WEBSITE REDESIGN & ENHANCEMENT

Virginia Oyster Trail
1340 N Great Neck Rd, Suite 1272/PMB# 353
Virginia Beach, Virginia 23454
getinvolved@virginiaoystertrail.com

REQUEST FOR PROPOSALS

Posted: July 2, 2024
Questions Due: July 15, 2024 by 3:00 PM EST
(email Questions to: jessica@steelmancoastal.com; CC: getinvolved@virginiaoystertrail.com)
Proposals Due: July 31, 2024 by 11:59 PM EST

1. **Summary**
   a. **Introduction**. The Virginia Oyster Trail (VOT) is currently accepting proposals for your services on Website Redesign & Enhancement. The Virginia Oyster Trail is nonprofit dedicated to increasing the awareness of the benefits oysters have on local economies in the Commonwealth of Virginia with emphasis on community development, environmental stewardship, entrepreneurial growth, health attributes, and cultural integration of Virginia's distinctive aquaculture and coastal way of life through visitor-directed "journey of discovery" educational programs highlighting participating watermen, aqua-artisan, and aquaculture businesses.

   The desired start date for the project is August 15, 2024 with a tentative duration of seven (7) months and ending on or about March 14, 2025.

   b. **Purpose**. The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidates, conduct a fair evaluation based on the prescribed criteria, and select the candidate(s) who is/are the best fit for the project. The Virginia Oyster Trail reserves the right to award contract(s) as it sees fit and to the bidder or bidders of its choosing when and how it deems appropriate.

2. **Nature and Purpose of Work**
   a. The primary purpose of this project is to enhance the usability, design, and functionality of the Virginiaoystertrail.com website. This involves addressing general and specific concerns related to user experience, accessibility, performance, content management, and overall site optimization. The goal is to create a more user-friendly, visually appealing, and efficient website that effectively serves its users and stakeholders.

   b. The current design platform being used is Expression Engine, however, the contractor is encouraged to propose a change in design platform if they see fit or

have experience in alternate platforms they feel would better meet the needs of the Virginia Oyster Trail as outlined in the Scope of Work below.

3. **Scope of Work**

OVERALL ENHANCEMENTS

a. **Usability**

Navigation
Issue: The navigation menu lacks a clear hierarchy.
Improvement: Implement dropdown menus for subcategories to streamline user experience.

Mobile Optimization
Issue: The site may not be fully responsive on all devices.
Improvement: Ensure all elements adjust properly on mobile devices.

b. **Design**
Visual Appeal
Issue: Inconsistent fonts and color schemes.
Improvement: Use a consistent font style and color palette that aligns with the existing Virginia Oyster Trail brand across all pages for better readability.

Images
Issue: Some images may not be optimized.
Improvement: Ensure all images are high quality and compressed to improve load times.

c. **Content**
SEO
Issue: Missing meta descriptions and alt tags for images.
Improvement: Add meta descriptions and descriptive alt tags to all images to enhance SEO.

Blog and Stories
Issue: Two sections for the same purpose (Stories & Blogs)
Improvement: Streamline the two sections
                    Curate by category or theme.

d. **Accessibility**
Alt Text
Issue: Some images lack descriptive alt text.
Improvement: Add descriptive alt text to all images for better accessibility.

Contrast
Issue: Text and background contrast may be insufficient.
Improvement: Improve the contrast between text and background to enhance readability.

e. **Performance**
Speed

Issue: Website load times could be improved.
Improvement: Compress images and leverage browser caching to optimize load times.

Broken Links
Issue: Potential presence of broken links.
Improvement: Regularly check for and fix any broken links throughout the site.

Data Analytics
Issue: There are none.
Improvement: Create a user-friendly means of tracking data analytics with the ability to generate monthly reports.

FRONT END

f. Homepage
Featured YouTube videos
Issue: ACV YouTube videos are featured.
Improvement: Feature VOT and VOT member YouTube videos; ensure they are relevant and labeled.

