Answers to 2020 ICMA Website Upgrade Questions

1. Is there an allocated budget for this project and what is the amount?

   - ICMA is not providing budget ceiling information at this time.

2. Who built your current site? Are you currently receiving support or other ongoing services from them?

   - The current ICMA website was built by Taoti Creative, a digital agency based in Washington DC. ICMA receives website support from independent developers.

3. We understand you are currently hosted on Pantheon. Are you interested in other hosting options?

   - ICMA is not interested in changing providers for website hosting.

4. Are you looking for ongoing maintenance and developer support?

   - ICMA is interested in ongoing maintenance and developer support which will be negotiated in a separate RFP.

5. Please describe your technical/IT staff. How many members do you have and what is their level of experience, particularly with Drupal and/or PHP.

   - The in-house ICMA team does not have the expertise to develop new functionality for Drupal or troubleshoot technical issues with the CMS.

6. Given that your site was recently redesigned in 2017, why are you issuing an RFP for this upgrade, rather than working with the vendor that redesigned your site?

   - ICMA no longer has a relationship with the vendor that built the current ICMA website on Drupal 7

7. The new vendor form is not included with the RFP document. Where can we find this?

   - https://icma.org/sites/default/files/Procurement%20Vendor%20Application.pdf

8. What is the timeline for your project?

   - The project is expected to start in January 2021 and end by October 2021.

9. Does ICMA expect the launch to conclude at the end of the 12-month delivery period or does ICMA require a support period following launch that is within this scope?

    - ICMA expects the project to conclude within 12 months and is interested in ongoing maintenance and developer support which will be negotiated in a separate RFP.

10. Is ICMA's goal a direct, one-to-one rebuild of existing entities (e.g., content types and taxonomy vocabularies), or does it expect any "under-the-hood" enhancements (e.g., streamlined content types) to these elements while retaining the same look and feel?

    - The project plan is to maintain the current website architecture, look and feel, and convert the website with the minimal effort required.

11. How many content types, taxonomy vocabularies and content listings currently exist in the Drupal 7 site?

    - The ICMA website uses nine (9) content types, fourteen (14) taxonomy vocabularies, and eleven (11) content views.

12. How many total nodes and files exist in the current site?

    - The content database contains approximately 26,000 nodes which includes basic webpages, articles, blog posts, documents, events and job ads.

13. Does ICMA require any content remediation support (in particular, for SEO metadata as part of the "SEO Setup" deliverable)?

    - ICMA does not require content remediation support.

14. Is there an incumbent providing support for the icma.org Drupal 7 site?

    - ICMA receives website support from independent developers.

15. If there is an incumbent supporting the work, are they expected to participate in this RFP process?

    - The incumbent developers are participating in the RFP process

16. What new content items are added to the site regularly and at what volume and cadence, e.g., monthly, weekly, or daily?

    - Blog posts and articles are added on a daily basis.

17. Can you provide more details about the NetForum integration currently in place?

    - Drupal and NetForum integrate in the following ways:
        - Users sign-in on NetForum and the authentication along with user settings is passed to Drupal
        - The user settings provide access to premium content and magazine subscription

- Users can select a topic as a favorite on the Drupal website, the data is passed to NetForum
- Job data is passed from Netforum to Drupal where the data is converted into webpages

18. Can we properly assume that the Members section is completely supported with the NetForum application at members.icma.org and out of scope for this project?
- The webpages on NetForum (members.icma.org) is out of scope for this project.

19. We are certified minority owned business in Iowa? Do we quality for MBE?
- If you are a certified minority owned business then you qualify for MBE.

20. Would you be open to a non-US based vendor completing this work? Do you have a preference towards domestic vendors?
- ICMA is accepting applications from foreign entities.

21. Can you explain/elaborate further on how you would like to complete content migration? (i.e. Internal or vendor? Manual or Automated?) Can you provide us with an approximate number of web pages that will need to be migrated over to the new platform?
- ICMA expects the content migration to be performed in an automated process.
- The content database contains approximately 26,000 nodes which includes basic webpages, articles, blog posts, documents, events and job ads.

22. How many visitors and page views does your site get each day?
- ICMA averages 127 visitors and 521 pageviews a day

23. Will there be any restrictions that would prevent access to your servers during the project?
- ICMA plans to place a content freeze on the Drupal 7 CMS so the content database may be moved over to Drupal 8.

24. What staff from ICMA would be involved and interfacing with vendor/partner teams during the project development?
- The core project team will consist of:
  - UI/UX Manager
  - Director of Brand Management
  - Director of Technology Operations
  - Systems Engineer

o Other ICMA staff will be brought as needed

25. Is current ICMA compliance with 508? What is the other compliance ICMA site follow?

- The ICMA website is currently not 508 compliant but would like to improve and meet the standards.

26. How is media file like images, static content and videos hosted in current system?

- Images are hosted in the content file database in Drupal 7

27. Are there any specific security requirements?

- ICMA requires the following security recommendations:
    - o Access Check to Views
    - o Security Review
    - o Security Kit Module

28. Are there any third-party plugins for error checking, spellings, broken links, and accessibility?

- The ICMA website does not have plugins installed for error checking, spellings, broken links, and accessibility.

29. Is SEO done on current ICMA site? Is there any other plugin's and scripts added to capture the site details for analytics?

- The ICMA website uses Google Analytics to track website data.

