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## RFP Website Redesign FY22-02

### Clarification List

Updated 3/30/22, 1:00pm CST

**1. We noticed that you are also requesting the rebuild of the 'Recipe Index' tool. We wanted to ask if you were looking for any new features or changes to that tool besides what you have on your current website. Right now, users are able to filter by the type of dish as well as search for recipes. Were you hoping to add additional filtering abilities? Any other changes to the tool that we should be aware of?**

**A:** The 'recipe index' is currently a react API that is using recipe-type content pages. First, this will need to become a Drupal native feature. We would like to maintain the filter/find features and are open to new options as well. We are also looking for a streamlined user experience for clients using the tool and staff who are creating those page types.

**2. In the RFP you mention "The homepage should be built to accommodate future implementation of dynamic, in-session behavior-adapt content based on in-session behavior, user data and user characteristics." Can you please clarify what you are referring to here? What are you hoping to have available?**

**A:** Ideally, our new homepage would be able to leverage personalization for site visitors to deliver relevant content using an amalgamation of geolocation, browser history, device type, behavior taxonomies, etc. Using the next iteration of Drupal, we want the homepage layout of blocks/components to be created with this future goal in mind.

**3. You also mentioned that the CTFP content must be available in multiple languages. Are you hoping to have google translate added to the new site or are you needing separate sites in multiple languages?**

**A:** Our site currently Google translate, and although functional, we are open to other ideas and suggestions that will provide the optimal user experience for site visitors and be easy for staff to maintain.



4. In regards to hosting, are you planning on keeping your website hosting with Pantheon or were you looking to have (*Vendor*) take over the hosting of your website?

A: The CTFB is committed to maintaining our own hosting, however we are open to the suggestion of other hosting options that our staff can maintain outside of/beyond a vendor.

5. Lastly, we want to make sure that we are presenting a proposal to you that will be well received. If you are able to share, we'd love to know if there is a budget in mind for this project. This will help us to build out our proposal to best match your needs.

A: The budget for this project should not exceed \$200,000.

6. Will there be an opportunity to review the site to get a better idea of the scope of work for the content migration?

A: We would love to see a wider range of options and recommendations that the company can provide, but are willing to grant access to the existing site if that is needed to produce a more accurate proposal.

7. Regarding the proposal process, is there an on-site presentation or any presentation period?

A: We are happy to see a presentation following the sealed bid submission. The presentation can be digital or in-person, depending on the comfort level of the company.

8. Is the existing agency still participating in the RFP process? We ask because often an existing agency may have a relationship but other bids are required.

A: The existing agency is participating in the RFP process and are being treated like all the other participating companies. The CTFB is interested in a partnership that will create a website that best serves our audiences.

9. The checklist asks to "Improve Google Rankings". Is there a targeted keyword list that can be provided?

A: Rough keyword list is attached. It is not exhaustive. We want to rank highly, if not first, for our programs and services, as well as a charity to donate to, for all our service territories (we serve 21 counties).

10. Are you looking for a full SEO campaign to help improve rankings. Or, are you looking for the site to be built with SEO best practices, which should in theory help rankings?

A: We are looking for the site to be built with SEO best practices in mind.

11. Our design agency was curious if you may have other branding or design related projects besides the redesign? We understand the RFP is just for the redesign but was curious if the Food Bank uses agencies for design work.



A: The CTFB does not currently have other branding or design related projects besides the redesign. We have used agencies before, but are not in a formal partnership with any presently.

**12. How many decision makers will review designs and be involved in the process?**

A: Initially, we have a very small team of decision makers in the RFP approval process. Beyond that, as part of the actual redesign, we would like to incorporate feedback from a larger cohort of CTFB staff, BOD members, and clients, to help create a site that will best meet everyone's needs.