Sponsors
Issue: Visit Yorktown Community Program logo is wrong
Improvement: Correct the Visit Yorktown logo.

g. Trail Sites Page
Trail Sites & Member Categories
Issue: Trail Sites map categories differ from member application categories.
Improvement: Align map categories with member application categories.

h. Plan a Visit Page
Direct Page to Proper Resource
Issue: Page features the Visit Yorktown blog.
Improvement: Page to feature the Itinerary Builder mapping tool.

Itinerary Builder Mapping Tool
Issue: It is currently a static map; it does not function as designed.
Improvement: Fix/implement a feature to build itineraries.
      Ensure it auto-populates when new member profiles are created.
      Ensure it's accurate and up to date with current & new members.
      Make invisible any 'closed' members with ability to toggle visible if/when they rejoin VOT.

i. Stories Page & Blogs Page
Redundant Pages
Issue: Two pages for the same purpose.
Improvement: Remove Stories page and update Blogs page.

Issue: Blogs page functionality is poor; unable to easily find blogs.
Improvement: List blogs for easy browsing and fix layout issues.
      Utilize page numbers for blog sorting.
      Categorize blogs for keyword/theme/date searching.

j. Resources Page
Clarity on Resources vs. Members
Issue: Resources are also listed as Members.
Improvement: Distinguish member listings from resources.

k. About Page
Lacks Appeal
Issue: The page is not engaging or visually appealing.
Improvement: Update the page to engage visitors with successes, stories, etc. and guide them around the site.

l. Enroll Page
Language & Purpose
Issue: Poor language for advertising membership.
Improvement: Change to "Join the VOT" or "Become a Member" and add the option to start a community program.

Protect Personal Information
Issue: Security for payment and personal information submitted.
Improvement: Ensure an SSL certificate.

m. Donate Page
Lacks Personalization & Purpose
Issue: Redirects to PayPal with no information or reasons for individuals or organizations to donate.
Improvement: Create a welcoming page with stories and fund allocation details. Consider use of plug-ins such as Give Lively or other similar platforms.

n. Right Column
Consistency across All Pages
Issue: Inconsistent information and links across pages.
Improvement: Consistently feature all VOT regions and sponsors.

o. Search Tool
Functionality
Issue: Search feature is finicky with accurate spelling or grammar.
Improvement: Improve search algorithms for better handling of variations.

Issue: User must navigate to side navigation panel to find Search feature.
Improvement: Include Search feature in header and footer of each page.

p. Banners
Visual Appeal
Issue: Some banners consume such a large portion of the screen, the actual page is not visible without scrolling.
Improvement: Reduce size for better content visibility.

BACK END

q. Content Editing
Not User Friendly
Issue: Difficult to update, edit, preview, and add new content; mostly built off personal code.
Improvement: Implement a more user-friendly CMS and utilize a drag & drop platform or another simple-to-build platform.

r. Member Applications and Payments
Lacks Functionality & Efficiency
Issue: When a new business submits a member application, no notification is sent to VOT Board/Staff.
Improvement: Set up automatic new member email notifications.

Issue: When payment is submitted, it is not linked to any member application & names sometimes differ.
Improvement: Integrate tracking and align applications and payments with spreadsheets.

s. Password Management
Lacks Efficiency
Issue: Members are unable to reset their profile password.
Improvement: Enable self-service password reset.

t. Membership Prices
Fee Structure
Issue: Prices need to be increased.
Improvement: VOT will guide fee structure updates for posting to the website.

Issue: Current structure does not allow for a multi-business (single member) discount features.
Improvement: Design a payment tool that allows for discounts even if members register businesses as members at varying times.

u. Mail-in Payments
Impractical & Outdated
Issue: Outdated and not trackable.
Improvement: Remove the mail-in payment option; consider additional methods.

v. Events Calendar
No Ability to Add Calendar(s)
Issue: No event calendar or way to add a user-friendly calendar.
Improvement: Implement a user-friendly plugin for calendars to allow toggling of multiple calendar layers.

w. Training VOT Board Members & Staff
Current Website is Not User Friendly
Issue: Staff will need to be trained on how to manage and maintain the website (including update of security plugins, widgets, etc.).
Improvement: Train VOT staff on how to manage and edit content, use of the website's back end, and other necessary components.

> Develop an onboarding/training how-to packet for future reference as a resource for VOT Board Members & future staff.

