

## WUPPDR Website Design RFP, July 2020

### Responses to Questions Received

*Preliminary note:* We received three inquiries from firms that were familiar with the RFP for redesign of [www.getaroundwup.org](http://www.getaroundwup.org) that we released in 2019. That project was completed to our satisfaction on the Squarespace platform. This RFP is for redesign of a different website (our main one), [www.wupldr.org](http://www.wupldr.org).

1. You state that Wordpress is not an option. It appears that your current site is utilizing Wordpress.
  - a. Was there a problem with the current setup with Wordpress?  
**Yes, we have experienced numerous problems with security and outdated and buggy plugins, and the need to frequently update them, in multiple Wordpress websites.**
  - b. Are you primarily concerned with security?  
**As stated above, that is one of our concerns.**
  - c. If the site was hosted in an enterprise hosting environment that can ensure security and we could provide a completely visual, drag and drop editing experience, would you still consider WordPress?  
**Not for this release of this initial RFP; however, if we do not receive one or more proposals that satisfactorily meet the terms of this RFP, we may reissue and consider use of Wordpress. We simply prefer an alternative platform at this time, since alternatives do exist. This preference may change with future redesigns.**
2. Can you provide more details on the content migration process? You state in your RFP that “much of the information and supporting resources, such as maps, will be populate and updated by WUPPDR staff. Are you planning migrating all content or will there be content that we would be responsible for migrating. If that is the case, can you provide some details on the amount of content so we can accurately estimate that process.  
**Your understanding is correct. We estimate the selected developer will be responsible for migrating the content of roughly half of the current web pages. Some existing pages will be deleted. Others will be added, and these will have content populated by WUPPDR staff but may need certain placeholders for text blocks, images (e.g. maps) provided by WUPPDR, and interactive embedded content drawn from other services we have existing memberships with (e.g. ArcOnline). The final number of web pages will be roughly similar to the current number. This could be further fine-tuned with mutual agreement prior to execution of a contract.**
3. You mention the design of 3 color schemes for the design. Are you asking for 1 design with different color schemes? Or are you looking for 3 separate design ideas to choose from?

**Only three color schemes; however, we will be flexible on this, such as with three different layout options (showing an example of as little as one web page) utilizing the same color scheme. The main reason for this item is to avoid use of a design and colors that staff are very dissatisfied with, but we are not picky and this has not been a problem with design of previous websites. Again, this could be fine-tuned prior to execution of a contract.**

4. In regards to the mobile version of the site. Are you looking for a separate mobile experience with separate content? Or, are you ok with a responsive layout where the desktop content stacks appropriately for mobile devices.

**Responsive layout option is sufficient.**

5. Wanted to confirm that you are looking for a basic restructuring of the logo to a horizontal version. Or are you looking for a logo revise?

**Yes, basic restructuring in horizontal version; we have found it difficult to incorporate our logo in its current orientation into certain documents and other organizations' materials.**