writing all content, will we receive copy points from the city or should we plan to research all attractions and/or contact various sources within the city to gain the information needed to complete the content?
- Note: Even if we are primarily only editing provided content, we will plan to write headlines and other needed marketing messages throughout the site.

The City has an excel to provide to the Consultant with all necessary content.

107. Has the city considered if they wish to also have ongoing SEO (organic search) support after the launch of the site? Or, considered digital media or other paid media support to raise awareness and drive traffic to the site?

SEO support quotes are welcome.

108. Do you have specific technology requirements?

No. The City is open to the Consultant's recommendations.

109. Are you open to Drupal CMS?

The City is open to the Consultant's recommendations.

110. Do you have any proposed website navigation or sitemap available for review?

Yes.

111. Regarding design mock-ups, our standard process involves creating three design variations or concepts for initial approval, followed by up to two design revisions of the selected concept. Does this approach align with your expectations?

Yes.

112. For premium hosting to ensure optimal performance and speed, do you have any preferred hosting providers in mind?

Unsure at this time. The City looks forward to the Consultant's recommendations.

113. The requirement includes compatibility with multiple browsers, excluding Internet Explorer. Is Internet Explorer still a requirement, and if so, what is the minimum browser version support required?

Unsure at this time. The City looks forward to the Consultant's recommendations.

114. The requirement mentions the ability to include ad placement. Could you please provide specifications for the ad format and clarify what CRO refers to?

No ads will be placed on the website.

115. The RFP states that the website should allow for the addition of components or plug-ins developed by City staff. Can you provide details about any developed plug-ins?

There are no developed plug-ins.

116. Preferred solutions should be built on Microsoft technologies. Are there any preferred CMS frameworks you suggest? Additionally, are you open to considering WordPress, a popular open-source CMS built on PHP technology?

Unsure at this time. The City looks forward to the Consultant's recommendations.

117. Are ongoing SEO updates required, or will City staff maintain them?

Unsure at this time. The City looks forward to the Consultant's recommendations.

118. Regarding online forms and submission capabilities, do you expect the ability to create forms from the admin side with responses visible on the admin side? If not, please provide clarification.

When forms are submitted, responses should be emailed to the Business Growth and Recovery Administrator.

119. Could you please provide more detailed requirements for creating a trip planner?

There will be no trip planner at this time.

120. For the local event calendar, is it simply a calendar or a comprehensive event module for listing, booking, payments, and managing bookings?

The calendar is envisioned as a way for the community to share key events to visitors. Interested visitors will then be redirected to the business's website.

121. The requirement states that individual pieces of content should be shareable on social media platforms. Could you please provide a list of social media platforms to be integrated, aside from Facebook, Twitter, Instagram, YouTube, and LinkedIn?

The City currently has LinkedIn and Facebook. In the future, the City may be interested in Tik Tok and Instagram.

122. Regarding the application to hold a digitized version of a future Visitors Guide, could you provide more details?

The future visitors guide will most likely be a pdf brochure.

123. Regarding training for website content personnel to ensure compliance with WCAG 2.1 AA and Title II of the ADA, would basic training suffice, or is completion of ADA training with certification preferred?

Unsure at this time. The City looks forward to the Consultant's recommendations.

124. Under the platform expectations section, it states that "Shall provide the ability to add components or plug-ins developed by City staff. Is there an expected effort to train City staff on the processes involved in creating components/plugins? Does the city have an engineer that understands the development lifecycle? What types of components and plugins are expected? Do you have examples?

There will be no plug-ins developed by City staff.

125. The document states that "URLs automatically generated by the new site must be short and easy to alter/control by content editors and administrators". Why would someone need to alter the URL? Are you specifically talking about the "subdirectory" portion of the url? For example, the ability to change "www.myurl.com/aboutus" to "www.myurl.com/about".

Yes.

126. The document states that the website must support an application to hold a digitized version of a future Visitors Guide. What form should we expect the digitized version of a Visitors guide to be in? This could mean pdf, photo, or an entire "application" within the website.

At this time, this is envisioned as a PDF.