RFP #2025-RFP-24 Website Design

Addendum 1: Sept. 16, 2025

Questions and Answers

1. Q: I noticed there is not an outlined budget, do you have any indication on the ideal total cost for this project (either specific to CMS & Hosting, or total cost of ownership would be great).
   A: The City has budgeted $250,000 for first-year costs associated with the website project. We expect this should include the CMS, hosting, and all other costs of ownership and implementation, as well as additional software costs and integrations required to achieve all Tier 1 priorities and as many of our Tier 2 and Tier 3 priorities as the budget affords. Any increase to this budget would require a budget amendment, dependent upon council approval.
2. Q: What was the annual spend for the previous year on this Project?
   A: There was no annual spend on a website redesign project in FY2025. However, we did have some recurring costs paid to CivicPlus for our existing website and related software subscriptions. We also have other software subscriptions. For more detail about our current technology environment, please review section 1.2.2 which begins on page 10.
3. Q: If this is a new Contract, what is the annual Budget for this?
   A: See response to question #1 above.
4. Q: Are you open to a hybrid delivery model with a mix of offshore and onshore resources?
   A: Unsure what is meant by this question. We are open to all proposals which address our priorities for this project. Keep in mind, we have expectations regarding security and customer support which may require US-based solutions. Your response should specify if any resources you propose to use are located internationally.
5. Work will be onsite or remote? We expect the vast majority of this project work to be performed remotely, however, a representative from the winning bidder may be asked to attend a council meeting at the time of contract adoption by council (public hearing tentatively scheduled for Nov. 3, 2025) to answer questions the council may have about your firm's ability to execute the project, and may also be asked to attend a council meeting at the completion of the project to present highlights of the new website and outline potential future developments which could further enhance the City's digital experience. We anticipate that working meetings with city staff will be performed virtually using Microsoft Teams or Zoom.

6. Can you please give us an extension of 1-2 weeks to submit our proposal? No. The City will only extend the deadline for RFP responses if no proposals have been submitted by the published deadline.
7. Is this contract intended to be awarded to a single vendor or to multiple vendors? We anticipate awarding a single contract to a single vendor, who will then assist us in procuring other products and services to fulfill the scope of work as needed.
8. Can our commercial project experience be considered as relevant domain expertise for the website development/redevelopment requirement? Yes, commercial or private sector website development experience can be considered relevant, however, we will want to see complex websites showing a wide range of capabilities and content types - websites with low page counts and limited functions and features will not be considered relevant experience. Prior experience in building local government websites with a high page count and variety of content types, features and functions will be considered the most relevant experience.
9. Could you please clarify whether the requirement is for the complete design and development of a brand-new website from scratch, or for enhancing the existing website with a new design and content migration? We expect to build the new website from scratch. The only potential bidder who may propose enhancements to the existing website rather than rebuilding from scratch is CivicPlus, as our existing website is currently built on their CMS.
10. Who are previous incumbents on this project? Please review section 1.2.2
11. What results are you expecting from this redesign, and how will you evaluate if the new site design is working? Please review sections 1.1.2 and 3.1 and the entire scope of work (section 3) to understand our expectations for the redesign. The Director of Marketing & Communications and Webmaster will evaluate the quality of the website redesign and provide continual feedback to the website developer throughout the project. We expect for the website consultant selected to assist us in developing ways to measure user experience and satisfaction with the new website, which we will be able to compare to the survey results gathered in 2024 about user satisfaction with the current website. We also expect the firm to implement user interviews and tree testing, for example, to understand whether the redesigned website is delivering on our goal for ease of user experience, and to use such testing to identify refinements or recommendations for future City investments to enhance the online digital experience offered to our citizens and customers.
12. Can we have access to the existing research that has been conducted on the site (referenced in 3.2) - are you stating that you want no discovery period from the selected partner? We believe the discovery period should be relatively brief, as the consulting firm hired for this project will be informed by the research and discovery already conducted by the Director of Marketing & Communications and

the Webmaster. However, if there are gaps in the research, or additional insights the vendor needs in order to plan the project effectively, the consultant may be authorized to invest project hours in additional research. The existing research will be posted as addendum #2. Please also refer to section 1.2.

13. Do you have existing vendors for financial transactions, forms, CRMs - can we get a complete list of who they are, their integration, and if you are committed to them please? This has a potential implication on development and we need to understand the complexity of integrations to scope accurately. (4 examples would be 3.2.5.3 ticket sales or 3.5.3.7 account log-ins or 3.4.1.3 using polls, all HR technologies) Please review section 1.2.2 for details regarding existing vendors in our current technology environment. Financial transactions on the current website can only be performed using CivicRec software, and the City sends transactions through authorize.net using a merchant account established for the Parks & Recreation department. The City uses authorize.net because they allow us to take advantage of a low card transaction fee rate as negotiated with our bank. The City does not have a CRM. The City currently uses CivicRec, our recreation management software as a point of sale system for the parks department. However, the Parks department is now concurrently out to bid seeking a recreation management and point of sale system. CivicPlus includes a forms module in the CMS the City is currently using, and charges the City extra to use encrypted forms, which is necessary for collecting sensitive data on forms. However, the City does not currently take any payments using encrypted forms.
14. You want 24/7/365 support for the website, is this intended at the host level, developer ready level, or content support level? We expect to get support on-call 24/7/365 if the website is down. We expect to get support at the developer level which should be on-call 24/7/365 if a function of the website is not working as designed, such as payments or forms. Low level requests such as wanting assistance from the developer in designing a new content layout or creating content would only be expected to be available for support during normal business hours, 8am-5pm CST Monday through Friday.
15. Who will be responsible for developing the new photo / video library for the website? Are those images already captured or will the selected firm need to drive that part of the project so they work with the design (basically is design driving the media creation or is media creation driving the site design?) The Marketing & Communications Department will be responsible for developing the photo and video library for the website. We will produce videos or may hire video production firms to provide videos. We will provide photography or hire local photographers or license photography as needed. The consultant will work closely with the Director of Marketing & Communications to strategize regarding use of images and video on the website. Design will drive media creation/selection more than media driving the design. However, we do have

plans for certain types of video and photo content we would like to integrate into certain pages. Much of that media is yet to be developed.

