

# CPRC Website Redesign RFP

## Addendum 2 – RFP Questions

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### 1. Budget, Procurement & Timeline

#### Budget

The initial phase will be \$25,000 with potential for additional phases. Vendors are encouraged to propose solutions that align with the scope and provide strong value, scalability, and long-term sustainability.

#### Evaluation Criteria

In addition to cost, CPRC will prioritize:

- Government/public-sector experience
- User experience (UX) and design quality
- Ease of content management
- Technical approach
- Ongoing support capabilities

#### Maintenance Pricing

Vendors may include optional pricing for ongoing maintenance and support (e.g., hourly or retainer-based).

#### Finalist Selection

The number of firms invited to the finalist stage has not been determined.

#### Subcontractors

CPRC is open to proposals that include subcontractors, provided roles and responsibilities are clearly defined.

#### Timeline

The anticipated timeline (June–September 2026) is a target, but CPRC is open to:

- Adjustments based on discovery findings
- Phased launches, if recommended

#### Proposal Deadline Clarification

The correct proposal submission deadline is **April 1, 2026 at 5:00 PM**.

### 2. CMS, Platform & Hosting

#### Current Platform

The current site is built on Drupal 9.

#### Challenges with Current CMS

- Limited flexibility
- Constrained design capabilities
- Less intuitive for content editors

### **CMS Direction**

CPRC is not committed to a specific CMS and expects vendors to recommend the best solution.

### **CMS Preferences**

- Open to WordPress and other platforms
- Priority is ease of use, flexibility, and consistency
- Strong training and user-friendly editing experience is essential

### **Hosting**

- Hosting is currently provided by current vendor
- Vendors should recommend an appropriate hosting solution
- No known FedRAMP or .gov-specific hosting requirements

### **Security & Infrastructure**

Standard best practices are expected. No special requirements such as:

- Dedicated IPs
- Internal firewall integrations
- SSO requirements

## **3. Content, Migration & Governance**

### **Content Volume**

Estimates vary:

- Actual actively managed content is ~85-120 pages
- Includes a large number of PDFs and documents (currently working on purging unused files)

### **Migration Scope**

- Majority of content will be migrated
- Some content will be archived, consolidated, or removed

### **Content Creation**

- CPRC staff will create and update content
- Vendors are expected to provide templates, structure, and guidance

### **Content Strategy**

CPRC does not have a formal content governance model and welcomes vendor support in:

- Defining workflows
- Structuring content
- Improving organization

### **Content Management**

- Managed primarily by a central communications lead
- Additional staff contribute as needed
- Multiple users will require role-based permissions

### **Update Frequency**

Content updates are generally weekly and vary by program area.

## **4. Search, Chatbot & User Experience**

### **Search Functionality**

Search should include:

- Web pages
- PDFs and documents
- Meeting materials and reports

CPRC is not currently using a third-party search tool (e.g., Algolia).

### **Chatbot**

- Preferred but optional
- Envisioned as a basic AI-driven informational tool
- Not intended for direct staff communication

## **5. Integrations & Data**

### **Current Integrations**

- ArcGIS (embedded maps)
- Humanitix (external links)
- Constant Contact (one main newsletter sign-up for bi-weekly newsletter)
- Google Analytics

### **Integration Expectations**

- Primarily embed or light integrations
- No confirmed requirement for complex API development
- Vendors may recommend enhancements

### **Future Integrations**

No immediate plans, but flexibility for future integrations is desired.

## **6. ArcGIS & Regional Data Center**

### **Current State**

- Uses ESRI embedded maps and dashboards

### **Future Direction**

- Focus on front-end user experience improvements
- Continue embedding tools
- Open to enhanced visualization options

### **Not Required**

- Deep CMS/backend ArcGIS integration

## **7. Forms, Events & Functionality**

### **Forms & Surveys**

- Standard submission forms are sufficient; however we would like the capability to include uploads
- No complex workflow systems required

### **Event Registration**

- Currently uses Humanitix external links
- Interest in embedded registration + payment options, if feasible

### **Job Board**

- Currently built into the site
- Seeking similar or improved simple functionality

### **Interactive Features**

- Strong interest in interactive maps (e.g., outreach event mapping)

## **8. Accessibility & Translation**

### **Accessibility**

- No formal audit completed
- Targeting WCAG 2.1 AA compliance
- No current third-party accessibility tools

### **Translation**

- Priority: Spanish accessibility
- Approach:

- Professional translation for key pages
- Machine translation for broader site
- Open to vendor recommendations

## **9. Analytics, Traffic & Data**

### **Traffic**

- Majority of users access via desktop (75% or more)
- Traffic: ~300-400 page views per day
- Analytics data will be provided to the selected vendor

### **Storage**

- Moderate storage needs:
  - Pages
  - PDFs
  - Media assets

## **10. Audience, Goals & Pain Points**

### **Primary Audience**

- Local government elected officials
- Local government staff
- Regional partners

### **Top Goals**

- Improve user experience and navigation
- Make content easier to manage
- Improve access to resources and data

### **Pain Points**

- Difficult CMS (Drupal)
- Limited flexibility
- Content organization challenges

### **Automation Goals**

Reduce staff time spent helping users find:

- Information
- Documents
- Resources

## 11. Design, UX & Branding

### Design Direction

CPRC is interested in a modern, user-friendly design. We want to give the appearance of a leading regional resource.

### Examples

- Centralina Regional Council
- Atlanta Regional Commission
- For data center: <https://www.capecodcommission.org/our-work/data-cape-cod/>
- Dashboard example: <https://imagine2050.metrocouncil.org/>

### Branding

Existing branding is in place; vendors may help refine digital application.

### User Research

- CPRC can assist with stakeholder coordination
- Open to vendor-led research (surveys, interviews, etc.)

## 12. Team, Process & Collaboration

### Project Team

- One primary point of contact with 2 additional staff members to support during selection process
- Additional staff engaged as needed

### Stakeholders

Multiple stakeholders will be involved for:

- Content input
- Review and approvals

### Vendor Collaboration Style

CPRC is open to a **collaborative, iterative process**.

## 13. Scope Clarifications

### Sites Included

Scope is limited to:

- centralpinesnc.gov, however we do have existing pages that we would like to integrate into the main site. We are open to recommendations on how to do this. This would include CWEP and CPRPO.

### “Following the Funding”

Will remain in Airtable.

## **14. Vendor Logistics**

### **Team Location**

No restrictions on vendor team location, provided:

- Communication is effective
- Project requirements are met