

The following questions were submitted in response to the RFP for Website Redesign Project Planning. NYeC is pleased to provide answers accordingly. This document will be posted on [nyehealth.org/resources/rfp](http://nyehealth.org/resources/rfp) and shared with all who responded with questions.

	<b>Question</b>	<b>NYeC Response</b>
1.	What is the budget range for this project?	Estimated time and budget to complete the current website analysis and develop recommendations based on data, best practices, and goals will be provided by each applicant.
2.	Who will provide the hosting services? Is hosting cost included in the RFP bidding award money?	This question is not relevant to the scope of work of this project.
3.	Who will bear the SSL cost? Do you already have an SSL certificate?	This question is not relevant to the scope of work of this project.
4.	Who will bear the cost of third-party license services?	NYeC understands that third party licenses may come into play in order to analyze the current website. It will depend on the use of the service as to who will bear the cost.
5.	Where can we see the existing running application?	We will not be sharing credentials or any login at this time.
6.	Do you have any recommendation for what the new product would look like?	We are seeking an experienced website development firm to make those recommendations based on web design best practices.
7.	Who will provide the graphics, logos, images?	This question is not relevant to the scope of work of this project.
8.	Does NYeC want a new domain or will the new website be deployed from the existing domain?	We will continue to use <a href="http://nyehealth.org">nyehealth.org</a> .
9.	Is there a content migration effort? If yes, how many pages?	This question is not relevant to the scope of work of this project. Content migration is not relevant to website redesign and project planning. However, NYeC staff will work with the selected firm to assist in the development of a site architecture.

10.	What is the max bid amount we want to propose for a RFP?	Estimated time and budget to complete the current website analysis and develop recommendations based on data, best practices, and goals will be provided by each applicant.
11.	What are the delivery timelines?	We are seeking an organization to provide a timeline for the analysis and recommendations in their application.
12.	The RFP mentioned the selected vendor is required to adhere to certain New York State requirements. Do you have any detail on those requirements? Specifically, is being local to or on New York a requirement?	<p>The selected vendor will be required to adhere to certain New York State grant contract and confidentiality requirements specific to the initiative. These requirements will be outlined in the vendor contract and may include the following minimum requirements:</p> <ol style="list-style-type: none"> <li>1) Have a certified VRQ on file (if receiving over \$100K over the life of the contract)</li> <li>2) Have no outstanding tax warrants</li> <li>3) Have sufficient workers' comp and disability insurance if they have employees who work in NYS</li> </ol> <p>Being local to New York State is not a requirement.</p>
13.	Is SAM registration completion required prior to start of project or is SAM certification in parallel possible?	SAM certification in parallel with this project is acceptable, however SAM certification is necessary in order to execute an agreement for this project with the selected firm.
14	The RFP asks for "project planning of a redesign," can you make clear if NYeC is looking for a new design within this scope of work vs. guidance on what needs to be designed?	Within the scope of this project, NYeC is seeking recommendations for redesign for improved user experience and increased engagement.
15.	When asking for recommendations on templates, is this referring to pre-made Wordpress templates? Is NYeC expecting to utilize an already existing WordPress template? Is a custom template out of the question for the new experience?	We are seeking recommendations based on a review of our current website, which may or may not include utilizing previous templates and the recommendation of creating new templates. However, the scope of this RFP does not include the creation of new template designs.
16.	The RFP states, "goals are provided by NYeC," does this mean the chosen firm will not be	To clarify, "goals" in this instance is referring to actual organizational goals, not Analytics Goals. Therefore, we are not seeking input on

