

Questions	Response
Strategic Foundation	
Would you like us to include usability testing to validate new website design and functionality?	Yes.
How much research has been done before with users about their needs, goals, and motivations?	We have basic personas, informed by regular customer research.
Can EBCC support the vendor by connecting with users for interviews and user testing?	Yes.
How many pages are on the current website?	About 1,000, 90% of which are for public meetings that happened before the rebrand; we expect those pages to be moved over but not updated.
How many pages do you plan to migrate to the new site?	About 100.
Do you plan to use the existing infrastructure for hosting? Or will hosting need to be changed, too?	We have no issues with our current host, but we are also not beholden to our current host.
Where is the current website hosted - on premise or cloud?	Cloud
What is the expected volume of site traffic, both initially after launch and estimated growth over the next few years?	In the last 28 days we had about 10k users and 80k events. We expect that traffic will increase over time.

<p>How often do you expect updates to the public meetings pages and other dynamic content areas?</p>	<p>We typically update our website daily. We host a lot of public meetings, so the current and past month of public meetings pages are edited regularly. Historic meetings (those that happened a month or more in the past) are generally not updated.</p>
<p>Are there any known challenges or pain points with the current website that you specifically want to address in the redesign?</p>	<p>The RFP document discusses improvements we're hoping to make to the site; please reference it. One particular area of need is the integration of Google Translate.</p>
<p>Can EBCE provide details on what technology is used on the website backend? Can you share the website technology landscape in current use?</p>	<p>We will share backend architecture details, as needed, with down-selected vendor(s).</p>
<p>What are your specific KPIs and metrics that measure the success of your website?</p>	<p>We track a host of KPIs, but we find the most useful to be unique visitor growth rate, bounce rate, average time spent on page, and task completion for forms and applications. As we add additional functionality, we expect our core KPIs may expand.</p>
<p>When you envision working with an agency or consulting partner to create and execute strategic communication, what does success look like? What do you find most energizing or inspiring about working with an external partner?</p>	<p>We value partners who can act as extensions of our in-house team. Our best partners strive to understand our business and our goals and are proactive in bringing their areas of expertise to bear in pursuit of them.</p>
<p>UX & Visual Design</p>	
<p>What level of ADA compliance is required?</p>	<p>Probably WCAG 2.0 level AA. We will take advice on this from the vendor.</p>

<p>With the mention of "motion and interactive content," are there specific formats or technologies ?</p>	<p>We do not have specific technologies in mind. We do want to bring more video onto the site. We also envision interactive elements (e.g. a graphic of a home a user could navigate, clicking on items like a heat pump or an induction cooktop to expose more content)</p>
<p>Can you clarify this statement: "Receive recommendations for programs, rates, incentives that meet user's stated needs"? Do you have in mind a wizard or something more automated?</p>	<p>We are open to solutions. However we are interested in the possibility of building a tool that is tied to Salesforce and makes recommendations based on individual users' account profile.</p>
<p>Should we include a newsletter template?</p>	<p>Not necessary. We currently publish our newsletters in Granicus govDelivery and then publish links on the website.</p>
<p>Do you have an image library you would like us to use? Would you like us to include a budget for licensing stock images?</p>	<p>We can allocate some budget for purchasing stock images if needed, but prefer to use local photography when practical and have budget available for that as well.</p>
<p>Would you like us to include designing every page or only templates for unique page types (with someone on your team building out all of the detailed pages)? If the latter, do you have a range of how many templates will be included?</p>	<p>We expect the chosen partner to help restructure the site, create the appropriate templates, and populate them based on existing and new content.</p> <p>However, it is important to us that, on an ongoing basis, we can update the site easily in house via configurable modules or something similar.</p>
<p>Would you like us to include copywriting?</p>	<p>We have some copywriting capabilities in house, but are open to partnering with a vendor on new content as well.</p>
<p>Development</p>	

