



THE COMMUNITY AND ECONOMIC DEVELOPMENT
ASSOCIATION OF COOK COUNTY, INC.

Acknowledgement Receipt

To Be Returned with RFP

**ADDENDUM I
Request for Proposals
Specification No. RFP03132024**

for

CEDA WEBSITE REDESIGN and DEVELOPMENT SERVICES

To Be Returned with Your Submission

Company:
Contact Name:
Phone #:
Addendum Received by:
Date Addendum Received:
Signature:

Questions and Answers:

1. Is there an incumbent and will they be bidding?
Answer: No. Only the hosting provider
2. Is there any preference for local vendors?
Answer: No.
3. What is the budget for this project?
Answer: Will be shared with the selected vendor. Please submit your proposal
4. What is your current annual spend on CMS, hosting and related support?
Answer: \$15K
5. What sets firm/org apart from the alternatives?
Answer: Creativity, Options for services, Ease of use for customers, and modular construction for quick updates
6. Who/What are the primary alternatives?
Answer: CEDA is the only provider for the services we offer
7. How many levels of users are needed?
Answer: At least 5 - Registered Users, Subscribers, Editors, Collaborators, Administrators
8. Is there a need for a document library?
Answer: Yes. Our current document libraries are in SharePoint; however, we are willing to explore other methods of storing docs
9. Will single-sign-on be used to control administrative access to the site. If yes, please elaborate.
Answer: Yes, we use Single Sign on as with our other systems as well. Microsoft authenticator MFA. – However, we want to see the options.
10. Do you need a contractual SLA for hosting (more expensive), or a best-effort SLA based on a 99.9 historical usage?
Answer: Best effort SLA
11. Are there granular levels of permissions needed where certain people should only have access to certain sites?
Answer: We would like it broken down by Programs (Department level so we can shift the responsibility of the content updates to the Programs (Departments).. but only for content updates

12. Are you using anything for CDN or WAF currently?
Answer: Cloudflare is used for CDN under our contract with our hosting provider WPEngine. For CEDA, Netskope is our SASE network that has SSE.
13. Do you require specific response time SLA for critical issues? If so, please specify expectation.
Answer: The expectation is 4 hours for critical issues.
14. Please confirm that the awarded vendor will work remotely, with regular web conference meetings.
Answer: Confirmed
15. Please describe the internal team who will be responsible for the website post-launch (developers, non-tech, etc.,)
Answer: The internal team consists of IT team members and nontechnical Departmental members.
16. Do you require 24/7 support access in the case of critical (site availability) issues?
Answer: No
17. We are a US company with some remote members working from outside of the US. Is there any restrictions?
Answer: No – however, hosting of all software and website components must be on US-based servers
18. Does CEDA have a budget or range in mind for this project?
Answer: Yes, we will disclose to the selected vendor
19. Can you briefly describe the goals for the customer-facing portal? What should users be able to do in this portal?
Answer: Inquire about CEDA services, lead customers to the Salesforce CRM, Register customers for mailings, provide generic answers to customer queries based on nonhuman chatbots, inquire about events CEDA will put on, distribute social media distributions, provide directions to customers for CEDA facilities, provide any other services that CEDA has to offer.
20. I noticed that cedaorg.net has an event page-awesome? Is there a desire/need to build an accompanying event calendar?
Answer: Yes
21. What is the budget?
Answer: The information will be provided to selected vendor.
22. “The url to be re-designed as <http://ww.cedaorg.net> and all of its subsites.” - what are the URLs sub-sites?
Answer: Any site that is currently linked under cedaorg.net.

