

Questions about Website Redesign RFP

Last Updated: 11/22/2022

1. How many non-technical content editors do you want to allow to edit the new website?
 - a. **Two.**
2. How many pages and documents are on the website today?
 - a. **WordPress currently indicates 156 media items, 169 pages, and 186 posts. The desire for the new website is to streamline this content to utilize the least number of pages while meeting the needs of the organization and to prioritize third-party storage solutions for website media, documents, etc.**
3. Would you like for [Selected Firm] to migrate all the content into the new one?
 - a. **The Scope of Work indicates that the selected proposer will integrate content from the previous website, however, only the content that is desired. The goal is to streamline our existing website's content significantly.**
4. We would like to integrate as many Internet and Social media communication applications as possible, can you give us any rough idea on the budget range for this project so we can get the proper discounts to fit your budget?
 - a. **TBRPC looks to respondents to propose a quote based on the RFP or similar.**
5. Do you have a set of brand standards that you would like us to feature when designing your site?
 - a. **We have an official logo and often use the colors blue (#1b4762) and green (#8fb423). We are open to design recommendations during the redesign process.**
6. Are there any user actions (such as submissions, phone number clicks, and scroll depth) that you would like us to track as conversions on the site?
 - a. **We desire the ability to track page views, unique visitors, any submissions, and scroll depth.**
7. You mention the need for a "language translation mechanism". Do you have a particular type in mind or are you open to suggestions from the vendor?
 - a. **We are open to suggestions from respondents.**
8. You mention that your website is currently hosted via AWS. Are you open to using a different hosting provider?

- a. **We are open to suggestions from respondents.**
9. Do you require an event calendar on the website similar to the one you already have?
- a. **Yes.**
10. How many levels of user access do you require?
- a. How many members of your team do you foresee as having a login?
 - i. **Two.**
 - b. Would these members require different levels of access (e.g. Administrator, Content Editor)?
 - i. **No.**
11. You mention Accessibility compliance. Is GDPR compliance also something the website needs to take into account?
- a. **Yes, if legally required.**
12. Just wanted to confirm if you are accepting proposals from outside the USA.
[Potential Vendor] has an office in the USA but the website team is based in India.
Can we apply for the RFP?
- a. **As long as a firm is registered to do business in Florida, TBRPC can contract with them regardless of where their headquarters is - another state or country. Additionally, if everyone on the design team can communicate in English with TBRPC staff, then yes [Potential Vendor] can apply for the RFP. The website team can be based in another country; however, the selected firm's primary point of contact or project manager must be able to communicate with TBRPC staff in English.**
13. WP Media Folder. Paid annual subscription. Can you please describe this functionality and detail your requirements for this task?
- a. **The "WP Media Folder" is the WordPress Media library where currently, all of tbrpc.org's documents, videos, photos, etc. are stored. Instead of storing these media in WordPress, we prefer third-party alternatives.**
14. Can you please share your approved budget? If you can't do that, can you at least confirm that the approved budget is in the \$130K-\$160K range?
- a. **TBRPC looks to respondents to propose a quote based on the RFP or similar.**
 - b. **The budget is not within that range.**
15. Is there any flexibility in the 4-5 month project deadline? This is likely more of a 6 or even 7 project unless TBRPC is prepared to allocate a project manager 50% or more of the time to wrangle its constituents.
- a. **There is not flexibility in the 4-5-month project deadline.**
 - b. **There is no need to engage with constituents during the website redesign process, and instead will include key staff members.**
16. Other than displaying the calendar and detail events as they work from the Stachethemes plugin.

- a. **As written this question is unclear. Please resubmit your question.**
17. The social media integration desired is limited to being able to share any page on the new website via a social media toolbar/button, correct?
- a. **Yes. Additionally, it would be helpful to have the ability to embed social media posts onto the new website. See example of this below and on <https://baysoundings.com/>.**

FOLLOW US ON FACEBOOK



The screenshot shows a Facebook post from the page "Bay Soundings", which has 1.8K likes. The post is from "about a month ago" and features a link to the "Tampa Bay Estuary Program" (TBEP), which has 4,891 followers and was created on October 18. The text of the post reads: "ICYMI: Tampa Bay Waterkeeper and TBEP are teaming up to host a special series of kayak tours of the beautiful Shell Key Preserve. Register today for one of the ...". Below the text is a "See more" link and a photograph of several people kayaking on a body of water under a clear blue sky.

