RFP 2021-02
Website Redesign and Maintenance
Q & A

1. What do you wish to change about the site - can you please share 2-3 of the biggest painpoints? No integration with social media, no repository for information or files making the child pages very "heavy", the site is not user friendly meaning that visitors have to make many clicks to find information.

2. Does the current site use a Wordpress page builder? If so, which one and would ELC be open to the site being redeveloped without a page builder to further enhance page speeds and load times? The Coalition currently uses WP Bakery page builder, but is open to redevelopment in any way that would optimize site performance so long as staff at the Coalition are easily able to manipulate the site on the back end.

3. Are you interested in combining or removing any content from the current site? Yes.

4. Is the agency responsible for creating the content that will be recommended within the content strategy? Assuming the Coalition is the agency, then yes we will be responsible for creating the content.

5. Are you open to migrating content from the old site to the new site or should the agency assume they are responsible for all content migration? Yes.

6. Can you share what "general website maintenance" entails (I.e. basic security and Wordpress updates or creating new pages and various ad hoc requests)? General website maintenance will entail basic security, updates, ad hoc requests, and any other line items for scope of work that are negotiated into the future contract.

7. Is the $20K budget inclusive of the 3 year maintenance plan + hosting fees? No. The $20K is for the website redesign, contract terms including cost will be negotiated after the redesign is complete.

8. Is there an expectation for how integrated social media should be? Are you looking for content from social platforms to be pulled into the website by use of an API, or are you requesting the inclusion of social media icons for following and sharing? The Coalition is open to moving in either direction, but would prefer to see a live feed of social media on the page if possible.

9. What social media platforms would you like integrated? Facebook – The Coalition does maintain an Instagram page and Linkedin, however, the content is not regularly updated.

10. What is the tool currently being used for the back office/editor? Word Press WP Bakery editor

11. Would WordPress (Content Management System) be an option to make website content editing easier? Yes.

12. Is there an expectation for HTML training to be provided only if maintaining the website requires that level of knowledge? Yes. If regular day to day maintenance and uploading content requires basic use of HTML, the expectation is that the contractor will provide training to Coalition staff. If there is some other skill needed, then the expectation is that training for that skill will be provided. At minimum, Coalition staff will need to be trained on the use of the editing tool.

13. Does the Scope of Work require a specific level of Accessibility/ADA Compliance per WCAG 2.1 Guidelines? Yes. The Coalition will need to have effective Alt Tags used across the page and will need to consider a change in aesthetics to improve readability for those that are visually impaired, at minimum.