Contractual and Technical Inquiries for Digital Agency to Execute Website Redesign (RFP # S045473)

Special Note: Please note that while we are extremely grateful for everyone's interest, over 700 questions were submitted for inquiry, and we are unable to answer every question that was submitted. We ask for your understanding as we have consolidated questions where appropriate to provide answers to more commonly asked questions. We thank you for your understanding.

Thank you for your questions. The Q&A process has been informative, suggesting a potential deadline revision. The current deadline remains June 10th, 2024 COB (EST). Any updates will be communicated via the RFP and to all contacts. Applications can be resubmitted before the new deadline if modified.

Contents

CMS

- What Content Management System (CMS) is being used on the current website?
  - WordPress
- Are there things you like or dislike about WordPress? Related- are there other platforms you're particularly interested in?
  - Because Wordpress is so commonly used, it is easier to hire staff that is familiar with the tool and has experience in it, which is beneficial as we do not have a web developer on staff so no- to low-code solutions are important. We are open to recommendations if a reasonable/convincing argument can be made to switch.
- Does EGPAF wish to remain on Word Press, or is EGPAF open to recommendations?
  - We are open to recommendations but it is important to note we do not have an on-staff web developer so any replacement of Wordpress needs to be similarly user-friendly, flexible, and cost-effective. It also needs to be a long-term, sustainable replacement as we would not want to have to change our CMS again in the near future.
- Will EGPAF be open to Drupal as a CMS Recommendation?
  - We are open to recommendations if given reasonable justification (see above).
- What CMS' does EGPAF prefer?
  - Wordpress, but we are open to recommendations of other CMS options (see above).
- Will you need to leverage CDN geolocation data in your CMS application?
  - We are happy to connect the selected agency with our hosting provider and/or our IT team immediately upon signing the contract to get answers to this question.

Timeline

- What is the ideal timeline to complete this project/launch the new website? What specific events are driving the timeline?
  - We do not have a strict timeline in mind and expect this project to take approximately one calendar year at the most. There are no specific events scheduled at this time driving the timeline, though that could be subject to change. We will collaborate with the chosen agency to develop a timeline that is reasonable and efficient yet ensures time for all details to be thoroughly considered and addressed.
- What is the project's estimated timeline from agency selections to the launch of the new site?
  - We will collaborate with the chosen agency to develop a timeline that is reasonable and efficient yet ensures time for all details to be thoroughly considered and addressed. Ideally this is one calendar year from project launch.
- Are there other branding or communication initiatives that should align with this site launch?
  - At this time, there are no external branding or communication initiatives that will align with the site launch, but we are looking at this website redesign as an opportunity to shift how we position EGPAF and our work, and have materials

developed that we will share with the selected agency to inform some of these shifts.

Budget

- What is your "not to exceed" budget?
  - o Our maximum budget is 300k.
- What is your yearly maintenance budget?
  - o Our current maintenance budget is $27,600 yearly (billed monthly). Any updates to maintenance needs should not exceed this number. Maintenance costs are not included in the overall budget.
- Does the stated budget include costs for hosting, or will that be budgeted separately?
  - o Hosting is billed separately.
- Can we assume that hosting and ongoing support fees are additional to the stated project budget?
  - o Yes, that is correct – hosting and maintenance fees can be billed separately outside of the 300k redesign budget.
- Is the hosting cost included in the overall project budget or are infrastructure costs separate and to be discussed?
  - o No, hosting costs are separated.
- Is there a budget range you have allocated for copywriting services?
  - o No, any copywriting services for the website design should be incorporated into the overall budget. EGPAF is able and willing to assist with some copywriting needs. As the project kicks off and we outline what pages need new writing, we can work with the selected agency to determine who owns copywriting responsibilities for what pages and how to divide that labor to accommodate budget.
- What does the EGPAF anticipate spending per year on website maintenance and support?
  - o Our current maintenance budget is $27,600 yearly (billed monthly). Any updates to maintenance needs should not exceed this number.

Branding

- Do you have existing digital brand guidelines for Visual Standards, Direction on Brand Voice, Typography, Imagery?
  - o Yes, we do have guidelines for all of these categories and can share with agency upon selection.
- When was the last time they were updated?
  - o July 2023
- Does it include specifics around digital application and accessibility?
  - o The brand guidelines do not explicitly state applications for accessibility, but this is an area we hope to improve on with the redesign project and make more clearly stated in our design and branding policies.
- How do you handle variations in branding, such as for different regions or service areas, to maintain overall coherence yet local relevance?
  - o Our Design team, which consists of a Brand Manager and Graphic Designer, manage decision-making around variations or exceptions to Brand Guidelines. We

also have an EGPAF Style Guide which suggests visual style used by service area. These documents will be shared with selected agency.

