Answers to Submitted Questions regarding the RFP for Website Build

(posted on 1-21-2022)

1. **How flexible are you with the utilization of the developed home page designs?**

   This design has been socialized with key Green Bank staff. Our flexibility with the design is minimal.

2. **Are you open to digital brand standard adaption based on accessibility requirements?**

   Yes, open to adaptation for accessibility requirements.

3. **What functionality do you need for your third party marketing tool integrations?**

   We currently use tools such as Salesforce, Pardot, Form Assembly, Calendly. The new site should allow data (forms) to be accessible by these tools.

4. **What functionality do you want for your data tool integrations?**

   The RFP asks for vendors to "Present options for the integration of existing data tools (MAYA, PowerBI, SQL Server) to create interactive data that can be accessible, downloadable in various formats by site visitors." We are open to suggestions on functionality, however, we are seeking ways to better integrate and optimize existing tools onto the new website. For tool example, please see www.ctgreenbank.com/maya

5. **What functionality will you need for different user roles? Will the user roles be basic user, admin, content author roles?**

   Yes, basic user roles that are standard on Wordpress should suffice.

6. **Can you provide more information about the existing database of providers? How is the data currently being imported? Will we be able to connect directly to a maintained DB or will there need to be management or import capabilities built in?**

   On the Find a Contractor tool, there are multiple databases currently in use. The goal is to create a tool that can be filtered by site visitors. The new tool will need management and import capabilities built-in. Information is currently updated manually.

7. **Are you currently using Salesforce as your CRM? If not, what CRM are you currently using?**

   Salesforce

- **The homepage mock-up using flat illustrations as part of the core design. Do you have a bank of illustrations already created for use across the rest of the site, or will these need to be created as part of this project?**

  We have a bank of illustrations and a graphic designer on retainer, so we do not need this to be part of the project.

- **Do you have a copywriter already or would you be expecting us to provide copywriting services?**

  We do not have a copywriter, but we are not expecting vendors to provide copywriting services. However, some assistance with copy editing (combining/condensing) would be useful.

- **Can you give us more detail in regards to what you need from your Pardot/Sales Force integration? Are you looking for one or two way communication between WordPress and Sales Force/Pardot? With one way being data from an onsite form fill being fed automatically into your CMS, and two way being able to update data and information in Sales Force/Pardot that then displays on WordPress.**

We definitely need one-way communication. For example, forms on the website should feed into Salesforce and/or Pardot. We are open to two way communication, though our systems currently are not set up for that.

- **Is the data that power the 'Find A Contractor' tool housed within WordPress or on an external CMS?**

  Currently data is contained in different places, though nothing on Wordpress. The new tool would look to create one place for all the data (which could be Wordpress, or not). We are open to any solution, though we do want to be able to easily update the data, and have import/export capabilities.

- **You currently have several external sites, some of which look like they have already been switched off, with others being condensed into the cpace.com site. Is your ultimate goal to have the remaining satellite sites bought into the main Green Bank site?**

  Yes. As part of this process, most of the satellites will be brought into the main Green Bank site. We envision the content from cpace.com and gosolarct.com to become integrated into the main site (which links to the potential need for copy combining).

----

1. Who will be the project stakeholders or key decision makers for supporting this project? Are you able to share approx. how many stakeholders there will be, titles/roles, and what decision-making process will be followed?

The Marketing team, led by our Vice President of Operations, is managing this project, and will get approval and buy-in from senior management and program teams as needed throughout the project. Key decision makers have been briefed of the project and are aware the goals and timeline.

2. Will the website need to support multiple languages - if so which?

Currently, the site only supports English, however, support for multiple languages in the future would be great. For example, https://energizect.com/ has a "select a language" option, which the Green Bank would like in the future. Content for other languages does not exist at this point.

3. Can the results of the 2021 web ecosystem audit be made available to bidders?

We could provide this to bidders who have further discussions with us.

