

1. Would you require the selected vendor to meet with your team in person for kick off or major milestone meetings, or training sessions. If so, may we include those as optional cost elements in the proposal?

See item V.4.d in the RFP regarding on-site and/or virtual training. All costs associated with training should be included in the response to the RFP.

2. Can we email the proposal or would you prefer hard copies? Also, kindly share the number of hard copies that need to be submitted.

See item VI.1.i in the RFP.

3. Do you prefer a particular Content Management System CMS platform? Some organizations have a strong liking for open source solutions (like WordPress) while others want highly customizable and secure option.

Vernon Township does not prefer a particular Content Management System.

4. Are you able to share traffic history (and other KPIs including Pages per session and average session duration, Click-through rate (CTR), Unique Visitors, Bounce Rate) for the existing website?

Statistics are not available for the current website.

5. What is your criterion for website vendor selection. We'd like to ensure that the proposal focusses on those key points.

As stated in the RFP: *Award of Contract*: The Township will award the services in the manner that will obtain the highest quality services at the most competitive price. Vernon Township reserves the right to reject any and all proposals and to negotiate a proposal at all times following the opening of the proposals. The Township reserves the right to request additional technical and pricing information following the opening of submitted proposals. In evaluating the proposals, price will not be the sole factor. Factors deemed necessary and proper for best value include, but are not limited to, price, quality of service, responsiveness to the specifics of this Request for Proposals, understanding of the engagement, general reputation and references.

6. In reference to Interactive maps requirement (listed on section V2m), do you have an existing custom database that includes the geospatial data. We could only see Google maps on the existing website.

Currently, the Township does not use any custom database that includes geospatial data.

7. In reference to automatic notifications requirement (listed on section V2k), are you looking for both email and text notifications for subscribed citizens?

Yes

8. What is Vernon Township's existing marketing strategy besides website (e.g. social media, offline print campaigns)? Do you use any reporting or marketing tools to track your performance? Are you looking to expand your social media presence as well as search engine optimization (Google search) results for certain keywords.

Vernon Township is in the process of developing a marketing strategy outside of the use of our website. Currently, we do not use any reporting or marketing tools to track performance. Yes, we are looking to expand the Township social media presence as well as search engine optimization.