



**Office of the Mayor-President**  
Purchasing Division

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**Patti J. Wallace, CPPB**  
Director of Purchasing

## **ADDENDUM NO. 2**

August 29, 2016

### **Solicitation No: 20008-16-Web Design and Development Services**

Proposal submission deadline: **September 21, 2016**  
Proposal Closing Time: **2:00 p.m. (Local Time)**

Your reference is invited to **SOLICATION 20008-16 Web Design & Development Services** which is scheduled to open at 2:00pm, on September 21, for **Website Re-Design and Development Services** for the City of Baton Rouge-East Baton Rouge Parish.

**1. The following changes are being made to the Invitation to Bid:**

Deadline to submit proposal response has been changed

From:

September 7, 2016 at 2:00 P.M. (local time)

To:

**September 21, 2016 at 2:00 P.M. (local time)**

**2. This addendum provides the attached responses to all questions received by the RFP deadline.**

**3. This addendum clarifies the submission address to submit proposal responses to read:**

City of Baton Rouge/Parish of East Baton Rouge  
Purchasing Division  
City Hall  
222 Saint Louis, 8<sup>th</sup> Floor, Room 826  
Baton Rouge, LA 70802

**This addendum is hereby made a part of the RFP for Website Re-Design and Development Initiative and should be acknowledged.**

## **RFP QUESTION RESPONSES**

**1. What is the total budget of this RFP?**

While funding is available, no defined budget has been established for this project.

**2. Is it a single or multiple awards?**

Single.

**3. Please confirm about the start and end dates of this project?**

No defined start and end date has been defined. The start date depends on the number of proposals received and the amount of time it will take to select the vendor whose proposal we feel best meets the needs of the City-Parish for this effort. That said, we hope to officially begin the project in Q4 2016 or January 2017, and believe a 9-month implementation would suffice; however, the total project duration depends on the final scope of the project.

**4. Is there any service provider of the same services in the past, if yes then please share the details of the service provider along with the last year's outlay?**

No. Previously, our in-house IT staff have designed, edited and hosted the brgov.com website.

**5. Whether companies from Outside USA can apply for this?(like,from India or Canada)**

In awarding contracts for materials and supplies and services, the City reserves the right to reject responses received from a proposer domiciled in a Communist country. This shall not apply to any country having established trade relations agreements or approvals from the government of the United States.

**6. Whether we need to come over there for meetings?**

While some design and development work can be done remotely, we do expect the vendor to have an in-person presence in Baton Rouge for regular project team meetings and for project management related needs.

**7. Can we perform the tasks (related to RFP) outside USA?(like, from India or Canada)**

In awarding contracts for materials and supplies and services, the City reserves the right to reject responses received from a proposer domiciled in a Communist country. This shall not apply to any country having established trade relations agreements or approvals from the government of the United States.

**8. Can we submit the proposals via email?**

See Page 1 of the RFP.

**9. "Section 2.4.2 Applications" - Job Openings - should we pull in job openings using the RSS feed currently in place? Is the city open to alternatives for this solution?**

While it is possible to continue using the current RSS feed, we are open to alternatives.

**10. Is it possible to obtain API documentation for Intermedix's WebEOC system?**

Intermedix requires 3<sup>rd</sup> parties to sign a non-disclosure agreement before receiving information regarding the API, so at this time we cannot provide it. However, we will work with Intermedix and the selected bidder to obtain the necessary API information after the contract is awarded.

**11. Section 3.1 #22 mentions that the City-Parish is currently working with a vendor in developing a calendar solution. Should our proposal include the integration with this vendor's technology? Can we find out more information on this?**

Section 3.1 in the RFP, #22, references our agenda management system, LEGISuite by Public Systems Associates (PSA). The calendaring function has not been implemented at this time. There will need to be some integration with LEGISuite, but at this time we do not know the extent of integration that will be required because the solution hasn't been fully implemented. If vendors have questions about this integration, PSA may be contacted at (225) 346-0618.

**12. Section 3.3.1 Training - Should the vendor provide written documentation for the CMS solution?**

Yes, although documentation in the form of electronic versions will suffice.

**13. Is there a fixed-price budget that the proposal should not exceed?**

No. See answer to Question 1.

**14. What is the timeline for selecting a vendor and starting work on the project?**

See answer to Question 3.

**15. We found references in the RFP that asked for pricing in regard to both a 3-year and 5-year hosting engagement. Please clarify if it is the intent of the City-Parish to engage in a 3-year or 5-year agreement.**

We intend to engage a vendor for a 3-year hosting engagement, and pricing should be quoted as such.

