ADDENDUM NUMBER 3
RFP: COMMUNITY ENGAGEMENT SOFTWARE

Contract S5-1025.2

DECEMBER 18, 2025

To all holders of S5-1025.2 Proposal Documents:

This addendum forms part of the Bid documents and modifies the original proposal document. Deletions, corrections, and changes shall be as binding as if incorporated in the original documents. All General Overviews, Terms and Conditions, basic requirements, etc., as specified initially, shall apply to these items. Acknowledging receipt of this addendum will be required as part of the contract agreement.

Item #1: The URL listed for **Attachment A: Functional Requirements** has been updated and is fully accessible.

Acknowledge receipt of this Addendum in the space provided in the Proposal. Failure to do so may disqualify the Bidder.

Christine R. Karem, Sr. Contract Specialist
M/WBE Coordinator
Purchasing Division
END OF ADDENDUM TWO

CITY OF WILMINGTON
NORTH CAROLINA

Addendum Number: 3

Community Engagement Software | RFP No. S5-1025.2 | 12/8/2025

Extension of Submission Deadline and Evaluation Period

Revised Proposal Due Date: Friday, December 19, 2025, at 3:00 p.m.

Proposal Evaluation: 4-week period after submission

Updated Links and File Paths

Pre-Proposal Conference Recording

We understand that the recording link included in the first Addendum cut off after the introductions. We have modified the way the recording is posted to address this issue. The link is available at:

https://youtu.be/NOJyTpNZpDA

Attachment A: Functional Requirements

A revised version of the Microsoft Excel File for Attachment A has been uploaded and is available at:

https://www.wilmingtonnc.gov/files/assets/city/v/1/development-amp-business/documents/community-engagement-software-rfp/attachment-a-functional-requirements-revised.xlsx

This updated version:

- Removes the protection from cells that were inadvertently locked on the Functional Requirements tab. We understand that some notes may not be fully visible when printing to PDF, as vendors will not be able to adjust row height. However, in any instance where the full notes are not visible in the PDF, city

staff will adjust the rows in the Excel file submission and reprint so that the full notes portion is accessible to all reviewers.

- Adds additional context to functional requirements Inform 3 (I.3 on Tab 2) and Data Analysis/Reporting 7 (D.7), where words were inadvertently missing from the requirements.

Questions

The following questions were submitted by the 11/19/2025 deadline; however, due to an email glitch, they were not identified by staff until a follow-up email from the vendor on 11/28/2025.

1. **The RFP indicates a targeted 12-week go-live. Given the scope of configuration, integration, testing, and training, would the City consider extending the implementation timeline to approximately six months, including UAT & Hypercare?**
   a. **If not, can the City clarify what minimum functionality must be included in the initial pilot within 12 weeks and what items may be phased into a later release?**

   No, we would not consider extending the go-live date by six months. Based on our research of existing community engagement platforms, 12 weeks should be sufficient time to deploy a complete platform. If proposers believe this timeframe to be unrealistic, they should identify a proposed schedule for implementation, including a list of features that would be available in each phase of deployment.

2. **Are parallel UAT cycles acceptable for multiple departments, or must each department validate independently?**

   The City will accept parallel UAT cycles.

3. **Does the City prefer train-the-trainer, or should the vendor conduct all end-user training?**

   A train-the-trainer model is acceptable.

4. **Does the City have existing ESRI REST endpoints available for integration?**

   Yes, the City supports REST endpoints and currently uses the ArcGIS Enterprise platform.

5. **Social media sharing option: Is real-time integration required between the new system and social media platforms? Is it bi-directional or just outbound posting?**

   The City seeks to understand the level of social media integration supported by the proposed platform. Respondents should clearly outline the following:

- *Real-Time Posting*: Indicate whether your system supports real-time outbound posting to social media platforms (e.g., Facebook, Instagram, X/Twitter, LinkedIn). Specify if any delays, batching, or platform-specific limitations apply.
- *Bi-Directional*: Confirm your platform offers bi-directional integration, including the ability to:
  - Pull comments, messages, reactions, or engagement metrics into the platform
  - Monitor or respond to resident feedback from within the system. Outline all data points available and any restrictions based on API rules for each network.
- *Governance & Data Controls*: Describe administrative controls, audit trails, user permissions, and content approval workflows related to social media publishing.

6. **Project Pages: Could you specify the complexity of the custom pages and any validations required? (validations?)**
   Project pages should be customizable with template-building options. They should, at a minimum, include the project overview, phasing/timelines, opportunities for engagement, an event calendar, and real-time engagement data updates. There are no known validations at this time.

7. **Newsletter Builder: What level of functionality is expected, simple templates, full drag-and-drop designer, or advanced capabilities such as personalization and segmentation?**
   The newsletter function should support creating a list of receivers, simple templates, and the ability to send newsletter blasts through the platform.

