



Arapahoe County Finance Department
Purchasing Division
5334 South Prince St Room 480
Littleton, Colorado 80120

REQUEST FOR PROPOSAL

ADDENDUM September 11, 2009

**ADDENDUM #1
ARAPAHOE/DOUGLAS WORKS! WEBSITE RE-DESIGN
RFP-09-58**

Administrative Clarifications

ORIGINAL and FIVE (5), a TOTAL of SIX (6) copies are due THURSDAY, September 24, 2009, 2.00 p.m. (our clock)

signatures must accompany the submittals:

1. Request for Proposal Cover Sheet
2. Addendum #1
3. Letter of Submission, any exceptions/assumptions the submitting party is taking must be stated in this letter.

Points of Clarification

- Draft Site Map included

Responses to Requests for Information

1. We usually do not see a requirement for Commercial Automobile liability for the line of work that we are in, does this still pertain to a Web Design firm? Also on the general liability side of things we carry E&O insurance or professional liability is that accepted in place of the general liability?

R. Auto Liability

The scope of work includes a provision that the company (awarded the bid) may visit with A/D Works staff prior to redesign. Though the liability thread is tenuous, there have been cases where an employer has been sued for an accident in which an employee, on their way to a meeting (course and scope) was liable. Thus the auto liability provision.

General liability is not the same as professional liability, both should be required. Professional Liability (E&O) is only required for 2 years post contract date when the coverage is 'claims made'. If it is occurrence based then the 2 year provision is moot.

2. What is the budget for this project?

R. Budget dollar amount is unavailable.

3. Who is the incumbent for the current website?

R. The current website is maintained by two (2) ADW in-house staff.

4. The RFP states that "Ad Works! does not use a content management site (CMS) and does not wish to do so." Does this mean that you are completely closed to a proposal that is based on a CMS or that you would accept a solution that is based on a CMS as long as it is compatible with DreamWeaver Creative Suite4?

R. Yes, ADW would consider a vendor solution that uses a Content Management System (CMS) if it

could be maintained in DreamWeaver Creative Suite 4.

5. Page 14 mentions a newly developed site map. Can we see a draft of the new site map? If not can you summarize the changes you plan?
 - R. Please refer to the attached draft Website Site Map document. It is the intent of ADW to redesign the site with a completely new structure to increase ease of navigation and location of information. The attached Site Map is a draft and is subject to change.
6. How many navigation tabs do you plan? What are their subjects?
 - R. Please reference the attached Site Map. The new site structure includes a total of 6 main navigation tabs. These include About Us, Job Seekers, Youth in the Works, Businesses, Resources, and Calendar
7. Page 14 mentions video and blog components. How many videos do you want to include and how long are the clips? What do you mean by "blog components?"
 - R. Should ADW determine the use of video is an essential compliment to the vendors design solution, no more than three (3) short videos, less than 2 minutes in length, would be incorporated. Video clips do not currently exist and would be developed by ADW if appropriate to redesign.

ADW is considering a blog feature for job seekers to share job market trends and strategies. This is simply a suggestion and has not been approved for final integration into the redesigned site. If approved, vendor is expected to be able to provide technical programming for this to work.

8. Would the animated graphics you mention on page 14 be provided or would we create them?
 - R. The selected vendor would be responsible for developing any animated graphics deemed necessary as part of the vendors design solution. The number and type of graphics is unknown at this time and will be discussed with vendor during site consultation.
9. Page 16 says, "work along side Ad Works! Staff. " Do you want us to price working onsite or did you just mean to imply that we will be working closely together on the new site?
 - R. "Work along side AD Works Staff" implies that the vendor will work closely with ADW Project Manager and Website Team. If necessary, the vendor may be asked to visit the site to assist with presentation of proposed solutions.
10. Page 17 mentions "implementation across all existing pages." How many pages do you expect that to be?
 - R. Please refer to the attached Site Map. ADW anticipates the new site to be between 35-45 pages, all of which the design should be implemented across.
11. On page 17 in Analytics you mention interest in a new software solution. Should we include the price of that software in the budget?
 - R. No, do not include the price of the analytic software in your proposal. ADW currently uses Google Analytics, a free analytics tool, and is generally pleased with the information it provides.
12. On the bottom of page 17 in Section VI you mention your approval of new content that might be submitted during the development of the new site. After we receive the initial site content, should we expect additional content? How much?
 - R. The ADW Project Manager will supply the vendor with all website content. Content will include individual page copy/text and select photography. If the vendor's solution requires ADW to re-structure or modify content, ADW will supply the vendor with updated information.