4. **Selection Criteria**

   All offer submissions that meet the requirements of this RFP and are submitted by the deadline will be considered based upon the materials provided. The following criteria will be used for selecting the winning bid(s):

   a. Use of correct format for compiling RFP components.
   b. The proposal's ability and likelihood of achieving the desired outcome of the project.
   c. Past performance of bidder's similar services.
   d. The experience and expertise of the bidder's management and staff.
   e. The proposed budgeted costs of the project.
   f. Communication and responsiveness within 48hrs.

   Virginia Oyster Trail reserves the right to suspend or terminate acceptance of proposals at any time as it sees fit, for any reason, without notice or obligation to any bidder.

5. **Bidder Qualifications**

   Bidders should provide the following items as part of their proposal for consideration:
   a. Description of relevant experience.
   b. List, title, and employment status of your organization's management and employees.
   c. References, testimonials, or samples of your work (as applicable).
   d. Resources you will assign to this project (number, title, experience).
   e. Full plan of action with phased approach if applicable.
   f. Timeframe for task and overall project completion.
   g. Project management methods and details.

6. **Required Format.** Proposal should be in the following format and address, in detail, the needs and requirements of the proposed project.

   a. **Contact Information.** Provide the name, title, phone number, and email for the best contact for follow up questions and/or to notify of bid status.

   b. **Summary & Qualifications.** Use this section to introduce yourself, your company, and provide information on your relevant experience and qualifications; include a summary or portfolio of similar past work.

   c. **Methods and Plan.** Describe your methodology and capabilities for meeting project deliverables and detail your plan of action for executing and completing this project. Include a detailed milestone timeline in this section.

d. **Expectations and Results.** Explain your expectations for the project and summarize the results you anticipate achieving. Include a summary of your anticipated timeline for completion in this section.

e. **Management and Staff.** List all applicable personnel that would be involved with this project, along with their titles, roles, and qualifications. Include the estimated costs associated with personnel in this section.

f. **Communications.** Provide a communication plan for how you intend to communicate internally and with VOT project managers to ensure progress and completion of the project.

g. **Equipment and Resources.** List all necessary equipment and associated costs. Include details of any outsourced or contracted work here.

h. **Budget and Costs.** Provide a detailed breakdown of all anticipated expenses, as well as a summary of the total proposed costs of the project.

i. **Insurance.** If applicable, provide details of your insurance coverage related to this project.

j. **References.** Provide three (3) references for previous work of a similar nature.

7. **Process**

Proposals will be accepted until 11:59 PM EST on July 31, 2024 as post-marked or email time-stamped. Any proposals received after this date and time will be returned to the submitting bidder. The proposal must be signed by an official agent or authorized representative of the bidder.

Any outsourced or subcontracted work is subject to the requirements of this RFP and must be clearly disclosed in the proposal. Any and all costs must be listed in the proposal, including any outsourced or subcontracted work. Proposals that include outsourced or subcontracted work must provide a name and description of the individuals and/or organizations being subcontracted. All costs must be itemized and include a detailed explanation of all fees and associated costs.

Terms and conditions will be negotiated upon selection of the winning bidder(s) and will be subject to review by Virginia Oyster Trail and/or its legal advisors, including but not limited to scope, costs, timeline, and anything else applicable to the project.

Questions regarding this RFP:

Please email any questions regarding this RFP to:
Jessica Steelman, Communications Specialist
jessica@steelmancoastal.com
CC: getinvolved@virginiaoystertrail.com

Questions will be accepted until July 15, 2024 at 5:00PM
Q&A Amendment document will be posted no later than July 17, 2024 by end of business to:

Send proposals using the following methods:
Note: It is the bidder's responsibility to ensure proposals arrive to VOT no later than the submission deadline - July 31, 2024 by 11:59PM

Via (postmarked) mail to:
> Virginia Oyster Trail
> C/O Jessica Steelman, Communications Specialist
> 23316 Front St/PO Box 127
> Accomac, VA 23301

Via (timestamped) email to:
> getinvolved@virginiaoystertrail.com
> CC: jessica@steelmancoastal.com

