Request for Proposal:
Website Redesign

__Questions and Answers__
Updated November 25, 2022

BUDGET, GENERAL PROJECT & RFP PROCESS

Question 1:
What's the duration for website maintenance, support, etc. for this WordPress project under the $25K budget?

Answer: Website maintenance is ongoing – on a monthly basis. That would be a separate cost and we would need to know what an estimated cost would be.

Question 2:
Is $25,000 the budget for the entire contract?

Answer: Yes.

Question 3:
Does the budget include tech support and hosting? What was the investment in the previous website?

Answer: As mentioned in the RFQ, the budget is not to exceed $25K. The budget does include tech support, but not hosting as this time. That is information is not readily available at this time.

Question 4:
Is there a mandatory pre-proposal meeting?

Answer: No

Question 5:
What is the duration/extent of the project encompassed under the budget?

Answer: 6 months with a potential extension.

Question 6:
From what location the work needs to be performed – onsite/ offsite/ remote or even outside of the US (For example, India, Canada etc.)?

Answer: The work can be done remotely

Question 7:
Do you have a desired launch date? Is there a specific event driving the launch date?

Answer: By Q2 of 2023

Question 8:
What are the award criteria for the Project?

Answer: This is an RFQ, not an RFP, so there is no formal selection of criteria. The decision will be made on qualifications and quotes.

USERS

Question 9:
Who are your primary and secondary users?

Answer: Our members, reporters, staff, and the community at large.

Question 10:
Would you like detailed research in terms of your audience in the form of an audience needs assessment?

Answer: This is not necessary as we have access to our demographics currently.

Question 11:
How many visitors does the current website receive on a monthly basis?

Answer: Roughly 54K

Question 12:
How many site administrators will you have?

Answer: Typically, three

Question 13:
Will you require different levels of admin permissions?

Answer: Yes

Question 14:
Do we know how many users access the site already and what they do—do they have multiple inside people who publish blog posts or make basic content changes to the site, and are they already used to a specific theme, or does the company or team that designed/developed the original site make the updates?

Answer: We have a number of users with varying access levels. We provide the updates internally. We have a current vendor that takes care of any major changes, updates, and maintenance.

Question 15:
How many new staff per year will have to be trained?

Answer: TBD, staff fluctuates but roughly 15

TECHNICAL

Question 16:
Does the organization have a CMS preference? Open source? Drupal/WordPress?

Answer: We are going to continue with WordPress

Question 17:
What are your current pain points with the existing website? Technical challenges (if any)?

Answer: It's not visually appealing, the platform is outdated and not compatible with social media platforms, and information is hard to find at times. We would like to reduce the number of clicks to get to information.

Question 18:
What similar websites do you like and what is it you like about them?

Answer: We are open to suggestions, best practices and current trends. That will be discussed during the discovery stage of this project.

Question 19:
What is the current hosting environment?

Answer: It is currently hosted by a third party – AWS

Question 20:
Would you prefer cloud hosting or on premises?

Answer: Cloud based

Question 21:
Does a web design company or freelance designer/developer currently "own" the site hosting? Did that company also register the domain and "own" the domain hosting account?

Answer: We currently work with a vendor now but MORPC owns its site, domain, etc. The hosting is through AWS

Question 22:
Will the vendor provide hosting for MORPC's website?

Answer: We are currently evaluating that and anticipate that being a separate cost as well.

Question 23:
For email hosting: How would they/do they manage their email, and does the current website provider manage the mail domains? This would be a significant task added to the others above. I.e., suppose they use IMAP with Outlook or Gmail or something. In that case, if there are mailbox issues for all users, the "handshake" between the website/mail domain host and MORPC users utilizing Outlook or other services, we will have to be involved in addressing them.

Answer: I believe this is our current process.

> **Question 23a:**
> Is the expectation that the $25K budget encompasses that hosting?
>
> **Answer:** No, that would be a separate cost TBD.

Question 24:
How many pages of content do you anticipate transferring to the new site?

Answer: TBD, we are currently evaluating now, but roughly similar to what is on the site now.

