CITY OF IMPERIAL

WEBSITE REDESIGN AND DEVELOPMENT
ADA TITLE II COMPLIANCE
RFP 2025-16

ADDENDUM NO. 1
9/12/2025
Addressing Questions

<u>NOTICE TO ALL POTENTIAL RESPONDENTS</u>

The Request for Proposals (RFP) is modified as set forth in this addendum. The original RFP documents and any previously issued addenda remain in full force and effect, except as modified by this Addendum, which is hereby made part of the RFP. Respondent shall take this Addendum into consideration when preparing and submitting its proposal.

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1. **Is there a defined budget range or ceiling for this project?**
   Yes, the city has budgeted $40,000.00 for this project.

2. **Should hosting costs be included in the proposal?**
   Yes

3. **Are there any hosting preferences (e.g., cloud-based, vendor-managed, on-premise)?**
   Cloud-based or vendor-managed is acceptable.

4. **Should maintenance/support costs be bundled or quoted separately?**
   The annual maintenance fees should be included on a different line.

5. **Is any on-site presence required for kickoff, training, or reviews?**
   No

6. **Are key personnel required to be US-based or hold US citizenship?**
   Yes, U.S.-Based.

7. **Is offshore development permitted?**
   No.

8. **What is the anticipated project start date?**
   November 2025

9. **What is the desired duration for maintenance (e.g., 12 months, 3 years)?**
   The vendor can provide quotes for 12 months and 3 years.

10. **Is subcontracting allowed?**
    Not allowed.

11. **Does the site search need to index the contents of pdf / Doc files?**
    Preferably, but it can be included as an add-on.

12. **Can you provide an inventory of the types and volumes of content on your current website (www.cityofimperial.org)? Additionally, are there specific documents or sections that receive the most public traffic?**

- *Volumes of content*
  - *7.36 Gb in PDF*
  - *212 Mb in graphics*

- *Top 10 Pages visited*
  - *https://www.cityofimperial.org/home*
  - *https://www.cityofimperial.org/*
  - *https://www.cityofimperial.org/mid-winter-fair*
  - *https://www.cityofimperial.org/about-imperial*
  - *https://www.cityofimperial.org/utility-forms*
  - *https://www.cityofimperial.org/departments/police*
  - *https://www.cityofimperial.org/careers*
  - *https://www.cityofimperial.org/departments/library-services*
  - *https://www.cityofimperial.org/imperialsignatureeventseries*
  - *https://www.cityofimperial.org/parks-rec*

13. **The RFP mentions integrating key government services and forms online. What are the top 5 services or forms that residents most frequently seek on your website? Are there specific government software systems (permits, payments, records management, etc.) that need integration with the new site?**

- *Utility ON Request*
- *Utility OFF Request*
- *Contact*
- *Business License Request*
- *Survey IPD 2024*
- *Public Records Request*
- *[HR] Employee Data Change Form*
- *Application for Alarm Permit*

14. **What are the primary demographics and languages spoken in Imperial? Do you have any specific community accessibility considerations beyond WCAG 2.1 AA that we should address in our proposal?**
English and Spanish. No additional considerations

15. **Beyond compliance and improved user experience, what specific outcomes would make this project a measurable success for city leadership six months after launch?**

   <u>Accessibility Outcomes</u>
   - *Independent ADA Title II / WCAG 2.1 AA audit confirms compliance.*
   - *At least 90–100% of site content passes automated accessibility checks.*
   - *Residents with disabilities can successfully navigate, read, and submit forms without barriers.*

   <u>User Experience & Engagement</u>
   - *Increased usage metrics:*
   o *At least 15–25% increase in unique visitors compared to the old site.*
   o *Lower bounce rate (people leave fewer pages immediately).*
   - *Mobile usage success: at least 70% of pages rendering seamlessly on mobile devices.*
   - *Improved navigation: User surveys show at least an 80% satisfaction rate in finding information quickly.*

   <u>Government Efficiency</u>
   - *Staff efficiency improvements:*
   o *At least 50% of updates are made by non-technical staff using the CMS.*
   o *Staff can publish updates within 24 hours without IT intervention.*
   - *Reduction in phone/email inquiries: measurable decrease in calls for information that is now online (e.g., forms, permits, council agendas).*

   <u>Transparency & Public Engagement</u>
   - *Online availability of critical documents (budgets, council agendas, meeting minutes, public notices).*
   - *Form submission rates: measurable increase in online applications (e.g., permits, service requests) compared to paper/phone.*
   - *Citizen feedback collection: Online feedback surveys/polls with at least 10% participation increase from pre-launch.*

   <u>Technical & Security Outcomes</u>
   - *99.9% website uptime with no major outages.*
   - *Website hosted on a secure, modern infrastructure (SSL, DDoS protection, daily backups).*
   - *No unresolved security vulnerabilities after third-party penetration testing.*

- *Demonstrated lower total cost of ownership (hosting + maintenance) compared to the existing legacy system.*

16. **What is your anticipated/approximate budget for annual hosting/licensing?**
The project budget is $40,000.00, which should cover the first year of hosting/licensing recommended by the service provider.