23. How many people will be administering content?
Answer: We plan on having 5 people (one per department) to administer content.
24. How would you define success for this project?
**Answer: Additional clicks, additional conversions to customers, additional awareness.
Conversion, retention, customer service is key to the success of this project.**
25. How will be involved in the decision-making process for this project?
Answer: The CEDA leadership team.
26. Are there any specific industry standards for data security that the new system must meet, and if so, is a 3rd-party audit of meeting these standards required?
Answer: CEDA would like to ensure that the OWASP top ten web security standards and SANS guidelines are used along with best practices such as authentication, SSL/TLS, WAF, Session Management, Secure access uploads, https secure socket are used.
27. Who is the current (or most recent) vendor?
Answer: WP Engine for hosting. The current website is internally managed.
28. Is there an incumbent for the contract? If so, can you please provide the incumbent name, current contract number, duration, historical level of effort, and value of the contract?
Answer: There is no one.
29. What are the major pain points with your current system?
Answer: We would like better organization of content and more direct paths for clients seeking assistance.
30. Are there any third-party services that our anticipate will need to be integrated into the system?
Answer: There are not as an integration; however, the CRM will be referenced.
31. Could you share a budget or range of acceptable costs for this project? (e.g. under 50,000, \$50,000-\$100,000, \$100,000-\$250,000, \$250,000-\$500,000, \$500,000+)
Answer: We would like the proposal to be open-ended (based on your estimates) as pricing considerations are also a factor. We will discuss the budget with the selected vendor.
32. What is driving your team to seek a new agency partner to provide these services, currently?
Answer: We want to be able to showcase the good work CEDA does more effectively.
33. How much time/effort or resources have been expended developing the current site?
Answer: The site was developed a few years ago and not much time was expended on developing this. We want to enhance it so that it becomes the “go to” site for community action agencies.

34. What are some potential challenges or obstacles you foresee with this project?
Answer: Maintenance of current content on the site. CEDA does not have full time dedicated resources to manage this site.
35. Would you mind sharing with us up to 3 websites that you like and why?
Answer: Please refer to the RFP, there are several shared within the Scope of Service.
36. Can you expand on the motivation for the project? Was there a particular turning point? A change in vision? Somebody had a great idea and we're going with it?
Answer: A website refresh is needed so we can effectively reach our customers.
37. Who are the people that will be actively involved in the project and the decision-making process? Is this being overseen by a particular department or a particular person?
Answer: The IT department in conjunction with members of each of the other departments.
38. Have you ever worked with any Canadian vendors? If not, are you opposed to the idea? Are there any potential funding issues that may make this impossible?
Answer: No. If the price is too high CEDA may not engage, but no funding issues.
39. Are there budget constraints to be aware of? Certainly, organizations like to keep budget secret to elicit the "best value". But with a website project, it can make the difference in the technology, features, and solutions proposed. Is it appropriate to say the budget is under \$25,000, under \$50,000, under \$100,000 or over?
Answer: We really want the vendor community to provide their best estimates based on similar sized projects so at this point we are not willing to provide figures.
40. If - after Discovery - there is a better CMS solution for your needs than WordPress, are you open to that conversation?
Answer: Yes, as long as we have the resources to manage it now and the future.
41. The RFP states: "Assess and enhance existing features and consider adding new functionalities such as chatbots." Do you have a list of all features and wish list items that you'd like to see considered for the site?
Answer: We can discuss but currently we do not.
42. Content migration on redevelopment projects can usually be handled with a script or database transfer. However, manual content implementation can still be necessary. Do you have staff available to assist with this task?
Answer: Yes.
43. What is the allocated budget for this opportunity?
Answer: We will disclose at a later point. We are soliciting vendor proposals. Please refer to other similar questions.

44. Can you provide more details about your current hosting provider, WPEngine? Are there any specific requirements or limitations we need to consider?

Answer: WPEngine manages the hosting of the site, they have automatic Wordpress, plugin updates and manage the three instances we have. They do the backups; they do the technical support (if necessary) and security. Good company a lot of automated features available. We chose them to provide the framework for the website. We are happy with them; if possible, we will continue to use them for hosting (if the site stays in WordPress).

45. Regarding the CMS (WordPress), are there any specific functionalities or plugins that are essential for the website's operation?

Answer: There are none that we are aware of. We can provide access to the selected vendor.

46. Are there any specific APIs or third-party services we need to integrate with for functionality like donations, event management or e-commerce?

Answer: There is an api for Blackbaud for donations, there may be others, we can explore with the selected vendor.

47. What is the payment gateway that you are wanting to use for this donation's portal?

Answer: continue to use the same (Blackbaud).

48. Are there any aspects of the current CMS that you are not satisfied with?

Answer: There are many. We require constant updates, the theme is outdated and cannot be upgraded etc.

49. What CMS options have you considered (if any)?

Answer: we are open to all CMS options.

50. You mentioned sub-sites in the RFP. Could you list what they all are? Are they just the staging and dev site URLs WP Engine provides?

Answer: yes, we are referring to any other links embedded in the site though.

51. Are there any new features you are looking to incorporate into the site?

Answer: yes! Create away and we will consider. We do like self service chatbots

52. What are your Single Sign On (SSO) needs? Will users have the ability to log in on the website and access member-only content? Or is that functionality reserved for the CRM portal?