8. **Timeline**
   Procurement Timeline:
   - RFP posted & distributed: July 2, 2024
     - https://virginiaoystertrail.com/oysters/profile/website-redesign-rfp
     - https://philanthropynewsdigest.org/rfps
     - https://rfpclub.com/rfps/
   - Questions due: July 15, 2024 no later than 5:00 PM
   - Q&A Amendment posted: July 17, 2024 by end of business
   - Proposals in response due: July 31, 2024 no later than 11:59 PM
   - Review of proposals: August 1, 2024 – August 7, 2024
   - Top Bidders selected & notified: no later than August 9, 2024
   - Interviews & negotiations with the top bidders: August 12, 2024 – August 14, 2024
   - Award to Final Bidder & Contract Executed: August 15, 2024
   - Bidders who were not selected will be notified by September 1, 2024

   Project Contract Timeline:
   - Contract Start – August 15, 2024
   - 60% Completion Review – *(on or around)* December 15, 2025
   - 100% Completion Review – *(on or around)* February 15, 2025
   - Training of VOT Staff & Onboarding/Training Manual – By February 28, 2025
   - Contract End – March 1, 2025

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1. **Where is the website currently hosted?**
   a. Expression Engine.
2. **Could you please provide details about the data currently stored on the website that will need to be migrated to the new CMS platform? Specifically, how many total profiles, user accounts, and any other custom data exist?**
   a. Currently there are 100 active profiles for members, 90 inactive profiles, 7 blogs, and a non-functioning itinerary map builder that is supposed to auto populate a geo location and additional member information when they are confirmed active members.
3. **Can you describe the current login process? Are members required to pay for membership before they can log in? How do they set their passwords?**
   a. Members submit an application and PayPal payment for membership, it is reviewed by our Communications Specialist and then when payment is confirmed, it is activated. New members are sent a welcome email with their username and password – which is manually created by the Communications Specialist. There is no means for members to reset their own passwords.
4. **PayPal is currently used to process memberships. Would you prefer to continue using PayPal, or are you open to integrating a payment functionality directly into the redesigned website?**
   a. VOT is open to any and all suggestions to make membership payment and renewals as well as editing the website profiles a more integrated and simple process.
5. **Could you further explain the multi-business discount and the specific functionality needed for this feature?**
   a. VOT members often own/run multiple businesses and currently, are required to pay the full membership price for each business (despite being one owner). VOTwould like to offer a discount rate for multi-business members. The functionality needed would be a tiered pricing option for members to select which they are applying for – if they have a current member profile and are signing up additional businesses, or if they are a completely new member with a single business.
6. **Will the redesigned website require several administrators to have different levels of permission?**

a. Yes. The Communications Specialist will need full access, and VOT Board Members will need partial access to review or assist with updates and content. A third access level may be needed for subcontractors or interns to provide content.

7. **Do you have a specific budget or range for this project?**
   a. The budget for this project is flexible, but limited, so VOTrecommend a phased approach with itemized costs.

8. **Please clarify what you are looking for in terms of costs associated with personnel; as an agency, when VOTput teams on projects VOTdon't have costs per person, but rather for services.**
   a. Please list the team members on the project and the itemized costs for each service.

9. **Are there any specific deliverables or milestones beyond what is mentioned?**
   a. No, all needs are outlined in the RFP. The only exception(s) would be if the proposal includes suggestions to enhance the website, then discussed during the negotiation phase should that proposal be selected for the award.

10. **What are the main limitations or pain points of the current website on Expression Engine?**
    a. VOT has had multiple staff and Board member transitions over the years, which has made the current platform difficult to update depending on user capabilities and knowledge. There have been issues with plug-ins, security elements, updates to content and pages as well as access. VOT is open to transitioning to a platform that is more widely known and user-friendly.

11. **Is there a preference for certain technologies (i.e. WordPress) or platforms, especially if proposing a platform change?**
    a. No. The main criteria is that the technologies and platforms used be user-friendly to the "non-tech" person so that all VOT Board and Staff are capable of editing the website, content, etc.

12. **What are the key performance indicators (KPIs) or metrics for success?**
    a. Success is a functional website that is easy to update, will transition well between staff members and allows G4 analytics to be run to help document the success of the website. We would like to be able to better track who the website audience is and what content is resonating with that audience.

