

1. Will the selected vendor have one point-of-contact for this project who will help facilitate gathering information and content on behalf of the Township or will the vendor be responsible for all interactions with each department? If the latter, how many departments will take part in the process?

The township will have two employees to serve as points of contact for the vendor.

2. Will the Township be providing photographs and other images for the website?

Yes

3. In regard to copy, will the Township be crafting content for the webpages?

The township will create new content when necessary, in addition to reusing existing information and documents on its current website.

4. Could you please identify the primary target audience groups visiting the site and their chief reason(s) for doing so?

Our target audience includes, but is not limited to all residents of the Township and any person, agency or business interested in Township provided information.

5. If there are challenges with the current CMS, could you please share what they are?

No current challenges

6. To better understand business requirements, please assist regarding Township programs & classes:

- i. Will there be a set fixed amount of programs and classes? If so, how many?

No fixed number of programs. Programs and classes will vary from season to season.

- ii. Are programs/classes one-time or reoccurring registered events?

Both

- 7. In regard to emails (see p. 3/9), what type of communications will be sent? If this marketing related, would commonly used 3rd party solutions be considered?

See item V.2.k in the RFP. All solutions are will be considered.

- 8. To ensure we capture the need; what type communications will be sent via text?

See item V.2.k in the RFP.

- 9. In order to understand project scope, could you please list (and provide links if possible) of all the only applications that's expected to be built within the new site?

We do not have a current list of applications to be used on the site.

- 10. Approximately how many basic webpages will be migrated from the old website? This information will help up establish labor that will be involved.

Currently, we have under 40 webpages.

- 11. Pertaining to rebrand services (section v.6.):
Is there currently a style guide that we will be referencing?

Vernon Township does not have a current style guide but we will work with the vendor to develop a style guide.

12. Could you elaborate further on the type of signage expected, or is this referencing the collateral that has been referenced elsewhere?

Vernon Township will be considering a new and complete rebrand.

13. Are there any milestones deadlines we should be aware when proposing a timeline?

As stated in the RFP, vendors should include a timeline when submitting a proposal. Vernon Township has no deadlines established apart from any listed in the RFP.

14. In order to ensure that we are offering an appropriate services and tools, given the number of approaches that can be taken and the robust benchmarks referenced (e.g. www.utah.gov), can you please share the budget cost range for this project?

All responses should include all fees to implement the solution your organization is providing in response to the RFP.