Below are the answers to questions CCLR has received regarding the January 2021 Web Developer RFP.

1. What is your anticipated budget for the project?
   We expect that this project will cost between $30,000 and $60,000, though there is some flexibility and we will be closely reviewing the scopes and budgets proposed in each response.

2. Is there flexibility in the anticipated end date of May 14, 2021?
   Yes there is flexibility. Please include an anticipated timeline that works for your firm in your response to the RFP. We'll be dedicating significant staff resources to the project, so the total project length is an important factor.

3. What are the top qualities you are looking for in a vendor for this work?

   CCLR is a very small, yet high performing non-profit. Rachel Ross is the Communications Coordinator, point person for the website redesign, and the only staff member dedicated to CCLR's communications and outreach efforts. We are looking for responsive and open communication with the partner for this project. The vendor should be able to hear what CCLR needs and wants for our site and provide honest feedback on our ideas and priorities and suggest the best way to accomplish our goals within the scope of work and budget. Though Rachel is the main point of contact, there are other team members who will be giving input throughout the process and Rachel will be coordinating our vision and needs as a team and organization.

   If you have questions or concerns that you have, we want this process to be a dialogue. Feel free to offer feedback at this time if something doesn't make sense or if your company does things a certain way that hasn't been addressed here.

4. What are the big-picture goals for this project?
   CCLR needs a website that is user-friendly from the front and back ends, has modern technology and design, and successfully hosts our resource library and landing pages for events. Other functionality mentioned in the RFP is secondary to the successful migration of our content and creation of a new, well-designed and user-friendly site. We would look for the creation of a site that we can add additional functionality to in the future.

5. Can you talk more about what's driving the redesign now, your current pain points, and how the current website is not serving in such a way the new site should?

The current site is running on a version of Drupal that is significantly out of date and cannot be updated in the way that it needs to be. The design of the site has many issues. Additionally, we used to use a Civi database that was integrated with the website and, though we have migrated our database to Salesforce, the Civi database is still entangled with the back end of the website. Lastly, staff is not able to update the site content in a way that is efficient.

6. You mention that an accessibility audit is a required deliverable - can you outline what your expectations are around this item?
We are using federal funding (EPA) so will need 508 compliance.

7. Can you talk more about what needs to live behind the member portal? Does each member need his/her own individual login, or will they use a shared member password?
The member portal may be simple, just a single password for everyone to use to access. There will be resources including documents and video behind the portal. However, this portal is not a priority for the project at this time and if it doesn't fit into our anticipated budget, we understand that we may not be able to proceed at this time.

8. You mention wanting a query/search function to make resources easier to find. Are you planning to use the out-of-the box search functionality that is included with the website CMS?
Out of the box is probably fine, with a strong taxonomy. We understand that the burden of creating and utilizing keywords and categories to make an out-of-the-box search usable would be on us.

9. In terms of design is there an existing vision, style guide? Or are we starting from scratch?
Primarily starting from scratch, though the CCLR team does have some ideas, such as example websites that we like. We are working to compile these ideas as a team, and they likely will not be ready before the RFP is closed.

10. Who are the audience/stakeholders for this project?
Our typical audience is anyone working in the brownfields/land reuse sector. This includes attorneys, developers, community groups, federal and state government, municipalities, and more. We work with people at all levels of understanding of brownfields redevelopment and at all stages of redevelopment projects.

11. Are you open to approaches/pay scales/project structures outside of a traditional web development project?
Yes, though the RFP is relatively standard, we have tried to leave it open to suggestions and alternative approaches. If this question applies to your firm, please outline your billing structure and either include the options that CCLR would have in project

structure/approach or make a suggestion based on the information included in the RFP and review of our current website.

12. What kind of ongoing support is CCLR currently receiving? Is CCLR open to hosting with the chosen vendor? If the CCLR decides it needs ongoing support services and maintenance has a budget been set? If so, what should that include?
We have a current contract for maintenance including web hosting. Ongoing maintenance and hosting is outside of the scope of this RFP and we are not looking to transition that vendor at this time. If we decided to make a change, we would put out a separate RFP. That being said, there may be additional website functionality that we are not able to include in this project but that we decide later we would like to be built out and added to the website, for which we would also put out a separate RFP.

13. Will you need SSL services?
Yes, we would like our site to be SSL compliant if possible.

14. Are firms with offshore programmers excluded from this RFP?
No, firms will not be excluded based on their location.

15. Have you done any user research with your target audiences to assess what their needs are on the CCLR website?
No

16. You mention research and testing as being part of your ideal development methodology. Are you looking for user research and usability testing to be a part of this process?
Not user research, just testing in terms of devices and Q/A.

17. How much of the content on the site will be migrating over wholesale?
We want everything migrated, with the possible exception of some out of date resources. Our resource library is quite extensive, numbering in the hundreds. We will likely want to update the programs and events sections as well as the way that resources are organized.

18. Your RFP mentions that you're looking for "updated copy on existing pages" - can you confirm that CCLR will be doing the copywriting, or are you looking for a vendor to take on copywriting tasks? Could you quantify what the amount of copywriting would be?
The copywriting/editing would be for our main website pages - primarily the ones in the navigation menu. CCLR would be doing a good deal of the writing with input/editing from the vendor based on the design for each of the pages. Copy-editing by the firm is not a priority for the scope of this project. We would like a CRM created so that we are able to make edits internally down the line.

19. Do you anticipate needing any new functionality, integrations, or interactive content beyond what is on the current site?
No

20. Can you please outline the third party integrations that need to be included in the new website? For example, which third party platforms are you using to manage events, donations, and email signup? Are there any others we should be aware of?
EventBrite, DonorBox, GoTo Webinar, and Mailchimp are the current external sites that we link to regularly and would continue to use. We also use Salesforce as our database. We would not need custom integrations with these platforms.

21. How many firms will be submitting proposals?
Around 10 firms, though this is not strictly known at this time.

22. How many content administrators are there expected to be within your organization after the site launch? Will the new site require different backend user roles? If so what are they and what kind of workflow would you like to see?
We are a very small organization with approximately 2-3 people as content administrators. It would be nice to have different backend users/logins, but there do not need to be different permissions.

23. Would you need any original or stock videography or photography?
I don't think so. We do have a Shutterstock account and could acquire any needed images that way.

24. What are the most-liked and disliked features about your current sites?
We are primarily looking for an easy to use CRM. The other most disliked features are an out of date design and technical issues with our version of Drupal and the integration of an old and unused Civi Database. See the FAQ for additional details about what we are looking for.

25. What kind of actions do you wish to incorporate on your website for visitors to take?
Our website primarily functions to provide visitors with resources and to direct people to our events. So the important actions are event registration, visiting the resource library, and signing up for our newsletter to receive additional events and resources. Secondarily - donating and joining as Members/sponsors.

26. Would you like to integrate any visitor service interaction (Chat or email or audio/video chat or both)?
No

27. Do you want to integrate CRM? If yes, What kind of CRM you would want?

Yes. We do not have platform preferences and are looking for a recommendation. The CRM must be easy for staff to use to edit page text and images, create blogs, add resources (documents and videos), and add pages.

28. What metric(s) do you use to measure the success of your email marketing? Visits, conversions, or leads?
We measure visits, especially to our blog and resource library.