- Are you considering reusing the current UI style or are you open to creating a new UI look and feel that aligns with the brand guidelines?
  - o We are very open and encouraging of new UI styles and directions for the website – this is something we would very much like to improve on.
- What brand and website do you admire?
  - o [Council on Foreign Relations](#)
  - o [Human Rights Watch](#)
  - o [Patagonia](#)
  - o [Nature Conservancy](#)
  - o [World Wildlife Fund,](#)
  - o [PATH](#)
  - o [fhi360](#)
  - o [jhpiego](#)
- Are there any plans for new media brand content to be developed for this redesign initiative? (ex. video, imagery, etc..)
  - o We are developing new content daily in the form of long- and short-form stories, videos, infographics, and technical documentation. EGPAF also plans on launching its first podcast later this year. We hope to use this redesign to spotlight that existing flow of content but aren't developing any new content specifically for the redesign.

Submission Requirements

- Are the submission requirements modifiable?
  - o No
- Could you specify whether the redesign should incorporate existing user flow diagrams and personas, or is there a need for developing new models to reflect the evolved goals of your website? How have changes in your target audience demographics or engagement channels influenced the need for updated personas or revised navigation paths tailored to different user segments?
  - o We do not currently have up to date user flow diagrams or personas. Thinking through the user flow would be part of the redesign project but doesn't necessarily need to be part of the submitted proposal as it will take conversation and discovery with our team to solidify.
- Can you please specify which 3 deliverables you are looking for prices on?
  - o The price needs to encompass the project in full. Price breakdown for deliverables along the way to a final product can be formatted based on agency preference. The typo of 3 deliverables has been fixed to 5 in the RFP document.
- Can references be omitted from individual team member resumes?
  - o Yes, references for individual resumes can be omitted. However, references for organizations you have partnered with in the past must be provided.
- Are there any specific regulatory requirements or compliance standards that the vendor needs to have for participating in this RFP?
  - o No requirements other than being able to meet Sec889 Compliance requirements. See this *[link](#)* for further information.

- Can you share the team's goal with User Testing?
    - Our goal with user testing is to ensure the final product is effective, user-friendly, and aligned with the needs and expectations of our target audience. If there are other ways to ensure we have achieved this, we can discuss.
- Is there any particular format for pricing? Can we submit the pricing in MS Excel?
    - There is no particular format, yes you can submit in MS Excel.
- Is there a specific reason why you are requesting at least 3 design concepts up front? This can be expensive – 2/3 of this line item budget will end up in the recycling bin. Are you open to a more streamlined, iterative approach to the design process?
    - Requesting three design concepts up front allows us to assess an agency's creativity, skills, and understanding of our brand. This approach mitigates risks by avoiding reliance on a single concept, ensures the final design aligns with our vision and goals while allowing us to make an informed decision. These concepts can be illustrative and simple, understanding that we will undergo a more comprehensive design process as part of the project. That said, we are open to other approaches to showcase your agency's design approach and you will not be penalized for submitting less than three design concepts.
- What are some of the top qualities you're looking for in a partner for this project?
    - The selection process is based on submission requirements. Other positive qualities, although will be welcome, will not be used to determine evaluative scores for incoming applicants.
- How many agencies submitted questions? Do these include the agency that designed and built the current site?
    - More than 50.
- The RFP mentions a technical audience and a consumer audience. Can you give us an idea of how you prioritize these audiences and what portion of users they represent?
    - These should be equally weighted – our technical audience funds and supports our programmatic work, and our consumer audience supports our unrestricted funding.
- Can you clarify your expectations for pricing? You list five deliverables, but in the evaluation criteria, refer to them as three deliverables. Further, our work on a site redesign is holistic and the research done to inform our design directions, for example, is also applicable to wireframes, so providing a separate price for each would likely be misleading or inaccurate.
    - The price needs to encompass the project in full. Price breakdown for deliverables along the way to a final product can be formatted based on agency preference. The typo of 3 deliverables has been fixed to 5 in the RFP document.

Integration

- Will you be connecting your CMS(s) to any internal systems behind firewalls?
    - No
- Please list all current integrations
    - We currently use NGP VAN (EveryAction) as our system for donations and donation forms as well as advocacy actions. This is integrated on the site typically through an embedded form and/or a linked button.
- Please list all desired integrations and why

o We are very interested in future integrations that would emphasize multimedia rich storytelling, including any integrations that would highlight audio and/or video content in a seamless, native way that improves user experience. While we don't have specific preferences, this is something we would want to plan and budget for as needed.

- What technical specifications must the integrations meet? (E.g data access and data security)
    o We are happy to connect the selected agency with our hosting provider and IT team immediately upon signing the contract to get answers to this question.
- What technical specifications must the new website meet, while considering integrations?
    o We are happy to connect the selected agency with our hosting provider and IT team immediately upon signing the contract to get answers to this question.

