



Website Design & Development Services, Q/A
Updated September 6, 2023 | FINAL VERSION

Q1: Are you not open to working with companies outside of Denver?

A1: We are open to working with companies outside of Denver and Colorado.

Q2: What are the biggest issues, problems, or challenges you're facing that prompted this website design decision?

A2: DPP's 2025 Strategic Plan is centered on equity, and our organizational goals within the strategic plan must be better reflected on DPP's website. In auditing the existing website, we agreed the time is right to make a strategic shift to the site architecture and user experience to reflect these strategic organizational priorities.

Q3: What are your organization's most important broader goals with a new website (not in terms of site features/functionality, but bigger concerns like improving brand image and web presence, increased awareness, better highlight values, vision, and purpose, etc.)?

A3: Similar to our answer to question two above, we would like our website architecture and user experience to better reflect our organizational goals as outlined in the 2025 Strategic Plan.

Q4: Approx. how many pages and posts are there that'd need to be migrated to the new site? Do you have staff to migrate the content or would we have to do it?

A4: Information specific to the website, including pages, is included in the RFP's Attachment D. The communications team will assist in auditing and redeveloping content; however, the content migration will be part of the scope of work for this project.

Q5: Besides common website features, will there be any custom integrations with third-party services (not just a link or embed) or anything that'd require significant custom coding?

A5: While we do not anticipate any significant custom coding, the opportunity to explore customizations that align with our strategic objectives with the selected offeror may be considered. DPP does connect to third-party applications, such as Bridgecare for our family application. These are typically a link, API, or embed code. Our tuition calculator tool is currently built in javascript.

Q6: Would you be interested in our proposal if we come in higher for the initial build, but lower for ongoing support?

A6: As part of the contracting process, offerors and DPP will go through a "Best and Final Offer" (BAFO) negotiation phase. It's within this phase that the specifics of the budget are ironed out. The scoring for the RFP process considers the proposed budget and value for the scope of work offered.

Q7: Has DPP done direct research with targeted audiences? If not, should user research be part of the scope for this project?

A7: DPP has conducted direct research with targeted audiences. Example: DPP recently completed a focus group with both DPP families and families not affiliated with DPP, on the topics of DPP's tuition credit system, DPP's services, etc. Those findings will be available to the winning contractor. DPP also has baseline research data available on organizational awareness, both qualitative and quantitative. DPP has not completed a formal UX study of the website, so additional research on UX should be included in part of the offeror's project scope, as identified in the RFP.

Q8: Will the new website be designed according to your current brand guidelines, or are you looking for any brand support as part of this project?

A8: DPP will work with its current brand identity for the foreseeable future. DPP is a voter-approved ballot initiative in the City and County of Denver. As such, voters will again have the opportunity to reauthorize DPP in this coming November 2023 election. Depending on the outcome of that election, DPP may or may not consider shifts in organizational identity. Therefore, the winning contractor should propose a website with a certain amount of flexibility to adapt to a potential brand evolution, for example, reskinning the website or updating the CSS.

Q9: Is there an Incumbent agency? If so, what about your relationship with that agency do you like and what could be better?

A9: There is not an incumbent agency. DPP has a great relationship with our current contractor, but due to organizational changes, we have decided it is time to explore other options.

Q10: Do you have a target date for when you want to launch the new site?

A10: We would like to launch the new website before our next Program Year (September 2024).

Q11: Do you work with a specialty translator agency/partner already?

A11: DPP does work with a translation partner, though DPP is open to exploring other translation services or partnerships if the winning Website RFP offeror has a partner they have proven success working with.

Q12: Do you have the resources in-house to produce new content or repurpose existing content if the new website strategy dictates that new content is required?

A12: Yes, DPP will develop its own content. DPP will work with the winning contractor on SEO development, but the actual content generation will be the work of DPP staff and communications contractors.

Q13: What are the hosting needs? Are translation needs expected to be based on machine translation, or manual translation or combination of them?

A13: DPP has third-party website hosting, with multiple domain name variations owned by DPP. Hosting, and the contracts for hosting, will be part of the partnership between DPP and the winning offeror. DPP highly values equity, diversity, inclusion, and belonging. With that, it is vital that translations are in the proper language of the information being served; DPP strives for

transcreation of materials and content versus a word-for-word translation or AI generated translation. Thus, DPP insists on real, human translations over the use of AI. Translations are also tested and validated in our community prior to launch. Another top priority, in terms of language, is to ensure all English web content is at a reading level that is accessible to our audiences.