30. Do you have a simplified functional flow diagram of how current ICMA site is being used?

- Development is performed on a DEV environment. Code is then pushed to a TEST environment where work can be reviewed. Approved work is then deployed to the LIVE environment.

31. Do you have a planned timeline for moving to Drupal 9 after the site moves to Drupal 8?

- ICMA does not have a timeline for moving to Drupal 9 after upgrading to Drupal 8.

32. With Drupal 9 on the horizon, any upgrades to Drupal 8 should consider future compatibility. Is there flexibility to rebuild certain functionalities (including utilizing alternative tools) in order to make them futureproof?

- ICMA is open to recommendations for making functionality futureproof.

33. Can you confirm that there is no expected front-end redesign?

- The project plan is to maintain the current website architecture, look and feel, and convert the website with the minimal effort required.

34. What modules are installed on the Drupal 7 website?

- A list of all modules can be found at https://icma.org/sites/default/files/icma-drupal-all_modules.pdf

35. What user roles currently exist on the Drupal 7 website? What are the key abilities available for each role?

- External Users

  - Anonymous users have access to all free content on the website
  - Member users have access to free and premium content on the website
  - PM Subscriber users have access to free and PM subscriber content on the website
- Internal Users
  - Level 1s may create and edit content but are not allowed to publish. Level 1s must submit content to be published by Level 2s.
  - Level 2s may create, edit, publish and have access to landing pages.
  - Level 3s may create, edit, publish and have access to landing pages and menus.

36. What search engine is currently being used on the Drupal 7 website?

- SOLR is being used for the website search.

37. What level of social media integration is needed? Are there embedded social media feeds? Can content be shared to social media sites?

- The ICMA website uses the AddThis plugin to allow content to be shared to socia media channels.

38. How many users access the NetForum integrations on the site?

- On average 2,100 users access the NetForum integrations in a month.

39. Can you clarify the data that will be pushed and/or pulled between Drupal and NetForum?

- Member status
- Topic interests
- Job Center data

40. What transactional functions (user account updates, etc) will be offered to authenticated users via the Drupal platform?

- Users can select a topic as a favorite on the Drupal website, the data is passed to NetForum.

41. Can you share who will be involved on the project team from ICMA? What are their roles and titles?

- The core project team will consist of:
    - UI/UX Manager
    - Director of Brand Management
    - Director of Technology Operations
    - Systems Engineer
    - Other ICMA staff will be brought as needed

42. Are there any financial transactions on the site?

- Financial transactions are not made on the Drupal side of the website.

43. Will any new content be created for the launch of the new site?

- ICMA plans to place a content freeze on the Drupal 7 CMS so the content database may be moved over to Drupal 8.

44. While some content migration will be able to be automated, do you anticipate ICMA staff being involved in any migration/transformation of content, or is the vendor expected to undertake these tasks?

- ICMA expects the content migration to be performed in an automated process with little to no involvement from the ICMA staff

45. Can you provide any links to NetForum documentation?

- Documentation on NetForum can be found at http://documentation.abila.com/Content/Home.htm

46. Define the levels of permission ICMA seeks for the users, as there will be internal and external website users.

- Anonymous users have access to all free content on the website
- Member users have access to free and premium content on the website
- PM Subscriber users have access to free and PM subscriber content on the website

47. Drupal 9 is going to be out in June 2020. Do you want the possibility to upgrade to Drupal 9 in the future?

- ICMA plans to upgrade to Drupal 9 in the future

ICMA

48. How much content resides on the current website (pages, documents etc.)? How much of it are you expecting to migrate to Drupal 8?

- ICMA plans to perform a clean-up of the content database before the start of the project

49. Is it possible to have temporary access to review the current Drupal implementation? It will help in drafting a more complete Level of Effort required for this project.

- Access to the Drupal environment will not be provided at this stage of the RFP process.

50. Do existing webform responses need to be ported over to Drupal 8?

- No, webform responses may be exported and reset.

51. Is there faceted search functionality?

- The website search uses filters to narrow results.

52. Is there a frontend framework used (Zurb?)

- There is no frontend framework like Zurb being used.

53. Will there be design changes to the site during this upgrade?

- The project plan is to maintain the current website architecture, look and feel, and convert the website with the minimal effort required.

54. The present RFP considers only the ICMA website revamp, no modifications envisaged with the other systems like : NetForum, Association Management System and Job Center. Please clarify.

- The RFP covers the ICMA website on Drupal along with the Drupal side of the Job Center as in scope. Out of scope for the project is the NetForum side of the ICMA website.

55. Please provide more details like the level of content moderation required in the new system and the respective content types. Is it going to be a limited set of users or large base of users expect the privilege to edit the content?

- Editing of web content is restricted to ICMA staff.
- The permission tiers are as follows:
  - Level 1s may create and edit content but are not allowed to publish. Level 1s must submit content to be published by Level 2s.
  - Level 2s may create, edit, publish and have access to landing pages.

- Level 3s may create, edit, publish and have access to landing pages and menus.

56. **Which are all the social channels at present tap the content from ICMA, do you expect to increase the list?**

- ICMA uses the following social media channels:
  - Facebook
  - Twitter
  - LinkedIn
  - YouTube
  - Instagram

57. **Can you tell me what format your design files are in? Is it available in XD?**

- ICMA does not have the source design files for the website.