13. **What are the specific training needs for VOT staff?**
    a. Please refer to the RFP pg. 5, 3w.

14. **Are there any existing third-party integrations or tools that need to be maintained or integrated into the new website?**
    a. Please refer to the RFP pg. 3, 3h.

15. **Beyond general ADA compliance and SSL certificates, are there any specific compliance or security standards that need to be adhered to?**
    a. No.

16. **Are there any hard deadlines or events the project must align with?**
    a. Please refer to the RFP pg. 8, 8. Timeline

17. **What kind of automation or AI might you be looking for to enhance the overall user experience?**

a. The itinerary builder mapping tool must auto populate when new members are added.
18. **Is there an incumbent, and are they bidding on this opportunity?**
   a. No.
19. **How long have you been engaged with the previous (or current) CMS provider?**
   a. VOT has been engaged with the website platform - Expression Engine - for roughly 1.5 years with any integrated CMS this platform offers, but has had no engagement with a form CMS provider.
20. **Do you plan to employ a vendor to provide support and maintenance after the project ends?**
   a. No; this is the reason behind adequate training needed for VOT Board and Staff.
21. **Would you accept bids from individuals, or are you looking to engage with a company with multiple employees?**
   a. VOT will accept bids from both individuals and larger companies/firms. Please make sure to include a summary or portfolio of similar past work as indicated in the RFP.
22. **Will Q&A or other addendums be sent to prospective proposers?**
   a. No. The Q&A and any other addendums will be posted to the original sites where the RFP was posted:
      i. https://virginiaoystertrail.com/oysters/profile/website-redesign-rfp
      ii. https://rfpclub.com/rfps/
23. **In addition to the website redesign, would you be open to considering an identity redesign as well as a social media strategy?**
   a. Yes, VOT is open to any suggestions for brand and website enhancement. Please provide an itemized cost for any additional suggestions made in your proposal.
24. **In addition to the overall goal listed in RFP Section 2A, what are the desired actions you would like your website visitors to take? What does "success" look like for this website?**
   a. Success will be measured by both the front and back-ends being user-friendly, visually appealing, and well-organized without inaccurate redirects and overlapping visuals.
25. **Outside of local businesses that wish to be members, and visitors to Virginia who are encouraged to participate in a "journey of discovery," are there any other website audiences VOTshould be aware of?**

   a. Other website audiences would consist of partners and/or sponsors that share similar initiatives. This would include other aquaculture industry organizations and state agencies. Please note that the VOT audience is not just "local businesses," but rather includes business across the Chesapeake Bay Watershed and the Commonwealth of Virginia. VOT is not tied to any specific locality, but supports businesses in multiple localities.

26. **How does this new website fit into your overall marketing strategy?**
   a. In order to move forward with a membership drive and renewal, the website must function properly as VOT guarantees in its commitment to members; a

functioning itinerary builder mapping tool, easy to find member profiles, engaging and easy to search content. The website is the first step in VOT's larger marketing plan.

27. **How do visitors currently arrive at your website?**
    a. There are a variety of ways that visitors learn about VOT including signage at member businesses, a variety of public relations efforts through and with partners, by word of mouth, outreach at events, and through digital marketing including social media.

28. **For the website and blogs, do you have a copywriter who will supply this content or do you need assistance with copywriting?**

    a. At this time, VOT does not need assistance with copywriting and will supply any needed content.

29. **Do you have a photographer/videographer that you already work with or would you want us to include photography in our proposal?**

    a. VOT has a photographer/videographer that VOT works with and VOT would prefer that no additional resources be allocated to requisition of media assets at this time.

30. **Would you be supplying a brand guide?**

    a. Yes, VOT will supply a brand guide to the final vendor.

31. **Do you have a local (US) preference or are you open to a Canadian agency that has done similar work with clients across the US, with some currently being the states of California, Colorado, and Wyoming?**
    a. VOT has a US preference.

32. **Is there a CMS that you have a preference for over the other?**
    a. No preference, so long as it is user-friendly.