18. For the website, would you please rank the following in order of importance?

1. Communicate plans to the public with interactive maps and 3D graphics
2. Provide updated data and tools to support regional planning
3. Help local governments coordinate mutual aid before, during and after disasters
4. Help local governments win grants for infrastructure and hazard mitigation projects
5. Coordinate meeting agendas for the committees, record decisions and action items
6. Manage RFPs and proposals from vendors in a more systematic way
7. Showcase examples of successful projects

See response below: 1 = most important, 5= least important

1. Coordinate meeting agendas for the committees, record decisions and action items
2. Showcase examples of successful projects
3. Provide updated data and tools to support regional planning
4. Communicate plans to the public with interactive maps and 3D graphics
5. Manage RFPs and proposals from vendors in a more systematic way
6. Help local governments win grants for infrastructure and hazard mitigation projects
- **not important (outside of our domain)**
7. Help local governments coordinate mutual aid before, during and after disasters
- **not important (outside of our domain)**

19. Are US-based agencies that are not registered in Florida not allowed to bid?

- a. **[Potential Vendor] would have to be registered in Florida before a notice to proceed can be issued or a contract signed.**

20. Is the bid open to an international technology consulting company with a development center in India

- a. **[Potential Vendor] would have to be registered in Florida before a notice to proceed can be issued or a contract signed.**

21. Please let me know if you accept proposals outside of your country (We are based in [Country] but deal with 100% export clients). If so, can you please acknowledge this mail so that I can create and submit our proposal?

- a. **[Potential Vendor] would have to be registered in Florida before a notice to proceed can be issued or a contract signed.**

22. Is there any domestic or international travel required for vendor team members for this project?

- a. **No travel is required.**

23. Do you intend to maintain/keep the technology stack or open it for a new technology stack?

- a. **This is beyond our understanding of website design. We currently use WordPress and could continue using WordPress as long as it meets the needs described in the RFP.**

24. Is any multilingual support required?
 - a. **As described in the RFP, we desire a website with the ability for users to translate the language of the website's content.**

25. What user roles are to be supported? (Ex. Admin, User, Guest)
 - a. **Two Admin roles**

26. Could you confirm that the vendor is not expected to modify or rewrite any content?
 - a. **Thematic content will be provided by TBRPC. Website front-end design and structure developed by [Selected Vendor] with input from TBRPC.**

27. Is there any budget ceiling that we need to consider?
 - a. **TBRPC looks to respondents to propose a quote based on the RFP or similar.**

28. Do you expect the selected proponents to provide ongoing maintenance and support? If yes, for how long?
 - a. **We expect the website to be easily maintained and updated by TBRPC staff after the appropriate training is conducted by [Selected Vendor].**

29. Who are the people on your core team? - **To be determined.**
 - a. What are their roles and responsibilities? **To be determined.**
 - b. What percentage of their time will be dedicated to this project? **To be determined.**
 - c. Is there a designated project champion and core team, and are they prepared to collaborate with us on a weekly basis? **A TBRPC staff member will serve as the primary point of contact and will facilitate communication on behalf of TBRPC on a weekly basis, if not more often.**

30. Please tell us about the stakeholders at your organization
 - a. How large is the stakeholder group? **A small assembly of TBRPC staff (1-4 people).**
 - b. Is there a RACI chart or steering committee set up to manage them? **No.**
 - c. How do you envision the selected partner interacting with your stakeholders? **To be determined.**

31. In order to give our team a sense of the complexity of your current WordPress website, please share the following:
 - a. Number of post types
 - b. Number of nodes (pieces of content)
 - c. Number of taxonomies
 - d. Number of custom user roles
 - e. Number of custom modules

This information is not available at this time.

32. Are there any initiatives happening that this project is dependent on or related to (i.e, are you also doing a rebrand exercise or some other initiative that this project might need to wait for?)

- a. **No.**
33. Do you have brand guidelines? If so, when was the last time they were updated?
- a. **No formal brand guidelines. See response to question 5.**
 - b. **The logo was created in 2018.**
34. How many sites are involved in this project -- just the main site or are there intranets, sign in portals or sub-sites to include in our proposal?
- a. **Just the main site.**
35. Are you aware of any major risks to this project or workflow? Are there any known risks a vendor partner should be mindful of?
- a. **No.**
36. Will TBRPC's developers be available to co-sprint with our developers during the build phases of this project?
- a. **TBRPC does not employ developers. We have a website manager who will participate in brainstorming website development and material review.**
37. Our project planning process is highly collaborative between our business development and production teams. This collaboration requires time in terms of calendar days. Can your selection team commit to a two week time period between providing answers to the vendor questions and the proposal deadline, even if it means moving the proposal deadline?
- a. **No. The proposal deadline is Friday, November 25, 2022 by 4:00 PM Eastern Time.**
38. Has any user research been done to inform this RFP and is the team open to engaging users to participate over the course of the project? This can range from as early as the discovery phase to explore and validate needs, to later in the design process to verify the team's findings & assumptions prior to build. Scope can range from as minimal as a standardized user survey, to larger scale focus groups, usability testing, social media engagement, and public installations.
- a. **The Selected Vendor will engage with a team of TBRPC staff to develop a concept for the website redesign. TBRPC staff will be involved in the review of concepts and general design decision-making.**
39. Are there any of the following UX deliverables that you have already completed, or would like to exclude from the project scope? **The 1st deliverable should encompass necessary elements of below.**
- a. Goals & KPIs
 - b. Personas
 - c. Brand Identity Positioning (both visual & verbal guidelines)
 - d. Site Map
 - e. Audit of Post Types
 - f. Wireframes
 - g. Desired Publishing Workflow

