



## ADDENDUM #1

**To:** All Companies Interested in Submitting a Proposal  
**From:** Diane Muench, CPPB, Purchasing Agent  
**Proposal:** MedQuarter Website Redesign, RFP #PUR0616-212 Dated: June 16, 2016  
**Subject:** Addendum #1 (4 pages)  
**Date:** July 6, 2016

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Please note the following specification changes/additions/clarifications relative to the above Request for Proposal.

- 1) **Question:** What is the budget for this project? In the budget range, is it expected that the CMS license fees are included? Will a vendor be automatically eliminated from consideration if the proposal exceeds the budget?  
**Answer:** The Medical SSMID has not set a budget for this project. All costs for the completed project shall be identified on the Proposal Pricing Submittal Form, Attachment B, Page 23 of the RFP.
- 2) **Question:** On Page 10, Item 4.2.4 d) Online forms and submission capabilities through Partner Portal: What is in the Partner Portal? Is it just forms and submissions? Is there anything else to it?  
**Answer:** Our Partner Portal is the portal through which District businesses can go into the website and submit/update their business listing(s).
- 3) **Question:** Are "Internally Hosted Business Pages" (Job Opportunities, Economic Development, etc.) to be available for public access as regular web pages or restricted to users with proper login credentials?  
**Answer:** Public access.
- 4) **Question:** Does the District have any preference for using open source images versus allocating a budget for stock photo and image purchases?  
**Answer:** Open source images are fine.
- 5) **Question:** Does the District have any research or data on the website's target audiences' demographics, interests or profiles?  
**Answer:** Very little. There are articles that indicate that the number one health care decision makers are women ages 25-54 who make health care decisions for children, spouse/personal and parents. One local study the MedQuarter participated in indicates the following for medical visitors to Cedar Rapids: Average age of 61.8; 72.8% female and 27.2% male; 96.3% Caucasian; 69.3% use GPS/Google Maps for pre-trip planning or while traveling; 1.8 people per visit 76% of which are adults traveling together and 24% are adults traveling with children.
- 6) **Question:** Does the District have a vendor/platform preference for "Cross-serve ads database for cross-selling"?  
**Answer:** No, please include the information in your proposal response.
- 7) **Question:** Does the scope of content research, writing and optimization include all categories under the "Medical Community", "Business Community", and "Plan Your Visit" pages on the current website?

**Answer:** Yes, to the degree that the proposer believes it is needed to meet the needs of the MedQuarter.

- 8) **Question:** Are there additional areas of interest the District would like to target as SEO-optimized landing pages?

**Answer:** Proposers should provide information on where to apply SEO to reach target audiences.

- 9) **Question:** Why do patients come to the website and what does the MedQ want them to do on the website?

**Answer:** Search for medical care and amenities; have an events calendar to highlight upcoming events; no medical information content.

- 10) **Question:** Why do stakeholders come to the website and what does the MedQ want them to do on the website?

**Answer:** Usage of the portal; bring more visitors to the District

- 11) **Question:** Item 4.2.2.e, please explain the intent of job opening listing.

**Answer:** The intent is to have a listing of current job openings in the MedQuarter. Website visitors would click on the link and be taken to the business' page for information on the job. The content manager would update this page on a regular basis.

- 12) **Question:** Item 4.2.4.c, please explain the intent of cross-serve adds database for cross-selling.

**Answer:** Currently, the website has a featured business on the front page at the bottom. The intent is to provide a scrolling/changing banner ad - probably on the left side of the page - to give businesses more exposure and provide value-added service. If it is possible, have a way to measure hits on the businesses from the banner ad to show the value of participating.

- 13) **Question:** Currently, what Content Management System (CMS) platform is being used and how long have you used it?

**Answer:** The current website is a custom, proprietary CMS built on a .NET platform. It has been used since the site was created in 2012/2013.

- 14) **Question:** What, specifically, is causing you to examine changing the CMS? Please list out specific issues that must be remedied by a new solution.

**Question:** What is the single primary driver behind the desire for a redesign?

**Answer:** Ease of use, ability to make changes more efficiently and with less expense, more universally understood and able to be modified with 'off the shelf' solutions.

- 15) **Question:** Can you share the desired requirements of a new CMS? What new CMS tools are you considering?

**Answer:** Any new CMS should meet the needs outlined in the RFP and be able to be modified by the customer. We are open to recommendations by the respective RFP respondent(s).