33. **How many visitors does the site get per month?**
    a. Currently, VOT does not have access to analytics as the current website does not support G4 Analytics. The updated website will need to include integration with G4 and access to the analytics.

34. **Will content migration be part of the scope of this project for the chosen vendor? If so, can you provide an estimate of the number of website pages, posts, and/or documents that will need to be migrated?**
    a. This will depend on the individual proposal and platform; if migration is necessary, then that will be considered. Please refer to the current website for the pages, posts, and documents that will need migrating if moving to a different platform.

35. **Do you have a set yearly maintenance and hosting budget or budget range?**
    a. VOT currently has a flexible budget for proposed yearly maintenance and hosting.

36. **For submission, are proposals needing to be emailed as well as physically mailed, or can VOTsubmit via email only?**

a. Submissions can be sent via email only or by mail. The only requirements being listed in the RFP and prior to the deadline noted in the RFP and at the top of this Q&A addendum.

37. **What is the makeup of the project team at VOT – will there be a dedicated project manager to facilitate and consolidate communication, and who will be involved in the decision-making process for critical milestones?**
    a. Yes, there will be a dedicated project manager; there will also be a project subcommittee made up of VOT Board members. Ultimately, critical milestones will be reviewed by the subcommittee and a formal decision will be made by the full Board.

38. **Will representatives from the sites that make up the Trail participate in the project in any way?**
    a. No.

39. **Will you be open to periodic in-person meetings during the course of the project or is the expectation that the project engagement will be conducted remotely?**

    a. This will depend upon location of the supplier. While remote communication is preferable due to VOT staff not being located in one central physical location, it is open to discussion during contract negotiation should the proposal be awarded.

40. **When was the last time the website was redesigned or rebuilt?**
    a. It was rebuilt from a formerly Word Press website to the current Expression Engine website roughly 1.5 years ago.

41. **VOTassume that the organization has a library of imagery or video that we'd be able to leverage as part of the content strategy for the new site – is that correct?**
    a. Yes, that is correct.

42. **For the payment system, map integrations, donations, events or other functionality, are there any technology preferences VOT has or should the selected vendor make recommendations for those systems as part of the overall architecture?**
    a. The vendor should make recommendations for those systems as part of the overall architecture; the main requirement being ease of use and training on any/all systems for VOT Board and Staff.

43. **Have you done any recent user testing?**
    a. No.

44. **Your list of current issues and improvements conveys the desire to work with the existing site architecture, yet you mention wanting proposals for alternative platforms – which is more important?**
    a. The most important issue is to ensure the new website (whatever platform may be used) is user-friendly and that VOT Board and Staff are trained on both front and back-end operations. Current issues and improvements were identified to highlight the issues currently being experienced and desired functionality.

45. **What about your current site is working for you?**
    a. The fact that VOT has a website is positive, but as noted in the RFP there are difficulties with ease of function.

46. **Can you share more about your vision for the events calendar? How many events do you imagine featuring? Would they be events hosted/created/submitted by your members or would the VOT team be managing the events calendar?**
    a. VOTenvision an events calendar with multiple layers that can toggle on/off to display various events in each of the VOT regions (Eastern Shore, Southside, Peninsula, Middle Peninsula, and Northern Neck). VOT anticipates featuring 6-12 events per month. Events would be hosted/created/submitted by both the VOT team and potentially VOT members, once reviewed and approved by VOT.
47. **How are you processing membership application payments?**
    a. Currently, VOT is processing membership applications via PayPal. The member submits an application through the website and payment is processed through PayPal, but there is no connection in tracking a payment to a submitted application.
48. **What features/modules are available to members that are different from those available to browsing visitors?**
    a. VOT members are able to set up and feature their business through a profile, which ideally, is also auto populated on the Itinerary Builder Mapping Tool. Visitors are able to view only the profiles and engage in the mapping tool to create their own personalized itinerary from VOT member sites on the VOT. The visitor should be able to import itineraries; type of data formats supported are open to vendor suggestions.
49. **What kind of reporting or data insights would be most beneficial for tracking member applications and payments?**
    a. Please refer to the RFP pg. 5, 3r.
50. **Does VOT have a preferred platform or tool for data analytics and reporting?**
    a. No preference, must be user-friendly and vendor should provide training to VOT Board and Staff for running and analyzing analytics.
51. **In addition to the mentioned SEO activities, do other SEO tasks such as creating a sitemap and a robots.txt file need to be considered?**
    a. Please feel free to include as itemized costs in your proposal.
52. **Would you like to create a "Contact Us" page?**
    a. Contact information can be included in the footer, the About page, or on a separate Contact Us page.
53. **Do you want to showcase the subscription plan or fee structures and discounts on the "Contact Us" page?**
    a. Please refer to the RFP pg. 4, 3l.
54. **Is there a minimum requirement for insurance coverage?**
    a. There is not a minimum requirement for insurance coverage, although coverage is preferred.
55. **Are there any VOT Board or Staff considered 'IT-focused' – i.e. are able to explore and answer in-depth technical questions?**
    a. No. All VOT Board and Staff have basic understanding of website maintenance and content management, with several Board members having some advanced experience.

