



WEBSITE DESIGN

GUELPH POLICE SERVICES BOARD

Reference Number: 2013-07

ADDENDUM NO. 1

This addendum is in reference to the Website Design Request for Proposal (RFP) issued by the Guelph Police Services Board. The following shall form part of the proposal documents # 2013-07 issued by the Guelph Police Services Board.

1. Is the Guelph Police Services Board open to a new CMS, or wants to keep the current CMS?

We are open to a new CMS.

2. What is the existing CMS?

The existing CMS is custom written/in house developed

3. Is the Guelph Police Services Board strictly looking for an open source solution?

No, however if there are licensing and/or maintenance fees associated to the CMS. These must be included in the submission so that we can accurately forecast future short and long term investments.

4. The RFP discusses the fact that "Based on feedback we have received from members of the community, our site has been described as too confusing or did not contain the information that they were looking for." - This makes it clear that the site is not effectively delivering its content to the audience, yet a sitemap shows at least 317 unique URLs on the site. It seems as if the site has a vast amount of content and that the actual volume of content may be restricting users' ability to find what they are looking for on the site. In terms of migrating this content to a new website, MUST ALL of the current site's content be maintained? Is there a possibility of scaling back the amount of content on the site?

A content audit will be performed in order to remove unnecessary or obsolete information.

5. In the section of the RFP regarding the content management system the RFP states: "The CMS will use role based access and as members authenticate to the site with their unique username and password, they will only be able to update sections of the site to which they have been granted access." - Could you please elaborate on the number of site users, roles and detail level of the permissions requirements of the new site? It would be useful to have some more information on how detailed these permissions levels need to be and how many users the site needs to support.

The site will have approximately 20 users who will be logging into the CMS to update the content. Users should be able to be placed into groups within the CMS, for example, media relations or finance. Permissions to then edit pages on the site are then assigned to groups. For example, the media relations group will be able to update and change the news release section of the site, finance to change budget information. An administrative login will be able to create new users and assign them to groups. These administrative groups will also be able to change and/or re-assign permissions for groups to update individual pages.

6. Do you require a detailed, itemized break down of the costs? Current form seems to only allow a final total. On page 10 of the RFP section 3.2 A. Total Cost, it states that we should provide a breakdown detail on costs. Should this be included on the 'Form of Proposal', RFP or both?

Proponents shall include itemized break down of all the associated costs in their proposal on a separate sheet. For example: itemized cost for analysis, software set-up, design, travel, and maintenance in the 1st year, etc. The total cost will include all itemized costs and shall be indicated on the Form of Proposal FP2.

7. In reviewing the RFP it states the current budget for this project is \$40,000. For clarification, are the maintenance and support costs separate from the budget?

Support and maintenance for 1 year is included within the budget figure. Any additional year is separate.

8. Are there any restrictions on companies submitting to the RFP outside of Ontario?

No

9. On page 5 the link to Purchasing By-Laws is broken. Can you confirm the link below is the correct Purchasing By-Law PDF?

<http://guelph.ca/wp-content/uploads/PurchasingBylaw.pdf>

The link to Purchasing By-Laws is:

<http://guelph.ca/wp-content/uploads/PurchasingBylaw.pdf>

10. On Page 7 & continuing on Page 8 the link to "Accessibility for Ontarian's with Disabilities Act is broken. Is the below resource correct?
http://www.e-laws.gov.on.ca/html/source/regs/english/2011/elaws_src_regs_r11191_e.htm

The link to "Accessibility for Ontarian's with Disabilities Act is:
<http://guelph.ca/living/accessibility/>

11. It states that you have a high bounce rate. Can you share that number with us, along with amount of time on the site. Bounce rates directly correlate with average time on site. For example, having a high bounce rate and low average time on site directly correlates to the site being ineffective. Having a high bounce rate and longer time on site, can correlate to users finding everything on the front page and not requiring to browse deeper into the site.

Based on feedback that we have received from the public, we believe the site to be ineffective.

12. Is the domain name guelphpolice.ca secured? .ca domains don't allow us to determine who the registered owner is. Current DNS servers are pointing to another host provider.

Yes, the domain is secured.

