



Citrus Research and  
Development Foundation, Inc.

## **Request for Proposal – Addenda**

### **Bidder Questions and Responses**

Subject: CRDF Website Design/Re-Design and Management

RFP#: 19-01

Due Date/Time: September 07, 2018; 11:59PM EDT

Submit To:  
[support@citrusrdf.org](mailto:support@citrusrdf.org)

## Table of Contents

Proposed Timeline .....	3
Section 1.0 - General Questions .....	4
Section 2.0 - Technical Questions .....	7
Section 3.0 - Security Questions .....	11
Section 4.0 - Legal Questions .....	11

**RFP Proposed Timeline**

Listed below are proposed critical dates by which the actions noted must be completed. If the Foundation finds it necessary to change any of these dates, the change will be accomplished by addendum. All dates are subject to change.

<b>ACTION</b>	<b>COMPLETION DATE</b>
RFP Announcement	August 10, 2018
Deadline for Respondent Questions	August 24, 2018
CRDF Responses-Addendum Issuance	August 31, 2018
Deadline for Submission of Proposal	September 7, 2018, 11:59 PM
Shortlist of Proposal Submissions Announced	September 14, 2018
References Verified by Selection Committee	September 21, 2018
Final Ranking by Selection Committee	September 24, 2018
Ranking/Recommendations to Board of Directors	September 25, 2018
Notification of Bid Award	September 25, 2018
Contract Initiated	September 26, 2018

**Section 1.0 — General Questions**

1. Was the motivation for this RFP part of a required bidding process or purely elective?
  - a. As part of a bidding process, the CRDF as an organization requires a new webmaster and website redesign.
2. What is the main objective behind the website redesign? Is there a significant milestone occurring for the organization or does the current website not meet the organization's needs?
  - a. Website does not meet the CRDF's current needs. Target audience has difficulty locating pertinent information and therefore lacks motivation to navigate to page.
3. What business need does the site solve or support?
  - a. Site performs various functions:
    - i. Repository for funded citrus research project findings and database search function.
    - ii. Hub of information for Board and Committee meetings (meeting agendas, reports, etc.)
    - iii. Provides links to multiple citrus news and publications.
4. What are your overall goals? For instance: increase sales, change company images, reach a new market, new look and feel.
  - a. New look, feel, and performance. Provide a more user-friendly interface for CRDF's target audiences to utilize the site's funded-research database and provide access to critical information.
5. What is the number one aspect you are looking for in the agency you hire?
  - a. Reliability.
6. Who is your target audience for the site? Examples: B2B, B2C, wholesale vendors, etc. Is it different from your current customer profile?
  - a. Citrus Growers and Researchers, Agricultural Administrators, State and Federal Government agency representatives, as well as our Board and Committee members. The target audience demographic is typically 40 to 60 years old with an upcoming audience of 20-30 years old.
7. Who are your key competitors?
  - a. CRDF is a not-for-profit corporation. There are no competitors.
8. Would you need assistance with your marketing plans?
  - a. No.
9. Would you require video production services?
  - a. No.
10. Is there an incumbent agency? If so, are they participating in this bid?

- a. No.
11. Are you required to select the lowest cost bid?
- a. No.
12. Which members/roles within your organization would the agency interface with for the duration of this project?
- a. CRDF Business Manager and Office Manager.
13. Who is on the decision-making team for the awarding of this project?
- a. The CRDF Communications Sub-Committee.
14. What is the timeline or deadline for the completion of this project?
- a. If bidder recommends modifying existing site, 3-4 months would be reasonable. If building site from scratch, dependent upon bidder ability, 5-6 months would be acceptable. Bidder should make justification for starting from scratch or moving away from WordPress as CMS.
15. Would you like the proposal pricing to be the firm, fixed cost for developing the website?
- a. Please provide firm fixed cost for:
    - i. Year 1 – Site creation and maintenance/support
    - ii. Maintenance/support for subsequent years.
16. How will you measure the success of the new site post completion?
- a. Survey results and other responses from target audiences.
17. List any websites of similar organizations you like and briefly describe what you like and dislike about them.
- a. CRDF is open to design originality however,
    - i. <http://citrusresearch.ifas.ufl.edu>
      - 1. Simple and effective UI.
      - 2. Organized and cleanly laid out.
      - 3. However, CRDF requires its database of progress reports which contain vital information for the target audiences to be easily searchable.
18. How many administrative users will be updating content on the site? What is their technical level? Are they familiar with this technology already?
- a. CRDF staff has 3 administrative users that possess proficient technical level, but not advanced.
19. Do you need training and documentation?
- a. We will require on-site training and documentation more than bullet point documentation
20. Who will be maintaining the application long term?

