



**City of Evanston Legacy Business Program Website and Logo Design**

**RFP # 22-59**

**ADDENDUM No. 1**

**October 11, 2022**

Any and all changes to the Contract Document are valid only if they are included by written addendum to all potential respondents, which will be mailed, emailed and/or faxed prior to the proposal due date to all who are known to have received a complete bid document. Each respondent must acknowledge receipt of any addenda by indicating on the Bid Form. Each respondent, by acknowledging receipt of any addenda, is responsible for the contents of the addenda and any changes to the proposal therein. Failure to acknowledge receipt of any addenda may cause the proposal to be rejected. If any language or figures contained in this addendum are in conflict with the original document, this addendum shall prevail.

This addendum consists of the following:

1. Addendum Number One (1) is attached and consists of a total of twelve (12) pages including this cover sheet.

Please feel free to call (847-866-2971) or email ([johngonzalez@cityofevanston.org](mailto:johngonzalez@cityofevanston.org)) with any questions or comments.

Sincerely,

John Gonzalez  
Purchasing Specialist

## **City of Evanston Legacy Business Program Website and Logo Design**

**RFP # 22-59**

**ADDENDUM No. 1**

**October 11, 2022**

This addendum forms a part of RFP #22-59 and modifies these documents. This addendum consists of the following:

### **Questions Received:**

#### **Question 1**

Question: I see the “price” is a primary factor in the decision making process and we’re curious to know if there is a predetermined budget outlay for this project. In any case, we will develop a proposal based on the best use of resources and time to achieve the most desirable result. There again, we want to be realistic about how best to support this effort based on any knowledge of the budgeted allocation that you’re able to disclose

Response: We have not set a specific budget. The City will select the most responsive bidder based on the proposal and budget submitted.

#### **Question 2**

Question: With the importance of including M/W/E contractors for this project, curious to know how heavily that aspect will be weighed within your decision making process.

Response: M/W/EBE participation weight is 10%.

#### **Question 3**

Question: Will there be an opportunity to connect with the project team prior to submission?

Response: There is no preproposal meeting scheduled, but is likely that the City will hold an interview process with the top candidates after submission.

#### **Question 4**

Question: Are there brand guidelines currently in place? How are they utilized today? How accessible and actionable are they?

Response: No, this is a new pilot program for the City of Evanston.

#### **Question 5**

Question: Is there a need for actual resumes or does previous project experience count?

Response: Please refer to page 7 of the RFP, 4.0 SUBMITTAL REQUIREMENTS, section C.

Area/Regional Manager(s): Clearly identify the professional staff person(s) who would be assigned as your Area/Regional Manager(s) and provide resumes. The proposal should indicate the abilities, qualifications and experience of these individuals.

**Question 6**

Question: Is the work required to be Section 508 compliant, specifically the website?

Response: We encourage all publicly funded projects to meet or exceed accessibility standards.

**Question 7**

Question: Could you let us know what the budget is for this project?

Response: See Question 1.

**Question 8**

Question: Do you have an ideal timeline to get this work done within?

Response: We would like to have this program fully operational by the second quarter of 2023. Please include your timeline in your proposal.

**Question 9**

Question: Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across North America?

Response: There is no policy prohibiting companies outside the U.S. from submitting proposals. However, our purchasing guidelines give preference to local companies.

**Question 10**

Question: What is the budget?

Response: See Question 1.

**Question 11**

Question: What is the ideal project timeline?

Response: See Question 8.

**Question 12**

Question: "The City is also seeking an original piece of art with a distinctive aesthetic design that will provide excitement and interest for businesses and residents alike." -- this is not

included in the price/cost form, however. Can the City clarify how this request fits into the RFP response?

Response: The original artwork is intended to apply to the design process. Please include the associated costs for designing original artwork into the logo and plaque design costs.

### **Question 13**

Question: How closely will the brand/logo designer be working with the artist? Do they need to be in sync?

Response: The City would encourage you to work with local artists, but is not required. If applicable, please include any partnerships in your proposal. The RFP does allow applicants to bid solely on website development or logo design, or both. If a respondent is awarded work for only website development, the City would facilitate coordination with the design team.

### **Question 14**

Question: Is there a (CMS) platform preference for the website?

Response: No.

### **Question 15**

Question: Do we need to quote hosting? Or has the City already chosen/identified a hosting provider?

Response: The City has not identified a hosting provider. Please include any hosting costs in your proposal.

### **Question 16**

Question: The City has identified example Legacy Business Program websites; are these appealing from a design perspective? Is there specific desired functionality that the City seeks to replicate?