Answer: Reserved for the CRM portal.

53. Are you satisfied with your search functionality? Are there any other additional features you are looking for?

Answer: Not really, we would like to enhance the search functionality. We are asking vendors to suggest additional features we may have missed; so, your expertise will be helpful and we are open to discussing these.

54. Could you provide more detail on the level of interoperation with other software applications, databases, and platforms you desire? (ex. CRM)

Answer: not too much, simply provide links to the other platforms (like the CRM portal, ADP etc), registration (via mailchimp) perhaps

55. Is the CRM integration part of the scope of this project or is it a future addition? Could you provide the timeline for when the upcoming CRM will be available for testing and integration?

Answer: we do not anticipate integrating into the CRM, the CRM is an independent system, we will happily provide links to it once it is ready. We anticipate late summer though.

56. For the blog registration goal, is that registering for updates whenever a new blog post is posted? Will blog posts be gated behind user registration?

Answer: Yes, but we are willing to discuss the most effective way to do this.

57. You mention ratings in the RFP. What content will provide the rating features? Will rating be open to anonymous (non-logged in) users?

Answer: not sure where this is referring to... but no anonymous ratings.

58. How many users or content providers will the CMS have?

Answer: We expect maybe 20-25 at the most.

59. How many staff members are maintaining the website? Will training be needed?

Answer: currently only two members maintain the website, however we will add a few more resources, - up to 5. Yes, we would like training.

60. How many internal developers & resources do you have to support this project, and what is their anticipated role in the initial development of the solution, ongoing maintenance, and feature enhancements to the website?

Answer: Currently we have 2-3 resources we can use to support this project.

61. Content migration: what are the needs/requirements?

Answer: We can export content out of WP Engine if another hosting provider is selected. We will discuss with the selected vendor.

62. Will any of the content be rewritten?

Answer: We hope to re-write some of the content.

63. Do you need documentation for governance of the website?

Answer: We would prefer it.

64. Is a compliance audit required?

Answer: No; however, we do intend to do a security assessment.

65. Do you consider the rebrand a logo refresh or a complete logo redesign?

Answer: We would like a logo refresh.

66. What kind of approval process can we expect? Does the approval need to go through several groups?

Answer: Approval will be managed by team members, the process is not long and does not need to go through several groups.

67. Will you need the vendor to help develop content?

Answer: No, not at this time.

68. How long will turn around time be for feedback on work?

Answer: Our expectation is to respond to feedback as quickly as possible, however, it will be dependent on the issue, but you can normally expect one business day.

69. Will a longer period of time be needed for feedback on major milestones such as final wireframes, final design, and final logo?

Answer: Yes.

70. Is there any existing user research or user feedback available?

Answer: Unfortunately, no.

71. Are you interested in having user research and usability testing to ensure a user-friendly website?

Answer: We would like to, but it will be depended on final cost.

72. Are you able to provide participant recruitment if user research is desired?

Answer: Yes, we are.

73. Can you elaborate on who the primary and secondary target audiences are for the website?

Answer: Our primary target is citizen constituents residing in Cook County, secondary would be community partner organizations of CEDA.

74. Are there specific types of usability testing/research that you have in mind, or will you be looking to the vendor to suggest the most appropriate types of tests?

Answer: Vendor suggestions are appreciated.

75. Would you be willing to consider extending the deadline to incorporate usability testing?

Answer: Yes, we will.

76. What is the budget/range for the project?

Answer: Please refer to the budget answers above. We are not prepared to discuss this at this time.

77. What is the deadline for completion of the work?

Answer: We would like the new redesigned site to be done by end of 2024.