13. Redesigned site will be compatible with all browsers.

Meets ADA section 508 standards

Many older browsers don't properly support current standards as defined by the W3C consortium, many of which are mandated for section 508 compliance. For example, section 508 compliance recommends that tables not be used in web page layout, and that CSS be used for positioning

elements on the page. Many older browsers don't support all CSS standards, so these two requirements are mutually exclusive. Which requirement takes precedence - section 508 compliance, or the requirement to be compatible with all web browsers? A recommendation would be to require compatibility with IE7 and above, Firefox 3.0 and higher, and Safari 3.0 and higher.

R. Due to Federal funding streams, ADW is required to comply with Section 508 standards.

14. **Page Load Time**

The RFP says that page load times should not exceed 8 seconds on a 56k modem connection. This equates to a total page size of roughly 30k - for all HTML, javascript, CSS and images. A 30 k limit would mean an extremely minimalistic design with almost no imagery, and in fact, is probably impossible to achieve even with minimalistic imagery. Would you reconsider longer page load times for modem users. Say 25 - 30 seconds?

R. Yes, ADW would consider increasing the load times of certain pages to accommodate the use of the vendor's design solution. The intent of this RFP statement was included to make it clear that ADW does not wish to have a website that is so saturated with graphics that page load time exceeds a standard time limit.

15. **Web site must not require plug-ins as a default.**

This is a requirement of the site specifications section, but elsewhere in the proposal a Flash intro is required. In order to play Flash, the Flash plug-in is required. Which requirement takes precedence?

R. ADW encourages vendors to utilize new technology in proposed design solutions. Although a Flash-only landing page is not favorable, ADW is supportive of minimum Flash integration into site pages, thus requiring a Flash plug-in.

16. **Static vs Content Manageable pages.**

Page 15 says, "the County desires to also develop a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code", but elsewhere in the site it says that the site will be maintained with Dreamweaver, which edits the source code directly. These two requirements seem to be at odds with each other. A database driven administration tool implies a Content Management System. A strong Content Management System will create a better environment for management personnel to make changes AND to maintain a consistent look and feel. It will also lower the cost of building and maintaining the website, since it would accommodate other requirements for dynamic content (calendar, podcasts, video, etc.). in other words, building a website with some dynamic content, and some static content, would be complex, and would open the site up to "code confusion". Would the county re-consider its requirement that the site be maintained in Dreamweaver, and not use a CMS?

R. Yes, ADW would consider a vendor solution that uses a Content Management System (CMS) if it could be maintained in DreamWeaver Creative Suite 4.

17. **Server Specifications.**

The RFP specifies that the County will maintain the site after launch, but no server specifications have been defined. Can you provide server specs (OS, database, web server, etc.)?

R. ADW's ISP uses a UNIX web server and supports MySQL, PHP, & Oracle. ISP can be flexible based on the vendor's solution and preferred technology. Specifics will be discussed with selected vendor and ISP.

GENERAL TERMS AND CONDITIONS

II – Contents of Offer

B. Insurance (Page 3)

18. Are Commercial General Liability and Commercial Automobile Liability policies required of home office small businesses, since they are an independent contractor and not located in a commercial environment?

R. Refer to question 1.

19. **Why is the Errors & Omissions Insurance required for 2 years beyond the completion of the contract?** According to RFP Specifications V. Scope & Guidelines (p.17), Maintenance: *“Upon completion of project, all files, copyrights, and site management will be delivered to and maintained by AD Works! Staff. Once the web site has been completed and accepted by AD Works, the web site design and all its contents, software and architecture become the property of the AD Works! Workforce Center of Arapahoe County.”* **Can the contractor be held liable during that two year period for any potential E& O of AD Works! Staff' content, files, software, architecture and site management?** -Further, Section VIII, D. Delivery (page 8) states: *“Title and risk of loss shall pass to the County upon inspection and acceptance by the County at its designated point of delivery, unless otherwise specified in the Special Terms and Conditions.”*
- R. A good point about the 2 year tail where the title passes to A/D Works - esp. since A/D Works is doing their own maintenance. We may work on some language in the scope of the agreement to address this.