56. **Are there other integrations to the site besides what is provided in the RFP such as a newsletter or CRM?**
    a. VOT sends out a monthly newsletter via ConstantContact and would want to integrate a sign-up option for the newsletter on the new website. VOT would like to see some CRM integration in order to track applications/payments.
57. **Would you prefer a fixed-price contract or could a T&M (time and materials) based contract be considered?**
    a. VOT is open to a T&M based contract, or a phased approach with itemized costs.
58. **Are there any other URLs VOTshould know about other than the main site?**
    a. No.
59. **Is there a preference/requirement for how billing cadence is carried out?**
    a. VOT suggests billing quarterly at minimum.
60. **Have there been any issues with donations up to this point?**
    a. Due to the transitions related to the VOT board and staff members, VOT has not been actively seeking donations in recent months.
61. **If you were forced to pick only one type of relationship with a web firm for this project, which would you select? a. Follow Orders - An agency that executes your ideas and acts as a helping hand to get things done. b. Team Player - A collaborator that thinks and works with you to create assets. c. Thought Leader - A thought leader and subject matter expert who leads you, constructively challenges assumptions, and offers fresh perspectives.**
    a. B. Team Player
62. **Meeting federal accessibility requirements at the WCAG 2.1, Level AA requires alt tags for images and other accommodations. The logo shown below is problematic. The issues with contrast is shown below. An expansion of the current brand is needed for web to benefit design and accessibility. Are you open to expanding the brand with additional logo styles and colors?**

    a. Yes, please itemize costs.
63. **More details are needed on the required functionality for the itinerary builder. Describe how the itinerary builder currently works. How do visitors save itineraries? What is the output of the final itinerary? How is it updated with Member changes (new members, events, hours, pricing, etc.) Is a new itinerary builder preferred?**
    a. VOT is willing to consider a new itinerary builder – the main goal being an itinerary builder that works properly. The current itinerary builder does not function at all; it is a static map.
64. **How does the Virginia Oyster Trail plan to develop copy for the new website? Select one of the following: a. The agency should pull from the existing site and minimize involvement from the Virginia Oyster Trail. b. The Virginia Oyster Trail is comfortable providing seed copy for the site, utilizing a guide provided by the**

agency. The agency will then refine this content. c. The Virginia Oyster Trail will provide the final copy for the site, utilizing a content guide supplied by the agency. d. Other: _____

a. VOT is open to a collaborative approach that works best for VOT and the selected vendor. Several members of the VOT Board have experience in marketing including copywriting and should be able to provide most of the content needed for the website.

65. **It's three years from today. VOTare toasting the success, and you're delighted with the VOT's progress over the last three years. What's happened to make you so happy?**
    a. VOT has more than 250 subscribing members, a robust event calendar promoting everything oyster and was recently featured in a print Southern Living article.
66. **Hosting and maintenance are not mentioned in the RFP, will hosting be needed and if so, can the contract be extended beyond March 1, 2025 with annual options for renewal?**
    a. Please include itemized costs in your proposal.
67. **Do you need the site to support multiple languages?**
    a. No, but if there is a simple plugin for translating the pages, that would be considered.
68. **Will the site include any e-commerce functionality?**
    a. Yes, this may be desired for fundraising efforts.