**Website Development RFP Q&A – July 19, 2024**

**Scope of Work Questions**

1. **What's the estimated budget for this RFP?**

Part of the bidder selection process is to review the proposed budgets submitted by each respondent. Each vendor should propose a budget based on labor and other direct costs related to the scope.

1. **What's the target URL?**

Capelightcompact.org

1. **What are the weakness points/challenges you face on your current website?**

The website's look and feel is outdated and inconsistent. The website structure is sprawling making navigation complicated for the user. The website needs to better communicate complex information in a consumer friendly and digestible manner. Additionally, we need the site needs to be brought up to best practice standards for UX and ADA.

1. **Is the vendor responsible for migrating the existing content to the new website? If so, what are the estimated pages, images, and attachments?**

This responsibility would fall on the vendor. There are 138 published pages, 404 posts, and 2,800 items in the media library. All of the existing web content will need to be retained in an archived version of the site and only selected content will be merged to the new site.

1. **What's the current CMS?**

WordPress

1. **Do you have any preferred CMS to be used?**

The Compact’s current website utilizes WordPress. We would be open to exploring other CMSs under recommendation from the vendor.

1. **Is the Compact’s current website built on a WordPress theme?**

Flash by ThemeGrill

1. **Is there a preferred hosting platform?**

The current website is hosted on WPEngine. The Compact is open to exploring other cost-effective hosting platforms.

1. **Is there any content creation (copywriting, editing, photography, video) included in the scope of this project? Will your writer/editor be providing all content that will be included in the launch of the site?**

Vendor should be able to utilize existing content including current website copy, and Compact photo and video library for the project. Some content may need to be edited in line with the new website structure. If additional assets are needed, the Compact has its own marketing vendor and staff who can assist with the request; development of those assets is not the responsibility of this contract.

1. **Would the Compact like an optional add-on quote for copywriting hours to assist the team in creating streamlined text for the website?**

Bidders may propose add-on services but they should be priced separately from the services directly related to the scope of work.

1. **What content changes the most frequently on the site? Who manages these changes (e.g., the centralized web team does it all, each department manages its content, etc.)?**

Power Supply rates change quarterly, and most other program information is typically updated yearly. Information for board meetings is updated monthly, but most pages are just updated as necessary. Most major changes are managed by the Marketing Coordinator, with other staff occasionally making minor changes.

1. **Will content need to be presented in languages other than English? If so, which ones?**

Bidders should be able to provide translated pages in Portuguese and Spanish.

1. **Do you require support and maintenance? If so, for how long? What type of support and maintenance does the Compact expect from the vendor? Is it on an as-needed basis, 24/7, or 5 days a week support?**

After the initial launch, support would be on an as-needed basis. Support should include regularly scheduled website updates and maintenance or assistance with updates that are beyond the ability of Compact staff

1. **What are your expectations regarding response times for support requests, uptime guarantees, and escalation procedures for critical issues?**

Critical issues, i.e. website is down, should be addressed same day. Regular support requests within 3-4 business days.

1. **How many hours of monthly maintenance do you anticipate?**

The Compact requires around 1-5 hours of monthly maintenance.

1. **How many design concepts are you expecting the vendor to deliver?**

The vendor is only expected to deliver one design concept as part of the proposal but may propose multiple options. The Compact may request additional designs or edits to original design concept from chosen vendor.

1. **What functionalities/tools are you looking for in your new website?**

Please refer to the RFP for desired functionality. The bidder is welcome to make recommendations as part of their submission.

1. **What advanced functionality currently needs to be retained, reworked, or removed?**

Please refer to questions 33 and 42.

1. **Are there any specific training or documentation needs for your team to manage and maintain the new website? This information will help us propose a comprehensive solution that includes the necessary training and support.**

If the vendor suggests a new CMS, staff would need training in the system basics. If the site continues to use WordPress, staff would require a refresher on the basics of editing and page creation, training for any new elements added that don’t exist in the current site, and best practices for maintaining a constant look and feel for the website moving forward.

1. **Do you have brand guidelines and/or a style guide that you could share with us? What design assets will be provided? (e.g. logo, images, iconography)?**

[Brand Guidelines](https://www.capelightcompact.org/wp-content/uploads/2024/07/CLC-Brand-Agreement-FINAL062019.pdf). The awarded vendor will be given access to the Compact’s logos and photo and library.