Q14: Is the budget “use it or lose it” for FY25 and FY26?

A14: DPP, as a tax-payer funded organization, and its budgets are subject to tax-payer appropriation. DPP typically contracts on a “not to exceed” amount and requests invoices from contractors following the completion of the project or monthly work. There is a potential for us to discuss different opportunities, but over all DPP does need to negotiate and determine specific budgeting information. Offerors should put forth how they would request the funding to be distributed.

Q15: What are some current pain points of the current site?

A15: Please refer to question #2.

Q16: Do you have a preferred CMS?

A16: Not necessarily, though DPP will not entertain the idea of a fully customized website that requires knowledge of HTML or coding to maintain and update.

Q17: Other than the monthly progress/performance reports and account management, what are your expected needs for annual support? Do you think you’re just looking for basic maintenance: i.e. security patches, making sure modules and versions are up to date versus larger projects and feature builds that would require a number of retainer hours? If the latter, are there any specific projects we should be aware of?

A17: DPP asks that offerors hold space for the organization to grow, in line with our strategic plan. Day-to-day site maintenance is a crucial element, as well as improving our UX experience and heat maps to share with internal stakeholders to communicate the status and usability of the website.

Q18: Are you open to using a plugin as a solution to achieve compliance with accessibility WCAG 2.1 standards? Rather than building it into the source code of the site?

A18: DPP would need to walk through that process with the winning contractor to better understand the pros and cons of particular plugins.

Q19: Is the \$115,000 for initial development also not to exceed?

A19: DPP implements a “Best and Final Offer (BAFO)” phase of a budget negotiation. Please refer to question #5 for more information.

Q20: Can you talk more about the third-party tools that will need to be integrated into the site? What tool is powering the Find a Preschool tool? What tool is powering the Family Tuition application? What other third-part tools need to be incorporated?

A20: The ‘Find a Preschool’ and ‘Family Tuition Application’ tools are powered through

Bridgecare. Other third-party tools to be incorporated may include Google Suite, advertiser UTM codes or pixels, embed codes for video, etc.

Q21: Is DPP open to leveraging an accessibility toggling widget like Userway to go along with manual ADA adjustments?

A21: DPP would need to walk through that process with the winning contractor to better understand the pros and cons of particular plugins.

Q22: What languages does the site content need to display in?

A22: DPP has specific pages that need to be displayed in Spanish, for example, though DPP has content available in a total of nine different languages. DPP uses analytics to determine where to prioritize where we need to deploy those translation services. DPP does not use AI for translation.

Q23: You indicate that you want your partner to continue to refine and monitor GA4 after the site launches. Will that ongoing analytics work be part of this current scope, or is there additional budget that will be committed to that work? Do you have custom goals and events already identified?

A23: DPP has GA4 goals and events that are identified on our website. The winning offeror will be our partner in GA analysis, SEO, etc.

Q24: You've mentioned using heat maps. Do you have heat map data available?

A24: DPP could provide heat map data as part of the contract, but not during the proposal phase.

Q25: Does DPP use Hotjar for Heatmapping?

A25: DPP can provide heat map information as part of the discovery phase to the winning contractor, but not during the proposal phase.

Q26: Will this Call's recording be made available to us?

A26: The recording will not be publicly available, but all questions captured during the Pre-Proposal Q&A Conference will be available online no later than September 6, 2023.

Q27: Is the printed copies a hard requirement?

A27: Yes. In accordance with our contract with the City and County of Denver, hard copies of offered contracts are required.

Q28: Are you open to digital-only submission, or is the flash drive a hard requirement? And is there any flexibility on format within that 10-page max?

A28: In accordance with our contract with the City and County of Denver, a flash-drive is required. There is room for flexibility in the formatting of the 10-page maximum if an offeror, for example, would like to provide a case study, analysis, appendix, etc. Please review the submission guideline section of the RFP for details.

Q29: Will the cover sheet and TOC count towards the 10-page limit?

A29: No.

Q30: Might there be a revision to the RFP or is it locked in?