Any other major integrations apart from what is mentioned in RFP?	No.
Will the Consultant be responsible for the migration of existing user accounts and data to the new site?	There is no customer data/accounts housed on the site.
EBCE desires users to check the status of their program application and update status of program participation. Is EBCE looking for the website to store this information or be integrated from Salesforce?	Salesforce integration preferred, so long as it is highly secure.
Would you like us to include all of the items in "3.2.2 Desired or possible site interaction requirements" or would you like us to separate them out for a possible phased approach?	Please separate them out so we can consider a phased approach.
Do you have a service in mind for the "customer service chat" feature, or are you seeking recommendations or a custom solution? Are you open to 3rd party solutions? Is there currently a solution in place?	We are not looking to change our chat functionality (found here). However we would like to surface the chat link on our homepage on the new site.
Does the SOW include payment processing or is that handled in the Salesforce customer portal/integration?	We do not have a direct billing relationship with our customers; they cannot pay us online nor do we do perform payment processing.
Content	
Regarding the "optional programs and services," will EBCE provide all the necessary content, or is content creation or curation a part of the Consultant's responsibilities?	Much of this content already exists. Part of the motivation for this effort is to make it easier and more intuitive for users to engage with it. We will provide the content.
Is content migration/entry part of this scope?	Yes.

<p>Would you like us to include SEO? If so, can you please describe how extensive you would like SEO to be?</p>	<p>If you have expertise in SEO, we are open to your suggestions.</p>
<p>Are you expecting to create new content for the new website?</p> <p>If so, will there be a content person allocated to the project?</p>	<p>We anticipate that certain sections of the website will be restructured and require new content. We'd like to understand vendors' content creation capabilities so we can determine how much we handle internally.</p>
<p>CMS</p>	
<p>Is there a preference for a specific CMS platform?</p>	<p>No, although we currently use sanity.io and are satisfied with that platform.</p>
<p>Provide specifics on the current CMS system:</p> <ul style="list-style-type: none"> ● What is it? ● What's working well? ● What could be improved? ● Any known challenges or concerns with the migration process? 	<ul style="list-style-type: none"> ● Sanity.io ● Relatively intuitive and easy to use ● Not as many plug-in options as some other CMSs ● Most of our web pages are not in sanity.io, they were built in Forestry
<p>Admin Items</p>	
<p>What is the budget / NTE for this project?</p>	<p>We are interested in selecting the right vendor and mix of services to meet our stated objectives. The budget is sufficiently broad to allow for this.</p>
<p>Can companies from outside the USA apply for this? (like India or Canada)</p>	<p>As indicated in Section 5 (Qualifications) of the RFP, vendors must be incorporated in the United States.</p>
<p>Do vendors need to be onsite for meetings?</p>	<p>No.</p>

<p>Can tasks related to the RFP be performed outside the USA?</p>	<p>Client-facing project leadership must be based in the United States. It is expected that the vendor integrates their internal resources which may be located offshore.</p>
<p>Can we submit proposals by email?</p>	<p>Yes</p>
<p>Is Attachment A: Supplemental Questionnaire mandatory to bid on this RFP?</p>	<p>Yes</p>
<p>Will being not eligible for the points listed in Attachment A affect the scope of evaluation?</p>	<p>For details on how proposals will be evaluated/scored, see the Evaluation Criteria table in Section 8 of the RFP.</p>
<p>Are there any mandatory requirements in evaluation for DBE participation or local business participation or veteran business participation?</p>	<p>All of those items are factored into our scoring of each proposal. They are not required.</p>
<p>If we partner with a local veteran company as our subcontractor, are we good to suffice the 'EBCE Special Procurement Preferences' mentioned in Evaluation Criteria on Page 10 of the RFP?</p>	<p>Veteran-owned companies receive points in our scoring system for that status. Depending on the role the sub-contractor plays, this may qualify the proposal for some consideration as a veteran-owned business.</p>
<p>Our company is certified as an MBE NSMDC. Are we good to suffice requirements for DBE?</p>	<p>The categories covered in our special procurement preferences are:</p> <ul style="list-style-type: none"> ● Bidder Location - EBCE Service Area ● Bidder Location - Disadvantaged Community ● Union Labor ● Disabled - Veteran Owned Business
<p>Does EBCE plan to select a single vendor or multiple vendors for this RFP?</p>	<p>We would prefer to use a single vendor. But we retain the right to engage multiple vendors if that provides the best outcome.</p>

Do we need to submit all identified project team resources who will actually work on the project or the key personnel only?	Key personnel must be identified in the proposal.
Do we need to submit the actual resources who will work on project or representative resources are okay?	Actual key personnel must be identified in the proposal.
Miscellaneous	
What part of https://www.energysage.com/ , do we want to mimic? Is it the solar calculator?	The compelling aspect of that example is that the tool yields recommendations based on actual user data (e.g. the size and orientation of the users' roof), as opposed to generalized information.