RFP #2025-RFP-24 Website Design

Addendum 3: Sept. 17, 2025

Questions and Answers

1. Q: Since we haven't had the opportunity to work with the City of Joplin before, are you open to considering new vendors/agencies? Or do you already have a shortlist of preferred partners you typically work with?
   A: Yes, we are open to considering new vendors/agencies. No, we do not have a shortlist of preferred partners for this project. Please review section 1.2.2 for the list of current vendors in our technology environment.
2. Q: Given the scope of this project, will preference be given to Joplin-area vendors/agencies, or will all qualified partners be considered equally?
   A: Joplin-area vendors/agencies would get a slight scoring consideration on the cost portion of the proposal scoring only. Being headquartered locally will not be a consideration for the other scoring criteria. The City of Joplin is currently contracted with CivicPlus for our current website, which is not a Joplin-area vendor.
3. Q: After reviewing the RFP and requirements, our team estimates that the comprehensive website design, development and technology implementation for the Bike Park and Joplin websites could be in the $500,000+ range. Does this align with your internal budget expectations?
   A: When City Council originally asked me for a ballpark number I anticipated may be required to achieve our goals for the website, I stated during the council meeting that $500,000 would be my ballpark estimate. However, please see Addendum #1, question #1 for information about the current project budget.
4. Q: Could you share a bit about your internal team — specifically, who will be available to collaborate with us and support this project?
   A: The Marketing & Communications Department consists of a staff of 5. I am the department director, we also have a Webmaster who has a background in graphic design and some experience with UX design. The Webmaster will be responsible for managing the website after go-live of the new websites to include trouble shooting, being the primary point of contact with support, training all City staff CMS users, reminding City staff with content responsibilities when they are due to update content, and he will enforce policies and standard operating procedures to ensure consistent design and content organization. We have a fulltime videographer on staff who will assist in producing video products to be embedded on pages of the website. We have a Public Information officer (lead copy writer for press releases and news content) and a Communications Specialist (secondary writer and assistant content creator) who will both assist me in writing, editing, and wordsmithing content as facts are provided by the various staff across all city departments. Our team also manages a variety of other projects, and the Webmaster is the only member of the team for whom the website will be top job responsibility. This being said, our team plans to pivot to a

"website first" content strategy as part of the launch of the new websites, so all new content for the City will be planned for the website first, before newsletters, social media, etc.

5. Q: Looking ahead, what does an ongoing partnership beyond 2026 look like to you? What types of work — and budgets — do you anticipate for continued support and future projects?
   A: We hope to achieve all Tier 1 priorities as outlined in the RFP with the launch of the new website within the first 12 months of the contract. Any outstanding priorities listed as Tier 2 or 3 and additional software integrations, as well as app and Internet of Things digital experiences based on the content available in our CMS should be developed in future budget years. I expect the consultant to assist us in planning and budgeting for future phases of the project and to recommend further enhancements to the digital experiences our municipal government offers to its citizens and customers.
6. **Q: 1.1.2.2.6 Accessibility and Translation Tools:**
   Can you confirm whether the intent is for the website to include multilingual functionality? Specifically:
   - Should translation into multiple languages be included within the scope of work? If so, how many languages are required? A: We do not expect manual human translation of the website content into any additional language to be included in the scope of this project. We do hope for the CMS to include translation tools which website visitors can use to see an AI-driven translation of website content. We would prefer a CMS which allows us to see a preview of such a translation and then edit the translation as needed.
   - What level of multilingual capability is expected on the front-end user interface? A: We do expect a front-end user to be able to easily access a translation tool to generate an AI-driven translation of page content into the language they select. Where City staff may have edited the page content translation for a particular language, we expect the front-end user to see the approved translation. For example, I am fluent in Spanish, and can proofread and may occasionally edit a page translation to ensure the content is accurate and clear for readers of Spanish.
7. **Q: 3.3.1.1 Multiple Websites, Mobile Apps and IoT Experiences**
   - Could you provide examples of the types of websites, mobile applications or IoT experiences that may need to pull data from the CMS? Specific examples would help us better understand the nature of the integrations and the associated security considerations. A: To clarify, no mobile applications or IoT experiences are expected to be developed as part of Phase 1 or the first year of this project. However, we would like for the CMS to be capable of distributing content developed for the websites to

other digital experiences – so that in future budget years, we could potentially budget to develop and provide new digital experiences such as:

- An Alexa tool for registering your kids for parks programs by using voice commands.
- An app for tracking the location of City busses so you know when the bus will arrive at your location
- News content distribution to slideshows on digital signage in the lobby of a City building.
- Virtual reality or augmented reality experiences such as public works utility locators being able to "see" GIS data about underground infrastructure, or a visitor to a cemetery being able to navigate to locate the final resting place of an ancestor.

8. **Q: 1.2.4.1 Total Web Pages: 800 and New Site Architecture**
   Since the site map for each department will need to be completely rethought and content reorganized, could you clarify the level of involvement you anticipate from department teams and leaders during this process? Additionally, will there be a single point of contact within the City of Joplin to coordinate feedback, or should we expect to engage with multiple department representatives directly? A: Some departments will want to be highly engaged in content organization, and we plan to manage those meetings and discussions internally. Several departments and divisions will be happy to defer to our recommendations for content organization with minimal feedback and revisions. Therefore, the consultant should expect to work directly only with the Director of Marketing & Communications and the Webmaster. We will discuss with the departments to arrive at decisions and report those decisions to the consultant team. There is an expectation that the MarCom department deliver the website refresh as a service to the other City departments while minimizing the amount of hours their respective teams must devote to this project.

9. **Q: 3.4.2.1 Waste Wizard (software by Routeware).**
   - Since this software has not been acquired by the City, do we need to include this cost in our proposal? A: Yes. Please provide either the cost for the Waste Wizard software or the cost of implementing an alternative solution which achieves the same outcomes.

10. **Q: 3.4.2.2 Agenda & Minutes Management System**
    - Could you share with us details of the current workflow for the "Agenda & Minutes Management System"? Please see section 3.3.1.67 for a description of the City Clerk's workflow for creating council meeting agendas using the agenda center module of CivicPlus. Please see Addendum #4 which includes screenshots of how Joplin has configured the Agenda Center module.

- Related, could you provide us with some examples of your current workflows and steps? City Clerk creates a new meeting agenda for the City Council. Department heads create new agenda items and upload associated documents to attach them to the agenda item. Each agenda item goes through a custom workflow for approvals depending on the department and type of agenda item. Typically, Finance Director, City Attorney and finally the City Manager must each review and approve the agenda item and documentation prior to the agenda item being approved for insertion into the council agenda by the City Clerk. The clerk drags approved agenda items into the meeting agenda which is pre-filled with section headers for the default items. Each item the clerk drags in will drop under one of the default section headers. She can order the items and then generate the final agenda to be posted. Please see Addendum #4 which includes screenshots of the Agenda Center module including what we see on the front end and backend and example agenda document created as a product of this workflow.

11. **Q: 1.2.3.8.3 Joplin Bike Park Launch Plans**
    - If the contract is not awarded until November and the Bike Park ribbon cutting is moved up, how do you envision the website launch aligning with those events? Will the selected vendor have sufficient time to build the site following best practices, or would you consider a phased approach (e.g., an initial launch of essential content followed by a full rollout) to ensure quality is maintained? A: Yes, we will consider a phased approach. The bike park grand opening is yet to be scheduled. In the meantime, the City is making due with a page on the current website about the new park which can be viewed at https://www.joplinmo.org/1242/DORA
12. **Q: 3.1.1 Intuitive Navigation**
    - Is the intent to maintain some level of consistency across department/sub-site navigation (e.g. similar styling with different nav items)? A: Yes, and to provide a way to navigate back from one department's content to another's, and to treat content as not necessarily tied to a specific department. Often, the public does not intuitively know which department is responsible for something. For example, Animal Control is a division of the Health Department. So how would someone who might assume the Police Department would be responsible for Animal Control navigate to the content about the Animal Control division? Department landing pages/subsites will have a custom navigation options so that from the Police Department page, you can quickly get to all the content they are responsible for, but it also needs to be easy for the public to get from one department's content to another's easily with minimal number of clicks.
13. **Q: 3.1.5 Reduction of Paperwork**
    - Some of the suggested tools have their own storage considerations. Is the expectation those services feed into the CMS? And if so, do we need to consider this cost in our proposal? A: We expect you to propose the best solution based on your expertise upon project kickoff and discovery.
14. **Q: 3.1.7 Headless CMS Preferred**