- a. RFP is for both website design and continued maintenance by proposer.
21. What is the structure and capabilities of your in-house team? (i.e.; videographers, graphic design, social media managers, content creation, webmaster, etc.)
- a. The CRDF staff creates its own content.
22. Will there be an opportunity to meet in person to explain our recommended approach?
- a. If selected for initial review, interview mode will depend upon proposer's proximity to CRDF offices. Skype and Zoom meetings are available.
23. Are you okay with working with an agency that isn't from Florida?
- a. Yes. There is nothing precluding a non-Florida or even non-U.S. firm from submitting a proposal for this RFP.
24. Your current website seems mostly static, not many parts require user interaction. Are you looking for a more conventional approach or a more innovative approach to your website messaging and marketing?
- a. Conventional approach given target audience.

## Section 2.0 — Technical Questions

2. What does the current password protected management section offer? Are there specific functionalities it has that we need to keep? Are there functionalities we want to add? Can you provide more information about the Team page protected content page? Where does this password come from and how does a user receive it? Do you manually generate email or does the system generate it? If system generated, can you explain the process?
  - a. As all of the CRDF's Board and Committee members operate off-site, the business office uses these sections to upload confidential information for their use particularly in preparation for upcoming meetings. Must retain password protected sections insulated from each other as not all committee and board members are interchangeable. Suggested further functionality is welcomed. Flat content with no links. Membership platform as an alternative. Different members access to different pages. Password is generated manually by CRDF office and provided directly to user.
3. What existing functionalities on the current site do you want to keep?
  - a. CRDF staff must maintain ability to add content as needed. Data storage and search for progress reports is essential. Confidential material is accessed from protected pages through links to files in Box.com
4. FileMaker Pro is listed under the skills and requirements; how would you like that integrated into the website?
  - a. FileMaker Pro houses the progress reports included in the Progress Report Search function. Bidder should provide justification for change to integration.
5. Will you require copywriting services for revising existing copy or creating content for new pages?
  - a. No. CRDF owns all copy and has a perpetual use agreement for pdf report forms.
  - b. Site requires Section 508 accessibility compliance for pdf for the visually impaired.
6. Do you have existing photography, or will you require photography services?
  - a. No, the CRDF has an extensive library available.
7. Do you have a plan for where the new website will be hosted, or will you be needing these services?
  - a. WP Engine is currently hosting the website. If WP remains the site architecture, then WP will continue to host site. If another CMS is suggested and accepted, an alternative hosting must also be recommended. Bidder must also supply Emergency response plan to site hacking.
8. Are there any 3<sup>rd</sup> party integrations with the website that need to be included in the proposal? In our initial review, we did not see any points of integration (e.g., with an AMS or CRM).

- a. Potential for future use could include Customer Management Relations and Mail Chimp for constant contact with target audience.
  
9. I see that the web pages in the website are approximately 60 pages. All have some or other dynamic content, is it required to show all the content on the webpage itself or must it be shown as a PDF as it opens up now?
  - a. Current stats are 153 total pages, 60 visible pages, and 31 posts. CRDF will conduct an audit of pages for removal. PDFs are preferable for content but required for progress reports located in the database. However, CRDF is looking for recommendations to improve other parts of the website.
  
10. The Website content needs to be the same or additional content will be provided?
  - a. Same content is required. An audit will be conducted by CRDF to trim obsolete content. CRDF requires ability to add new content as needed.
  