40. Do you envision user research or any other deliverables occurring remotely or in person? What is your preference?
- Remotely.**
41. What are your organizational goals? How does your new website guide towards achieving those goals?
- This is described in the Project Overview (p. 2) section of the RFP.**
42. Please break the integrations down on the website, and categorize each integration appropriately: API integration, JavaScript snippet/embed, iFrame, or deep link to third-party site.
- This information is not available at this time.**
43. How much traffic does your site receive every month? Top-line metrics — unique page views and sessions — are helpful at this time.
- This information is not available at this time.**
44. Our proposal is design-heavy, and typically only contains a paragraph or two of text per page. Can you waive the maximum page restriction? Or, can you provide a different guide to measure proposal length, like word count?
- The proposal requirements stand as stated in the RFP. The top three ranked respondents will have the opportunity to expand upon their proposals during the interview stage.**
45. What is the budget for this project? Knowing your budget is critical to help us right-size the project plan.
- TBRPC looks to respondents to propose a quote based on the RFP or similar.**
46. Is there an incumbent vendor responding to this opportunity?
- Not to our knowledge.**
47. What are the pain points with your current website?
- This is described in the RFP.**
48. What is driving the timeline? In other words, what happens if your new site does not launch by Mid-April?
- Our strong preference is for the website to be live before May, which is an important month for our organization in terms of our events.**
49. Section 4. Objectives of the RFP lists translation, how many languages does TBRPC need to translate? Do you anticipate this would happen automatically (e.g. Google Translate), manually? or a hybrid of both?
- To be determined.**
50. Do you plan to continue to use Flickr for photo galleries as well as a photo gallery on the site? I noticed both being use on this page <https://www.tbrpc.org/reach-conference/>

a. **We are open to recommendations from the Selected Vendor.**

52. Can you provide an approximate number of the pages you intend to migrate to the new site of the 168 pages you have now? We can provide recommendations on the consolidation of content but just wondering if you already know what you do and do not intend to migrate.

a. **TBRPC will be streamlining the content that exists on the current website. We have a general sense of how this will be done but are open to recommendations from the Selected Vendor.**

53. Should we anticipate a start date within the first week of January to meet your mid-April or early May launch?

a. **Yes or sooner.**

54. On the language translation how many languages do you need? Since Google translate is discontinued, we utilize a tool that associates cost with how many languages are needed and the amount of words, page views Example of breakdown.

+ 1 Language 10,000 Words 10,000 Monthly Page Views	+ 3 Languages 50,000 Words 50,000 Monthly Page	+ 5 Languages 100,000 Words 100,000 Monthly Page	+ 9 Languages 200,000 Words 100,000 Monthly Page
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a. **To be determined.**

53. Are we allowed to add more than one contact person for the Primary Manager and Financial Manager, respectively?

a. **Yes.**

54. As an additional question, is there any leeway you can give for the page restrictions, especially for the Proposal Narrative? As part of our comprehensive project approach, it would both be in our best interests to allot more pages, so that we are able to expound on our methodology for this project.

a. **The proposal requirements stand as stated in the RFP. The top three ranked respondents will have the opportunity to expand upon their proposals during the interview stage.**

55. For language translation are you ok with google translate plugin?

a. **We are open to recommendations from the Selected Vendor.**

56. Are there any other functionality or integrations that are not mentioned in the RFP?

a. **Not to our knowledge. We are not website experts, so we are open to recommendations from the Selected Vendor for other functionality or integrations that will meet the needs described in the RFP.**

57. Is it necessary for the new site to be on WordPress? If not, is a proprietary CMS acceptable?

a. **It is not necessary for the new site to be on WordPress however staff members are already familiar with the WordPress tool. We desire a website that TBRPC staff will be**



able to maintain and update over time. The current WordPress site does not function as required or have the desired aesthetic so it would need to be totally redesigned.

58. Can you expand on the integration with Constant Contact? How should the integration function within the new site?
- We desire the ability to send out emails in Constant Contact (i.e., public news, organizational updates) and have those emails automatically post to our website. Currently, that is not a feature that we utilize.**
59. Please described more about the "Enhanced Integration with CRM"
- See the response to question 58.**
60. The RFP states that TBRPC will provide the content. Is the content newly created or will it be from the existing website? Does this content include images as well?
- It is likely to be a combination of both.**
 - Yes, probably images as well.**
61. The RFP states that the site will be maintained by TBRPC staff. Would you be interested in the vendors providing optional maintenance support as a separate line item?
- That can be included in responses but is not required.**
62. Can you identify specific areas that your staff would need to update on a routine basis? Our assumption is that the staff may include non-technical members who need easy drag & drop options for updates.
- News articles, minor text and media updates to project or program pages, posting new announcements, RFPs, etc.**
63. Can you provide the number of WordPress plugins actively used?
- 33 total. It is undetermined whether all are active or necessary.**