8. **For integrations with Granicus Open Cities and GovDelivery, what data must be exchanged? Should integration be bi-directional or one-way?**
   The City uses Granicus OpenCities for its public-facing website. Respondents should detail the following:

   - *Data Exchange Requirements:* Specify what data your system can send to OpenCities, such as:
     - Engagement content (e.g., surveys, polls, meetings, projects)
     - Widgets or embeddable modules
     - Updated project statuses or timelines
     - Public comments or engagement summaries

     Identify what data can be received from OpenCities (if applicable), such as:
     - Website analytics
     - Existing project pages or content templates
     - User authentication or profile data
   - *Integration Directionality:* Indicate whether the integration is bi-directional and describe the information flow in each direction.

- *Technical Method*: Include API documentation, typical implementation workflows, and any system prerequisites.

The City uses GovDelivery for mass email distribution and subscription management. Respondents should address:

- Required Data Exchanges: Detail what information can be exchanged with GovDelivery, including:
  o Subscriber lists or segments
  o Engagement activity (e.g., likes, comments, survey results) that may inform segmentation
  o Message content or campaign triggers
  o Analytics data (opens, clicks) returned to the engagement platform
- Integration Directionality: Identify whether integration is:
  o Outbound only (e.g., pushing new content or campaigns into GovDelivery),
  o Inbound only, or
  o Bi-directional, enabling synchronized:
    ▪ Contact records
    ▪ Subscription preferences
    ▪ Engagement behaviors

- Automation Capabilities: Describe whether the platform can automate workflows such as:
  o Triggering GovDelivery messages based on engagement events
  o Updating subscriber groups based on participation
  o Syncing engagement metrics back into GovDelivery segments or dashboards

Respondents should also provide:
- API capabilities and limitations
- Supported authentication methods (e.g., OAuth, SSO, SAML)
- Data security and privacy controls
- Frequency of sync or refresh intervals
- Any additional licensing or costs associated with integration
- Implementation timelines and required City resources

9. **How many surveys need to be created after setup? Should the implementation partner handle survey setup?**
   There is no set number of surveys to be developed; whether the survey tool is used will depend on the specific project. The tool should be user-friendly, as the surveys themselves will be created by staff and tailored to the project itself. The survey tool should be easy for staff to use, with the ability to have more than one survey per project.

10. **Webhooks for third-party sync: How many webhook services are required, and can the City provide details on expected triggers and payloads? -**
We do not currently have any systems we are looking to integrate with, but we would like to know that Webhooks are available should we need them in the future.

11. **Single Sign-On (SSO) Integrations: Does the City have a preferred SSO provider or identity platform?**
Microsoft Entra ID

12. **Will virtual/hybrid meetings be hosted through Microsoft Teams, or does the City prefer an embedded webinar experience?**
An embedded webinar experience is preferred.

13. **Which languages do you expect the portal and engagement materials to support? Could the City provide a list of required languages? - Language Accessibility Plan?**
See response to Question 7 in Addendum 1.

ATTACHMENT A: FUNCTIONAL REQUIREMENTS

Instructions

1. Based on the definitions and instructions provided below for each requirement, select the most appropriate response indicator from the dropdown list.
2. Requirements left blank will be treated as a response of "N", feature/function not provided.
3. **If a third-party system is a part of the proposal,** the third-party shall respond to the appropriate requirements using the "S"/"F"/"C"/"T"/"N" indicators with a clear notation in the comment field that the responses are provided by the third-party.

Response Indicators

Indicator	Definition	Instruction
S	**Standard:** Feature/Function **is included in the current software release** and will be implemented by the planned phase go-live date as part of the proposal from Vendors in accordance with agreed-upon configuration planning with the City.	Proposers are encouraged, but not required, to provide additional information in the Comments column to further demonstrate the system's ability to meet the requirement.
F	**Future:** Feature/Function **will be available in a future software release**, at which point it will be implemented in accordance with agreed-upon configuration planning with the City.	If a response indicator of "F" is provided for a requirement that will be met in a future software release, the Proposer shall indicate the planned release version, as well as the time the release will be generally available.
C	**Customization**: Feature/Function is **not included** in the current software release, and is not planned to be a part of a future software release. However, **this feature could be provided with custom modifications**. All related customization costs should be indicated in Attachment B – Cost Worksheet.	If a response indicator of "C" is provided for a requirement that will be met through a custom modification, the Proposer shall indicate the cost of such a modification.
T	**Third-Party.** Feature/Function is **not** included in the current software release, and is **not** planned to be part of a future software release. However, this feature could be **provided with integration with a third-party system.** This system should be specified.	If a response indicator of "T" is provided for a requirement that will be met by integration with a third-party system, the Proposer shall identify this third-party system and include a cost proposal to secure this system. If the third-party system is a part of the proposal, the third-party shall respond to the appropriate requirements using the "S"/"C"/"T"/"N" response indicators with a clear notation that the responses are provided by the third-party.
N	**No: Feature/Function cannot be provided**	N/A