16. What is your current DAM - are you committed to it? The City uses Sharepoint internally, and for the public-facing website, we use the Data Asset Management system provided as part of the CivicPlus Website Central CMS platform.
17. Who will be responsible for writing the content for the new site?
    The Director of Marketing & Communications is ultimately responsible for content to be added to the new website. The MarCom team will be editing and wordsmithing the content to be provided by City departments and fact-checked and reviewed for current relevancy by city department heads or their designees.
18. Do you have a firm for SEO / PR that is driving content needs (who is the firm)? If not, who is defining the content hierarchy for the site and from there who is driving the content (is content driving design and navigation or is the navigation then going to create the content needs)? The City does not have any firm contracted to perform SEO. The Marketing & Communications Department performs PR functions on behalf of the City, and will post news and approve other content updates (which may be drafted by staff of other city departments) for the new website. The Director of Marketing & Communications, city Webmaster and consultant will collaborate to determine the best content hierarchy for the site. Our content needs will drive design and navigation more than navigation creating content needs. We have identified some types of content the City does not current produce which we want to make available on the new website. We have also identified content on the current website which should not exist in its current form on the new website. We want the new navigation to take these adjustments into account.
19. What is the log-in on the current website? What technology platform does it sit on? How do you handle user authentication, security, gating?
    The website currently sits on the CivicPlus Website Central CMS platform. CMS users currently navigate to any page of the existing website and click a link to be prompted to login to the CMS. The CivicPlus platform integrates with the City's Microsoft Authenticator for 2FA. The CMS platform provides ways to control access of CMS users. The platform also allows pages to be drafted for review prior to being published.
20. How many page templates need to be designed? Unsure. We expect the planning process will help us arrive at the number of page templates which will need to be designed. We hope for a platform which will allow the City's Webmaster to be able to design additional page templates as needed.
21. How many site administrators will there be and what are the roles and responsibilities they need to be able to have (in tiers)? There will be only 3-5 city staff members serving as site administrators with full access to the CMS. There will be 15-30 lower-level CMS users for whom we want to build defined

workflows, controlling which types of content each is able to add to the CMS, which content each will be authorized to edit, and which forms each will be given responsibility for reviewing submissions and managing. For example, a police department staff person may be given a low level CMS role to add/update content to a specific page and manage submissions to a single form. Then, when that person makes an update to their page of the website, a Police Department supervisor may be given approval role to review the content update and allow it to be published. The high-level site administrators, such as the City's Webmaster, would be able to take over any page or form, make any edits to it, design how content will be shown, and assign CMS user roles.

22. What content governance model do you follow / how will content and multilingual support be handled and updated over time? What content governance model do you recommend we follow? How do you recommend we should handle multilingual support? We would like to have the ability to automatically generate page translations, review those, and edit the translation for accuracy as needed.
23. What is the makeup of the project / decision making team? Who makes final decisions? The City Council makes final budget decisions for the City. The Director of Marketing & Communications and Webmaster will serve as the primary points of contact and will make final decisions for the project.
24. You are asking for bid / estimates for future website changes, do you want those per site mentioned in here? What has been your standard need for on-going support in the past? We do not believe our current website provides an accurate estimate for our ongoing support needs. The Marketing & Communications Department has only existed since April of 2024, and we have been getting up to speed to take over the City website. Our first task was to assess the current website and develop recommendations. We recommended going out to bid to try to build a new website from scratch. We want respondents to provide a budget for ongoing support which includes some hours for normal support as well as additional development for later phase integrations or digital experience development such as apps and internet-of-things experiences based on the content to be housed within the CMS platform.
25. What is the budget allocated for this project? Please see question #1 above.
26. How was the budget derived? The Marketing & Communications Director was asked to provide a project cost estimate for the first year expenses prior to having bid proposal responses on which to base cost estimates.
27. What is driving a March & July deadlines? The March deadline was stated to allow the website to be ready in time for the Bike Park's anticipated (but not yet officially scheduled) grand opening event in Spring of 2026. The bike park is anticipated to be substantially complete in November of 2025 and may have a soft opening before the website can be realistically built and launched. The July deadline for joplinmo.org was originally set for May of 2026, marking an

ambitious goal to launch the redesigned website 2 years after hiring the Marketing & Communications Director. This deadline is somewhat arbitrary and conveys the City's desire to launch a redesigned website as fast as possible, yet it desires to ensure the new website is of high-quality design and user experience.

28. If experience, or if discovery, showed that these variables need to change to achieve other goals is there flexibility? The deadlines can be flexible, and we expect respondents to propose a project timeline, and after project kickoff and discovery, we expect the consultant to provide an achievable and specific project timeline including deadline for launch of both websites.