1. **How important is it for the design to reflect current design trends while maintaining consistency with your branding**?

The Compact’s preference is that the website has an updated and modern feel, even if that means incorporating elements that are not part of our current branding but would like to stay as consistent as possible. At a minimum, the site should utilize CLC’s colors and logo.

1. **Are there examples of existing sites you like (either within your industry or outside of it)?**
   1. [Barnstable County](https://www.capecod.gov/)
   2. [Cape Cod Commission](https://www.capecodcommission.org/)
   3. [https://www.rewiringamerica.org](https://www.rewiringamerica.org/)
   4. [https://goclean.masscec.com](https://goclean.masscec.com/)
2. **Who is/are the audience/s of the website?**

Residential and commercial electric customers on Cape Cod and Martha’s Vineyard.

1. **What are the primary goals of each audience for the website?**

Sign up for energy assessments, find specific information regarding their energy efficiency project, or learn about our power supply options.

1. **What do you know about your users?**

Most users arrive at the website through digital ads and only stay on the page they were directed to. Refer to question 23.

1. **What are measurable metrics of success for the new website?**

Increased website traffic, especially organic traffic. Increased online energy assessment sign-ups, reduced page bounce rates.

1. **Do you currently have Google analytics set up and will we have access to that reporting**?

Yes, the Compact has analytics, and the chosen vendor will be able to access that data.

1. **Do you currently have a heatmap tool installed and will we have access to that reporting? If yes, what is the name of the tool?**

No

1. **Roughly how many visitors do you have to the website on a monthly?**

Around 10,000 visitors per month

1. **Are you able to help gather users for stakeholder interviews?**

Yes, the Compact can help organize stakeholder interviews

1. **The testing Cape Light Compact outlines is for the existing site only. Is the team also open to testing of the new navigation and/or wireframes?**

Yes, the Compact would be open to testing the new navigation and wireframes.

1. **How many stakeholders will be involved in deliverable approvals during the project's lifecycle?**

Most steps in the process will be reviewed by two compact staff members. Final approval before launch will involve a larger group, including management and board members.

1. **Does the website need to be integrated with other internal or external systems?**

The current Compact website has two external integrations that need to be maintained. The Compact’s E-newsletter signup form through Mailchimp and monthly energy efficiency town reports which are automatically generated by custom application and uploaded to the Compact’s website. The website also links out to third party applications for things like rebate processing and energy assessment sign ups.

1. **Have you conducted any recent research (perhaps as part of the brand work) that would help inform this redesign?**

The Compact has accessibility recommendations and website audit data that can be shared with the selected vendor.

1. **What existing user testing or research has been conducted, if any?**

None, bidders should note in their proposals if this is part of the services they will be providing.

1. **Who are your competitors?**

The Compact’s Energy Efficiency programs do not have any competitors as the sole sponsor of Mass Save for electric customers in our region. The primary challenge is distinguishing the Compact’s role from contractors and other service providers and establishing the Compact’s identity as the local sponsor of Mass Save Programs.

1. **Will the system store any personally identifiable information? If so, will this data be stored locally or with another provider?**

Currently there is no need to store personally identifiable information on the website.

1. **Is there any SSO/SAML integration required for any of the sites?**

No

1. **Are there any specific security or data protection requirements that need to be addressed in the maintenance and hosting services?**

Hosting platform security and data protection requirements should follow industry standard best practices including, but not limited to web application firewalls, network monitoring, DDoS Protection, SSL certificate, software security.

1. **Is there anything about your organization that might provide challenges?**

The Cape Light Compact provides a large number of services to residents and businesses, many of which overlap. Each customer’s experience with our programs could be different based on their unique circumstances.

1. **How do you envision the website navigation and architecture to ensure a logical flow of content and easy access to essential information**?

Users should be able to access any page with three clicks. The general structure should be homepage -> program landing page -> program information subpage, but the complexity of the Compact’s programs make it so this structure is not always possible. The Compact will rely on the vendor to analyze the current website structure and make recommendations on how pages could be reorganized or consolidated to improve the user experience.