Response: The City would like to see a directory and interactive mapping feature in the proposal.

### **Question 17**

Question: How many people will be administering content for the website?

Response: There will most likely be one administrator working on this website.

### **Question 18**

Question: Is the City seeking ongoing website support and maintenance services?

Response: This has not been determined. If this is a service you would like to offer, please include it in your proposal.

**Question 19**

Question: Does the logo/brand need to be in sync with Evanston's City Brand?

Response: No.

**Question 20**

Question: What's your target audience? (e.g. City Officials, Legacy Businesses, Evanston's Community, Visiting Tourists)

Response: This website will be used to promote and highlight Evanston's legacy businesses and the target audience will be local community members, business owners, and elected officials.

**Question 21**

Question: What are you most successful marketing channels?

Response: There is a City-wide newsletter, City department newsletters, social media, and public meeting announcements.

**Question 22**

Question: Are there any topics or themes you want to avoid?

Response: No.

**Question 23**

Question: Whether companies from Outside USA can apply for this? (like,from India or Canada)

Response: Yes.

**Question 24**

Question: Whether we need to come over there for meetings?

Response: No

**Question 25**

Question: Can we perform the tasks (related to RFP) outside USA? (like from India or Canada)

Response: Yes

### **Question 26**

Question: Can we submit the proposals via email?

Response: Please refer to the RFP, Section 4.0 Submittal Requirements: Responses will only be accepted electronically via E-bidding through DemandStar.

### **Question 27**

Question: Do you need new website key features similar to <https://baltimoreheritage.org/> or <https://connecttucson.com/> **plus Legacy Business**

**Program** <https://baltimoreheritage.org/programs/legacy-business-program/>? Please clarify. but we have read the examples of the Lead Business Program mentioned in the Addendum.

Response: These examples were illustrative examples.

### **Question 28**

Question: What is your target date to go live with the new website?

Response: See Question 8.

### **Question 29**

Question: We typically conduct the majority of our solution delivery via virtual meetings via a Conference call using one of the conferencing services such as Zoom, MS Teams, Skype, or Global Meet whichever client is using at that time because this: Reduces the cost of the project in terms of both travel time and expenses, Enables us to record the sessions for review by anyone who could not attend and/or for future reference, Enables participants from multiple customer locations to participate independent of their location, Enables us to have the most qualified resource on our team conduct the session, independent of location, Will this way of conducting project delivery meet your requirements?

Response: Yes.

### **Question 30**

Question: We are a non-resident bidder and we do not have any office located in the United States. Are we still eligible for the /bidding?

Response: Yes.

### **Question 31**

Question: Please, Are City or charity, or public sector references a requirement or a preference? Would other references work? And Would the lack of specific education or public sector or councils or government contract experience disqualify us?

Response: No. Please provide examples of previous projects.

**Question 32**

Question: If multiple languages are needed, who will provide the translated content, and should the translated content be human-translated, or will a machine translation (such as Google Translate) suffice?

Response: To be determined.

**Question 33**

Question: What level of training will you require after the website project is complete? Will you just need content contributor training on the CMS or will you need deeper more technical developer training?

Response: We will need sufficient training to make updates to the website as needed.

**Question 34**

Question: As part of the RFP response, are you expecting 3 logo designs to be presented?

Response: The selected respondent should be able to present concept alternatives for final approval.

**Question 35**

Question: Is there an incumbent?

Response: No, this is a new program.

**Question 36**

Question: How many agencies are interested in submitting RFPs?

Response: This RFP Fully Sealed - No information is visible until the due date and time.

**Question 37**

Question: What is the scope of the website? Samples provided are vastly different. Do you have a site map or an estimate of how many pages? Will there need to be any ecommerce? Have you selected a specific build platform? Will you require any plugs that may influence the site build? What is the timeline for site delivery?

Response: To be determined.

**Question 38**

Question: Will we have access to everyone's Q&A for a level playing field?

Response: Yes.

### **Question 39**

Question: What is the overall project timeline?

Response: See Question 8.

### **Question 40**

Question: What is the estimated allowed budget for each project?

Response: See Question 1.

### **Question 41**

Question: Can you further define “digital and web design support”? Does support mean selected consultant would work with (support) your existing digital marketing team with design elements?

- Should submission consultants include the design, development, and launch of the website as well as the cost for ongoing or scheduled (monthly, quarterly, etc.) support and updates?
  - If so, how long? (i.e.) 6-months, 1 or 2 years?)
  - Should hosting be included in the cost?

