

## **RFS2022-WDS Clarification Response (8/26/2022)**

### **Bidder 1**

#### **Question 1**

Do you have a CRM platform selected?

We currently use Raiser's Edge NXT by Blackbaud as our CRM for donor/membership relations, as well as Constant Contact for email contact management. Though our membership/donor team are researching more comprehensive options (i.e. Salesforce) for the future, bidders' recommendations for a new CRM that align closely with their outlook for a new website are appreciated and encouraged.

#### **Question 2**

Can you describe the information that is (or will be) tracked within your CRM, along with where and how you would like for this information to be collected, displayed, and interacted with on the website?

All of the anticipated integrations with the CRM are detailed in the scope of work in the document.

#### **Question 3**

Do you find the WPBakery page builder plugin meets your needs for managing pages with complex layouts? If not, why?

Though WPBakery has served the current site well, it no longer serves our needs because of its current security issues and lack of support/updates. Our staff also relays that it is not "user-friendly." We're seeking the professional opinion of the bidders for new, secure, easy-to-use plugins that fit their vision for a new website.

#### **Question 4**

Why is the events platform developed by Zero Defect Design separate from the events system on the primary website?

Our events platform is responsible for nearly 50% of all accountable traffic to the Cultural Council's site per year. Since it was never expected to work within a WordPress environment, it made sense to keep the server/site separate from the main site.

Are you looking to combine the back-end for the two platforms? **No.** The major expectation we have of potential bidders is to work with ZDD to achieve design parity with the new website—not to impact any of the calendar's current functionality.

#### **Question 5**

Can you describe the job board system and how it connects to the website? Will it display content directly on your website, or is it simply an external link in the navigation?

We'd like to have on the new website a system wherein our partner organizations can submit/upload open job listings that the Council staff and approve on the

backend, and feature on the website. This could be built into the CMS, or provided by a third-party plugin.

### **Question 6**

Can you describe the donation portal and how it connects to the website? Will it display content directly on your website, or is it simply an external link in the navigation?

Page 15 of the RFS clearly answers this question under the vendor GiveButter. This is currently an external link in the navigation, but full integration in the new site (via a plugin or API) is preferred. Alternative plugins/integrations that work better with bidders' vision of the site, however, are welcomed.

### **Question 7**

Why does the training portal (for arts professionals) require a login? Unless there is private content, or the system requires payment, we would not recommend locking out the public. It is a potentially unnecessary cost that will require additional management from your team, and is not as discoverable to those that may find it useful (it would also be excluded from search engine indexing if walled off).

Logins for the portal are a suggestion, not a requirement. However, any suggestions related to the potential functionality of the website and the additional costs incurred should be noted within your company's submittal.

### **Question 8**

All modern web browsers provide automatic, machine translations for foreign users (as defined by their default browser language setting). With this in mind, are you looking for translation to Spanish through a plugin (automatic, machine translation) or as a manual translation for content. If it is a manual translation, what is the scope of the translations?

We believe that creating an art-filled community means seeing, celebrating, and serving all—to us, that includes translation of our site into Spanish and other languages (Creole, French, etc.) in the future. We're relying on the bidders' knowledge of translation technologies to help us accomplish that goal within the budget provided.

### **Question 9**

It is mentioned that the website search should include "items in CRM". Can you provide more information on the scope of those items?

All of the anticipated integrations with the CRM are detailed in the scope of work in the document.

### **Question 10**

What are the specific ADA requirements for the website? For example, are you targeting WCAG A, AA, or AAA levels? How strictly are you looking to follow these guidelines?

We're looking to at least achieve WCAG Level A conformance.

### **Question 11**

What is the “POS” referenced on page 12 and 17? It is not defined or described elsewhere. If it is a point-of-sale system, please describe its use on the website. We would like to add the functionality of an e-commerce integration (Shopify, WooCommerce, etc.) to the new website. We want to be able to provide this service to our community of creative professionals through our Roe Green Uniquely Palm Beach Store brand.

## **Bidder 2**

### **Question 1**

From the perspective of CCPBC, what information or data do you expect to need or want to be migrated from the current / old site to the new one prior to launch?

The core informational content (copy, documents, blogs) related to the Cultural Council’s services within the current site are our priority for migration, in addition to the integrations with the events calendar (separately hosted and designed), Knack databases, GiveButter donations/memberships, etc.

### **Question 2**

POS (point of sale) functionality - what are the things that are being sold / allowed for checkout? Related - what are the “commerce requirements” of the Cultural Council?

The only requirement is that the new site should include the space/functionality to include an integration with a well-known e-commerce solution (Shopify, WooCommerce, etc.) We want to be able to provide this service to our community of creative professionals through our Roe Green Uniquely Palm Beach Store brand.

### **Question 3**

For this statement: “Administrators will also need the ability to dynamically create categories for rich media content through the administrative system” -- how is “rich media” defined? Video? Gifs?

Our current site only provides the use of rich media through a YouTube API integration. We’d like the ability to implement rich media (videos and GIFs) in more places (and with more flexibility) than the current site is able to.

### **Question 4**

For this statement: “Implementation of an events system for in-person and virtual events hosted by the Cultural Council” -- Is the events manager expected to only live within the CMS? Or can / should this be a separate tool that integrates and displays via the interface of the website?

We have no preference as to the events system’s integration with the new site. Ease of use is the priority for this tool.

### **Question 5**

What ADA compliance level specifically are we looking to support? Level 1 is basic/average

We're looking to at least achieve WCAG Level A conformance.

### **Question 6**

Will the translation to Spanish feature be localization, or simply Google Translated in browser? (There are limitations to using GT that we can outline, but is the easier/cheaper option)

See Bidder 1's Question 8 for answer.

### **Question 7**

Which CRM does the Council use, or do they expect to use?

See Bidder 1's Question 1 for answer.

### **Question 8**

Under "Development" under the scope of services:

a. Blog Copy is listed as a required service: Will this be all new blog content, or existing that is moved over to the new site?

b. "Interactive Maps" - what are the expected features and functionality of this map / these maps?

Both of these assets are mentioned as part of a larger "content audit" in the scope, not as required services.

### **Question 9**

Additional functionality: "Develop a training portal" - could this be a third party service / tool? Or is it required to live within the CMS / on the same website property?

Not required to be within the CMS.

## **Bidder 3**

### **Question 1**

Can you confirm that we can participate, even if we are not in Florida?

Yes, as long as your company is licensed to do business in Florida. It should be noted, however, that the RFS states that "Local Preference is given to consultants having a permanent place of business in Palm Beach County. If a consultant is eligible to receive Local Preference, the submittal will receive five (5) points."

### **Question 2**

Could [the submittal] be sent only by e-mail, instead of post mail?

One electronic copy of the proposal must be emailed to the RFS Contact Person by the deadline *and* a physical, signed original of the proposal must be sent via postal mail.