

Addendum 1

Request for Proposals for Website Analysis & Redesign
Town of Peace River • RFP #LS001-202308

The following questions were submitted in response to the Town of Peace River’s RFP for Website Analysis & Redesign. This Addendum is being posted publicly along with RFP documents, and it is assumed that all proponents responding to the associated RFP have reviewed this Addendum ahead of providing their submission.

1. **Does the Town have a preference for the type of CMS (open source, proprietary) for your new website?**
 - a. The Town has no preference. We are interested in seeing what proponents feel would work best for the Town.

2. **Is December 22, 2023 a hard deadline for project completion or the Town is open to a longer timeline?**
 - a. We have decided to extend the project deadline to include project completion in Spring 2024.

3. **Does the Town have a budget or budget range for this project?**
 - a. The Town is not releasing a budget or budget range at this time. We are interested in seeing what you feel best fits the Town’s needs for this process, including budget.

4. **Since the RFP mentioned “turnkey website,” could the Town please confirm if it is acceptable to propose a templated design (used by other municipalities/organizations) and hosted by *[the proponent]*?**
 - a. The Town is open to all options for the website redesign, and we encourage you to provide us with proposed solutions that you feel will best meet our needs.

5. **Regarding the additional potential project goals to consider mentioned in the RFP:**
 - a. **“Tie in, as possible, with other publicly facing, Town-used software.”:**
 - i. **Can the City provide more information regarding Town-used software?**
 1. The Town of Peace River uses software including iCompass (by Diligent), which will soon include a new portal currently being adopted. The Town hosts live-streamed Council Meetings through YouTube, which may be integrated into the website. Video is made using Zoom and Microsoft Teams. Additional requirements would include compatibility with simple Adobe products (ie. Acrobat).

- ii. Which third-party applications would Town like to have linked/integrated with the new website? Will the Town only require link-aways/embed/iframe for Town-used software or is any custom API integration required?
 - 1. See info included above. No custom API integration is anticipated at this time.
 - iii. Does the Town have any existing email marketing platform for newsletters or is the Town open to recommendations?
 - 1. The Town of Peace River does not currently conduct email marketing or disseminate newsletters publicly. We would be interested in recommendations for this option.
 - b. “Expand the services the Town currently offers to website users” – Can the Town further clarify this goal and which services the Town would consider expanding?
 - i. Based on your review of our current website, we are interested to learn what you feel would best suit the Town’s needs. The new website should include all options typically associated with modern, comparable municipal websites.
6. How many webpages and files (e.g. images, PDF documents) does the website have?
 - a. N/A
7. Does the Town have a budget for ongoing hosting, support, and maintenance for the website?
 - a. The Town is not releasing a budget or budget range at this time. We are interested in seeing what you feel best fits the Town’s needs for this process, including budget.
8. Regarding hosting, how many website visits does your website currently experience in an average month?
 - a. The Town’s current website attracts approximately 20,000 visits per month.
9. Are there any projects connected to this that are already in the works or recently completed, such as an IA initiative or new branding?
 - a. No.
10. Are there a lot of decision makers involved, such as steering committees, leadership teams, elected officials?
 - a. No.
11. Is the Town open to a custom website solution? Or does the Town wish to procure an off-the-shelf website solution?

- a. The Town is open to all options for the website redesign, and we encourage you to provide us with proposed solutions that you feel will best meet our needs.

12. Is the Town open to a longer project timeline?

- a. We have decided to extend the project deadline to include project completion in Spring 2024.

13. What is the budget identified for this project?

- a. The Town is not releasing a budget or budget range at this time. We are interested in seeing what you feel best fits the Town's needs for this process, including budget.

14. For the website redesign, is remote work allowed? Can the personnel work remotely to provide all services?

- a. Yes, remote work is allowed. We invite proponents to provide a project plan that you feel best meets the project's needs.