78. Does CEDA have an existing content bank, including images, videos, and texts, that we can utilize for the website redesign?
Answer: All existing media is uploaded on the current site in WordPress. We will be happy to share that content with the selected vendor. We may also get additional content for the selected vendor.
79. Could you provide more details on how you envision integrating new pages, blog posts, and multimedia content, as outlined by the content plan and preliminary sitemap?
Answer: AW would like your creativity to help us in shaping this vision.
80. Are we expected to create new content for CEDA, given the mention that copywriting is not required?
Answer: No new content is expected to be created.
81. Regarding multilanguage support, is CEDA open to third-party widgets and plugins for editable translations, despite potential monthly subscription costs?
Answer: Yes, we are open.
82. Could you share specifics about the CRM platform in use and any particular integration requirements or APIs?
Answer: Salesforce Non-Profit Cloud. No integration requirements at this time.
83. What specific compliance benchmarks or levels (A, AA, AAA) under WCAG 2.1 standards does CEDA aim to meet with the new website? Additionally, how does ADA compliance fit into your expectations?
Answer: CEDA would like to have WCAG 2.1 AA standards. ADA section 508 for accessible site building
84. Would CEDA be able to share any existing SEO audits or performance reports to assist in understanding current website performance and future optimization strategies?
Answer: This information will be shared with the selected vendor.
85. Could you elaborate on the desired features and functionalities for the E-commerce and Donor Portal component? Are there any platforms or services requiring integration?
Answer: Currently we use Blackbaud. No additional is necessary.
86. Post-launch, what are CEDA's expectations regarding maintenance, updates, and support? Are there specific SLAs for updates and bug fixes?
Answer: CEDA will work with the selected vendor to define these. The request will be for the vendor to offer technical support and maintenance of the site and not content. SLA's for critical matters should be 4 hours, otherwise next day support is sufficient.

87. What key calls-to-action or interactions will users take on the website?
Answer: CEDA services, CEDA events, Subscription to mailing lists etc.
88. Could you provide more details about the expected level and types of interaction of the Salesforce/CRM with the new website?
Answer: Initially there will be minimal integration to the Salesforce CRM, simply a direction to the system.
89. Do the event calendar and/or registration capabilities need to integrate with any third-party platforms?
Answer: We can decide on those. Yes we use Zoom and Outlook.
90. Which donor management system do you currently use? Could you provide more details about the desired functionality and required integrations for the donor portal enhancements?
Answer: Blackbaud. No integration is necessary at this time.
91. Could you provide more details about the desired functionality and required integrations for the eCommerce functionality?
Answer: Blackbaud. No integration is necessary at this time.
92. Regarding language translations, are you looking for manually translated content or would you be open to an automatic translation plugin (such as GTranslate) that allows users to choose the language and automatically translates it? If manual translations, could you provide a list of the specific languages and an approximate number of pages and/or blog posts that will need to be translated?
Answer: Automatic translations. Please refer to the RFP for list of languages
93. The RFP mentions blog functionality with registration capabilities could you clarify what functionality is needed for registrations for the blog?
Answer: We wish to integrate to a customer outreach database either in mailchimp or constant contact.
94. What factors are driving the Nov 1 launch deadline?
Answer: We would prefer the launch to be before the end of the year. We can discuss timelines with selected vendor.
95. What qualities have worked well or made a project successful with past vendor partners?
Answer: Collaboration with vendor partners is essential to the success of this project.
96. Is there a preference for local vendors?
Answer: There is no preference.
97. I know you're interested in improving the Donation flow. Who are you currently using to handle donations? Have you investigated other platforms that you like?
Answer: Blackbaud. No, we do not wish to at this time.

98. ECommerce is referenced a few times in the RFP -- are there other areas of the site where purchases or exchanges of funds happen outside of the Donation form?

Answer: No.

99. For the Events calendar, is the main purpose of the calendar to let visitors filter and see details on specific events? It does not look like there's any on-site registration that currently happens, is that right?

Answer: Yes and yes.

100. A quick Google site index search shows ~530 pages:

https://www.google.com/search?q=site%3Ahttps%3A%2F%2Fwww.cedaorg.net%2F&oq=site%3Ahttps%3A%2F%2Fwww.cedaorg.net%2F&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIGCAEQRRg60gElMjUyOGowajGoAgCwAgA&sourceid=chrome&ie=UTF-8. It can be inflated sometimes due to PDFs, old pages, or other things caught in Google's archive. Does that count seem right to you or do you know how many pages are managed on your current site?

Answer: Yes. That sounds correct- however many of these pages are old and need to be dropped.

101. There was a mention of a sitemap included in the RFP, but I missed it, or it wasn't included. Could you share that?

Answer: Yes sharing.

102. Do you anticipate greatly reducing or growing the amount of content on the site?

Answer: Reducing (old irrelevant content) and then growing.

103. Will you handle all copywriting and content creation in-house? Or are you looking for the vendor to help with either copywriting or high-level positioning work?

Answer: Not looking for copywriting services, but happy to discuss.