Language and Translation

- Which languages do you wish to be supported?
    o English at a minimum but we are interested in exploring translation functionality if budget permits. We work in countries where English, French, Portuguese, and Swahili are spoken.
- What translation features/plugins (E.g Automated, Manual, Hybrid) do you wish in the project.
    o We've never used translation features or plugins so this is something we can't necessarily dictate but are interested in exploring. We work in countries where English, French, Portuguese, and Swahili are spoken.
- How many pages/blog posts will need to be translated if manual translation?
    o We likely aren't looking for manual translation support but are interested in exploring options for some sort of automatic translation feature if budget permits.
- In terms of multi-lingual support, are you thinking about supporting right-to-left scripts due to your African/global focus?
    o We work in countries where English, French, Portuguese, and Swahili are spoken.
- How do you currently manage translation quality and consistency across different languages?
    o Web text has not historically been translated in the past. For some technical documentation in our Resource Library, we have additional translations of documents offered in additional languages in PDF formats. This translation is provided by the writing team for that particular document.
- Are there specific cultural adaptations needed in the content to better resonate with these audiences, such as local examples in health information or region-specific case studies? What is your process for creating multi-language content and do you anticipate needing help from your chosen vendor?
    o No specific cultural adaptations needed, our team will cover that. Currently, web text is not typically translated. Technical documentation in the Resource Library is sometimes translated and those translations are provided by the writing team for that piece of content. That said we are interested in exploring automatic translation features if budget permits to make the site more accessible.

- Can you provide more details on the expected scope and priorities for multilingual support and accessibility features? Are accessibility standards (like WCAG 2.1) you want us to prioritize?
    - o Currently, web text is not typically translated. Technical documentation in the Resource Library is sometimes translated and those translations are provided by the writing team for that piece of content. That said we are interested in exploring automatic translation features if budget permits to make the site more accessible. Yes, accessibility is something we want to prioritize with this redesign but also have to keep our overall budget in mind.
- Do you have the resources in-house to manually translate any of the non-English content that you'd like the website to display?
    - o We have resources in-house as well as a translation vendor if this need arises, but don't expect manual translation to be a part of this project. Rather we are interested in exploring automatic translation features if budget permits.
- Is the maximum $300,000 budget inclusive of any translation/localization efforts?
    - o For example, if a service charges $5,000 for manual translation from English to French for a set of web pages, will that fee come out of the $300,000 budget, or will it be considered a separate budget item?
        - ▪ Any manual translation needs do not need to be included in the 300k budget, but any automatic translation service/feature implemented across the site would need to be incorporated.

Content Development

- Is there any scope for content development?
    - o Content development will largely be driven by the EGPAF team, with guidance on what content to develop/prioritize being more of a jointly led effort with strategic consult by the agency.
- What is the current workflow for content development?
    - o For web text, our External Affairs team works with technical leads to draft first copy and then edit for simplicity and to remove jargon. For storytelling content, our External Affairs team (Lead Storyteller and Associate Officer, Digital) lead on content development. Technical documentation in the Resource Library is driven entirely by technical and/or country teams.
- What is the desired workflow for content development?
    - o Workflow for content development will stay largely the same but we'd like to discuss a maintenance plan as part of the website redesign to ensure we're keeping all copy up to date.
- What specific types of content resonate most with the audience? (E.g Impact statistics, videos, interactive timelines etc.)
    - o The best type of content marries the 'what happened' with the 'why it matters.' Our content ranges from highly technical and research-driven to narrative, human-centered stories. Anything hyper visual that can humanize the fight for an AIDS-free generation resonates with our audience. Impact statistics can be harder for us to lean on – we can use global AIDS data from UNAIDS (updated annually) to give a big picture, but keeping specific impact stats for EGPAF's work in the various countries where we work is very difficult to keep updated/accurate. While we can use some

data, it's best not to lean heavily on infographics or stats counters across our site unless the data points are high level.

- How do you wish to balance storytelling and content variety in the new site to enhance user experience?
    - o This is something we'd like to discuss in more detail as part of the discovery phase of the website redesign project, and get the selected agency's counsel. Storytelling is one of our biggest asset and differentiator, and we have a consistent flow of new content being developed weekly (mostly short form content with interspersed long form "features"). Ideally that content can be interspersed throughout the site in a more natural, seamless way as opposed to being relegated to the Stories page. We feel this content can expand upon capability language or technical approach language.
- How is content obsolescence evaluated? Please list any tools you use.
    - o Currently this is handled manually, and not very often. We will be reviewing all pages internally prior to and during this process so we aren't migrating old/outdated information to the new site, but a maintenance plan for the new website should be a part of the project so we can stay on top of this in the future.
- When you say, "assist with crafting compelling and informative content," can you provide more of a sense of how much content you expect the partner to generate vs. what your External Affairs team has both the expertise and capacity to generate? Are you expecting subject matter expertise from your partner, or just basic/instructional copy creation?
    - o This can be further fleshed out with the selected agency as part of the process but we anticipate a substantive part of content generation and copywriting can be managed by the External Affairs team, after strategic counsel and guidance from the agency and in line with the overall content plan/sitemap created.

Data

General Data

- o How many pages exist on the website (Google Drive indicates 8,500 pages)?
    - ▪ We will be examining the total page count and making decisions about how many pages to migrate over as part of this process. Exact size of the new site by web pages is unknown at this time.
- o How many articles/items are in the Resource Library? Do you have both html and pdf versions of each, and if not, how many are html and how many are pdf?
    - ▪ Currently there are 537 published items in the Resource Library, but there are new resources being added consistently. Each item has a web page and an accompanying PDF. Not all of these resources will be migrated – the External Affairs team will be making decisions about what to migrate over and what to archive as part of this process.
- o Are there any analytics access/reports to identify traffic?
    - ▪ The selected agency will have full access to our Google Analytics account.
- o What are the monthly visits to the website?