A30: The RFP is locked in, though the scope of work is open for possible revisions during the contracting phase.

Q31: During Discovery & Research would we have the opportunity to talk to or survey external stakeholders (i.e. not DPP staff but end users)

A31: Yes, if the offeror is able to include that into the scope and budget.

Q32: For research, would DPP assist with identifying audiences?

A32: Yes.

Q33: Do proposals need to be mailed, or can they be hand delivered?

A33: Both formats are accepted – though hand delivered should be scheduled ahead of time as DPP operates on a hybrid schedule and is only physically in the office on Tuesdays and Wednesdays.

Q34: Is DPP a recipient of the Google Ads grant for nonprofits, and if so would the chosen vendor be taking responsibility and management of that?

A34: Yes – DPP is a recipient of the Google Ads grant for nonprofits. However, the chosen vendor would not be responsible for the management of that grant. DPP's marketing agency leads that development. The selected contractor would be responsible for partnering with the marketing agency on providing data and analytics to help inform the use and optimization of the Google grant.

Q35: Are you able to provide the names of other marketing partners you currently use?

A35: Our current designer is Rassman Design. Our current content marketing partner is Write on Red. Our new media-buying and marketing partner is currently in contract negotiation phase, so we cannot release that vendor's name until the contract has been finalized. These are likely the contractors that would interact the most with the successful website design and development contractor.

Q36: Could you let us know what CMS platform your current website runs on?

A36: Our current CMS is WordPress

Q37: Since Multilingual support is required for this website, does DPS have internal resources to make minor updates to the translated pages, or will all of that support fall onto the vendor during maintenance or your current translation partner?

A37: DPP does have resources for contract translation support.

Q38: Can you clarify if translation is in scope for the selected vendor or if that will continue to be outsourced to your current partner?

A38: Translation services are not a mandatory requirement of this contract. However, translation services could be included in the scope of work for the selected vendor if these were services the vendor offered in line with our requirements that translations not be done using tools like AI, and aligned with the budget.

Q39: Has there ever been an instance where non-content changes (visual or technical) to the translated pages were not made on the English site?

A39: Not that we are aware of.

Q40: The RFP states - *Selected contractor will identify a hosting solution for the DPP website.* Are you satisfied with the performance of your current hosting provider, WP Engine? Please share any areas for improvement that may lead to a different recommended hosting solution.

A40: We do not have any concerns with our current hosting provider.

Q41: It was mentioned during the pre-proposal conference that the Director of Communications and Engagement is the primary manager of the website. Can you share the number of other resources involved?

- a. Number of site administrators
- b. Number of content authors
- c. Number of content editors
- d. Number of developers
- e. Number of staff to train

A41: DPP's team is small and the current roles and responsibilities for website maintenance are not as rigidly defined as above. Our site administrator and all development are handled by our current website contractor, and there are currently two additional staff members who have access to publish content on the website. Given the unknowns of possible changes to CMS, or other platforms, we cannot confirm roles and responsibilities in the new web environment. This will be part of the discovery phase with the selected contractor and platform.

Q42: It was mentioned at the pre-proposal conference that DPP will author all content for the site. Are you looking for the selected vendor to provide any content recommendations based on inclusive language best practices?

A42: DPP is open to collaborative conversations around content, including inclusive language recommendations.

Q43: Thank you for sharing the information on the top pages based on traffic. Can you share the numbers accompanying this, such as visits or unique visits?

A43: DPP transitioned to GA4 early this summer, so we can provide the past three months of traffic:

- June 2023: 4,800 users, 4,500 new users, 2:09 time on site
- July 2023: 5,800 users, 5,400 new users, 2:30 time on site
- August 2023: 6,900 users, 6,500 new users, 2:41 time on site

Additional analytics beyond this will not be provided before the proposal deadline.

Q44: The RFP states that the DPP program year is December 1, 2023, through August 31, 2024, but can you share if you have a targeted date for the launch of the new website within that period?

A44: DPP's annual program year begins on September 1 and ends on August 31. Since this contract will begin within the program year for 2023-2024, the timeline on page 5 of the RFP truncates several months due to the RFP process and timeline. The targeted schedule is as follows:

- December 1, 2023: Contract Begins
- By August 31, 2024: New website launched
- Starting September 1, 2024: "year two" of contract; reorient scope of work toward website maintenance.

