

Addendum 1

CPRC Website Redesign RFP - Follow-up Questions

DESIGN APPROACH

Are you looking to preserve the existing visual direction while focusing primarily on UX, information architecture (IA), and functionality improvements? Or do you want to refresh the visual design as well?

We definitely want to keep the branding, but are also open to refresh, as long as it's on brand. The main focus is UX, IA, and functionality improvements.

TECHNICAL REQUIREMENTS

CMS Platform: What is your current CMS platform? Are you open to WordPress?

We are currently using Drupal 9. We are open to WordPress as long as there is training on how to use this platform. We do have additional programs in the organization that use WordPress for their sites, so there could be opportunity to streamline management if all are on same platform.

Content Workflows: You mention needing custom workflows and role-based user permissions. Can you describe what your ideal content workflow looks like?

We currently have the following permissions/roles: Site Administrator, Publisher, Contributor, and Page (creator). Beth and Alana will be the main staff members posting online, however we do want staff to be able to edit their own pages. Page creation will need to be done by the Site Administrators. Most staff are currently Publishers and Contributors. If staff want to be able to edit the website, they must first request access. Once they are given access, they work with Beth to learn how to edit. If new pages need to be created, staff members consult with Beth and/or Alana to see if it's necessary, or if it can be built into an existing page. This seems to be working well, however we are always open to new ideas.

Third Party Integration: Are there any third-party systems beyond ArcGIS currently integrated with the site — email platforms, HR or job posting tools, event registration systems, or member management software?

No, but it would be lovely if we could integrate the options listed in this question. We do have access to Cognito forms through the website, but it's not used very often. We are currently using it for room requests. We are very interested in a member management software within the site, but know that this may significantly increase cost and may not be feasible at this time.

ArcGIS Integration: What level of integration is needed? How is it currently integrated on the site? What specific datasets or map layers need to be embedded or pulled into the site? Are these publicly accessible via ArcGIS Online, or do they require authenticated access to an internal ArcGIS Server?

CPRC has ArcGIS online, and through that, there are options to embed various maps, applications, galleries, etc. into a website, but we do not have an ArcGIS server yet. If we are able to embed these items ourselves, that would be a good option for staff. For the Regional Data Center, it is an ESRI Hub site. It can use a custom domain or subdomain, enabling further integration with the CPRC website. If you can help with this, that would be ideal.

Site Search: You mention needing "a robust search engine feature." Can you clarify what functionality you're expecting? Are you envisioning:

- Enhanced native search (filtered by content type, date, topic)?
- Enterprise search solution (Algolia, Elasticsearch) with advanced filtering, faceted search, and typo tolerance?
- Basic keyword search with improved results?

We are primarily looking for an improved native search experience that helps users quickly find relevant information across our site. Ideally, search results could be filtered by content type (such as news, events, resources, or program pages) and possibly by topic or department. Our goal is to make it easier for users to locate reports, program information, and resources without needing an enterprise-level search platform. We are open to recommendations if there are tools that would significantly improve usability without adding unnecessary complexity.

Chatbot Feature: Is this a required deliverable or a nice-to-have? (This can add significant time and budget).

This would be a nice-to-have, depending on budget.

Translation: You mention pages should be able to translate into "at least Spanish." Can you clarify whether you're expecting machine translation (Google Translate widget), professional human translation of key pages, or a fully bilingual site maintained in both languages? Each has very different cost and maintenance implications.

Our primary goal is to ensure Spanish-speaking users can access key information on the site. We are open to recommendations regarding the best approach to balance accessibility, cost, and long-term maintenance.

Progressive Web App: The current site appears to include Progressive Web App functionality. Is this an active requirement for the redesign, or a legacy feature from the previous build?

Based on our Google Analytics data, the vast majority of our website users access the site from desktop devices rather than mobile. Because of this, Progressive Web App

functionality is not currently a priority for the redesign and is likely a legacy feature from the previous build. Our primary goal is to ensure the site is fast, accessible, and fully responsive across devices, but we are not specifically seeking PWA functionality unless the selected firm believes there is a clear benefit.

CONTENT & MIGRATION

Content Creation: The RFP mentions migrating relevant existing content. Who will be responsible for creating any new content needed and updating/rewriting migrated content to fit the new site architecture—internal staff or the selected vendor?

CPRC staff will be responsible for creating any new content and reviewing or updating existing content as it is migrated to the new site. However, we would expect the selected vendor to develop the page templates and overall content structure that will guide how information is organized and displayed. We also welcome recommendations from the vendor regarding best practices for structuring content to align with the new site architecture.

Content Indexing: How much document content needs to be indexed — are we talking page content primarily, or does it include PDFs, board meeting minutes, and downloadable files as well?

The content indexing would include page content, as well as PDFs, board meeting minutes, and additional pre-identified downloadable files.

Number of Pages: Approximately how many discrete content items — pages, staff profiles, board documents, events, and downloadable files — would need to be migrated to the new platform? The sitemap shows 92 URLs, but document libraries and file archives often multiply the real content volume significantly.

This is a good question. Truly, we probably don't need to migrate much automatically beyond board agendas and minutes, audits and budgets, and maybe a few key pages. Everything else probably needs a good assessment of how we are using it and where it should go. Thoughts?

TIMELINE & PROCESS

- Your timeline notes it's subject to change and shows approximately 4 months from June kickoff to late September launch. What's your flexibility if discovery reveals additional complexity? Projects of this comprehensive scope typically run 6–8+ months from kickoff to launch.



- *We are open to a slightly earlier start date if needed, but know that we will need to transition off our current site in October. If needed, we can do phases of the transition but will need something live then.*

- How many stakeholders need to approve designs and major decisions? What's your typical review/feedback cycle?
 - *We would need to approve the final design with our Executive Director and Deputy Executive Director.*
- What level of CPRC staff time can be dedicated for interviews, content review, feedback sessions, and testing?
 - *CPRC will designate a primary staff point of contact who will be available to participate in interviews, provide feedback, and coordinate internal review throughout the project. Additional staff will be brought in as needed for subject matter input, content review, and testing. We anticipate being able to provide timely feedback and participate in scheduled meetings to keep the project moving forward.*

ACCESSIBILITY

Have you completed an accessibility audit on your current site? If so, what WCAG level are you targeting, and are there specific North Carolina state accessibility requirements beyond federal Section 508?

CPRC has not conducted a formal accessibility audit of the current website. For the redesign, our goal is to ensure the site meets recognized accessibility best practices, and we anticipate targeting WCAG 2.1 AA compliance in alignment with Section 508 standards. We are not aware of any additional North Carolina–specific accessibility requirements beyond these standards but would welcome guidance from the selected vendor to ensure the site meets current accessibility expectations.