- 16) **Question:** What do you like and dislike about your current CMS?

**Answer:** The existing CMS seems to function well, but we have found that it cannot be modified easily and without expense.

- 17) **Question:** Did you work with a vendor on the current website CMS development and implementation? If so, who was this partner?

**Answer:** Yes. The current CMS was developed by Informatics.

- 18) **Question:** What led you to open this project up to bid to other vendors?  
**Answer:** The MedQuarter District receives City of Cedar Rapids taxes for operating expenses. The City's Purchasing guidelines are being followed for this proposal.
- 19) **Question:** How many URLs are expected to be part of this project? If multiple URLs, please list them.  
**Answer:** This question is unclear – if by “URLs” you mean domains, there will just be one domain: [www.themedquarter.com](http://www.themedquarter.com).
- 20) **Question:** How many third-party systems are expected to integrate into the site? Please list the third-party systems.  
**Answer:** There are no third-party systems integrated into the site at this time.
- 21) **Question:** Are there any components of the current site that will not be part of this new redesigned site?  
**Answer:** No.
- 22) **Question:** What will be used for site search?  
**Answer:** We are open to recommendations by the respective RFP respondent(s).
- 23) **Question:** What will be used for site analytics?  
**Answer:** We are open to recommendations by the respective RFP respondent(s).
- 24) **Question:** Is there a need for multilingual?  
**Answer:** No.
- 25) **Question:** What are the most important criteria for selecting a vendor?  
**Answer:** Evaluation criteria are listed in Section 5.0 of the RFP.
- 26) **Question:** How important is other higher education experience to the vendor selection?  
**Answer:** Refer to the evaluation criteria in Section 5.0 of the RFP.
- 27) **Question:** Will vendor selection be prioritized by proximity to Cedar Rapids?  
**Answer:** Refer to the evaluation criteria in Section 5.0 of the RFP. Vendors on the Cedar Rapids Certified Local Vendor list will receive additional points per the Buy Local Guidelines on Pages 25-27 of the RFP.
- 28) **Question:** Will presentations take place onsite or via a conference call?  
**Answer:** It is not a requirement for presentations to be onsite. For out of state vendors, a web presentation, such as WebEx, would be utilized.
- 29) **Question:** Is there an expected timeline for this project? What is your target start date and end date for this project?  
**Answer:** See Item 3.1.1 on Page 6 of the RFP.
- 30) **Question:** What is the length of time ongoing web maintenance support will be required?  
**Answer:** Consultant shall provide pricing for 6 month and 12 month increments for maintenance and support. The length will be determined at time of project award.
- 31) **Question:** Will project invoicing be sent to the City or the MedQ?  
**Answer:** City of Cedar Rapids.

- 32) **Question:** Who will be the point(s) of contact during the preliminary concept/creative stage?  
Who will be the point(s) of contact during routing approval stage?  
**Answer:** The primary point of contact will be Phil Wasta, Executive Director of the MedQuarter Regional Medical District. He will involve members of the Medical SSMID Commission and Branding & Marketing Committee as well as staff from the Cedar Rapids Metro Economic Alliance's Communications Department as needed throughout the process.
- 33) **Addition:** Consultant will also create a Facebook Business Page for the MedQuarter District.
- 34) **Clarification:** The MedQuarter District would like to keep the look of the current website. Consultants may design a new website framework. Also, the new website needs to be mobile-friendly, pro-active and have a social media presence.
- 35) **Clarification:** The Cedar Rapids Economic Alliance is the content manager for the website. They will input and update information. If there are any "mechanical" changes required for the website, the Consultant will perform those.
- 36) **Clarification:** There are two primary users of the website: (1) businesses and property owners in the MedQ District and (2) patients and visitors to the MedQ District.
- 37) **Information:** The MedQuarter District is comprised of art, history, amenities, property owners and medical facilities. The website needs to promote the entire area, not just the medical facilities. The MedQ board is seeking to be more active on economic development.
- 38) **Information:** Proposals will be evaluated by the Branding and Marketing Committee of the MedQuarter board.

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All addenda that you receive shall become a part of the contract documents and shall be acknowledged and dated on the bottom of the Signature Page (Attachment B). The deadline for sealed proposals is July 28, 2016, before 3:00 pm CDT at the Office of the City Clerk, 101 First Street SE, Cedar Rapids, IA 52401.