Response: The consultant should include design, development, and launch of the website. We have not determined whether ongoing support will be required. Please include the cost of hosting and long-term support in your proposal if applicable.

### **Question 42**

Question: Will the city of Evanston provide the site copy/content and images for the website, or should these elements be included in the proposal?

Response: The City will provide content as needed.

### **Question 43**

Question: Can you elaborate on how each evaluation criteria will be weighted (% of importance) in the proposal selection?

Response:

- Qualifications and Expertise - 25%
- Price - 25%
- Project Approach, Organization and Completeness of Proposal - 30%
- Willingness to Execute the City of Evanston’s Professional Services Agreement - 10%
- M/W/EBE Participation - 10%



**Question 44**

Question: Upon award notice and within a reasonable timeframe can the successful consultant provide a certificate of insurance evidencing coverage in the types of insurance and in the amounts specified to the Procurement Officer?

Response: Yes, once award has been announced, successful proposer shall provide all required insurance documents upon executing Professional Services Agreement.

**Question 45**

Question: What are the functional requirements for the website?

Response: The primary function is to market the program and the legacy businesses. It should feature photographs, images, downloadable directory, and map of legacy businesses.

**Question 46**

Question: Approximately how many pages do you envision for launch?

Response: Please use the provided examples as guidance. We envision 3-5 pages.

**Question 47**

Question: Who will write the copy?

Response: The City will provide copy.

**Question 48**

Question: Do you anticipate any live feeds for news or announcements?

Response: No.

**Question 49**

Question: Have you already contacted legacy businesses about being case studies on the site? And if so, how many have agreed so far?

Response: Yes. There are currently 31 businesses in the pilot program.

**Question 50**

Question: Would you like the site to be able to grow with new examples of Legacy businesses?

Response: Yes.

**Question 51**

Question: Do you anticipate any calendar of events related to your work with Legacy businesses?

Response: To be determined.

**Question 52**

Question: How often do you anticipate updating the site with new content?

Response: To be determined.

**Question 53**

Question: What will the typical turnaround time for decision-making be?

Response: For the selection process, please refer to the timeline listed in the RFP. The program and website are anticipated to be fully operational by the second quarter of 2023.

**Question 54**

Question: Do you have a PR or media plan to help promote the launch of this brand and site?

Response: We intend to develop a plan.

**Question 55**

Question: Will there be a need for any calls to actions such as "apply to be featured as a legacy business?"

Response: Yes, there should be a page dedicated to how to nominate a legacy business.

**Question 56**

Question: Where do you plan to host your website?

Response: This is still to be determined. If hosting is a service offered, please include in your proposal.

**Question 57**

Question: Re: Section 2.0. We understand that respondents may choose to focus on only one aspect of the scope. However, does the City have any preference for working with vendors able to provide all scope components?

Response: Yes.

**Question 58**

Question: Re: Section 2.0. Are there any specific components of the example websites that you do/don't like when envisioning your own?

Response: We would like to see a directory and interactive mapping feature.

**Question 59**

Question: Re: Section 2.0. Regarding the 3 sample logo/plaque designs, do you require these to be submitted with the proposal? Or are these designs alternatives considered part of the project scope?

Response: See Question 34.

**Question 60**

Question: Re: Section 7.0. Are you able to provide the relative weights/percentages of the Evaluation Criteria?

Response: Please see Question 43.

**Question 61**

Question: Does the committee have any specific needs re: ability to edit the website?

Response: There should be the ability to update content as needed.

**Question 62**

Question: Does the committee have any preferred CMS for the website?

Response: No.

**Question 63**

Question: How many people are expected to edit the website and will you require various levels of permissions for editing?

Response: There will likely be one administrator for the website.

**Question 64**

Question: How are you currently storing/planning to store your list of approved businesses before the website database is implemented?

Response: The information is currently stored in an excel spreadsheet.

**Question 65**

Question: Are you preferring to work with local vendors for this project?

Response: Our purchasing guidelines give preference to local vendors.

**Question 66**

Question: We have the leadership and client servicing team based in the USA and development team based globally. Will this impact our evaluation score?

Response: There is no policy prohibiting submission from firms outside the U.S., but 10% of the evaluation score is based on M/W/EBE Participation. Please see Question 43 to see the full breakdown of how the evaluation criteria is scored.

**Question 67**

Question: Can we provide list of clients with similar work other than municipal clients in Illinois?

Response: Yes.

**Question 68**

Question: Is there a provision for virtual presentation as a part of selection process

Response: Yes.

**Note: Acknowledgment of this Addendum is required in the proposal.**