**16. Is the City of Baton Rouge using SharePoint in any capacity? SharePointOnline or on-premises?**

No.

**17. Will the look and feel mimic the new website or should the intranet have its own design?**

We do not have a preference as it relates to how our intranet's design corresponds to or mimics that of our new website.

**18. How many users currently update and maintain the intranet?**

Currently, only about 5 users update and maintain our intranet. However, in the future we would like the option to turn ongoing updating responsibilities over to the departments (there are 42 departments). Not all of them will make their own edits or updates, as some may wish for City-Parish IT to continue to perform this function, and thus content

management capabilities need to exist for either the departments themselves or City-Parish IT to manage moving forward.

**19. What is the process for creating and updating intranet content?**

Currently, the department provides City-Parish IT with the content and City-Parish IT web authors update the intranet. There are a few departments that are able to make the updates without the need for City-Parish IT. Both City-Parish IT web authors and the few department authors use SharePoint Designer to update content.

**20. What (how many) agencies would be sharing assets?**

All City-Parish agencies/departments will be sharing assets.

**21. Is there a rough estimate for number of assets that would be shared across the organizations?**

There is no estimate for existing assets to be shared.

**22. What type of assets would they be sharing (video, photos, audio, etc.)?**

At this time we are unsure, that will be part of the discovery phase of implementation.

**23. Section 3.3.3 requires the vendor to have an 8 hour on site (in City/Parish) response time to trouble calls. Since this will be an offsite hosted solution could this requirement please be eliminated?**

The 8-hour onsite requirement can be omitted.

**24. Will a vendor being a Minority/Woman/Veteran owned business be any part of the evaluation or award? If so, what type of recognition or certification is required?**

Refer to the attached Participation by Certified Small Entrepreneurships/DBE/SBE/ Initiative

**25. Our takeaway from the conference is that when all questions are answered on the 19th the scope of the project to be bid could be impacted. If this is the case would the City/Parish entertain an extension to the open date?**

No.

**26. How many intranet users do you have?**

Approximately 3,000.

**27. Can you provide a roster for the selection committee?**

At this time committee members will remain confidential until completion of the evaluation.

**28. Can you provide a few example sites that inspired this project?**

No sites inspired this project. We knew that after 16 years, the brgov.com website needed to be refreshed and new technology used to manage.

**29. Section 3.1.18 – Can you provide an example of the report template you would like to see?**

We do not have any preference in terms of report templates, both in format or in the data they include. Instead, we will be looking to the selected vendor for guidance as to what data will be most helpful to City-Parish IT in terms of tracking user paths across City-Parish web assets, how users consume information, bounce rates, entry and exit points, etc.

**30. Section 3.8.2 – Approximately how many forms do you anticipate migrating or re-creating to the new site? Are they in PDF or some other format?**

We do not have an estimate on total forms that may need to be migrated or re-created in the new site. Existing forms may currently be web-based, or in Word or PDF formats. Vendors should provide pricing information on a per-form migration, and we will consider that as part of our scoring process.

**31. Section 3.8.3 – What contracts and partners are you currently working for your e-commerce solutions?**

The only e-commerce functionality on the website is our Traffic Ticket Payment system. This system was developed by Summation360 (formerly Tele-Works), however they no longer support this system. The system uses Elavon payment gateway.

**32. Section 4.1.8 – What weight or value is being placed on the optional, secondary and tertiary requests within the RFP?**

While these would be a small portion of the phase 3 grading process showing innovativeness of the proposal, the evaluation reserve the flexibility in determining the weighted value.

**33. Section 4.1.8 – Can you provide a mock example with fictional number of the scoring equation  $CC = (LPC/PC) / MAP$ ?**

*Computed Cost (Maximum Value of 25 points)*

*The Cost Score will be based on the cost information provided in RFP and computed as follows:*

$$CC = (LPC/PC \times 25)$$

*Where: CC = Computed cost score for Proposer*

*LPC = Lowest proposed cost of All Proposers*

*PC = Proposer's Cost*

*Example*

Proposers	Total Cost	Points
Vendor 1	\$1,038,600	23.02
Vendor 2	\$987,593	24.21
Vendor3	\$5,703,825	4.19
Vendor 4	\$1,129,789	21.16
Vendor 5	\$956,335	25.00

**34. Are there any incumbent contractors or recent vendors that have contributed to the development of website & related services for the city?**

No.

**35. What are the current traffic patterns and volume for the respective sites?**

Please see 2.2 (page 15) of RFP for link to Google Analytic data.