- We currently see approx. 15-25k unique users visiting the site per month.
  - How many users are currently adding/editing content on the website?
    - 1-3 users (Associate Director, Digital Strategy; Associate Officer, Digital; and Communications Coordinator) will be regularly accessing the backend of the site.
  - What feedback have you received from users?
    - We don't typically receive direct feedback from web users about our site, but in the RFP noted general feedback from our team and staff that we have heard anecdotally.
  - What is the makeup of the user group?
    - Our audience is typically broken down into two core groups:
      - Technical audience: Professionals within the HIV/AIDS and global health sector, US government and multilateral donors, and partners
      - Consumer audience: Socially-minded individuals seeking EGPAF's stories to learn more about our work and mission, potential donors to our organization, and potential partners such as corporations and foundations interested in supporting EGPAF's initiatives through unrestricted funding opportunities.
      - We also have a significant amount of visitors from people seeking jobs on our Careers page.
  - Can you provide more information about the website's user experience and any feedback you have received from users?
    - We have not received explicit feedback from users on our site recently. That said from both data and anecdotal evidence, we know the user journey is disjointed, hindering users from engaging deeply with the content. Oftentimes people are visiting one page from a direct source or social media source, and leaving the site after reading that page.
  - Are there particular types of interactions—such as quizzes, polls, or user-driven content submissions—that you believe could significantly enhance user engagement on your platform?
    - This is something we haven't explored but would definitely be open to discussing more, particularly with the goal of increasing engagement with our content, getting cues on what content our audience finds most useful/interesting, engaging or stewarding potential donors, etc.
  - Can you describe what kinds of roles and permissions should be supported for site editors/admins? What is the makeup of this user group?
    - There will be 1-3 people with access to the backend of the website, with one core 'owner' in the site most often. This group consists of the Associate Director, Digital Strategy; Associate Officer, Digital; and Communications Coordinator. We do not have a web developer on staff but would prefer to have as wide permission as possible without risking the stability of the site so that we can make any desired changes to the site in the future. This group of people does have basic HTML/CSS knowledge.
  - Are there any of the following UX deliverables that you have already completed, or would like to exclude from the project scope: Goals & KPIs, Personas, Brand

Identity Positioning (both visual & verbal guidelines), Site Map, Audit of Content Types, Wireframes, Desired Publishing Workflow

- The External Affairs team can assist with setting Goals and KPIs for this project, can provide Brand Identity and Positioning/Messaging Frameworks, Brand and Visual Style Guidelines, Audit of Content Types, and Desired Publishing Workflows. Building out personas for web visitors is something we don't have but would be interested in exploring. We can do our best to provide a sitemap and wireframes of the current site but these are two items we would like to completely overhaul as part of the new project.

User Experience

- Please share any projects focused on user research that have been done.
    - We do not have in-depth user research to share, but can provide anecdotal evidence and our intuitional knowledge about who are users are and how we want them to use the new site.
  - What tools are being used to generate data visualizations? Do you wish to modify this?
    - EGPAF uses Microsoft PowerBI but there is currently no data visualization from PowerBI on the site. All data visualization/graphics you see on the site are designed by our in-house Design team.
  - What metrics are used to measure the success of the current and new website?
    - We currently track total web visits, top visited pages, top visited Stories, and top visited Resources. As the new site gets built we want to revisit those KPIs to better measure usefulness of the site – time on site, bounce rate, source traffic, etc. We would welcome suggestions on which metrics to prioritize to measure true ROI as part of this process, after discussing our overall goals with the redesign.
  - What methods are used to collect user feedback on current website experience?
    - We currently don't have a mechanism to regularly collect user feedback on the site.
  - Have user personas been identified so they will be available during the content strategy research or they are part of the scope?
    - We know broadly how our audience is segmented (technical vs. consumer) but do not have personas solidified. This is something we would be interested in exploring with the selected agency as part of the discovery process as budget allows.
  - Can you identify key areas of your current website where users experience difficulties or disengagement?
    - Our Stories and Resource Library are two main areas of the website being updated regularly with new content. The way those pages are designed and sorted, it is hard to browse. Oftentimes people have a hard time finding content they are looking for unless they have the direct link, or know exactly what the piece is so they can sort by topic or country. Because of this, the "search" function of the site is often used but doesn't function perfectly, and oftentimes doesn't pull the correct results even if the exact page heading is searched for.
        - Generally speaking there is not an intuitive flow between pages – if something isn't in the main menu, it is near impossible to find, but we try to keep our main menu as streamlined as possible.

What is the envisioned user journey for the new website? Please specify what features you wish to be added for the new website to enhance user experience.