	working with NYeC to further develop user goals?	organizational goals but would work with a developer on recommendations for Analytics Goals/conversion elements.
17.	When the RFP refers to the firm selected providing recommendations for a future redesign, can you clarify what type of deliverable NYeC is expecting with this? i.e. actual designs vs. what needs to be included in future designs.	We are seeking recommendations on what needs to be included in future designs, including examples of user experience elements. We do not expect to receive new designs for the new NYeC website as a part of this specific project.
18.	NYeC outlines, "Site architecture recommendations based on Google Analytics," does your Google Analytics instance currently have goals set up?	We have a few Goals set up for an active marketing campaign.
19.	Has there been a security audit done recently to verify if the plugins/architecture of the existing platform are secure (or otherwise)?	We recently upgraded our server and a security audit was completed, as well as security elements added.
20.	NYeC has a strong preference for an organization with experience using WordPress. Long-term, where does WordPress fit into the overall technology roadmap?	WordPress is our current platform and preferred future platform, but we are open to recommendations for another CMS. Long-term, we do not envision issues with WordPress based on needs for our website.
21.	When was the last time the website was redesigned?	The last website redesign occurred in July 2016.
22.	Full ADA compliance, with certifications, can be costly and complicated. Does the college require a fully certified compliant site, or simply a site that follows best practices for accessibility?	It is required that the new website, and therefore any future recommendations, follow full ADA compliance.
23.	What are the current plugins being utilized on WordPress today?	Advanced Custom Fields, Black Studio TinyMCE Widget, Brilliant Web-to-lead for Salesforce, Broken Link Checker, CE WP-Menu per Page, Duplicate Post, Emas, GoDaddy Pro Sites Worker, Google Analytics Dashboard for WP, Gravity Forms, Hustle, Page Builder by SiteOrigin,

		PDF Embedder, Quick Page/Post Redirect Plugin, Raw HML, Revolution Slider, Rotating Tweets, Shortcodes Ultimate, Simple Custom CSS, Simple Twitter Tweets, SiteOrigin Widgets Bundle, SlideShare, SOGO Add Script Header Footer, Spider Event Calendar, The Events Calendar, Vertical Response Widget, Wordpress Importer, WP Glossary, WP-Members, Wufoo Shortcode Plugin, Yoast SEO.
24.	What are the core business dates within the organization? Are there key timeframes during the year which the NYeC team may be less available, so that we can plan accordingly on how to work around that? Is there a specific timeframe you want to go-live by?	Our fiscal year follows the New York State budget calendar, April 1-March 31. The communication team will be the lead on this project. We are busiest immediately near our mid-November gala and do anticipate potential delays on the availability of the communications team for this project due to that timing. We would like recommendations completed by the end of 2019.
25.	Do you foresee adding new business lines to the NYeC model (expansions to resources, new events, deepening sponsorship ties, digital fundraising) over the near-term that you believe should be considered when thinking about the direction of the overall digital experience?	In the future NYeC may look to develop new programs and services and is seeking a vendor to make recommendations that will provide our website flexibility to adapt and grow to the organization's needs.
26.	Can you describe the relationship between NYeC and the New York State Department of Health? Does the NYSDOH have a role in the RFP process and/or sign off on deliverables?	NYeC works in partnership with the NYSDOH York to improve healthcare by collaboratively leading, connecting, and integrating health information exchange (HIE) across the state. More information about the partnership between NYeC and NYSDOH can be found here <a href="https://www.nyehealth.org/about/">https://www.nyehealth.org/about/</a> .
27.	How many people currently manage the NYeC digital presences? What are their roles?	Two people – Communications and Marketing Specialist; Director of External Affairs. Project management will primarily be handled by the Communications and Marketing Specialist.
28.	What are the key periods of time during which the experiences are modified consistently at a high volume?	The site's content is updated to support the ongoing needs of the organization on a rolling basis.

29.	What does the NYeC IT team look like in terms of size and expertise? Which staff members will the selected firm expect to be working with?	The size of our IT team is not relevant to the scope of this project. The selected firm will work primarily with the communications department and a select 1-2 members of the IT team to develop recommendations.
30.	Could you describe a few workflows currently in which NYeC has no workflow involved in publishing changes? Could you describe a few workflows in which there is a pre-defined workflow for publishing changes?	We are happy to better detail our workflows with the selected vendor. At the simplest level, it is primarily the communications department working on large edits with leadership of other departments.
31.	How many firms have expressed interest in bidding on this project/have submitted questions?	We are not disclosing the number of firms.
32.	What technology are you utilizing to send out the NYeC Newsletter?	Vertical Response is used for distribution of the newsletter.
33.	Approximately how large is your member marketing database?	This question is not relevant to the scope of work of this project.
34.	Has been any user persona research or data done to break down the audience as well as their core goals and needs? Do you have any possible demographic/geographic/psychographic data you may be able to share?	NYeC has not conducted persona research but we do have a firm understanding of our very niche audiences, including healthcare providers and key stakeholders. We will disclose more information with the selected vendor.
35.	Does the marketing team currently compete with any other associations for its memberships' mindshare?	We do not.
36.	Is there an overall marketing strategy for NYeC? If so, what are the goals beyond SEO rankings? What are the overall business/association goals the strategy supports?	Yes, there is an overall marketing strategy for NYeC that will be further discussed with the selected organization to ensure strategic priorities are aligned on website recommendations.
37.	Is there an incumbent agency that completed this work, will they be bidding on this as well?	Our previous redesign agency is welcome to bid on this project but we are unsure at this time if they will be.