17. **Based on this requirement [Encourage site visits by City staff to the Intranet], can the city confirm that an Intranet is within the scope of this project? If yes, are you able to provide some details of the functionality you'd like to see with the Intranet?**
The intranet should be quoted as an Add-On. Regarding the functionality, the current intranet provides users with HR forms, policies, and other shared department documents; a repository of documents.

18. **Do you have a specific legal or budgetary deadline by which the project must be completed?**
A budgetary deadline by June 30, 2026.

19. **What challenges are you specifically encountering with your current CMS when trying to bring your website into compliance with ADA Title II and WCAG 2.1AA, Federal Section 508, and California Government Code § 11135?**
The main challenge is identifying parts of the website that need to be updated to comply with State and Federal regulations. We need an audit of our website to confirm that we are in compliance.

20. **Should vendors plan to conduct formal accessibility audits (third-party testing) post-launch, or is internal validation sufficient?**
Include the formal accessibility audit as an add-on, even if it is from a third-party testing company.

21. **How much content migration will your staff be able to manage in the expected timeline expected?**
We request the service provider to migrate the information from the current website.

22. **Approximately how many pages does your website contain, and how many will need to be migrated?**
933 pages

23. **Approximately how many documents does your website contain?**
7.36 Gb in PDF and 212 Mb in graphics

24. How many website content administrators will require training?
10 content administrators, (193 users for intranet access)

25. Will you centralize website content administration, or will departments and agencies require individual, specific, and more limited editorial access? How granular does this need to be?
Content administration by department.

26. It appears you post Agendas and Minutes on your website via your current CMS. Do you use any other hosted software systems for Brown Act, Agenda management, and Minutes posting (e.g., Granicus)? Do you plan to, or would you like to keep your legal postings contained within your new website CMS?
We currently do not use an agenda management software, but are in the RFP process of obtaining one.

27. What CMS are you currently using?
Drupal

28. What is your current process for Public Records Requests, and how would you like it to work? Are you envisioning a simple form, with submissions emailed and stored in a database of requests?
A simple contact form with submissions emailed directly to the City Clerk's Office is acceptable; however, including a records request module as an add-on is also acceptable.

29. Will the City provide an updated sitemap/content list, or should the vendor handle a full content audit and restructuring? Should optional add-ons be priced separately? (Intranet, notifications, records requests)
The vendor should handle a full content audit and restructuring.
Yes, please quote as add-ons the cost of intranet notification and records request

30. Are there brand guidelines to follow, or should vendors propose modernized visuals? Beyond WCAG 2.1 AA, will third-party ADA certification be required? Should the site include multilingual support (e.g., Spanish)?
The vendor should propose modernized visuals. Yes, third-party ADA certification is required. Yes, include multilingual support (Spanish).

31. Is there a preferred CMS, and are specific integrations (payments, GIS, notifications) required? Are there cybersecurity compliance standards (e.g., SOC 2, NIST, California-specific) we must meet?
Only for notifications.

32. **Project Timeline & Evaluation – Is there a target go-live date following the October 15, 2025, selection? Will the City consider phased rollout options? Can vendors provide tiered pricing (core features vs. add-ons)?**
The website should be live by August 15, 2026. The city will not consider phased roll out options. Yes, vendors can provide tiered pricing.

33. **Hosting & Maintenance – Should vendors include managed hosting in proposals, or will the City continue using its own infrastructure? If vendor-hosted, are there preferred cloud providers?**
The vendor should include the cost of web hosting and other fees associated with this project.

34. **Should proposals include ongoing penetration testing, SSL management, and 24/7 monitoring post-launch?**
Yes, all services should be included in the proposal.

35. **Value-Added Features – Are enhancements beyond the scope (e.g., chatbots, analytics dashboards, ADA scanning tools) encouraged, or should vendors strictly focus on required deliverables?**
Additional features can be added as optional.

Please acknowledge receipt of this addendum by signing and returning a copy of the Acceptance of Notice with your proposal package.
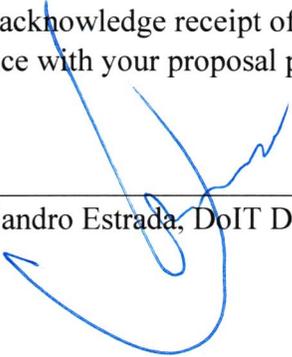
_____   _____9/12/25_____
R. Alejandro Estrada, DoIT Director   Date

ACCEPTANCE OF NOTICE
Receipt of ADDENDUM NO. 1 is hereby acknowledged by:

_____   _____
Company Name   Date

_____   _____
Print Name & Sign   Title