- ▪ This will be a core aspect of the website redesign project and we look forward to exploring the answers to these questions with the selected agency.

o What is the distribution of mobile and desktop users accessing the site? How does user behavior differ based on these groups?

- ▪ In 2023, 58% of traffic was on desktop and 42% of traffic came from mobile devices. User behavior based on these groups would need to be analyzed as part of the project.

o What do you mean by 'dynamic navigation? Do you mean navigation that can easily be updated and changed as priorities change, or do you mean digitally dynamic meaning it would change based on pre-decided digital or audience variables?

- ▪ We mean navigation that can easily be updated and changed as priorities changed.

o Should we assume that content for dynamic pages will be exported from the current WordPress website and provided to the vendor in XML/JSON/CSV format for migration?

- ▪ Yes

o You mention the site is mainly a "leave behind" and the focus is on learning. What are the top 3 actions you want users to take once they've learned and why are these important? Are these specific pages or microsites that are referenced for this need?

- ▪ We want our site to be more of a destination, where people spend more time on site and not only engage with the content they came seeking but then are finding new, relevant content they may not have been aware of. We want our most valuable audience to be repeat visitors to the site to see what new content EGPAF has published. Levels of engagement could include downloading PDFs (if it's a technical audience seeking technical documentation), signing up for email updates, making a donation, or simply being a regular, repeat visitor.

o Is the team open to engaging users to participate over the course of the project?

- ▪ Yes, if budget allows we would be interested in engaging focus groups/test user groups to guide the project.

o Are you considering implementing a Progressive Web App (PWA) for the website to enhance user experience and performance?

- ▪ We're open to discussing this if budget allows but would need to discuss with the selected agency in more detail as to what this entails, what is the added value, and what is the ROI.

Content Migration Questions

- • How much content will be migrated, and how much will be removed?
  - o This process is underway and will continue as we go through the process with the selected agency, but we are aware that a large selection of outdated pages will not be migrated over, and many of the page we will migrate will be updated. Exact numbers of pages to be migrated and/or removes is not known exactly at this time.

Organizational/Team Composition and Collaboration

- • Is the project team located entirely in DC or partly outside the US (for scheduling planning)?
  - o The project team is located entirely in DC.

- Can you please share more regarding EGPAF's design team composition?
  - How is approval conducted under this project?
    - EGPAF's design team includes a Design & Brand Manager and a Graphic Designer. Approvals will go through the Associate Director, Digital Strategy who will seek internal approval from the VP of External Affairs.
  - Who will be handling updates/content for the site?
    - 1-3 users (Associate Director, Digital Strategy; Associate Officer, Digital; and Communications Coordinator) will be regularly accessing the backend of the site. The Associate Officer will make the majority of updates with assistance from the Coordinator.
- What collaboration style do you envision between EGPAF and the vendor?
  - We envision a communication- and task-oriented collaboration style, with emphasis on highly organized project management. The main points of contact on the External Affairs team will be the Associate Director, Digital Strategy and the Associate Officer, Digital, both of whom are committed to being highly responsive and organized.
- What is the anticipated time commitment for migration?
  - This is unclear at this time as we don't know exactly what the volume of migrated content will be versus new content created. The External Affairs team can assist with migration in order to save budget – this will be something we can discuss together as the project plan gets solidified.
- What are the consumer misperceptions of EGPAF? What the misperceptions of the technical audiences?
  - One of the largest (US) consumer audience misperceptions is that the AIDS crisis is a thing of the past, and not a pressing, urgent issue today. There is also still a lot of misunderstanding of the disease itself and lack of awareness that HIV is manageable and treatable with access to the correct medications. There can still be outdated mindsets and stigma around HIV that is damaging and further perpetuates the epidemic.
  - One of the largest technical audience misperceptions is around the depth and breadth of EGPAF's areas of expertise. We are known for our work in ending HIV in children, youth, and families but also work in areas such as TB, cervical cancer, health systems strengthening, health information systems, technical assistance, and innovation.
- Can the work be performed remotely?
  - Yes
- If the work location is remote, can a part of the work be done from outside the US, such as in India?
  - Yes, however sub-contracting requires prior-approval by internal EGPAF team.
- Do you envision user research or any other deliverables occurring remotely or in person? What is your preference?
  - We are open to whatever works for the vendor and External Affairs team. The members of the External Affairs team working on this project are based in DC. If the vendor is able to meet in person for key deliverables that is definitely of interest, but we would not want to spend project budget on travel in order to hold in-person meetings. We are comfortable with virtual meetings as needed.
- Does EGPAF desire in-person meetings and reviews? If travel is required, should we include those costs in our estimate?