Q45: Is the find.dpp.org site a part of this project/build? If so, is the application also part of the scope? As it was migrated this summer, we assume not but want to make sure to include all the right pieces.

A45: Find.dpp.org and the application for DPP are both overseen by Bridgecare and are not part of the build aside from ensuring a seamless user experience to navigate to these pages. DPP's tuition calculator is written in javascript and IS part of this scope.

Q46: Is DPP satisfied with the WordPress CMS? Why or why not?

A46: DPP holds a neutral position on the current CMS, WordPress. Offerors should demonstrate why their proposed CMS solution is the best fit for the organization based on the RFP and the firm's expertise.

Q47: Can you describe the "Calculate Tuition" page functionality and if that was built custom or being run by an outside tool?

A47: Please see answer 45.

Q48: Section 3(c): Plug-ins, Tools, and APIs Can DPP provide a list of all systems that should be integrated with the new site? Are all systems to be integrated currently in use by DPP or is DPP seeking new solutions to provide critical functionality? If the latter, please outline these solutions.

A48: A comprehensive list of plug-ins, tools, and APIs will not be provided at this time, however, may be available to the short list of offerors and will be provided to the selected vendor. At this time, DPP has not identified any new solutions to provide critical functionality, however, if the selected vendor were to identify areas of improvement as part of the research and discovery phase, DPP would entertain the vendor's recommendations.

Q49: Section 4: Content Migration - Technical considerations item "u" calls for an automated migration but section 4 seems to call for a manual migration. Can DPP confirm if its staff will be primarily responsible for loading content to the new site with vendor oversight or if DDP would like the vendor to migrate the data with a tool or script?

A 49: DPP would like to migrate the content from the current site to the new site as efficiently as possible and would like the successful offeror to collaborate with DPP on a content migration plan. We feel it would be premature to mandate such a plan at this time without understanding the CMS and firm capabilities of the successful offeror.

Q50: Is the WPML multilingual plugin working for DPP? Why or why not?

A50: Please refer to answers regarding language translation/transcreation above. DPP will work with the selected offeror to identify goals and plans around multilingual pages.

Q51: Social Sign On is mentioned - Is that being used for find.dpp.org? Is that part of this project?

A51: DPP will look to the successful offeror to make recommendations for API's, plug-ins, utilities, etc. to best meet the objectives of the organization.

Q52: How many hours of ongoing support does DPP have with the vendor currently providing maintenance and support? What level of support (in hours) would DPP anticipate needing in the first and second years after launch?

A52: Given this is a website design and development project, we do not believe that support should be based on the current installation. DPP would look to the successful offeror to ensure the support plan recommended aligns with RFP and budget requirements as outlined.

Q53: Is DPP interested in the following as an add-on to this project or for a future phase of work? (a) Digital Flipbook tool for annual reports and other publications (b) Data visualizations on the site?

A53: Yes, DPP would be interested in integrating such tools into the new website, but not likely as an add-on. Offerors should include recommendations and associated costs for such "add-ons" within their proposal.

Q54: Can you provide any additional details about the website's current hosting provider, including any issues or challenges with their service?

A54: We have not experienced any issues or challenges with our current hosting service.

Q55: How often does the website require emergency site recovery, and what are the most common causes of these issues?

A55: The website has never required emergency site recovery.

Q56: Can you provide any additional information about the site's current level of ADA compliance, and any existing efforts to maintain compliance?

A56: Given the scope of the RFP is website redesign and development, the current level of ADA compliance and maintenance does not seem entirely relevant. Expectations around ADA compliance for the new website will be discussed collaboratively with the successful offeror. DPP would like the new site to meet WCAG AA compliance upon completion, striving for WCAG AAA compliance if possible.

Q57: Can you provide any additional information about the site's current security level and any past security breaches or concerns?

A57: Given the public nature of the RFP process, security information for the website will not be shared at this time.

Q58: Are there any specific metrics or insights that you would like the vendor to provide through site analytics?

A58: Please see answers 22, 23, 34 and 43. With the introduction of GA4, DPP is reestablishing baseline metrics for year-over-year metrics.

Q59: Can you provide any additional details about the types of optional tasks that might be required, and the potential impact on the site's functionality, features, and stability?