Table of Contents

Req. No.	Description	Priority	Vendor Response	Comments
GENERAL & TECHNICAL REQUIREMENTS				
TECHNICAL ENVIRONMENT				
T.1	Cloud-hosted SaaS model	Critical		
T.2	WCAG 2.1 / ADA compliance certification	Critical		
T.3	ISO 27001, SOC 2 or equivalent certifications	Critical		
T.4	Regional data residency options	Critical		
SECURITY				
S.1	End-to-end encryption (SSL/TLS)	Critical		
S.2	GDPR/CCPA compliance	Priority		
S.3	Data anonymization features	Priority		
S.4	Activity logs and audit trails	Critical		
S.5	Multi-factor authentication (MFA)	Priority		
INTEGRATIONS				
I.1	Open RESTful API	Priority		
I.2	GIS/ArcGIS integration	Critical		
I.3	CRM/ERP integration (e.g., Salesforce)	Priority		
I.4	Webhooks for third-party sync	Priority		
I.5	Single Sign-On (SSO) Integrations	Priority		
SUPPORT				
SU.1	SLA with uptime guarantee	Critical		
SU.2	Regular software updates and patching	Priority		
SU.3	Support ticketing system	Critical		
SU.4	Knowledge base and documentation	Critical		
SU.5	Onboarding and training support	Critical		

Req. No.	Description	Priority	Vendor Response	Comments
FUNCTIONAL REQUIREMENTS				
User Experience				
U.1	Custom branding (logo, color scheme, fonts)	Critical		
U.2	Personalized domain name	Priority		
U.3	Responsive mobile tablet interface	Priority		
U.4	Multilingual support (auto-translation)-portal	Critical		
U.5	Multilingual support (auto-translation)-materials and documents uploaded to portal	Critical		
U.6	WCAG 2.1 Level AA accessibility compliance	Critical		
U.7	Social media sharing options	Critical		
U.8	Subscription/opt-in preferences	Critical		
U.9	Anonymous participation capability	Critical		
Inform				
I.1	News/announcement publishing	Critical		
I.2	Scheduling of posts/events	Critical		
I.3	Media/document uploads (PDF, images, video)	Critical		
I.4	Project pages: Timeline	Critical		
I.5	Project pages: Phasing	Critical		
I.6	Project pages: Status updates	Critical		
I.7	Project pages: Custom pages for additional information	Critical		
I.8	Smart Notification System: Targeted Emails	Critical		
I.9	Smart Notification System: Targeted SMS/text	Critical		
I.10	Smart Notification System: Targeted newsletter features	Critical		
I.11	Newsletter builder	Critical		

FUNCTIONAL REQUIREMENTS				
Req. No.	Description	Priority	Vendor Response	Comments
Consult				
C.1	Surveys and polls with customizable question types	Critical		
C.2	Idea boards / crowdsourcing tools	Critical		
C.3	Interactive maps for location-based feedback	Critical		
C.4	Production of paper surveys/polls for offline use	Critical		
C.5	Auto-transcription of comments and data received off-line	Priority		
C.6	Create and engage with focus groups	Critical		
C.7	Acknowledge/respond to community feedback	Critical		
C.8	Document annotation	Priority		
C.9	Public vs. private (restricted access) participation settings by project	Critical		
Collaborate/Empower				
CE.1	Event management: event creation	Critical		
CE.2	Event management: RSVP functionality	Critical		
CE.3	Event management: host online workshops and hybrid meetings	Critical		
CE.4	Event management: create and engage with	Critical		
CE.5	Virtual meeting/webinar integration	Critical		
CE.6	Commenting on projects/documents/posts	Critical		
CE.7	Upvoting/downvoting or "like" features	Critical		
CE.8	Discussion forums with moderation capabilities	Critical		
CE.9	Community proposal capability (public forum/ideation features)	Critical		
CE.10	Tagging and categorization of content/comments	Critical		

Req. No.	Description	Priority	Vendor Response	Comments
FUNCTIONAL REQUIREMENTS				
Data Analysis/Reporting				
D.1	Dashboard with real-time analytics	Critical		
D.2	Data reports and analysis	Critical		
D.3	Project participant mapping	Priority		
D.4	Data mapping	Critical		
D.5	Participant demographics and trends (data provided by participant)	Critical		
D.6	Census-backed demographic reporting	Critical		
D.7	Participant profiles with history of engagement	Priority		
D.8	Sentiment analysis or keyword tracking	Critical		
D.9	Exportable reports (CSV, Excel, PDF)	Critical		
Platform Management				
P.1	Single Sign-On (SSO) integration	Priority		
P.2	Role-based permissions for administrators	Priority		
P.3	Granicus website integration	Critical		
P.4	ESRI integration	Critical		
P.5	Customizable back office and workflow	Critical		
P.6	Flexible and customizable content builder and page building features	Priority		
P.7	Automatic detection of abusive, toxic, or otherwise inappropriate content	Critical		
P.8	Create restricted access projects (staff only projects)	Critical		
P.9	Storage of all engagement data in single platform with ability to integrate across departments	Critical		