4. Can you provide more details regarding your expectations for content creation, graphics/photography and copywriting that would allow us to estimate those portions of the project?

1.   Is this effort expected to be ongoing following launch?

Content creation is going to be an ongoing effort. We do not expect bidders to provide copywriting or graphics/photos. We would like bidders to help with copy combining or condensing, since part of this project entails combine satellite sites into our main site.

5. What type of system or database will be storing the data to be found in the 'Find a Contractor' tool?

1.   Can this database be imported to a locally searchable database within the website? Or will it be accessible via API calls or some other method?

2.   Can contractors submit their own companies for inclusion in the database? Would there be a submission and approval process? Or will this be an external database maintained separately by CT Green Bank?

On the Find a Contractor tool, there are multiple databases currently in use across the various sites and programs. We are open to a database that Is contained within the website. We are open to API calls, but due how current data Is stored this might not be possible. Currently, contractors can submit Information to be updated In one of our databases, but not others.

Overall, we are open to options on the tool. The goal is to create one tool that can be filtered by site visitors (for example see https://www.cpace.com/building-owner/get-started/find-a-contractor). The new tool will need management and import capabilities built-in. Information is currently updated manually.

6.   How flexible is the launch timeline as outlined in the RFP?

A July launch is our preference. If this is not possible, please suggest alternative. There may be some flexibility, within reason.

7.   Broadly speaking who are the intended audiences for the site? is it intended to be primarily B2B, B2C, or a mix of both?

The site serves a number of audiences, including residential and business customers, municipal and state leaders, board members, and other stakeholders. We offer different programs, products and messages for these audiences.

8.   Is the 'Career Opportunities' section of the About Us page wireframe intended to refer to careers within the overall field of environmentally friendly construction work (that is, would it require the creation of a full featured job board), or job listings within CT Green Bank?

The career opportunities section is only Connecticut Green Bank jobs (not a job board). This is a wireframe provided by a vendor site. The new site will copy this. Nothing new to be added or created here.

9.   Is there an intention that Customer Stories have a standalone detail page template, or is the filterable overview shown in wireframes all that is needed?

Yes, customer stories will have a standalone detail page template.

10. Are webinars (as shown being linked to from the Resources page wireframe) live/timely events, or a prerecorded library of videos (or both)? What consideration has been put into including functionality to browse upcoming/past webinar sessions, the ability to register to attend upcoming webinars in real time, etc?

The webinar page would have links to upcoming webinars (registration pages) as well as links to the recordings of previous webinars. For example, see this link to our 2021 webinar series: https://www.ctgreenbank.com/2021webinarseries-recordings/. We are open to browsing and other functionality, however the need for this is low priority.

11. Is any interactivity or data display expected to be related to the callout for the 'CT Solar Scorecard, 'or is that simply a link out to an external site?

For CT Solar Scorecard, link to external site only.

12. Is any data collection through the site anticipated (for example, collecting application information from contractors to be added to the database, applying for open RFPs, etc)? If yes, is there a need for any additional administrative/evaluative interface not covered in preliminary design documents?

No, we do not anticipate anything beyond form completions and integration with Salesforce.

13. What, if any, interactive functionality is anticipated for the Find a Lender page? Is this also a filterable/searchable/browsable list similar to the contractor search?

We are planning to combine Find A Lender pages from the Green Bank site and the C-PACE site, so having basic filtering (ie, borrower type, project type) would be useful.

14. Does CT Green Bank have an existing library of illustration assets and/or icons as displayed in the provided homepage mockup, or will the selected vendor be expected to supplement any provided assets with illustration or stock asset purchase?

We have illustration assets and a graphic designer on retainer. No need for selected vendor to do this work.

15. In what capacity, if any, will CT Green Banks design/strategy vendor (Stark/Raving Branding and Digital Marketing) still be involved in any continuing design or oversight capacity for the term of this contract?