38.	Are you currently tracking conversions and/or split testing?	On a very small scale, yes, we are tracking conversions on an active landing page campaign. We are not split testing at this time.
39.	Why is NYeC parting ways with the agency/developers responsible for the current site?	This question is not relevant to the scope of work of this project.
40.	What analytics/tracking platform is currently in use?	Google Analytics.
41.	What are the primary objectives for the public and member sites?	The scope of this work is strictly related to the NYeC public site. Broadly, we are seeking to better engage our audiences and convert users to increase awareness and education.
42.	Which level of Web Content Accessibility Guidelines – Level A, AA, or AAA?	We are open to recommendations on the level based on our needs.
43.	Will the homepage or other page copy need to be changed, optimized, or wholly replaced?	NYeC staff will be overhauling web content but are open to recommendations on optimization.
44.	Do you currently track your SERPs?	Yes, we track our search engine results pages.
45.	Do you have an internal/external link building strategy in place currently?	We do not on the current website but do intend to make a priority for a redesign.
46.	Do you currently track your highest-performing pages and articles?	Yes, we regularly track website traffic including our top pages and their conversion elements.
47.	Has there been an evolution of visual branding after the current site and brand guidelines were completed? If so, could you provide some samples.	We are just beginning to enter a branding evolution and can provide samples to the selected vendor, however, do not expect design in the scope of this project.
48.	How would you like your website to be optimized?	Given our current user/visitor platform usage, mostly for desktop, somewhat for mobile. We'd like to develop the site to be able to be flexible to be optimized for an increased number of future mobile users, but look forward to planning recommendations centered around this decision.
49.	Does the selection process assign weight to future-proofing? To what extent is limiting future tech debt considered?	While we want to consider the future needs of our website and minimize technical debt, this project is primarily focused on current needs. To the extent that some proposals may be more flexible than

		others with regards to future needs, we will weigh that as a part of the selection process.
50.	What consideration does the selection process assign to upfront cost compared to long-term maintenance expenses?	For the scope of this project, we do not anticipate long-term maintenance costs, as this project is not for the actual redesign.
51.	What are the desired minimum browser requirements?	We are open to recommendations on minimum browser requirements.
52.	Could you please describe how “data mature” your organization is with regard to the collection and use of data to make informed decisions on the future of your web properties, and other related business decisions?	Our team regularly checks website data through Analytics and AdWords to monitor the success of active campaigns to allow for necessary changes. We do not currently A/B test and do not have many active Goals running.
53.	Does the 12 page limit include cover page and cover letter?	No, we would not include those in the page count.
54.	Are you interested in conducting user testing or outreach as part of the scope of this project?	We are open-minded to this option, though wary of expenses.
55.	Does the website store or manage any PII information or have specific security requirements?	We do not store any PII on the site and do not have any specific security requirements for this main website.
56.	Are you familiar with the Agile project methodology?	No.
57.	Where is the current site hosted, and how do you manage ongoing updates and maintenance?	The site is hosted through GoDaddy and ongoing maintenance is performed by our internal IT department.
58.	Please share the Google Analytics data mentioned in the RFP.	We will share access to our Google Analytics with the selected vendor.
59.	Would NYeC like to add a membership portal on site? If so, would any user be able to sign up?	We are not a membership organization. We are not interested in adding a membership portal at this time.
60.	Other than Google Maps API (for events) are there any other potential integrations required? (IE: Paycom for Careers).	Yes, there are other potential integrations including Paycom and Eventbrite.