**36. Please provide any software or information security requirements.**

There are no software requirements. While there are no defined information security requirements, since this is a hosted project the vendor is responsible for securing access to the site and data used by the site stored on the vendor's servers.

**37. Does the contractor assume any liability if a data breach were to occur?.. Or, because the City Officials (or representatives) are publishing content, is the city responsible for security processes, controls, and mitigation?**

As this will be a hosted solution, the vendor will be providing security controls and will be responsible for the security of the system.

**38. Please provide any additional information that may assist in proposing a CMS solution with an appropriate security posture. (for example, encryption of PII during e-commerce transactions, levels of secure data interop from sources, etc.)**

No additional information exists besides what is in the RFP.

**39. Please provide description of service level requirements for availability (for example, % uptime)**

We are looking for 99.999% site uptime and a minimum 4-hour response timeframe for support calls.

**40. Please provide description of backup & recovery requirements (for example, does the contractor need to support recovery at the department or site content level? And what are the respective timeframes for recovery?)**

Currently we perform daily system backups. Daily restoration capabilities are the minimum requirement; however, more frequent backups would be more ideal. We would prefer restoration down to the object (page, image, etc.) level. For example, if a user edits a page and does so incorrectly, we would like for that page to be able to be restored.

**41. Is the contractor certifying compliance or will there be a city official signing off verification 508 compliance and ADA standards?**

The contractor should certify compliance.

**42. Will there be any preference or scoring adjustments for proposals from small business or disadvantage companies (SDVOSB, WOSB, DBE, etc.)?**

Refer to the attached Participation by Certified Small Entrepreneurships/DBE/SBE/ Initiative

**43. How do the optional requirements weigh into the scoring evaluations? (currently 20% experience/capabilities, 70% approach for core requirements, 10% PM/training/support)**

While these would be a small portion of the phase 3 grading process showing innovativeness of the proposal, the evaluation reserve the flexibility in determining the weighted value.

**44. Where is the current website hosted?**

The current website is hosted in-house on City-Parish servers.

**45. What are you paying for it now?**

We do not have any costs associated with current site hosting as it is currently maintained internally on City-Parish servers.

**46. What is your budget?**

See answer to Question 1.

**47. Is cloud hosting an option?**

No, cloud hosting is a requirement of this RFP.

**48. Are there any CMS's that are not going to be considered?**

All proposed CMS solutions will be considered.

**49. How many total unique visitors do you get to each website?**

See answer to Question 33.

**50. How is the city factoring in the optional pieces (secondary and tertiary scope components) of the proposal in the scoring?**

See answer to Question 32.

**51. If addendums are issued, will the due date of the proposal be extended?**

No. The due date for proposals has already been extended by a week, and we do not anticipate any further extensions being provided.

**52. The existing site is it on .NET CMS or a custom framework?**

The existing site has no CMS. It was created with MS FrontPage and we use MS SharePoint designer to manage, only because it supports the FrontPage extensions.

**53. How will you provide the existing data to us for MySQL?**

Existing database information can be exported to CSV. Our web content does not currently exist in a database, so we would rely on the vendor to provide or suggests methods for content conversion.

- 54. How will the existing data be used in the new designed website (We assume that we will provide a CMS and you will add existing data entry). Please let us know how you foresee this to happen or if you are looking for us to provide a solution for this.**

We anticipate using quite a bit of existing content within the new website. If certain content areas need to be re-visited or re-worked to fit within the new web structure, that will be the responsibility of the department or agency in question, or City-Parish IT, and not that of the vendor. That said, one of the Optional Services of this RFP deals with Content Migration, which is an area that a vendor may propose supporting as part of this project. For more information, see Section 3.8.1 of the RFP.

- 55. The information for web traffic counts, page views, path, etc. is available at Data.brla.gov. Are there available records for bandwidth and disk space?**

No.

- 56. Is there a requirement for the hosting solution to have a dedicated server so no other clients of the vendor are using the same server instance?**

We have no preference as long as our performance is not impacted.

- 57. Are the ASP pages currently in use to access the Oracle and MS SQL databases be available for integration with the new website or will the database connections need to be rewritten?**

We would prefer not to use the current ASP pages. However, if there are issues with linking the new website with our data, then we could possibly use iframes to accommodate the current ASP pages.

- 58. Will the vendor have access to connect to the back-end Oracle and MS SQL databases outside of the ASP pages currently in use?**

This is something that we will investigate during the discovery phase of implementation. It is possible, as long as it can be secured properly.

- 59. Will the data connection to the Traffic Incidents and map need to be rewritten by the vendor or will the vendor have access to the current data connection to display the data?**

The map is hosted in our Esri ArcGIS Online environment and will be used in the future website. The Traffic Incident data is currently put out as an XML file.