- Given the wide range of available platforms, does the City have any specific Headless CMS solutions it prefers or would like us to ensure we evaluate as potential options? A: The City has no preference and expects respondents to recommend a CMS solution and convince us of the reasons the platform you recommend fits our needs better than other options. The City has viewed product demonstrations of both StoryBlok and the CivicPlus Evolve platform and my initial perception is that either may potentially meet our needs. We do have various frustrations with the CivicPlus Engage platform which we are currently using, but it also has its benefits. We have also researched the possibility of using Drupal in a headless configuration and wonder if this may be a solid option. I personally have experience with WordPress but we have been advised to be cautious about security concerns related to WordPress. We are aware there are several other potential CMS platforms available, and we are open to being convinced. This is why we strove to outline our priorities in 3 tiers, in hopes we can acquire a system capable of delivering as many of these as possible.

15. **Q: 3.2.1.2 Solutions Consulting**
    - Are you looking for website maintenance support only or additional IT-related support services? A: We are looking only for consulting and implementation support related to the website and related softwares/solutions as well as software-to-CMS integrations and consulting regarding potential future development of mobile applications and other IoT digital experiences.
16. **Q: 3.3.1.37 Digital Asset Management (DAM)**
    - Would you consider a DAM separate from the CMS but integrated? A: Yes. We are open to your recommendations.
17. **Q: 3.3.1.39 Content Delivery Network (CDN)**
    - Do you see the CDN as required even though it's best suited for sites that have visitors accessing from multiple regions? A: If you believe any priority listed in the RFP should NOT be prioritized by the City - whether excessive or irrelevant or any other reason - for the project as you understand it, please explain so in your bid response and outline the reasoning for your proposed solution for content delivery.
18. **Q: 3.3.1.54 Built-In Dashboards and Analytics Views**
    - Would you consider having multiple analytics integrations (GA4, Hotjar, etc.) and dashboards built out in a platform like Looker Studio that can take raw data and provide various visualizations for various users? This would replace the need to have this visualization in the CMS itself. A: Yes, we will consider any proposal you recommend. We want to be convinced that your proposal is the best solution for achieving our desired outcome.
19. **Q: 3.9.1.3 Budgeting for Future Additional Website Feature and Digital Experience Development**
    - If it's anticipated that the Bike Park website launches in March and the Joplin website launches in July, would you like ongoing maintenance for the remainder of 2026 for budgeting purposes? We typically begin

maintenance after the website launches, so we'd have two agreements for the two websites with different launch dates. A: We prefer a single agreement if possible (since both websites should be built on the same CMS), and yes, we want the ongoing maintenance for the remainder of 2026 included in the first-year proposed budget.

- Without knowing the exact scope of the new features and capabilities, are examples with price ranges fine for budgeting purposes? A: Yes. Alternatively, a block of hours with an indication of the blended hourly rate could be provided for budgeting future year support and additional solutions development.
- Can you share more about your anticipated needs post-launch? How about beyond 2026? A: We expect to gain a better understanding of our post-launch needs and future digital experience enhancements during the website development process as the consultant gains a better understanding of our goals, and advises us on what is possible with current technology for improving the digital experience for our citizens and customers. The Marketing & Communications Director can then advocate for future projects and see which enhancements city management and the Council would support budgeting for in future years. We understand there may be additional phases to the website project including software integrations.