

Thank you for sharing the RFP with us. After reviewing the details, we would appreciate it if you could respond to the following questions.

1) As the Year 1 contract begins on July 1, 2023, will we be required to host and maintain the current APBS website while the new website is being developed by our team?

RESPONSE: Yes - Our current website is being moved to Wordpress.

Also, is the first year budget of \$50K inclusive of building out the new website and also maintaining the existing website?

RESPONSE: Yes - Our current contractor has started to build out the new website on Wordpress. This will help the new website team manage the existing website.

2) In the RFP, the evaluation criteria indicate that 25 points are associated with Innovation. Could you provide an explanation of the specific innovation criteria or categories that might be included in this section?

RESPONSE: Please review our current website and then provide a detailed description of the updates/innovations in your proposal.

3) Currently, the membership registration and payments are being handled by the Cvent website. We assume that this existing arrangement would be continued as it is, requiring only placement of a link on the new website. Are we correct in this assumption?

RESPONSE: Yes you are correct

4) The RFP indicates that you would like to develop a membership portal where members could login, update their membership, and download their membership card. Would this functionality be handled by Cvent? We believe this would be necessary as Cvent holds the information necessary to do this and a rebuild of this functionality is not feasible under the terms defined.

RESPONSE: Thank you for bringing this to our attention, please specify your concerns in the proposal.

5) Can you confirm, if or if not, your current website has been developed on a React.js (Next.js) framework? If so (or if not), what challenges does your team have with the current website content management system? For example, is your team able to make updates to the content or do you have to rely on the website partner to make the updates?

RESPONSE: Our current website contractor is in the process of moving our site to WordPress, therefore React is irrelevant.

6) For the social media integration needs, we are assuming that we will need to link to external websites or embed a feed such as Twitter. Please confirm that our understanding is accurate.

RESPONSE: Currently, social media integration consists of links to APBS' Facebook, Twitter, Instagram and LinkedIn sites as well as an embedded Instagram feed (on the homepage) using the aggregator Curator.io.

7) For the APBS Annual Conference, the current website has a conference section with the associated pages. Please confirm that the new website will follow a similar approach and that the annual conference will not need a completely separate and newly designed website of its own.

RESPONSE: Yes - the annual conference requires updating old pages and creating new pages.

8) We see that the intent of “expansion of site content, design options, and resources” and that a “complete **annual** design (in coordination with and approved by APBS) of conference pages (15-20 pages of content), including graphics and visuals” is required.

What percentage of the content from the current website can be reused for the new website (including the conference pages)? Will the conference website be re-designed each year of the contract?

RESPONSE: In terms of what content can be re-used, we believe a large proportion could be re-used. In terms of the "images" and "copy writing"... Images/design has largely been graphic design (currently our social media team's role) so outside of the scope of the website contract, and we already ask that people contributing content make it "copy" ready (i.e., ready to post). The website team, has done some smoothing out of language that is sent without summary statements, etc. to help move it along faster. If you want to have some copy writer time built in (if you have that capability) it would likely be very helpful. But it has traditionally not been a part of the contract.

If new content is required, will the APBS team provide any additional content (images, copy, etc.)?

RESPONSE: Yes

10) Under the heading Structure and Size of the Projected Award, the RFP states, “Contract renewal from year to year within the awarded time frame will be contingent upon the satisfaction and needs of APBS. It is the intent of APBS to put forth a similar RFP prospectively with the timing of said RFP to facilitate website operations.” Does this mean that for Years 2 (July 1, 2024 - June 30, 2025) and 3 (July 1, 2025 - June 30, 2026) of the award, APBS intends to solicit proposals for the facilitation of website operations to which the Year 1 awardee would have to competitively apply?

RESPONSE: In terms cycle, APBS would re-issue RfP at the end of 3 years... not annually to address a later question concerning contract.

11) What level of compliance with the Web Content Accessibility Guidelines (WCAG) 2.0 of Section 508 of the Rehabilitation Act of 1973 is needed? We recommend Level AA compliance.

RESPONSE: AA compliance is fine.

12) Is there or will there be an APBS individual or team, for example, the PAD team, dedicated to the re-design of the website?

RESPONSE: Yes - We envision the new executive director and a member of the PAD team being the primary point of contact for the redesign.

13) Regarding the **development and management** “of the Board of Directors electronic voting process via an external voting application, Simply Voting”, what is required other than providing access to the application Simply Voting?

RESPONSE: For the board of directors voting, the website team will have to publish the candidate information on the website (photo, bio) and then set up the election in Simply Voting. Simply Voting is very easy to interact with. When the election is over, the website team sends the results via a PDF to the executive director.

The website team has also worked with the nomination committee chair to create a nominations portal (we have used Qualtrics) for candidates or nominators to upload their nomination information.

3) Creating a self-management systems training for general website content. - Does this refer to your team receiving WordPress training for editing and adding content? Please clarify.

RESPONSE: Yes - the APBS team will need some training on WordPress

5) Continued loading of new content requests and support with self-management process as needed. - Does this refer to assisting your team by updating and uploading content in WordPress? Please clarify.

RESPONSE: Yes - the APBS team will need some training on WordPress and initial support

Budget: Do we need to include costs for cvent, buzzsprout, and Simply Voting membership/licenses?

RESPONSE: SimplyVoting & Buzzsprout and other web hosting costs should be in the budget. CVENT operates completely outside of the website contract

In the selection criteria: Innovations Included in the Proposal for 25 Points - Please clarify and explain what this means.

RESPONSE: Please review our current website and then provide a detailed description of the updates/innovations in your proposal.