

## Answers to Questions

### Request for Proposals: New Website for Confederation Centre of the Arts

Friday, October 28, 2022

- **For your information, you may not see the exact question you posed reflected here. We have eliminated as many redundancies as possible by removing the same or similar questions posed by multiple potential bidders.**
- **A typo has been corrected in the original RFP. The up-to-date RFP is now online. The deadline for proposals was incorrect as was the deadline for questions. The correct deadline is November 10, 2022, for questions and November 18, 2022, for final submissions. The original RFP had the wrong deadlines.**
- ***Can you offer some guidance on what investment your organization is able to make for this project?*** – The RFP states “**The new site should be similar in scope to the current site, in terms of the subject matter and programming covered.**” Therefore, costs outlined in any proposal received should reflect the costs associated with the development of a website of a similar size and scope.
- ***Do you accept proposals from companies located outside of Canada?*** – Yes
- ***Can you help with the branding guidelines and if possible, please help with the design form?*** – Branding guidelines will be shared with the successful bidder. Design elements necessary for a proposal can be found on our current website.
- ***Your current website is developed using open source CMS WordPress. Do you have any preference for open source CMS used for development or are you looking for redesign and development using current CMS WordPress?*** We would like to continue to use CMS WordPress.
- ***You have mentioned about web editor. Can you please provide a brief about it?*** – We employ a full-time web editor who takes care of the day-to-day updates on our website. The developer is expected to work closely with the editor to ensure the editor has all information needed to carry out day-to-day updates on the website.
- **In order to provide an accurate estimate, can you provide more details on the ticketing platform. Specifically, how is it integrated within the current site? Can you share documentation on how the system is configured and its intricacies which would help us determine the work effort. If you have any documentation on how the system is configured that would help.** - The ticketing platform is Spektrix. Integration is currently through iFrames and Web Components, although there is limited functionality provided through an API. Their documentation is available at <https://integrate.spektrix.com/docs/QuickStart>
- **One of the requirements is to be AODA compliant, if the ticketing system is integrated within the website, can the ticketing provider confirm that the platform itself is AODA compliant? If so, what level?** – Ticketing system components that are provided through Spektrix are not

within the control of the Confederation Centre, so we cannot confirm their compliance beyond what is possible through CSS. That is beyond the scope of this build.

- **We are seeing multiple PDFs on the website, who will be responsible for ensuring they are AODA compliant? Will this be managed internally or do you require help from the agency? -** Compliance of pdf content is not within the scope of this RFP, but we will be open to suggestions
- **Will you continue to use the same provider for website hosting, or is this required as part of the work effort? If staying with the same provider, can you provide details on their hosting services (or link to their website) –** We are open to any options for website hosting that will improve the overall user and editor experience.
- **We are seeing links to multiple events that have ended, assuming these pages are managed within the ticketing system? We are trying to determine the number of pages that will need to be ported/re-created on the new website, do past events need to be included the migration? –** No, they don't. And to be clear, our web editor should have the ability to create events and put them on the site without assistance from the developer.
- **How is membership data stored? Does all of it reside within the ticketing system or is there a separate system for email/marketing communication? –** All of it is stored within the ticketing system, Spektrix, which also acts as our data management system
- **What platform do you use to send email communications? How do you measure results? –** We use Dot-Digital/Spektrix. Results are captured by Dot Digital and allow us to measure click through rates, open rates, response rates, time of day, etc.
- **What size is your membership database? How often do you send communications out? –** Our subscriber and membership database contains about 50,000 distinct contacts. We send e-mails 20-30 times a month depending on how many programs we have on that month.
- **You mention in the RFP that CCOA employs a full time web editor. With the existing website being built on WordPress, is it safe to assume that proposals should account for the new website to be built on the same platform? If yes, does your web editor also have experience with the new WordPress block editor Gutenberg? –** Yes. We would like to see it built on a WordPress platform. Yes, our web editor is familiar with Gutenberg.
- **We see that the website is being translated into French and that you're using a WordPress plugin called Polylang to do this. We have two questions here:**
  - a. **Would you like to continue to use Polylang on the new website or are you open to alternatives –** We are open to alternatives to Polylang
  - b. **How do you currently manage translated content? Is this a manual process or do you leverage a Translation Service Provider? –** Manual process, but we are interested to hear about other possible technological solutions.

- **In regards to integration with Spetrix, it looks like you're using an iFrame to pull events into the website. Could you provide more detail on why this approach is not working for you and what your ideal integration would look like between the website and Spetrix?** - Spetrix provides multiple integrations, outlined at <https://integrate.spektrix.com/docs/QuickStart>. We will be seeking the best solution.
- **It looks like the site is currently being hosted with Siteground. As part of our response to the RFP are you open to the vendor suggesting alternative hosting options?** – Yes.
- **What technology or platform do you currently use to receive donations?** – Spetrix
- **How many monthly visitors we have currently?** – We have approximately 46,000 users per month
- **Will you like us to use current data on current website in new website or content will be re-written?** – We are seeking the best possible solution for our content and data.
- **Will you like us to design a new navigation System?** – We are seeking the best possible solution for our users
- **Can you guide us things we need to take care in regards to SEO and digital marketing considering the current ranking and urls** – We will administer SEO and digital marketing once the website is complete and live
- **Will the user be redirected to <https://confederationcentre.com/event-list/?ID=Jahmila&postID=99567> is white-label solution?** – We do not understand this question
- **What payment gateway you would like to use?** – Our payment and data management system is Spetrix.
- **Will you provide User Persona?** – No. We will be looking after all audience targeting internally.
- **How many years maintenance we can include in proposal?** – 5 years
- **How does Donation works is there payment gateway and receipt shared to user?** – We use the same payment system for donations that we use for sales...Spektrix
- **Do you have any timeline for project to be live?** – Project should be live by April 1, 2023
- **Who will be decision maker going further on this project?** – As described in the RFP, Andrew Sprague, Director of Marketing and Communications.