A59: We believe the documentation provided within the RFP, appendices, and these Q/A responses is sufficient at this time.

Q60: How often does the site require full backups and disaster recovery tests, and what are the most common challenges or issues encountered during these processes?

A60: Given the public nature of this RFP, we are not able to give specific information related to this question on the existing website. Per Section V of the RFP, offerors must include catastrophic event assurances as part of their proposals.

Q61: What is the expected timeline for the emergency site recovery process, and what are the key factors that could impact this timeline?

A61: Please see answer 60 above. DPP relies on its website, and emergency site recovery processes are a requirement of this scope of work and should be outlined within the offeror's proposal.

Q62: Are there any specific features or functions that the website currently lacks that you would like to see as potential future development?

A62: Please see answers 2, 3, 7 and 17.

Q63: Can you provide 3-4 website examples that you like in regards to style and functionality?

A63: DPP declines to provide specific web examples at this early stage in the process. Examples can be discussed collaboratively with the successful offeror.

Q64: Can you list website functions and features that you would like to avoid?

A64: DPP will not entertain a fully customized website run outside of a CMS, DPP does not endorse AI-generated language translation.

Q65: Could you provide more insight into the specific user demographics visiting the website? Are there any particular trends or patterns in user behavior that you've noticed from the web traffic data? How satisfied are you with the current website's performance in terms of user engagement and conversion?

A65: DPP defines its target audiences in three broad categories: families, preschool providers, and community opinion leaders/influencers. Our audiences are primarily local to the Denver, Colorado area. Behavior patterns for our audiences - especially families and preschool providers can be seasonal, mirroring the school year. We are pleased with the current website's performance in terms of user engagement and conversion, however, please see answers above related to UX and aligning the website to DPP's strategic plan, in particular, our equity values.

Q66: Are there any specific elements or functionalities of the current website that you'd like to retain in the redesign?

A66: The third party components including DPP's tuition application and "find a preschool" tool must be retained.

Q67: How frequently is the website content updated, and who is responsible for these updates?

A67: Website content is updated on a regular basis as-needed, typically weekly or several times a month. Content updates are made by several people working on behalf of DPP including 2 existing staff and the website contractor. Since DPP's internal staff team is quite small, making website content updates in partnership with the DPP staff and communications team is a critical component of this contract.

Q68: Could you provide more details about the key needs and priorities of users when using the website?

A68: Finding a preschool, applying for tuition credits, seeking information about DPP tuition credits and UPK Colorado are three of the highest utilized areas of the existing website.

Q69: Are there any specific pain points or challenges that users have reported while interacting with the current website?

A69: A comprehensive UX study has not been performed on DPP's website. Anecdotally and qualitatively, users report no specific pain points or challenges interacting with the current site.

Q70: How critical is the integration of third-party data feeds? Are there any known limitations or challenges in maintaining seamless integration with these third-party vendors?

A70: DPP does not utilize any third-party integrations at this time that we do not believe are necessary. As with any third-party integration, limitations and challenges are directly related to the platform itself. We have not experienced any limitations that have a substantial negative impact on DPP's operations.

Q71: Are there any specific mobile-specific features or functionalities that users frequently request or require?

A71: DPP requires that the new website be mobile responsive. Users must be able to access all critical components of DPP's website from any platform.

Q72: Could you elaborate on the types of business opportunities that partners typically seek when visiting the website? Are there specific documents or plans that business partners commonly access on the website? How do you envision the new website facilitating better engagement with business partners?

A72: Community partners along with opinion leaders and influencers would be better descriptions of these audiences. Documents that these partners typically access include our annual report, strategic plan, research reports, and other similar types of content. The new website should improve the critical user click-path to better access this type of information.

Q73: Are there any specific technology trends or features that you would like to incorporate into the new website?

A73: Customized landing pages with dynamic content could be part of longer-range strategic thinking for DPP to incorporate into the new website.

Q74: How will the success of the website redesign be measured? Are there specific key performance indicators (KPIs) you have in mind?

A74: KPIs will be developed in partnership with the successful contractor. KPIs related to the launch of the new website will include the timely delivery of the website within the budget specifications identified. UX analysis will play a vital role in the analysis of the website post-launch as will analytics, goal, and conversion tracking.

