



City Administrator's Office

James Lowrance, Mayor
Jessica Kinser, Administrator
Shari L. Coughenour, Clerk
24 North Center Street
Marshalltown, IA 50158-4911
Tel - (641) 754-5799
Fax - (641) 754-5717

ADDENDUM TO
CITY OF MARSHALLTOWN
REQUEST FOR PROPOSAL
WEBSITE REDESIGN
ISSUED: February 23, 2017

The following questions and answers are provided for clarification of specific items in the RFP, with amendments to language of specific sections of the RFP in **bold** print.

1. For the migration of agendas and news items, how far back or how many pages of information is the City looking to migrate to a new website?

The City is seeking to migrate agendas and news items only from the 2017 calendar year. The City will work with the selected vendor to select all other pages to be migrated.

Section 2.02 Submittal Requirements, subsection E- Fees and Compensation is amended to include the following addition to what a vendor should note in the response:

The Vendor should identify the number of pages of migrated data are included in the bid as well as the cost per page would be over and above the included page total.

2. How many different departments would have a unique template?

The City is seeking to use the same template for all departmental pages. No department is requesting a specific template that would be different from all others.

3. Can you clarify the online payments?

Section 4.02 and the table in D- Functionality is amended to remove the current language about online payments and replace it with the following:

City Council
Leon Lamer, Bill Martin, Joel Greer, Al Hoop,
Robert Schubert, Michael Gowdy, Bethany Wirin



The selected vendor will work with the City of Marshalltown and Tyler Technologies to implement an online payment system which is prominently displayed or noticeable on the City's website.

4. Is there a budget limit that would disqualify a vendor from consideration?

Cost is not the only consideration for the evaluation of proposals. No threshold has been set internally for the evaluation of cost.

5. Is it acceptable to provide two homepage designs to satisfy the requirement in Section 4.02?

Yes.

6. What external websites is the City referring to throughout the RFP? How often will indexing of website contents, including outside sites, need to occur?

The City has entities which are affiliated with the City but maintain separate websites including the following: Marshalltown Public Library and Marshall County 911 Communications Center. The City's website will contain external links to other non-affiliated entities as well. The indexing should be done at a frequency recommended by the vendor.

7. How frequently do you post jobs on the website and how many are open at once?

There are typically 3-5 openings listed at the same time, but the frequency varies with changes in City staffing and is difficult to predict.

8. Is the City currently using Google Analytics or some other tool to track visitors to the City's website? How will analytic information be used?

The City is not currently using any web tracking tools and would like to implement analytics to know what people are using on a redesigned website.

9. Is the City tax exempt?

Yes.

10. Please provide information about the server the City would host the website on.

The City's current website server is a Debian Linux machine, using Apache with PHP 5.6 and MySQL 5.5. Any software packages could be upgraded to a required minimum version if need be.

City Council

Leon Lamer, Bill Martin, Joel Greer, Al Hoop,
Robert Schubert, Michael Gowdy, Bethany Wirin