- o We are open to whatever works for the vendor and External Affairs team. The members of the External Affairs team working on this project are based in DC. If the vendor is able to meet in person for key deliverables that is definitely of interest, but we would not want to spend project budget on travel in order to hold in-person meetings. We are comfortable with virtual meetings as needed.
- Do you have any IT or Development staff the selected agency should be aware of or work with during this engagement? If so, what are their roles and responsibilities?
  - o We have an IT Department and will ensure a liaison is identified to be looped into this project for any issues where they are needed. EGPAF does not have web developers on staff.
- How many internal developers & resources do you have to support this project, and what is their anticipated role in the initial development of the solution, ongoing maintenance, and feature enhancements to the website?
  - o We do not have web developers on staff. All updates to the website needed in the future will be made by members of the External Affairs team or would need to be covered by a selected agency as part of a separate maintenance contract.
- Should your selected partner plan on working with any other existing vendors as part of this effort? (i.e. Paid media, social, SEO, etc).
  - o Our hosting provider is Nexcess, so there may be collaboration needs there but that can be facilitated through our External Affairs and IT team as needed.
- How many rounds of revisions do you need to secure alignment and what is the length of time needed for approval points?
  - o This is unknown at this time but all reviews and approvals will be managed internally by the Associate Director, Digital Strategy and we are committed to finalizing what this process looks like before work begins in order to streamline the process.
- Based on your past experience, what makes a good partner for the EGPAF? How do you like to communicate with your partners, and are there any lessons learned you could share with us from previous projects?
  - o We appreciate partners with organized project management approaches and proactive, regular communication styles. We are looking for a partner who is creative, has solid experience with content-heavy sites, a strong ear for good storytelling, and experience with dynamic, diverse, people-focused brands. We would like a partner who can help us see the areas of opportunity and growth clearly, who push us to be more clear and approachable (and less technical, jargon-y), and who can help us think outside of the global health and nonprofit boxes.
- Would you like the selected vendor to continue working with you to support the site and make enhancements after launch?
  - o Yes, we would be interested in a separate maintenance contract to ensure support continues after launch.

Organizational Questions

- How has the Foundation's needs changed in recent years?
  - o Since EGPAF was founded 35 years ago, massive strides in the global AIDS response have been made and EGPAF has played a major role in ensuring that HIV policies, programs and treatments are also developed with children in mind. Despite

these gains, progress – especially for children – has slowed. Children are still our number one priority, but we are also looking at how we support women and families in our work to fight for a HIV-free generation. EGPAF is looking toward the future where in addition to focusing on scale-up of HIV care & treatment programs as we have in the past, we are also expanding our work to focus more on strengthening health systems, sustainable solutions, capacity building, and integrated health services. We have the programs, tools, expertise, & relationships necessary for next phase of the AIDS epidemic but in a shifting landscape, EGPAF needs to think differently about how we position ourselves and talk about our expertise and differentiators.

- Who are your competitors?
    - o Global health competitors who also have large HIV programs include: ICAP, AMREF, Right to Care, The Aurum Institute, Mothers 2 Mothers, AmFAR, AVAC
    - o Global health competitors who are larger in the global health space: Chemonics, Catholic Relief Services, RTI, FHI360, Abt Associates, PSI, Jhpiego, PATH, JSI, PACT, Clinton Health Access Initiative, MSH, URC, Georgetown University, University of Washington I-Tech, Engender Health
- How does this project contribute to the Foundation's goals?
    - o The new website will be critical to the brand identity and positioning work underway at EGPAF. While some of this work will be complete by the time the website redesign project begins, this is the very beginning of a longer-term expansion and evolution of our brand, which is why dynamic, flexible solutions will be a focus of the project.
- What qualities have worked well or made a project successful with past vendor partners?
    - o Organized project management, proactive communication, highly strategic guidance, adherance to budget, and pushback when necessary are all qualities that will serve the selected agency well in this project.

Hosting

- Who are you currently using to host your website?
    - o Nexcess
- Where is the video, audio and podcast content currently hosted?
    - o Multimedia content is hosted either in Wordpress natively or on Vimeo, YouTube, Smugmug, or Microsoft Sharepoint
- What challenges do you encounter with the current host?
    - o No major challenges at this time.
- Are you looking to have this vendor host the website?
    - o Not necessarily, we have been happy with Nexcess but are open to discussing if selected agency would like to go over in more detail.
- What is the budget for hosting, and do you have a preferred hosting infrastructure?
    - o We currently spend approximately $200/monthly or $2400 annually.
- With regards to hosting, please address the following:

- o What level of uptime SLA will each website require? Will each site require the same uptime SLA, or will this differ? (If so, please specify)
  - ▪ We are happy to connect the selected agency with our hosting provider immediately upon signing the contract to get answers to this question.
- o Do you have any special requirements as it relates to HTTPS certificates?
  - ▪ We are happy to connect the selected agency with our hosting provider immediately upon signing the contract to get answers to this question.
- o If SSL certificates are provided at no cost to you, would these be acceptable or are you required to use an existing certificate?
  - ▪ We currently have an SSL certificate but can discuss this further as part of the project scope.
- o Will a dedicated set of IP addresses be needed for allowlisting?
  - ▪ We are happy to connect the selected agency with our hosting provider immediately upon signing the contract to get answers to this question.
- o What measures have you put in place to enforce security on your current site?
  - ▪ We are happy to connect the selected agency with our hosting provider immediately upon signing the contract to get answers to this question.
- o Have you experienced anything like DDoS Attacks, unauthorized environment access, or other?
  - ▪ No – but we are happy to connect the selected agency with our hosting provider immediately upon signing the contract to get answers to this question.
- o Are you using a Web Application Firewall (WAF)? If "yes", please provide the name. If "no", will a WAF be desired to protect your websites?
  - ▪ We are happy to connect the selected agency with our hosting provider immediately upon signing the contract to get answers to this question.