1. **Do you have any specific 3rd party integrations/plug-ins in mind?**

The Compact’s current website has 22 active including, TablePress, SiteOrigin Widgets Bundle, Page Builder by Site, WP Go Maps, and more. The Compact will rely on the vendor to make recommendations about which plugins can be deactivated moving to the new website. Better analytical tools.

1. **Can you provide specific examples of the type of content that should be easily accessible from the homepage or main navigation menu?**

From the home page, users should be able to easily access our Power Supply page which includes our electric current rates, residential and commercial energy efficiency pages including information on energy assessments and rebates, the main consumer advocacy page, and the link to the external energy assessment signup site.

1. **Could you specify any particular accessibility features or considerations that are essential for compliance with WCAG standards? Are you looking for AA or AAA standards?**

A minimum of AA standards should be achieved. Any incremental cost to achieve AAA should be noted and proposed in the bid packet and pricing.

1. **Are there any existing accessibility challenges with the current website that need to be addressed in the redesign?**

Please refer to the Compact’s [web audit](https://www.capelightcompact.org/wp-content/uploads/2024/07/CLC-UX-ADA-Recommendations.pptx), conducted in 2021.

1. **How crucial is it for the website to provide an optimal user experience across various devices, and are there any specific functionalities or content that need to be prioritized for mobile users?**

It is very important to provide an optimal user experience across devices, especially for pages that are focused on residential customers. Certain pages currently utilize tables and matrices to communicate program requirements which can be difficult to navigate on mobile.

1. **Are there any previous SEO strategies or analytics data that can inform our optimization efforts?**

Upon award, selected vendor would have access to Google analytics data.

1. **Will you be looking for the vendor to handle all page building (content population) in advance of the site launch, or does the Compact intend to build pages in the CMS following trainings?**

The vendor will be responsible for building or transferring all of the existing pages in advance of the site launch. Compact staff would build any new pages following the completion of the project.

1. **Is there any new functionality not visible on the current site that is desired on the new site?**

Please refer to the RFP for desired functionality. The bidder is welcome to make recommendations as part of their submission.

1. **What does Cape Light Compact use for a newsletter email service?**

Mailchimp

1. **The current website links out to many external websites such as the ones listed below. Can you confirm that the new site will similarly link out to these sites as opposed to integrating content and functionality from those sites into the Cape Light Compact site? Could you please confirm the engagement will apply existing links or APIs and does not include design or code modifications to third party forms or tools?**
   1. [**https://eecp.capelightcompact.org/**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2feecp.capelightcompact.org%2f&c=E,1,vFvo0wEzlMEdprhNeNgnCe72WbKlhr932U8EDUi4IQOdqfdou-mtOq79mcJo-S-7Z96i5uOC_HxorjFLS4D7h3sxGy6NDmbhy0d55LNXJc27VYsP_Q,,&typo=1)
   2. [**https://www.nexteraenergyservices.com/**](https://www.nexteraenergyservices.com/)
   3. [**https://www.poweredbyefi.org/masssavebusiness/**](https://www.poweredbyefi.org/masssavebusiness/)
   4. [**https://www.mass.gov/info-details/program-summaries**](https://www.mass.gov/info-details/program-summaries)
   5. [**https://www.thermostatrewards.com/capelightcompact**](https://www.thermostatrewards.com/capelightcompact)

Yes, the new website will continue to link out to all of these sites. No design or code modifications will be made or needed on these third-party pages.

**Organization Qualification and Other Questions**

1. **Is a vendor disqualified from submitting a proposal if former website client corporation stakeholders live in New England and the actual corporations are not located in New England? Our question refers to this wording, “A minimum of having successfully delivered at least two (2) similar projects and/or scope areas or equivalent experience during the past five (5) years in New England.”**

Bidders will not be automatically disqualified for not satisfying this requirement.

1. **Would the Compact be willing to accept bids from vendors not registered in the state of Massachusetts, especially if they have the experience relevant to the Compact's needs? Alternatively, would the Compact be willing to accept bids if the vendor states good faith intentions to negotiate their registration as a company in the State of Massachusetts if they are the winning vendor?**

The selected vendor must be registered to do business in Massachusetts prior to contract execution.

1. **Is there an incumbent for this contract or project**

No