SPECIAL TERMS AND CONDITIONS

Value/Pricing Structure and Price Levels (Page 12)

20. Can you please elaborate on the pro bono service? Can a portion of the proposal be pro bono? (for example, site design or testing costs to be completed pro bono?) If vendor completes one segment of the bid on a pro bono basis, will AD Works! consider site credits to the successful vendor?
- R. This solicitation will be awarded based on the evaluation criteria outlined on pages 11 and 12. AD Works! Workforce Center is able to recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the web site and other documentation as a supporter and partner of the AD Works! Workforce Center.
21. **OPTION TO RENEW FOR SUBSEQUENT YEARS (MAINTAINING SAME PRICES):** *Continuation of the contract beyond the initial period is a County prerogative and not a right of the Vendor. Is the vendor obligated to a three year contract with no alteration of price structure, if Arapahoe County desires to retain vendor for additional work?*
- R. We will award for one (1) year with three (3) optional renewals.

SPECIFICATION FORM

(Page 14 – Page 24)

Section II – Project Overview:

22. Throughout your RFP you state the Arapahoe/Douglas Works! intends to maintain the site after service contract is complete. Section V. Scope & Guidelines, Development Guidelines, Bullet 2: *“AD Works! does not use a content management site, and does not wish to do so”.* **By what method are you anticipating your staff manage the website?**
- R. After the vendor contract is complete, the ADW Maintenance Plan involves two (2) in-house staff maintaining the site using DreamWeaver CS4.
23. *Dynamic back-end database used to maintain online calendar, online registrations, and online survey forms (PHP, Java Script, MySql, Cold Fusion, etc.). To be maintained by county employees. Will you need export capabilities for the registrations and calendar? If so, in what format (Excel, Word, Access DB)?*
- R. It is foreseeable that ADW will need to export online registration lists to Microsoft Excel.
24. *Flash Intro to Arapahoe/Douglas Works on home page – Are you wanting a Flash “landing page”, or flash elements incorporated into the home page layout? Please note page 17, Site Specifications, bullet 2: “Web site must not require plug-ins as default”. If AD Works! is wanting a Flash 'landing page' as their home page, the use of Flash would negate this site specification.*
- R. ADW does not wish to have a Flash “landing page”. Instead, ADW envisions optional Flash within certain pages (.index for instance).

25. *Use of Analytics Software to track and analyze website* – You indicate AD Works! currently uses Google Analytics. **What goals do you have for a more comprehensive package, and have you determined which analytical software you may be using?**
- R. ADW currently uses Google Analytics, a free analytics tool, and is generally pleased with the information it provides.
26. Would you want to continue using the color schematic of white, red, blue & green that the website is currently using?
- R. ADW has re-branded and the white, red, blue, and green color schemes are not a requirement for the new website. ADW can supply the vendor with current marketing material so the vendor can design solutions that align with current branding.
27. With the design of 'Text Only' pages, would viewing of text only pages be a user-defined option available on each page of the website?
- R. Yes, ADW would like the option for users to view the website in a “text only” format along with the ability to increase/decrease font size.
28. Will the embedded search engine need to incorporate the ability to search PDF Documents?
- R. Yes, the embedded search engine should have the ability to search PDF Documents.
29. Will the newly developed Site Map be available to vendors prior to submission of the proposal?
- R. Yes, please refer to the attached Site Map.

SECTION III – PURPOSE, DESCRIPTION AND OBJECTIVES:

30. Objective | Vision (page 15) bullet 4 – *Provide focused web-based solutions.* **Can you elaborate on this vision?**
- R. ADW expects the selected vendor to consult with ADW to understand website needs and provide website solutions to meet these needs.

SECTION V – SCOPE & GUIDELINES:

31. *Visual/Graphic Web Design Experience* - **Are the visual design concepts of candidate protected; meaning if the candidate is not selected for the contract, does AD Works! reserve the right to use a submitted design, or does the concept 'run with the contract'?**
- R. Visual design concepts of potential candidates are solely requested to confirm visual and graphic design experience only. If a candidate is not selected, the candidates work is protected and ADW will not utilize the concepts in future design.
32. *Maintenance* - **Will vendor be responsible for inserting copy and text into the web site pages prior to releasing the web site to AD Works staff?**
- R. Yes. ADW will supply the selected vendor with all website copy/text in an organized manner that reflects the attached draft Site Map. ADW can supply this in html, .txt, or .doc format

SECTION VI – AVAILABLE TECHNOLOGY RESOURCES/INTEGRATION ISSUES:

33. *AdWorks does not currently have existing databases* – **What type of databases does your current hosting provider (CSD Internet) support?**
- R. ADW's ISP uses a UNIX web server and supports MySQL, PHP, & Oracle. ISP can be flexible based on the vendor's solution and preferred technology. Specifics will be discussed with selected vendor and ISP
34. Does CSD Internet have restrictions on software tools that may be used for calendar, online registrations, online surveys, web forums and e-commerce systems?
- R. CSD does not have any restrictions to the software tools referenced above. One selected, the vendor will be connected to the ISP to discuss specific technologies.