Stark/Raving is our media advertising vendor, and since advertising and website design/function are linked, they will be involved.

Is there anything about the homepage design that you are thinking of changing aswe start to develop it?

Probably not. We envision the design to feature modular sections that can be changed/edited as needed, but overall, this design is the one we are following.

It seems like the wireframes are only for a handful of pages–do you need us to complete wireframing for the rest of the website?

No. We believe the existing wireframes can be used or modified slightly (using modules) to accommodate other pages. We envision templates that will be implemented on pages not specifically shown in the wireframes.

Was a UX/UI specialist utilized during the wireframing phase? Or would you like our specialist to review the current wireframes and ensure they are UX-optimized?

No, need for a specialist to review.

How are you envisioning the website will capture data? Is it mainly through contactforms or will there be an email newsletter sign-up and/or content download?

Yes, contact forms are the primary method of data capture at this time. Connecting these forms to Salesforce/Pardot is important. There is currently an email newsletter sign-up form, and we envision content download in the future.

How many admin users will require access to the backend of the site? Do they all have the same permissions and capabilities?

Less than a dozen users. Standard Wordpress levels of access/permissions (admins and editors).

You mention copy writing and graphics/photography will be needed. Will any of the copy or imagery carry over from the current site or are you looking for all new content?

Much of the content will carry over. We are not expecting vendors to create new content, or provide copywriting or imagery (we have a graphic designer on retainer). We would like some assistance with content combining since this process will include integrating existing sites into our main Green Bank site.

What sort of ongoing website needs will you have besides hosting and standard maintenance? For example, do you have a long-term vision of more complicated functionality or website content being added to the site over time?

Aside from hosting and maintenance, we do not currently have a vision for other needs. No current plans for more complicated function or content.

We can implement ADA compliance and data regulation compliance for websites, are you able to provide additional compliance guidelines specific to you?

We do not have other specific compliance guidelines.

What kind of data are you interested in tracking? Do you think you'll need a tool more sophisticated than Google Analytics? Are you interested in tracking SEO?

We've been using Google Analytics for years. We don't foresee a need for something more sophisticated at this time. We are open to tracking SEO.

How will you measure the success of the new website? What are some KPIs?

Goals of the new site include alignment to our revised brand hierarchy, improved site functionality, and integration of satellite sites into the main Green Bank site.

Interactive data: Can you elaborate on the type of interactivity you are looking for? (ie sorting, etc)

(Please see answers above)

Could you provide more detail on the level of interoperation with other software applications, databases, and platforms you desire?

(Please see answers above)

What internal systems must the site be connected to, and can you provide the technical details / programming languages / database for each?

No internal systems, but outside software/tools such as Salesforce, Pardot, Form Assembly, PowerBI. Selected bidder would get access to all items as needed.

How many users or content providers will the CMS have?

Less than a dozen users.

How many staff members are maintaining the website? Will training be needed?

The marketing team is three people. Training should be part of the proposal.

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?

We have limited resources. The marketing team is three people. We have a graphic designer on retainer. We work with other vendors as needed.

What are the SEO requirements for this project (if any)?

None.

Is there an existing plan for content development?

No.

Do you need documentation for governance of the website?

No.

Will there be additional documentation provided from the work completed in the preceding project? (i.e. research results, complete set of wireframes and designs, etc)

We could provide this to bidders who have further discussions with us.

What additional design work is needed? Type of modifications? How much was already completed and approved?

No design work is needed.

Are you looking for additional designs for the other properties? Or have all those properties been integrated into one site?

No. This project is for the main Green Bank site. Other properties will be integrated into the main site during this process.

Is there a scoring matrix/grid for RFP evaluation? If so, what is it?

We will use a scoring matrix based on the RFP requirements, pricing, and location of bidder (preference given to local, regional, US companies in that order).

Is there an incumbent vendor bidding (Stark/Raving)?

Stark/Raving has been invited to bid.