Q75: What are your expectations regarding improvements in user engagement, conversion rates, or other metrics after the redesign?

A75: In many regards, with the shift to GA4 and the launch of this new website, DPP is reestablishing baseline metrics that will then be used to establish metrics for improvement year-over-year.

Q76: What is the preferred mode and frequency of communication for project updates and

milestones?

A76: Utilizing a project management platform such as Basecamp or similar would be the preferred mode of communication with as much frequency as necessary. At a minimum, weekly updates and progress reports should be provided with key milestones, timelines and tasks clearly identified.

Q77: Could you provide insights into the structure and content organization of the current website? Are there specific goals you have in mind for reorganizing the content on the new website?

A77: We believe this question has been sufficiently answered for this stage of the RFP process. Further details may be discussed with the short list of offerors.

Q78: Can you provide more information about the project specifications, including the technical requirements you have listed?

A78: We believe this has been sufficiently answered within the RFP, its appendices, and this Q/A document.

Q79: Are there any specific budget constraints or considerations that vendors should be aware of?

A79: Please see "Contract Budget" on page five of the RFP.

Q80: What key aspects should the design concepts focus on to align with the preschool programs brand? Are there any specific design preferences or guidelines that should be followed for the interactive elements and layouts?

A80: DPP has existing brand standards that include primary and secondary color palettes, fonts/typography, brand elements, photography guidelines, and logo/lockup identity standards. Developed in 2019, DPP will be working to evolve these brand standards to better align with the 2025 Strategic Plan and the future orientation of the organization. The website must be flexible enough to adopt both the current standards, and easily shift to new standards once adopted.

Q81: What is the expected level of customer service assistance required after the launch of the new website?

A81: Comprehensive training of DPP staff and relevant communications contractors on website management and maintenance will be required. The scope of this will be discussed in more detail with the winning offeror.

Q82: How do you define the performance standards for the new website?

A82: DPP and the selected offeror will align on performance standards for the new website, which should include load time, user behavior metrics, error rates, bounce rates, website traffic, and conversion rates, and accessibility.

Q83: What are your expectations regarding the duration and extent of customer service support after launch?

A83: Please see page 4 of the RFP "Duration of Contract." The extent of customer support available within budget specifications should be included in the offeror's proposal.

Q84: Does DPP handle marketing campaigns in-house that will lead conversion tracking requirements. or does an outside vendor define the conversion tracking requirements?

A84: An outside vendor will oversee conversion tracking, however, the website contractor will aid that vendor in the implementation of necessary tracking tags, codes, pixels, etc.

Q85: Does DPP leverage an email marketing solution that ensures data privacy and opt-out compliance?

A85: Yes. DPP utilizes Emma for email marketing, and the platform ensures data privacy and opt-out compliance.

Q86: Is there an existing analytics reporting or BI solution in place at DPP, or will the vendor recommend new solutions?

A86: DPP currently uses a variety of analytics reporting including hot jar, and GA4. The winning offeror will identify appropriate analytics reporting tools in collaboration with DPP, however, GA4 is a mandatory requirement.

Q87: Do the project requirements outlined in Section 4 also apply to the following sub-domains <https://find.dpp.org> and <https://apply.dpp.org>?

A87: Both of these urls referenced are overseen by a third party, Bridgecare, and do not apply to this RFP other than the seamless integration within DPP's website.

Q88: Does DPP wish to migrate all application forms, such as "Apply Now" to the primary CMS / web platform, or will it continue to operate separately at the sub-domain <https://find.dpp.org/register> and <https://apply.dpp.org>?

A88: Please see answer above (A87).

Q89: Will we have access to the backend of the site, or will we need to go through your

team to make SEO optimizations?

A89: The selected offeror will have access to the backend of the site to make SEO optimizations.

Q90: What are the primary goals [DPP] wants to achieve with SEO? Traffic? Leads? Rankings?

A90: Leads, traffic and rankings are important to DPP, but in this order of priority.

Q91: What are the biggest challenges you're facing on the SEO front?

A91: Overall improvement of SEO and differentiation from UPK Colorado.

Q92: The RFP mentions we would “partner with marketing and communications consultants to ensure alignment with keyword strategy and monitor performance.” Are these team members internal or external?

A92: Both.