13. Can we assume the .com will be repointed to .ca? If so, current pages that have been indexed on search engines can be affected. Our company is Search Engine Certified, and will help reduce the amount of 404 pages that will result of any redirect. How much effort should be place on this? Please note that there are currently 1,150 pages indexed by Google https://www.google.ca/search?q=guelphpolice&oq=guelphpolice&aqs=chrome..69i57j69i60l3j0l2.5739j0j4&sourceid=chrome&espv=210&es_sm=119&ie=UTF-8#es_sm=119&espv=210&q=site:guelphpolice.com

Yes we intend to redirect the .com site to the .ca site. It is our expectation that anyone visiting guelphpolice.com will be automatically re-directed to guelphpolice.ca. Unfortunately, we are not in a position to comment on how much effort this is for each perspective bidder and will evaluate responses on a bid by bid bases.

14. Do you require archived news items transferred and displayed on the new site?

No

15. You refer to hosted applications on Page 14 Section 5.3. Some of the applications like CopLogic are hosted on their own URL. Will these applications be integrated under the new guelphpolice.ca or will they remain at their current locations? If no, will these applications need to be reskinned to look like the new guelphpolice.ca website?

The applications will continue to be hosted on their own URL but will need to be re-skinned in order to bring them back in line with the new look and feel of the new site.

16. Can you provide a complete list of applications that will need to be integrated and/or reskinned?

Online reporting, crime mapping and e-Messaging

17. On the front page of the current site you have a place for video but no video is displayed. Will the new site require a video gallery and/or module that you can manage?

A video gallery is not *required* but would be ideal

18. Currently the website is hosted on a shared environment, is there a possibility that it could be hosted on a secured, dedicated cloud server? This would be highly recommended.

There is a possibility of this occurring however it is not a requirement. If you wish to include this cost in your proposal, please submit it as an additional line item.

19. Would you require email hosting if we were to host the new site? if so how many accounts would be required? We offer both IMAP/POP services.

We do not require any email hosting or support

20. Do you have a bank of hi res photos that would be used for the site?

No we do not

21. Outside of the requirements listed in the RFP document and the current functionality of the existing website, are there any additional needs associated with this project?

Not that we are aware of. However should something arise we look forward to establishing a long term relationship with the selected vendor and would approach them at that time with the new functionality.

22. Would it be acceptable to Guelph Police Services to have a separate mobile site instead of a responsive design? The reason is responsive design works far better on IE 10, Chrome and leaves legacy browsers breaking the design as well as increased costs as you need to develop the site in 4 different screen sizes.

Yes, it is acceptable for the GPS to have a separate mobile site however creating such a site as well as the main/primary site must fall within the budget listed.

23. Would you like the successful vendor to engage the public in the website design, i.e. site mapping and concept focus group?

There is no need to engage the public for the website design but there will be a need for some internal consultation/focus groups.

24. For social media integration would you like the news tool have the ability to subscribe, push to Facebook, push to twitter and LinkedIn? To illustrate an example please see <http://www.niagarapolice.ca/> and subscribe to the news <http://www.niagarapolice.ca/en/News/Search.aspx> . Please note it will send an email to confirm the subscription in order to conform to the privacy act Bill C28.

Yes we would like this to occur.

25. Would it be beneficial for our response to provide value added options for example York Region Police Paid Duty Application (pls note we did the application not the website design) <https://paidduty.yrp.ca/Module/PaidDuty/en/Step/1> ?
And Career Opportunities:
<http://waterloo.recruitright.esolutionsgroup.ca/JobOpportunities.aspx?c=oa39HL8adWejTNKIR9Zy2AeQuAleQuAl> Full application process OR
<https://survey.niagarapolice.ca/TakeSurvey.aspx?PageNumber=1&SurveyID=llKIn88> Using eSolutions form builder (survey tool).

Yes

26. Upon reviewing the documents for the RFP 2013-07 I have a couple of questions. There is no mention about specific design expectations for the new site beyond make better aesthetically and consistent. Is the expectation at this point that the content and functionality will remain as it is currently? Will your team be embarking on a content audit that will lead to less pages, or will the content be migrated over to the new site as is? Perhaps all of these questions are yet to be answered?

The majority of content and functionality will remain the same. Yes we will be doing a content audit to ensure that redundant or unnecessary content has been removed.

