



CHARTER TOWNSHIP OF SHELBY
REQUEST FOR PROPOSAL 18-52
TOWNSHIP WEBSITE REDESIGN, CONSOLIDATION

Q&A Addendum Feb. 21, 2019

1. Is there a technology preference for the CMS?

The technology for the CMS needs to be reliable as well as easy-to-use and navigate. The platform ideally offers WYSIWYG (what you see is what you get) page design that requires little to no technical knowledge to edit, built-in SEO, responsive design, multi-language support, form building, cross-browser and multi-device testing, and personalization.

2. Can (we) use Wordpress for the Content Management System (CMS)?

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3. Can you share details on current website traffic (i.e. average monthly page views)?

We do not have specific web traffic numbers, but the website needs to serve as the front door for a community of more than 80,000 residents in more than 24,000 households.

4. In relation to the implementation services would a front end website redesign be considered in scope? or will the Township be providing designs?

The site redesign would be within scope

5. The RFP mentions microsites, can you please share the list of microsites that would be considered part of the scope?

<http://www.shelbyhistory.com/> (Historical Committee)

<https://shelbytwp.info/> (Sidewalk Committee)

<http://shelbytwpdda.org/> (Downtown Development Authority)

6. The RFP mentions integrations with the new CMS. Can you please provide a list of integrations that would be considered part of the implementation?

The System must allow the ability to generate and consume RSS feeds. The System must allow for custom scripting including JavaScript or embedding of third-party applications such as ArcGIS, Google Maps, social media, and internal applications. Map example:

<http://shelbygis.maps.arcgis.com/home/index.html>.

7. Has a budget been identified for any sections of the project? If so, will that budget information be shared with vendors?

Currently the township has approved \$20,000 for the redesign in its Capital Improvement Plan, but fees for hosting, and additional tools such as those for Human Resources, Clerk's Office and Parks and Recreation are not part of this budget. A set budget for those additional tools has not been set.