Question 25:
Answer: To clarify the scope of the Project, could you please let me know the number of pages to be designed in a year? Any estimate?

Answer: We don't have an exact number, but it is similar to what we have on our current site, possibly a few less

Question 26:
Will many new pages/formats for lower-level pages require significant development/design?

Answer: We are not looking to add any additional pages, we are looking to reduce the current volume. We want to incorporate our social media platforms and more video.

Question 27:
We need to update WP platform – is it upgrading the WP platform from the existing version to a latest version?

Answer: It is upgrading to the latest version of WP. We are a few versions behind, and it is impacting our plugins and ability to stream various social media platforms.

Question 28:
Do you expect copywriting or editing services as part of engagement?

Answer: No, but the vendor selected will be expected to do any page revisions or back-end actions, coding, adding widgets, routine security updates, training (as needed), and monthly reports.

Question 29:
How extensive are the required changes? Would it involve colors, logo changes, etc.,?

Answer: We are seeking to update our current platform since the one we are on is outdated and not supporting our current plugins or social media platforms. We would also like a refresh of the current theme.

Question 30:
Reformatting/redesigning some modules, which have some fixed elements, may not be able to significantly change because of limitations of the modules/plug-ins. For example: Meetings and Events (we assume this uses something like the WordPress Events Calendar plug-in, but we are not sure); Blog format—the current format is very plain

Answer: These are current plugins, and we would like to maintain them in the site refresh.

> **Question 30a:**
> **Will we be making design changes for the current MORPC site alone or for sub-sites, specific example: Regional Sustainability Dashboard**
>
> **Answer:** This is from a third-party app incorporated into our website. We use dashboards from ESRI

Question 31:
If a new theme isn't needed, if it's easier for us to use a new theme and then import/re-design sections and modules, could we use a new theme (and then train them on the basic features of using a new theme)?

Answer: A new theme is being requested.

Question 32:
Will there be new modules for functionality not yet encompassed on the website, e.g., password-protected content sections, payment/donation services, etc.? (See below: They mention "extensive page design requests, plugins, and features.")

Answer: No.

Question 33:
Is the true scope to re-skin the existing site with most of the formatting and functions in-tact?

Answer: We are not looking to simply reskin the site. We are looking to update the platform and refresh the site to update its look and functionality.

Question 34:
Build custom theme design or purchase readymade themes?

Answer: We are open to either option

Question 35:
Do you have a style guide or a brand guide?

Answer: Yes, we do have a brand guide

Question 36:
It appears that the site uses extensive machine translation to offer content in a variety of languages: Is that the intent going forward—i.e., to use the machine translation for the entire site or to start to translate content on numerous pages manually?

Answer: We plan to continue to use this format.

Question 37:
Will we have full access to the existing site, including the entire hosting environment, to move or copy the site and to access all webserver elements, the WP admin, etc.?

Answer: The vendor selected will have access and work with MORPC's IT department on the transfer of hosting if we decided to go that route.

Question 38:
Requested list of Wordpress plugins used in the site.

Answer: To be given at a later date to the vendor awarded the project

Question 39:
Any paid events? Existing payment options?

Answer: No. None at this time.

Question 40:
Are there any subscription options for faculty for the event?

Answer: No

Question 41:
What keywords will your audience use to find your website?

Answer: This is something we would discuss with the vendor that is awarded this project.

ONGOING SUPPORT

Question :
We believe you indicated that the "ongoing support" would be encompassed in a different scope and budget. From what we see in the document, it appears that this may not be the case (unless they "mis-documented" their scope), and they could expect

Answer: You are correct, ongoing support will be a separate budget not to exceed $12K annually but to be discussed with the vendor selected.

Question
Staff training on new CMS for basic website maintenance: Continued training? How many people?

Answer: As new people are added to the agency, they will need training. Currently, each department has a representative/editor to update their own pages.

Question :
Who currently makes updates? Is a web design/development firm or freelance designer/developer involved?

Answer: Basic updates are done internally