



TOWN OF GREENWICH

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July 29, 2015

**** ADDENDUM #4 ****

TOWN OF GREENWICH, CT

REQUEST FOR PROPOSAL (RFP) #7159 DEADLINE: 8/11/15 AT 3:00 PM

WEB SITE DESIGN AND BUILD/DEVELOPMENT FOR NATHANIEL WITHERELL

Question #1: Is there a preferred technology platform (NET, PHP, etc.)?

Answer #1: There is no predisposition or preference as to platform. TNW will be guided by the successful firm's recommendations.

Question #2: Is there a CMS preference (Drupal, Wordpress, Joomla, etc.)?

Answer #2: There is no predisposition or preference as to CMS. TNW will be guided by the successful firm's recommendations.

Question #3: Can the work be performed off-site with some onsite meetings?

Answer #3: Yes, work can be performed offsite. The successful firm will meet routinely with TNW for consultation and progress updates.

Question #4: Is the current website integrated with any other third party applications?

Answer #4: TNW does not know of any.

Question #5: Are you open to any other 3rd party integration recommended by the selected vendor?

Answer #5: Yes.

Question #6: Are there any site examples that you intend the website that is to be developed to look like?

Answer #6: No, but TNW wants their site to stand out as unique and innovative.

Question #7: What features from the current website would you like to retain?

Answer #7: Content about the facility and its programs is important, as is imagery (photos). Video and audio clips shall be included.

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ADDENDUM #4 Page 2

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Question #8: What are the issues that you think is with the current website or that which is constantly complained about by the site visitors?

Answer #8: The two most frequent criticisms relate to awkward navigation and lack of a contemporary "look".

Question #9: Are there any additional features that you feel is absolutely imperative for the new website, apart from the ones mentioned in the RFP?

Answer #9: No, but TNW is open to suggestions.

Question #10: Any surveys that you have undertaken to understand customer preferences in terms of the current website's usability? If so, can you share it?

Answer #10: It is used primarily for research about the facility and its programs.

Question #11: In the current website, what are the features that site visitors use the most?

Answer #11: The activities calendar and Blog are both well-utilized.

Question #12: Presuming that most of the contents in the existing site would be reused, do you anticipate that new contents would be added before the site is being launched. If so, how many?

Answer #12: TNW is looking for a better mousetrap... but the goal of catching mice remains unchanged.

Question #13: Would you want the front end design to be structured from scratch or would you be open to use predefined customizable themes that are available in the market?

Answer #13: TNW is working with a tight budget. Costs will be an important consideration.

Question #14: For updating contents via the CMS backend, are there any role based workflows that you envision? Do you have a desired workflow for content publication with roles like content creators, content approvers etc. Would you like to have an approval chain set up?

Answer #14: A small internal committee of 4-5 people will review/approve all aspects of the website design and content.

Question #15: Will we be provided with read only access to the current environment hosting the website?

Answer #15: Yes

Question #16: Would you be open to share GA (Google Analytics) reports with us in order to analyze traffic flow and trends?

Answer #16: Yes, we can share GA reports.

Question #17: Is there a Style or branding guide available based on which the site needs to be designed?

Answer #17: TNW is not familiar with one.

Question #18: Do you have any responsive framework in mind to use? Any recommendations needed?

Answer #18: No.

Question #19: We see that the current blog site is build using WordPress CMS. Do you plan to migrate the blog posts into the proposed CMS by the selected vendor?

Answer #19: It makes sense to migrate the blog, but it's not a requirement.

Question #20: What is your preferred mode of training (onsite or online)?

Answer #20: On line training is acceptable, although on site may be preferable.

Question #21: Approximately how many users would need to be trained?

Answer #21: Only a few users (2-3) would require training.

Question #22: In the RFP we see the Analysis of CRM as requirement, Are you already using any CRM tool to manage the customers/clients? If no, Do you have any preferred CRM? Any recommendations needed from selected vendor?

Answer #22: TNW is not aware of a CRM tool in use and will need suggestions on this from the selected firm.

All other terms and conditions remain unchanged.

James Giarraputo Latham, CPPB
Senior Buyer

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