ADDENDUM No. 1

RFP No. 23-58

Public Engagement Hub

Due: November 8, 2023 at 3:00 P.M. (local time)

The information contained herein shall take precedence over the original documents and all previous addenda (if any) and is appended thereto. **This Addendum includes three (3) pages.**

The Proposer is to acknowledge receipt of this Addendum No. 1, including all attachments in its Proposal by so indicating in the proposal that the addendum has been received. Proposals submitted without acknowledgement of receipt of this addendum may be considered non-conforming.

The following forms provided within the RFP Document should be included in submitted proposal:

- **Attachment B – City of Ann Arbor Non-Discrimination Declaration of Compliance**
- **Attachment C - City of Ann Arbor Living Wage Declaration of Compliance**
- **Attachment D - Vendor Conflict of Interest Disclosure Form of the RFP Document**

Proposals that fail to provide these completed forms listed above upon proposal opening may be rejected as non-responsive and may not be considered for award.

I. QUESTIONS AND ANSWERS

The following Questions have been received by the City. Responses are being provided in accordance with the terms of the RFP. Respondents are directed to take note in its review of the documents of the following questions and City responses as they affect work or details in other areas not specifically referenced here.

Question 1: For this requirement: for K. Needs to include analytics tools such as reports and dashboards. Are you looking for any of these to include data outside of the public engagement platform?

Answer 1: No.

Question 2: Is the entire scope listed in the RFP, or has the City chosen to share only a portion of the scope?

Answer 2: The entire scope is listed in the RFP.

Question 3: Please provide more information regarding the "need to track both local and city-wide initiatives." How would you like to track initiatives?

Answer 3: We would like to track both local and city-wide initiatives consistently. An example of a local initiatives would be a street resurfacing project that impacts residents surrounding the project. An example of a city-wide project would be revising the City's comprehensive plan which impacts the entire city.

Question 4: Does the City require licenses for a single department or a city-wide license?

Answer 4: The software will be used by several departments who run projects that have a public engagement component.

Question 5:   How does the City collect community engagement data at present?

Answer 5:   City staff collect data in a variety of ways depending on the project needs. This could include participation and demographic surveys, attendance at public meetings (both virtual and in-person), email and website analytics, like page views, click-throughs, and open rates. We also routinely collect open-response feedback about how to make it easier to engage with the City.

Question 6:   Does the City have any specific community engagement goals or metrics they want to achieve in the next few years?

Answer 6:   The City is always looking to increase the attendance and participation in engagement opportunities as well as attract new and more diverse participants. City staff have goals to increase the percentage of non-white participants and participants under 40. In the future staff would like to establish metrics and track participation for other audiences (either demographic or interest based).

Question 7:   Does the City have an expectation on the length of the contract? Should we provide pricing for multiple contract term lengths, or will this be discussed later on in the procurement process?

Answer 7:   At this point we have no expectation on the length of the contract. At minimum, please provide a one-year contract length.

Question 8:   For requirement A-What communication channels do you believe are required to communicate project information?

Answer 8:   We want to communicate project information consistently on the web.

Question 9:   For requirement B-Can you please provide examples of ways you expect to track initiatives.

Answer 9:   Please see Answer 3. The end users of the system should be able to track both local and city-wide initiatives.

Question 10:   For requirement C-What does signing up to a project constitute? For e.g. members on receiving updates on project status, access to additional information, ability to post a question, ability to upload, download files, etc…

Answer 10:   This requirement is specific to end users receiving project status updates.

Question 11:   For requirement D-What methods of communication do you believe are required for the updates?

Answer 11:   Project updates should be provided on a project webpage or website. The effort for staff to provide updates should be straightforward and simple.

Question 12:   For requirement H-Please provide some details on what is expected of city run public engagements

Answer 12:   Depending on the project either city staff or third-party consultants could be leading the public engagement efforts. We are seeking a tool that can be used consistently by both groups.

Question 13:   For requirement J-what parts of the site do you want to allow members to comment on?

Answer 13:   If a software system includes the ability for end users to comment on projects we would like comment moderation services included in the solution.

Question 14:   For requirement L-Please provide examples of administrative efforts you expect to be simple.

Answer 14:   At the core of this requirement is the notion of simplifying and minimizing the administrative effort for providing project status updates.

Offerors are responsible for any conclusions that they may draw from the information contained in the Addendum.