SECTION X. SUBMITTAL RESPONSE FORMAT:

35. Provide submittal without reference to company logo - Does this reference mean that only the company name should be submitted and no candidate company logo should appear on the proposal?
R. That is correct both for Arapahoe County logo and the vendor logo.

36. *Maximum proposal length not to exceed 20 pages (not including hosting attachment information).*
What specifically would the hosting attachment information be referring to?
R. ADW currently has a hosting site and is not interested in vendor selecting a website host. Vendors do not need to include attachments regarding hosting – please omit. Maximum proposal length should not exceed 20 pages.

37. Value/Pricing Structure and Price Levels - Does AD Works! Workforce center have a budget for this website re-design project, or a 'not-to-exceed' amount?
R. Budget dollar amount is unavailable.

38. Would be of interest to Arap/Douglas Works! to have an enhanced new website that would include tools like an interactive resume building tool (which would coach people through the process of building a cv and send them a pdf of their resume at the end), a self-assessment tool (based on your surveys which would help people to identify what types of work would be good for them to look for) or an interview do's and do not's activity (which would model good and bad interview responses and give tips/coaching in an interactive format).

Including such activities in a website would might increase the cost of the project somewhat, at the same time, it would leave your office with powerful self-help tools to reduce counselor workload.

R. It is the county's intention to select a vendor to develop/re-design the current website of Arapahoe/Douglas Works! Workforce Center of Arapahoe County which meets all requirements which fit into our budget. Enhancements may be discussed with the selected vendor.

39. What is the hosting environment the re-designed website will be hosted in?
R. ADW's ISP, CSD, uses a UNIX web server and supports MySQL, PHP, & Oracle. ISP can be flexible based on the vendor's solution and preferred technology. Specifics will be discussed with selected vendor and ISP.

40. County is not seeking a content managed site but is looking for a web based, database driven admin tool that allows key management personnel to easily update content without directly accessing source code. Can you please clarify?
R. ADW would consider a vendor solution that uses a Content Management System (CMS) for the purposes of the web-based, database driven admin tool. ADW prefers to maintain the entire site using DreamWeaver Creative Suite 4, however, because of the complex nature of the database driven admin tool, ADW would consider a CMS solution for ease of use.

41. What software program does the county currently use to alter/modify images, graphics and photography for use on the existing ADWorks website?
R. ADW uses DreamWeaver Creative Suite 4 and a combination of Adobe Illustrator CS4 and Adobe Photoshop CS4 to alter/modify images, graphics, and photography.

42. The RFP indicates a need for the redesigned web site to link to the AD Works member registration program. Can you please confirm that the following (<http://coloradojobs.cdle.org/>) is the link for such program and if it is not please provide a correct link.
R. Yes, <http://coloradojobs.cdle.org/> is the correct link.

43. What individual/organization developed the current AD Works website? Are you satisfied with the work they have done?

- R. Three years ago a vendor was hired to redesign the ADW website, which at the time was very similar to Arapahoe County's current site (<http://www.co.arapahoe.co.us/>). The vendor's solution, the current ADW site, is not satisfactory in terms of design, layout, and functionality. ADW references several successful competitor sites that are good examples of the type of aesthetic design and quality we expect from the potential vendor. One of these examples is Larimer County Workforce Center (<http://www.larimerworkforce.org/>).
- 44. How much capability does AD Works staff have in regards to maintenance of the website? Is there any functionality you would like to have in the website that is not available in Dreamweaver?
- R. The ADW website will be maintained in-house by two (2) ADW staff that will use Dreamweaver CS4.

ACKNOWLEDGEMENT TO ADDENDUM #1

Signature below indicates that applicant has read all the information provided above and agrees to comply in full. This addendum is considered as a section of the Request for Proposal #RFP-09-58 and therefore, this signed document shall become consideration and fully submitted with the original package.

Signature

Date

Print Name

Title

Company Name