11. SEO / Digital Marketing Campaigns will be supported/Run by the Bidder or the client itself?
  - a. SEO will only be relevant if services can be provided to solely improve search results hierarchy.
  
12. The website is required to be built for mobile responsive structure as well?
  - a. Yes.
  
13. Data Analysis / Data Mining / Data acquisition on the website must be carried out by tools / Manual?
  - a. May be interested in mining website analytics and or collecting info through online survey. Not necessarily integrated into website.
  
14. Please elaborate on Copyright and intellectual property protection on the website content / design?
  - a. Box.com is used to protect confidential and intellectual property information.
  
15. Visual communication of technical content needs to be carried out, will this be done by certain Animations / videos / Parallax structure stories or anything is already decided on the client End?
  - a. No plans currently for animation or video on the website.
  
16. Describe any visual elements or styles that can be utilized from existing marketing materials or collateral if applicable.
  - a. Brand style guide – logo, color scheme, type faces
  - b. CRDF can provide basic brand style guide to use as a starting point. Modifications can be suggested, though logo is readily identifiable by target audiences.
  
17. We see a WordPress login in the lower right corner. Will this login stay in the footer on the new site?
  - a. This is being removed by incumbent webmaster.



18. What is the mobile approach for this project? Would you prefer a mobile friendly, mobile optimized (m.dot) or adaptive/responsive approach?
- CRDF requires a fantastic Desktop interface with mobile responsiveness (iOS and Android).
19. Do you have specific browsers and devices you want to target?
- Chrome, Firefox, Safari, and MS Edge; iOS and Android for mobile
20. Can you share existing site stats?
- For privacy reasons, CRDF cannot share the full analytics report, but here are some particulars:
    - Total visits from about 7/7/2018 to 8/6/2018: 9081
    - Total hits: 112373
    - Most are probably referred by direct link from internal page, email, etc. Next most common referrer is Google.
    - Most users access through non-mobile (87%). Mobile are about 13%. (Desktop should be primary interface.)
    - About 81% of users access from USA. China is second largest user.
    - Top user browser agents: Chrome, IE, Firefox, Mobile Safari, and MS Edge
21. Will analytics need to be added?
- CRDF will be crafting a privacy policy and be seeking Google analytics.
22. Do you use a third-party newsletter tool?
- Not currently but would like to accommodate future newsletter tool.
23. Do you need the selected vendor to provide services related to deployment?
- Yes
24. Bandwidth needs?
- Low
25. Anticipated growth?
- Estimated less than 5% to 10% per year
26. Are there any backup / redundancy needs?
- Daily backup; Currently maintain 30 days back up with some longer-term redundancy. We would need something similar.
27. Where in your stack would T4 fit in?
- T4 is highly advanced, and highly expensive. It is unlikely CRDF can afford that level of technology.
28. Will the new site require any data collecting? (email addresses for newsletter, supporters...)
- No

29.

Will the new site be a landing page for any social media advertising?

a. No

30.

Will the new site need social media incorporated onto the homepage? (Twitter feed, etc.)

a. Not currently an interest. May look to accommodate for future inclusion.

### **Section 3.0 — Security Questions**

1. Is there a specific level of security the Committee wishes to have on their hosting provider? (e.g. RAID, secure datacenter, etc.)
  - a. The CRDF would require at least the same level of security WP has provided, and would be interested in any additional security that is deemed reasonably necessary.
2. In Cloud Security are we going to keep any transactional data as well that needs to be protected or any specific data security and Algorithm to be used to protect the content from copyright?
  - a. CRDF does not perform e-commerce or related transactions. As for protecting web content, the CRDF owns its content copyright but protecting from web page copy/paste is not necessary.

### **Section 4.0 — Legal Questions**

1. You mention "Good knowledge of privacy policies, terms of service, and their implementation". To what extent does this require legal vetting from our team as opposed to implementation?
  - a. CRDF attorney will vet awardees and CRDF will provide relevant content.