

TOWN OF MIDDLEBURG
Professional Website Development Services

Addendum #1
Answers to Questions Submitted

In no particular order, here are the answers to questions submitted via email to us. Where questions were similar, we have consolidated the questions and answered only once.

1. Do you have a preference for local vendors, or are national or international applicants considered equally?

Answer: We have no preference as long as the firm is willing to attend the required meetings in person.

2. Does the Town of Middleburg have a specific budget or budget range that can be disclosed?

Answer: We don't have a budget in mind at this early stage because we are not knowledgeable about the possible range of costs for designing and implementing a new website. We have \$25,000 budgeted in the current fiscal year ending June 30, 2016 and plan to add more funding in the next fiscal year as needed.

3. Is the incumbent who designed www.middleburgva.com being considered for this proposal?

Answer: The current website was done in-house, so the answer is no.

4. What future e-government features does the Town of Middleburg want to see integrated into the new site besides electronic bill payment (referencing bullet #6 on page 4 of the RFP)?

Answer: That is the only one that we currently have. We would like to learn about other possible features from the web designer during the process for possible future integration, as the RFP mentions.

5. How many staff members will need to be trained on the new CMS for adding, deleting, or modifying content?

Answer: Three to four is our best estimate at this point.

6. Page 4 of the RFP mentions that the CMS software should provide a Citizen Engagement Portal. Can you elaborate on how the portal will function?

Answer: We would like citizens to be able to provide comments to the Town in general (complaints or complements on town services or areas in need of attention, such as our brick sidewalks that sometimes need repair) and perhaps also on time-limited solicitations for public feedback on specific planned Town projects or proposals. We will also be interested in learning of other possible uses of the portal.

7. Page 4 of the RFP mentions that the CMS should include a secure and user friendly e-payment system, however page 5 mentions that the new website should integrate with the existing bill payment system. The current site links out to Official Payments, is the Town looking to develop a system to replace Official Payments?

Answer: Not necessarily, but it is a possibility

- a) What types of payments is the Town interested in accepting through the website?

Answer: Utility bills, tax payments, town license fees at a minimum

- b) Will the payment system be required to integrate with any of the Town's existing databases or 3rd party software?

Answer: Yes

8. What system is the Town currently using to send newsletters?

Answer: There are two newsletters. One is a paper newsletter that is sent out with our bi-monthly utility bills, and the other is a weekly Constant Contact newsletter.

9. Is the Town interested in copy writing services? Or will the Town be providing all website content?

Answer: We will most likely do most of the copy writing ourselves, but don't want to exclude the possibility of getting help from the web designer.

10. Page 8 of the RFP in the approach and methodology section, mentions that vendors should provide information on the proposed CMS software and GIS tools that may be utilized. Does the Town have an existing GIS system or are you looking for vendors to provide a recommendation?

Answer: Loudoun County has a GIS system that covers the Town (ArcGIS). It can be viewed at <https://logis.loudoun.gov/weblogis/>. We do not have direct access to the software, but the Town has an information sharing agreement with the County Department of Mapping and GIS under which they will provide us with assistance and shape files for mapping projects, and we can provide them with mapping layers to be added to the County system.

11. Page 5 of the RFP mentions an Interactive map. Can the Town provide an example of this?

Answer: We envision a map of the Town that would include the names of Town businesses and major tourist sites, such as the National Sporting Library and our Pink Box Visitor's Center. We would like for map users to be able to click on the identified businesses and sites and be able to learn something about them and perhaps see a photo or even watch a short video. Or perhaps it can start out being as simple as a Google-type map with pins for attractions that have a pop up on the location, hours, etc. Here is a link to an example of the latter from Watertown, Wisconsin: <http://www.watertownchamber.com/eat-shop-play/shop-local-map/>

12. Can the Town provide a list of all 3rd party systems or internal databases that will be required to integrate with the website?

Answer: We cannot provide this at this time, as we are not sure of the answer to this.

13. Does the Town have a CMS or technology preference?

Answer: No, we have no preference at this time because we are not that familiar with the options available. That is one of the reasons we are seeking professional website design assistance.