Current Site

- In order to give our team a sense of the complexity of your current WordPress website, please share the following:
  - o Number of post types
    - ▪ Approximately 8
  - o Number of nodes (pieces of content)
    - ▪ 739 blog posts, 134 pages, 537 resources, 30 country pages, 216 project pages, 222 press releases, 141 research posts, 29 event pages. Please note not all of this content will be migrated.
  - o Number of taxonomies
    - ▪ Approximately 8
  - o Number of custom user roles
    - ▪ 3 (contributor, editor, administrator)
  - o Number of custom modules

- 0
  - Number of content editors
    - 1-3
  - Number of developers (...available for project planning?) (...available for development?)
    - EGPAF does not have any web developers on staff but two members of our External Affairs Digital team have basic HTML/CSS knowledge.
- Can you provide additional information about the site's current ADA compliance level and existing efforts to maintain compliance?
  - When the site was built in 2018 it was build to the accessibility standards available at the time, but admittedly this has not been maintained as well as it should be. We are looking to prioritize accessibility alongside user experience with the new redesign and learn more about standard best practices and maintenance planning to ensure we remain compliant in years ahead.
- In terms of accessibility and ADA, would you like to follow WCAG 2.1 to AA standard or are you looking to support AAA level of compliance?
  - AA standard at a minimum, but we are interested in learning more about what AAA level of compliance would entail and if that is feasible for us to implement and maintain.
- Should we consider implementing a Cookie Banner and ask for consent for user tracking as per the current GDPR laws?
  - Yes
- You are collecting email addresses for a mailing list? What are you currently using to manage/maintain that email list and how are you using it for marketing or outreach?
  - Yes, we use EveryAction (NGP VAN) as our tool for donation forms, email signups, and advocacy alerts. Our development team manages a 'house list' for fundraising asks and the External Affairs team is planning on launching a regular newsletter later this year that will feature our content.
- What tools are used to track inquiries, leads, and donations online and offline?
  - Our development team uses Salesforce and EveryAction (NGP VAN), but those tools are not currently large integrations to our site. Forms are occasionally embedded but typically we are using linked buttons to guide users to donation forms, signup forms, or advocacy alerts.
- Will EveryAction continue to be used for newsletter signup and donations?
  - Our contract with EveryAction renews on 12/31/2024. If EGPAF decides to begin using a different tool after that time, the selected agency would be notified of that well in advance to adapt as needed.
- Is all of the site on the current site maintained within WordPress, including the Resource Library (https://www.pedaids.org/resource-library/)? Or are there any outside database sources powering areas of the site? If so, could you link to those and describe how it's integrated?
  - All content on the current site is managed and maintained through WordPress, including the Resource Library and Stories.

Search Engine Optimization

- What are the specific SEO targets you are aiming to hit with the new website design? Such as, are you looking to improve keyword rankings for particular health-related terms, increase organic traffic from certain demographics, or enhance visibility in specific geographic markets?
  - o We currently don't track SEO metrics/KPIs so this is an area we are looking to build out with the guidance of the selected agency. Not only would we like to improve ranking for particular health terms, we also want to ensure the content on our site is found when searching for specific materials. As it stands, for example, there are resources that don't appear in Google when you search for them by name.
- How do you currently measure SEO success, and how should these metrics guide the redesign's SEO strategy?
  - o We do not currently measure SEO success so this is an area we are looking to the selected agency for guidance on.
- Are there specific tools or analytics platforms you prefer for tracking these metrics?
  - o We use Google Analytics to track web metrics and Sprout Social to track social metrics.
- Are you using a current search tool or solution that we should plan on integrating? For example, Elasticsearch or Algolia?
  - o We don't use a current tool or solution but are open to exploring tools that can help us implement and better measure SEO success in the future.

Copywriting

- Can you please specify the level and type of copywriting services you seek?
  - o This will be further established as the project kicks off and a sitemap is created. Copywriting can be handled in part by EGPAF/External Affairs staff – needs can be jointly identified and then assigned based on what budget and time permits. Type of copywriting would mainly be for webpages like the Home page, About Us, Areas of Expertise pages, etc.
- Are you interested in Copywriting in addition to SEO? In our experience, having both services for improved SEO optimization is suggested.
  - o Yes we are interested in exploring copywriting as part of this project as needs are identified and as budget permits.

Project Scopes

- What factors have gone into your decision to redesign the flagship website for the EGPAF at this time? In other words, why now?
  - o EGPAF's mission – to end HIV/AIDS globally in children, youth, and families – remains the same. But as the global AIDS response evolves and in a shifting global health and international development landscape, EGPAF needs to adapt our messaging and approach. The current site does not accurately reflect the depth, breadth, impact, and importance of EGPAF's work. It does not have enough

flexibility in its structure to be able to adapt to shifting priorities. For these reasons we are looking to completely redesign the site to build a stronger, more sustainable and useful product.

