



RFP Title: Website Redesign and Development Services
Addendum Date: May 5, 2026
Proposal Due Date: May 15, 2026, 5:00 p.m.
Contact: Amber Servin, Interim Assistant City Manager | amber@hiddenhills.gov

This Addendum responds to all written questions received from prospective proposers regarding the above-referenced Request for Proposals. Questions have been paraphrased and consolidated for clarity. All responses below are official and supersede any conflicting language in the original RFP where noted.

SECTION I - CONTENT & MIGRATION

Q1. How many pages currently exist on the City website, including any pages that may be beyond the 50-page scope described in the RFP?

Response: The City estimates the current website contains approximately 40-50 pages of substantive content. The 50-page limit referenced in the RFP represents the maximum scope of pages to be redesigned and migrated under the base contract. The final list of pages to be migrated will be confirmed by mutual agreement during the discovery and sitemap development phase. Proposers should plan for up to 50 pages as described in the RFP.

Q2. Will content be provided in finalized form prior to migration, or is content review and cleanup expected as part of the project scope?

Response: The City will provide existing website content as-is. Content editing, copywriting, and editorial cleanup are not included in the scope of this RFP. The selected vendor is not expected to serve as a content editor. The City will be responsible for reviewing, finalizing, and approving all content prior to migration. If a proposer offers light editorial or content support as an optional value-added service, it should be itemized separately in the fee proposal.

Q3. Should existing content be recreated as-is during migration, or may the vendor optimize content structure as part of the process?

Response: The selected vendor should migrate content in a manner consistent with the approved sitemap and site architecture developed during the discovery phase. Vendors are encouraged to identify opportunities for structural improvement during discovery and to raise those recommendations for City review. However, no substantive content restructuring beyond the approved sitemap should proceed without City direction and approval.

SECTION II - CMS & PLATFORM ACCESS

Q4. Will the selected vendor be provided access to the current City website and hosting environment?

Response: The City will provide reasonable access to existing website content and assets necessary for migration. Access to the current hosting environment will be coordinated on an as-needed basis following contract execution. The selected vendor should plan for standard content export and migration workflows rather than assuming full CMS-level backend access to the current site.

SECTION III - INTEGRATIONS

Q5. Is the City's e-newsletter currently managed through a platform such as Mailchimp, or is there an existing setup the selected vendor should integrate with?

Response: The City does not currently operate an active e-newsletter program through a dedicated platform. The selected vendor should plan to implement a standard e-newsletter signup integration (e.g., Mailchimp or equivalent) as part of the project scope. Any platform-specific integration costs should be reflected in the fee proposal. The City will confirm preferred platform details during the project kick-off meeting.

Q6. How are City Council agendas and meeting minutes currently managed and published on the website?

Response: City Council agendas and meeting minutes are currently published on the City website as static PDFs uploaded manually by staff. The selected vendor should plan to implement an agenda and meeting minutes portal consistent with the functionality described in Section 2.3 of the RFP. There is potential to integrate with a third-party agenda management system.

Q7. Are there any additional third-party systems or APIs that require integration beyond those identified in the RFP?

Response: No additional third-party system integrations beyond those described in the RFP are required at this time. Should additional integration needs be identified during the discovery phase, they would be addressed through a scope amendment, with the mutual agreement of the City and the selected vendor.

Q8. Regarding the AI Digital Library Initiative referenced in Section 2.3 of the RFP, has the City selected a platform vendor or finalized an API for integration?

Response: Yes. The City has selected platform vendors for the AI Digital Library Initiative under separate agreements. The website vendor's scope with respect to the AI Digital Library is limited to providing integration capability on the City website - specifically, a dedicated landing page and/or an embedded catalog widget that connects residents to the digital library resources. Detailed platform-level development within the AI Digital Library environment is outside the scope of this RFP. The selected website vendor will coordinate with City staff and the existing platform vendors as needed during the integration phase.

SECTION IV - DESIGN & BRAND

Q9. Are there established brand guidelines or a style guide beyond the existing City logo and currently available assets?

Response: The City does not currently have a formal brand style guide. A Citywide Brand Style Guide is being developed through a separate, concurrent engagement. The selected website vendor should use the existing City logo and any City-supplied visual assets as the foundation for the redesigned site. Proposers may present a design direction and visual approach during the discovery phase for City review and approval. The City will share completed brand assets with the website vendor as they become available.

Q10. Can the City share examples of websites it finds appealing or would like to avoid?

Response: The City will share directional website examples and reference sites with the selected vendor during the project kick-off and discovery phase. Proposers are welcome to include examples of comparable municipal websites or design concepts in their proposal submissions to demonstrate aesthetic alignment with the City's goals.

SECTION V - HOSTING & INFRASTRUCTURE

Q11. Does the City have a preferred hosting environment or provider?

Response: The City does not have a mandatory preferred hosting provider. Proposers should recommend and include hosting on a platform that meets the requirements described in Section 2.6 of the RFP, including SSL registration, regular backups, and proactive security update management. The City will evaluate proposed hosting solutions on the basis of reliability, security, support responsiveness, and overall value.

SECTION VI - BUDGET

Q12. Has the City established a target budget or Not-to-Exceed amount for this project?

Response: The City does not have a published Not-to-Exceed budget for this engagement. Proposers are invited to develop comprehensive fee proposals reflective of the full scope of work as described in the RFP. The City reserves the right to award the contract in whole, negotiate scope adjustments, or award on a component basis. Proposers are encouraged to present fee structures transparently, with itemized pricing for deliverables or phases where feasible.

Q13. Has the City previously received formal or informal quotes, bids, or estimates for this scope of work? If so, are those documents available for public disclosure?

Response: The City has not previously issued a formal solicitation or received formal bids or estimates for website redesign and development services. This is an open and competitive procurement. No prior quotes or estimates are on file for disclosure. All prospective proposers are competing on equal footing.

This Addendum is hereby incorporated into and made a part of the original RFP. All other terms and conditions of the RFP remain in full force and effect. Proposers are responsible for acknowledging receipt of this Addendum in their submitted proposals.

Proposal Submission Deadline: May 15, 2026, 5:00 p.m.

Questions: Amber Servin, Interim Assistant City Manager – amber@hiddenhills.gov – (818) 888-9281