- 60. Will the vendor need to handle XML file creation for sections like the Traffic Incidents?**

No. Typically, City-Parish IT handles the creation of the XML files, since the data resides within City-Parish.

- 61. Who is the vendor for the new agenda management system?**

See answer to Question 11.

- 62. What is the expected timeframe to launch the new website? Would the new website be deployed in stages?**



See the answer to Question 3 for our expected timeframe for this project. We are open to a staged deployment.

**63. So that we can provide the most appropriate response, what is the a budget range allocated for this website redesign?**

See answer to Question 1.

**64. We assume content development is out of scope for this project. All content will be repurposed from the existing site or will be developed by City-Parish resources. Is this correct?**

This is correct. However, a method or proposed workflow must be put in place for departments to review current content and determine what should be put on the new site.

**65. Is there an internal development team that can help advise on the integration of the new website to existing infrastructure? Will there be a development team to maintain the website after delivery?**

There is an internal development team that can assist with existing infrastructure. There will be a team that would handle future administrative and editing functions in the future. The vendor will need to provide technical resources to maintain software and systems.

**66. Are there any preferred CMS platforms?**

No.

**67. Could we get a copy of the list of attendees that attended the pre-bid meeting as well?**

A copy is included in this addendum

## **Participation by Certified Small Entrepreneurships/DBE/WBE and Veteran-Owned Small Entrepreneurships / Initiative**

This procurement has been designated as suitable for certified small entrepreneurship/DBE participation. A maximum of an additional 10 points will be assigned in the technical evaluation.

The City of Baton Rouge, Parish of East Baton Rouge strongly encourages the participation of Small and Minority, Veteran or Women-owned business in all contracts or procurements let by the City of Baton Rouge Consolidated Government for goods and services and labor and material. To that end, all contractors and suppliers are encouraged to utilize federal, state or locally certified Small and Minority, Veteran or Women-owned businesses in the purchase or sub-contracting of materials, supplies, services and labor and material in which disadvantaged businesses are available.

Proposers that are not eligible for certification are encouraged to use Small and Minority, Veteran or Women-owned businesses where sub-contracting opportunities exist. To be responsive to this request for proposal, the proposer should be a Small and Minority, Veteran or Women-owned businesses or have put forth a good faith effort to use certified Small and Minority, Veteran or Women-owned businesses as subcontractors. By submitting and signing a proposal, the proposer certifies that they are in compliance with this requirement. The proposer shall submit with the proposal a plan and selection process outlining good-faith efforts to utilize Small and Minority, Veteran or Women-owned businesses as subcontractors.

Written notification is the preferred method to inform Small and Minority, Veteran or Women-owned businesses of potential subcontracting opportunities. A current list of certified Small and Minority, Veteran or Women-owned businesses may be obtained from the Louisiana Economic Development Certification System at <https://smallbiz.louisianaeconomicdevelopment.com>. Additionally, a current list of Small, Minority and Women-owned businesses, which have been certified by the Louisiana Department of Economic Development and have opted to enroll in the State of Louisiana Procurement and Contract (LaPAC) Network, may be accessed from <https://wwwcfprd.doa.louisiana.gov/osp/lapac/Vendor/VndPubMain.cfm?tab=2>. You may then determine the search criteria (i.e. alphabetized list of all certified vendors, by commodities, etc.), and select “Smalle”. Additional assistance may also be obtained from the Small Business Administration and the Minority Business Development Agency of the Department of Commerce to solicit and use these firms at <http://www.mbda.gov/contact>.

Copies of notification to at least three (or more) certified Small, Minority and Women-owned businesses will satisfy the notification requirements. Notification must be provided to the certified entrepreneurship by the proposer in writing no less than five working days prior to the date of proposal deadline. Notification must include the scope of work, location to review plans and specifications (if applicable), information about required qualifications and specifications, any bonding and insurance information and/or requirements (if applicable), and the name of a person to contact.

In the event questions arise after an award is made relative to the proposer’s good faith efforts, the proposer will be required to provide supporting documentation to demonstrate its good faith subcontracting plan was actually followed. If it is at any time determined that the contractor did not in fact perform its good faith subcontracting plan, the contract award or the existing contract may be terminated.

Contractors will be required to report Small and Minority and Women-owned businesses subcontractors or distributor participation and the dollar amount of each with payment request to the contract monitor.



**20008-16 – Web Design and Development Services**  
**Pre-Proposal Conference**  
 August 11, 2016 9:00 AM

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August 11, 2016 9:00 AM

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