



Website Development RFP Frequently Asked Questions

February 14, 2020

To help firms wishing to submit proposals for the Website Development RFP, DG has created an FAQ. We will be updating this document as needed during the RFP process. For any additional questions, please email sortonvipond@developmentgateway.org and lfincham@developmentgateway.org.

1. [Are you open to remote/international development teams?](#)

- a. Yes! We are a globally-based organization, the majority of our team works internationally. Anyone is welcome to submit a proposal.

2. [Can I set up a call to learn more?](#)

- a. Yes, but it is not required. All calls must be scheduled by February 11th, and will last a maximum of 30 minutes. Questions can be asked via email through February 14th.

3. [What are Development Gateway's priorities?](#)

- a. While site speed, SEO, and performance are important; DG is most concerned with effectively telling the story of our complex, ever-changing work. The current website has become too large to maintain easily. For example, a small change in a program could result in updates to dozens of pages. Equally important are the navigation and visual feel of the site. Finally, we expect to transition away from Drupal, but are open to platform recommendations. Drupal at one point served DG's needs well, but has become more difficult without a Drupal developer internally.

4. [Are you open to recommendations and deliverables that are not included in the RFP?](#)

- a. The required the main deliverables are required, but we are open to suggestions and recommendations about the final products. We have also provided a list of optional deliverables, which are not required, and which can be expanded upon if your firm has ideas that would support our work and messaging.

5. [Who are the key stakeholders on the client side?](#)

- a. Lindsey and Sarah will be the primary project leads. The Business Development Associate, CEO, and Communications Advisor will also be involved. We would

like to have check-ins with other team members, including our Director of Software Development, at certain points during the project.

6. Can you share the survey that was conducted with staff, board and partners around communication needs to the branding and web presence?
 - a. Yes, we will share that document with the firm we select
7. Of the current content on the current websites, how much of it is to be rewritten vs. migrated vs. created?
 - a. The blog, library, and a few other pages will be migrated. Primarily, we plan to generate or repurpose content for the new site.
8. Does DG require assistance with content creation?
 - a. Our biggest need is guidance with site architecture so that content is effectively telling the story of our work. This might be recommendations about where to place certain content or around the framing of existing content for an outside audience.
9. Who is the audience?
 - a. The audience is primarily funders/donors, partner organizations, and the policy community. We expect to select a firm could help us better refine and target these audiences.
10. Aside from moving away from Drupal 8, does DG have a CMS platform in mind?
 - a. We are open to recommendations. Our goal is to future-proof the website. Right now, there is in-house experience with Word Press, but we are looking for a CMS that will be useable even if our team changes.
11. What is the driving decision to move away from Drupal?
 - a. Drupal is not flexible enough for us. The existing platform has limited fonts, templates, photo sizes, etc. We don't have "ownership" of the website and we can't make minor changes and updates so the website feels dated before it should.
12. Is the DG open to selecting a CMS platform during planning rather than a direct recommendation in the proposal?
 - a. Yes, but if a firm is going to choose this option, they should make it clear and provide information on the systems they are considering.
13. Does DG have a preference over Open Source vs Commercial CMS platform?
 - a. We are open to a variety of CMS platforms. We are looking for one that will work long-term for the organization. Aside from that, we are open to suggestions.
14. How many CMS administrators does the DG expect to have at launch?
 - a. That has yet to be determined, but at least two
15. Does the DG have any websites of other organizations that they admire and would deem best in class, even if from a different sector or industry; that you could share?
 - a. We are open to suggestions.
16. Based on the International presence of DG, will there be a requirement for translated content?

- a. Some of our content is in multiple languages, usually English and a second language. While a plug-in like Google Translate is great, a solution for the multi-lingual content we have created would be better. For example, blog posts will be written in English and then the French will be underneath in the same post. This is not equitable. We are looking for suggestions on other ways to organize this content.
17. What is your ADA rating requirement?
- a. Somewhere in the range of A-AA
18. How many pages are required for the development of the DG 20th anniversary microsite?
19. We are open to recommendations of 1) if we need a microsite and 2) what a microsite would look like, which functionality it should have. Having a microsite is related to the launch date for the full new site. (Will it be complete for our 20th celebration in July)
20. Does the DG website today integrate with any other business systems that we would need to account for as part of our delivery?
- a. Primarily MailChimp using a newsletter signup form
21. What do you need in terms of hosting?
- a. We currently host our own website and will continue to host it.
22. How many firms are responding?
- a. We have heard from 18 firms, but it is unclear how many plan to submit proposals
23. Is your current provider submitting as part of this RFP?
- a. No, our previous site was built internally and we will be using an outside firm for this rebuild.
24. How will the decision be made?
- a. We have a rubric and will produce a score based on selected indicators.
25. Do we need to redesign/rebuild any of the tools accessible on the current site, such as <http://ocdemo.developmentgateway.org/ui/index.html#!/crd?>
- a. You will find a number of tools, dashboards, and portals on our website. Those are outside the scope of work, but we will want to make sure links are still usable and anything hosted in our cloud is still up.
26. What is your average number of visitors to your site each day?
- a. Around 200-300
27. What is the maximum number of visitors you've had one time?
- a. In the past year, the maximum in one day was around 1000
28. Can you please describe what "the archive" is and about how many records or pieces of content or media it contains?
- a. The archive is around 500 blog posts, we aren't yet sure how many will be moving to the new platform, but a conservative estimate is 90% of the blog. We also have a resources library. There may be a few other pages that will be migrated, but most of the content will be generated or repurposed.
29. Will photography, illustrations, and video have a dedicated budget not included in the proposal budget?

- a. No. We will provide images, graphics, etc. If you want to include video or photography in the proposal as optional deliverables, you can.

30. Is there wiggle room in the timeline?

- a. Our 20th anniversary is July 14th. So we would like to have a website ready to launch as part of the celebration. We have decided to celebrate/message the 20th for most of the summer, so there is some flexibility, but want the website to tie in. That said, our priority is having a solid website rather than how it fits into the 20th anniversary.

31. Is the source code for your website managed in a source code repository such as SVN?

- a. Yes, it's managed in Git, in a private repository on Github.