- How many users will need to be trained on the website?
  - 2-3
- Do you anticipate a complete redesign of the website, including structure and design, or more of a refresh?
  - Complete redesign
- What sub-domains are part of the scope?
  - None
- What websites in or out of the industry do you admire?
  - Council on Foreign Relations
  - Human Rights Watch
  - Patagonia
  - Nature Conservancy
  - World Wildlife Fund,
  - PATH
  - fhi360
  - jhpiego
- What are the biggest challenges you expect to face in this project?
  - Strategically, we anticipate challenges in balancing and clearly communicating both our work in HIV mission and other integrated health areas, maintaining consistent messaging and brand integrity. Technically, we must build a scalable, user-friendly CMS with robust search functionality that can also be built with flexibility in mind as priorities and approaches will continue to shift over time. Effective project management, internal stakeholder coordination, and content maintenance will be critical.
- Is the act.pedaids.org experience part of this scope?
  - No, that is our third part tool that manages donations and advocacy actions and is not part of this scope.
- How many sites are involved in this project -- just the main site or are there intranets, sign-in portals, or sub-sites to include in our proposal?
  - Just the one main site.
- When reviewing the site, I came across https://learning.pedaids.org/, which I imagine will stay separate as an LMS tool. However, I wanted to check if there were any subdomains out there that you were looking to fold into the main pedaids.org as a part of this project?
  - Correct, learning.pedaids.org is an internal subdomain managed by our HR team. There are no subdomains that will be part of this project.
- You do mention that you would like to make the website accessible; however, there is mention of using PDF documents on the website. PDFs are quite often not accessible and can be very time-consuming to remediate. Would you be looking for assistance with making your PDFs accessible? Or would you be open to moving away from using PDF documents and having that content live on a webpage?
  - We understand PDFs are not the most accessible solution, and are looking for ways to ensure the information in those PDFs is pulled through to the site somehow. That said, the volume of PDFs created (for technical documentation purposes - the content in the Resource Library) is unlikely to decrease as this is a primary way to disseminate information in-country, at events, and to donors.

Currently we pull through either a brief overview of the document on the Resource Library page (see example here) or when time allows and it is high-priority document, we will develop a full web page with the same content as the PDF (see example here). That full web page treatment is currently very time intensive and not something we're able to do for every document. Would love to find a workaround for this in some way, but this is something we can discuss more at length as part of the project.

- What tools do your team currently use (e.g. GitHub, Slack, Asana)? Do you have any preferences about what tools are used for this project?
  - We use AirTable as a project management tool and Microsoft products for everything else (Office, SharePoint, Teams, etc.).
- How many months of maintenance and support should be included in our proposal?
  - Maintenance and support should be ongoing but can be billed separately outside of the redesign budget. Maintenance contracts would be annual.

General Questions

- Will local or in-state agencies be given preference?
  - There is no preference.
- Are you accepting bids from agencies outside of the United States? (I.e. Canada?)
  - Yes
- Can you share an example of how you've used Exposure?
  - All of our stories on Exposure can be found here: https://egpaf.exposure.co/. They are also embedded on our Stories page (example here).
- How do users find the stories posted to https://egpaf.exposure.co/? Is there a need to embed exposure stories in the website?
  - Typically users would find Exposure stories via our social media channels, but they are also embedded in our site so users can find them via the Stories page as well (see example here). Ideally we would like our website to have more visually-forward storytelling capacity so we don't have to pay for a third party and don't run into challenges with regard to our content being siloed. We embed Exposure stories on our Stories page so they are still easily found by users, but the user experience is vastly different on Exposure versus being embedded.
- What does exposure.co do well, and where does it fall short?
  - We utilize Exposure for our longer form, multimedia rich content. When we have multiple images, video, and audio components to a story, it is a much better reading/scrolling experience than the one on our Stories page on pedaids.org. As we gather and develop more multimedia-rich assets, we'd like to be able to feature them more prominently in a way that feels modern, user-friendly, and fresh. Ideally

this would be on our own site and not a third party site so we keep readers engaged on pedaids.org and so that this content can be more easily and readily found.

- Could you share a link to one (or more) of the pages you're using Exposure for? The link in the RFP didn't work for me.
  - All of our stories on Exposure can be found here: https://egpaf.exposure.co/. They are also embedded on our Stories page (example here).
- We weren't able to find examples of stories you had published on pedaids.org with Exposure. Could you share those URLs so that we can see how you've been using it?
  - All of our stories on Exposure can be found here: https://egpaf.exposure.co/. They are also embedded on our Stories page (example here).
- Is a replacement for Exposure being considered?
  - Ideally we would like our website to have more visually-forward storytelling capacity so we don't have to pay for a third party and don't run into challenges with regard to our content being siloed. We embed Exposure stories on our Stories page so they are still easily found by users, but the user experience is vastly different on Exposure versus being embedded.