27. With regards to timing, does the end of January launch coincide with the AODA requirements? Does the proposed launch date coincide with any other event or regulation aside from AODA requirements?

The timing of the site launch coincides with the funding that we have received to complete this project.

28. To clarify, do you intend on continuing to host with your local hosting partner? If so, can you provide some details regarding the hosting environment? (operating system, supporting languages [java, php,.net], database)

We do intend to continue hosting with our current hosting partner unless there is a compelling reason to change it. Hosting environment specifications can be found here www.sentex.net

29. Do you have a preferred CMS in mind? What are you currently using?

No preference. A custom created one.

30. Do you currently have a maintenance agreement in place with your current website vendor? If so, roughly how many hours a month do you consume?

No agreement is in place. It is a time and materials contract. We would consume less than 1 hour a month in time.

31. Does your group intend on doing a content audit as part of this initiative and if so, do you have an idea of the percent decrease or increase in content you'd like to see with the new site?

Yes we plan to do a content audit.

32. Section 1.16 says before or on March 31, 2014 however section 5.7 Timeframe says "ideally like to transition to its new corporate website in late 2013 or early (January) 2014". Please advise which is the requirement to submit an accurate work plan and timeline?

Please note changes to section 1.16. The correct timeline for the implementation of the new site is the end of January, 2014.

33. Section 3.2, F - Project References:

The heading Project Value - is this a dollar amount or an analysis of overall project value and performance?

This is a dollar value.

34. Section 5.2 Project Goals and Objective and 5.3 Technical Parameters:

Will Business and/or Functional requirements documentation be made available to proponents prior to bidding that includes what is required for:

- statistics requests
- contact information
- reporting tool
- web page functionality
- integration of social media etc.

The Guelph Police Service has assumed that we would continue to use its existing statistics and reporting tools that our current webhost offers or that we have acquired third party. However, if you are able to provide additional tools then please include those as part of your response as well as any costs associated to those tools. Integration to social media will follow shortly in additional addendum.

35. Section 5.4 Usability Requirements:

"There is a need for the site to undergo usability testing". Will the Guelph Police Services be assembling a usability panel of participants that proponents will have access to test with. As well with Guelph Police Services be coordinating the public engagement activities, either in person, online, with a group that requires assertive devices?

The Guelph Police Service will conduct usability testing once the site has been delivered and notify the successful candidate of any deficiencies in need of resolution.

36. Is there a Guelph Police Services Brand Standards or Visual Identity Guideline that needs to be followed for the design portion of this bid?

The reference to Guelph Police Policy AI-065 was included for completeness. The policy references the appropriate AODA legislation already referenced elsewhere in the document.

37. Babydog Media is assuming that all digital assets (primarily the logo and photos/ images) will be supplied and any required photography services are out of scope of this RFP. Please confirm.

That is correct, photography is out of scope of the project.

38. Babydog Media is assuming that there are NO mobile requirements for this new website and that the browser version of the site will be sufficient to view on mobile and tablet devices. The design and implementation of a responsive, mobile enabled site is **out of scope** for this RFP. Please confirm.

There is no need to develop a dedicated mobile site. However, given the growing number of mobile browser users in the community, the site design elements should take this type of access into account.

39. Please confirm if a training plan for the new CMS designed for the non-technical members of the Guelph Police Services is in scope of this project. If so, how many staff members need to be trained? What is the method of training - classroom setting or manual/ documentation? Will training be delivered by the proponent or hand-off of a training plan/ documentation be sufficient?

Planning and delivering training for non-technical users of the site is in scope of the project. Approximately, 20 users will need to be trained. The training will be in a classroom environment. If the proponent is unable to deliver the training in person then a remote (Webex) session can be coordinated.

40. Babydog Media is assuming that the migration of content from the old CMS to the new CMS is in scope of the project, will be performed by Babydog Media and this work will be reflected in the work plan and pricing bid.

Migration of content from one site to the other is in scope of the project.

41. Frequently, a new website plan will necessitate writing some new copy (rather than just the transfer of existing content). May we presume that all new content will be supplied by GPS, and that original writing or content development is not required within the scope of this project?

You are correct; the Guelph Police Service will assume all responsibility for generating the original writing of content.

