

CITY OF CLEVELAND – DEPARTMENT OF PUBLIC UTILITIES

CWD WEBSITE REDESIGN

REQUEST FOR PROPOSAL

ADDENDUM No. 2

March 1, 2013

Proposals are due March 8, 2013 by 4:00 p.m.

Any proposers that are short-listed will be notified by March 18, with further details, for presentations to be held on March 22.

Answers to Questions Received Since Addendum No. 1

1. In reviewing Addendum No. 1, I noted your preference to use Drupal though you would entertain other solutions. Would you consider the use of our KNOWare™ CMS?

Answer: Drupal is the preferred CMS. We will also consider proposals based on Joomla or LifeRay CMS's provided they comply with the requirements of Addendum No. 1.

2. "Support extending the website into external portals with a consistent branding and theme" - Can you enumerate the external portals that would need to be supported?

Answer: During the current phase we anticipate developing a customer portal (MyClevelandWater) that will require user registration and authentication and display water account data, customer support module, alert(s) registration and management, water consumption data (obtained from Automated Meter Readings), and a link to the current bill-pay site. At a future date, we expect to support integration with a feature-rich externally hosted Electronic Bill Presentment and Payment (EBPP) site. The EBPP vendor has not been selected and we do not currently have information of the specific requirements of this integration. In general, we expect that the integration will include consistent branding across the two sites and single sign-on (SSO) with the MyClevelandWater portal. Note however, that the development of the integration with the future EBPP is not within the scope of this RFP. The information is being provided solely to aid the design of the future website architecture.

3. Branding and Website design - Can we anticipate that existing organizational branding will inform the website design primarily or is

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collaborating on modifying the wider organizational branding inclusive in the scope?

Answer: The current branding scope is limited to a logo design, top-line branding, tag lines, and color schemes. The RFP scope does not include an enterprise-wide rebranding effort. While the existing organizational branding will inevitably influence the website design, CWD is more interested in a fresh, attractive, and highly usable website design that firmly conveys our strong commitment to product quality and customer service.

4. "Diverse content solutions to provide dynamic support for scripting, and the inclusion of web-based applications, services and innovations" - What does this mean? Can you give some examples of what you had in mind?

Answer: Since CWD has specified the CMS(s), this requirement is no longer necessary and is being deleted.

5. "Preferences and Personalization" - In terms of "desired hierarchy in the portal" is this the just the ordering and visibility of the different action sections they can take? Can you list some examples?

Answer: This refers to a general requirement for a CWD customer to be able to personalize their "MyClevelandWater" portal. This includes giving the user the ability to organize the information on the screen in terms of placement, visibility, and hierarchical ordering.

6. SEO support tools and training desired for ongoing content management by CWD employees?

Answer: The RFP states that the website design and framework should be SEO Friendly. This implies that the initial content and information architecture was developed using SEO best-practices. The scope of CMS training required during Phase V of the project should include the continued use of SEO best-practices, but we are not expecting training on specialized SEO tools.

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7. Will there be content migration from the existing site or will all site content be recreated?

Answer: CWD has begun an initiative to scrub, rewrite, and, in some cases, create new draft content. We expect this to be the basis of the content to be incorporated into the newly developed site. The selected vendor will be expected to expand and enrich this content by adding assets such as photos, graphics and some additional copywriting as needed.

8. Is there a requirement to preserve/ redirect incoming links?

Answer: Yes, there are a small number of links that we need to preserve and/or redirect.

9. Are you looking to visually rebrand CWD website?

Answer: Yes. Also, see answer to Question 3.

10. Is the content going to be written internally or would you like us to include that in our proposal?

Answer: See answer to Question 7.

11. Regarding the 'MyClevelandWater' portal: (a) Where does this data live?, and (b) Are we responsible for collecting it?, and (c) Is the data retrieved through an API or directly from a database or multiple databases? If the latter, what language are these databases written in?

Answer: Data required for "MyClevelandWater" is most likely to be served up from a local or remote SQL (MS SQL or MySQL) database.

12. Will proposers be managing the migration process?

Answer: Yes, with support from CWD staff. Also, see answer to Question 7.

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13. In the first addendum, it was told that there is a third party involved with the process. What is the role and identity of this party?

Answer: There are various third-party consultants who have direct and indirect roles in supporting CWD in the execution of this project. We do not encourage vendor communication with them so contact information will not be provided.

14. Who will determine what existing content needs to be replaced or excluded from migration?

Answer: Content recommendations will be jointly developed by CWD and Vendor. The CWD Project Owner will be the final arbiter on content decisions.

15. Will CWD be able to provide proposers with technical specifications on the CC&B system in place?

Answer: We do not understand the relevance of this request as “the CC&B system” is not referenced in the RFP.

16. Is there a way the CWD could provide some clarity on the specific solutions in place?

Answer: Other than the current Electronic Bill Payment system (already described) which will be initially referenced as a URL link, we are looking at a complete revamp, redesign, and re-launch of the website. Our existing public-facing website is located at <http://www.clevelandwater.com>, where you will find a link to the current Electronic Bill Payment system.

17. What is the back end system currently used to manage billing, etc. that would need to integrate with the account management tools on the new site?

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Answer: CWD uses an Oracle system to manage billing and the Itron ChoiceConnect system to manage automated meter reading information. At this time, we do not intend to expose these systems to the public website. Customer and meter information will be imported/exported (with nightly updates) into local or remote SQL databases and served to the customer. Security of customer information will be a critical design requirement. CWD will be open alternative superior solution designs, if applicable.

18. With regard to pages 7 and 8 of the RFP around content and branding, should we assume that our team will be responsible for all or most creation of new content and image assets or is there an expectation to use some existing content / assets?

Answer: See answer to Question 7 and Question 3. We will reuse existing graphical assets only if that offers the best visual outcome. Otherwise we will require new graphical assets.