104. Will any information need to be pulled from Salesforce and displayed on the site (e.g., to power the interactive map)? Or will the Salesforce integration be strictly focused on dumping data from the site into the database?

Answer: The website is to simply redirect the customer to the salesforce portal. No integration is necessary at this point.

105. For the application process, will that portal be directly linked to?

Answer: The Salesforce CRM will handle the applications.

106. Do you have the capability to translate content in-house if the site is built in a way to support those translations? Or are you looking for automated translations? Or is this still TBD?

Answer: We would prefer automated translations.

107. Are there any specific interactive features (in addition to the interactive map) or new functionality you've seen that you would like included in the new site?
Answer: We are looking for additional creativity coming from the vendors on this. wE'd also like to incorporate chatbots.
108. Will you extend the due date for this Opp?
Answer: Yes.
109. What will be the Anticipated Start and End Date for this opportunity?
Answer: Please refer to the timeline included in the RFP.
110. Can you consider references from non-governmental sources, such as commercial entities?
Answer: Yes.
111. Can you please provide the place of performance/Work location for this requirement?
Answer: Remote work is ok on this assignment and meetings can be held via Zoom. CEDA can provide this.
112. Does the experience need to support designs for other subdomains or portals? Or will all have the same user experience?
Answer: Not quite sure of this question. but same user experience across the website
113. What is your anticipated role in the content migration? Is there a substantial amount of clean-up, content redevelopment, or optimization needed?
Answer: We do not believe it is substantial. Perhaps some of the clean-up is because of older content.
114. Is there the need to develop & manage more websites in the future, or will there only be 1 site in scope for the foreseeable future?
Answer: Only one for the foreseeable future, however we may farm out additional components to be built to the same vendor for future functionality.
115. What 3rd-party integrations are included?
Answer: No actual integrations, links to other systems
116. How many pages will you be migrating from the current site to the new site?
Answer: To be determined.
117. How many subdomains do you require on the website?
Answer: To be determined.

118. Do you want to have any additional features on the website? OR any list of specifications you have?

Answer: We will work collaboratively with the selected vendors on additional specifications.

119. What is your annual maintenance budget?

Answer: To be determined.

120. Re: "We intend to utilize AI chatbots as an educational tool to inform and respond to clients about our available services." Can you elaborate on specific tools you're considering and what is considered in scope for this with regard to the WordPress website redesign?

Answer: We will look for guidance from the selected vendor on this.

121. How many stakeholders will be involved in approving wireframes and designs?

Answer: We may have 7-9 stakeholders.

122. What functionality from the existing site is considered in scope for this project?

Answer: Anything on the current site should be considered in scope, but we will determine this on a case-by-case basis.

123. Please elaborate on what is considered in scope re: "Utilize Google Ad-Words for TARGETED pay per click Ads."

Answer: We wish to use Google Ad words for advertising on Google for targeted areas in Cook County that CEDA serves.

124. Please elaborate on what is considered in scope as it relates to "CEDA wishes to revamp its Donor Management and E-Commerce" Do you have a donor platform in mind?

Answer: We use Blackbaud however, we are happy to discuss options.

125. Re: events calendar, would leveraging a plugin such as <https://theeventscalendar.com/> be considered acceptable?

Answer: Yes.

126. Re: accessibility, would WCAG 2.1 AA be considered acceptable?

Answer: Yes.

127. What is driving the target launch date? We often find that content creation / migration is the leading factor in slowing down a re-design. What is the state of new content that you'd be looking to add to the new site?

Answer: We would like the site to be ready by the end of the year; however, this is negotiable.

128. How many team members make updates to the site?

Answer: Currently only two.

129. Re: robust search capability, what is your current level of tagging of your content for all content types (events, services etc.)? Ensuring this content is properly tagged will play a major factor in a successful search experience.

Answer: Our tagging is not so good, yes, we would look for guidance to tag all our content types. Taxonomy and Tagging is crucial.

130. Do you require any personalized content specific to your requirement?

Answer: We wish to have this capability through landing pages.

131. Which email campaign are you currently using?

Answer: We use mailchimp and constant contact. Either one will work.

132. Do you have any existing analytics tools in place? Do you require any web analytics platform like (Google Analytics free service or paid Google Analytics).

Answer: We have the free google analytics. Yes, we require it.

133. Do have a preference with existing WordPress or Open to new CMS like Adobe, Drupal?

Answer: We are open to new CMS platforms.