ADDENDUM #1
Website Redesign
RFP SSSEVA-2020

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<th>RFP Issuance</th>
<th>Tuesday, April 7, 2020</th>
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*NOTICE: The deadline has been extended for response to this RFP:

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<tr>
<th>Proposals Due</th>
<th>Wednesday, May 13, 2020</th>
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This Addendum 1 to the RFP addresses changes and questions received. The Offeror shall indicate receipt of this Addendum and any previously issued Addenda by signing the form(s) for inclusion with the proposal response.

RFP Coordinator:
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CHANGES

1. Reference: Section 5, Page 8, Website Cutover and Deployment, Website Go-Live. Replaces item 1 “Updating of MX Records” with “Updating of DNS Records”


3. Reference: Section 7, Page 11, Evaluation Criteria. Replaces item 4 "Section 3-Please see Attachment 3" with "Customer Service"

4. Reference: Section 8, Page 12, MBE/WBE/DBE. Changes "HUD Form 5369-c Certifications and Representations of Offerors" with "Contractor Information & Certifications"

5. Reference: Page 13, RFP Attachments. Changes “Attachment 3: Bid Form” to “Attachment 2: Bid Form”

6. Reference: Attachment 1, Page 2, Section B. Adds new form field “Are you a Small, Women-owned, and Minority-owned Business (SWaM)?”

7. Reference: Attachment 2, Page 1. Replaces “$/per year” and “# of hours per year” with "Cost per month/year" and “# hours per month/year”


QUESTIONS

RFP Requirements

1. Is SSSEVA open to vendors outside of the US?
   No, not at this time.

2. Do all subcontractors have to be U.S. entities?
   Yes, and they cannot be disbarred from being able to do business with the government.

3. Are you open to proposals from vendors outside the state of VA?
   Yes, we will consider both in-state and out-of-state agencies. The chosen vendor must be available during the hours of 8am to 5pm EST.

4. Would you consider extending the delivery date to the end of November to accommodate more time for your staff to provide feedback during the design phase?
   We strongly prefer not to. However, we are expecting a high-quality product and we would be open to slight modifications to accommodate. But only if absolutely necessary.

5. I was wondering whether the timeline for SSSEVA’s website redesign (Kick-off July 1, Launch September 30) was flexible at all.
   This is a firm timeline. The only exception would be the scenario in Q4.

6. Will your answers be posted publicly, i.e. is there any way we can access your answers?
   This document has been posted on our website: https://www.ssseva.org/page/website-redesign-rfp/

7. Where can RFP Addendums be found?
   Interested parties should go to the RFP page on SSSEVA’s website for up-to-date copies of all addenda and notices.

8. Is pre-registration needed for this RFP?
   No.

9. Is there an event or something that is driving 'Go Live' date?
   The ‘Go Live’ date flows in conjunction with our calendar year and meets the strategic planning requirements.

10. How do you see COVID-19 impacting the timeline of this project?
    No impact.

11. Who would be our primary POC during the project?
    The Marketing & Communications Specialist.

12. How many stakeholders will be involved in approving the deliverables like wireframes and designs?
    Three.

13. How many individuals do you envision need to be interviewed as a part of the stakeholder interview process?
    We have eight individuals as part of our leadership team that information will need to be secured and verified through. Most of this information will be gathered and verified through our marketing team.
14. Are there any concerns with a New York based firm submitting a proposal?
   No, we are considering both in-state and out-of-state agencies. The chosen vendor must be available during the hours of 8am to 5pm EST.

15. In lieu of resumes, would technical bios be acceptable?
   Yes, technical bios would be acceptable.

16. Would SSSEVA consider a project timeline greater than the 90-day duration reference in the proposal.
   Please see answer to Q5.

17. Is there an incumbent bidding on the project?
   We are unable to share information about which agencies have expressed interest in bidding.

18. Will there be any restrictions that would prevent access to your servers during the project?
   Just our standard policies concerning data access.

19. You’ve requested bidders not make extensive research a significant cost element of their proposals. Could you give us a brief rundown on the data you’ll provide to the winning vendor, e.g., prior website audits, current website metrics, awareness surveys, donor profiles, grants documents?
   Current website metrics and donor/constituent profiles.

20. Do you anticipate any changes to the project schedule, funding, or new content needs in light of the current coronavirus crisis?
   No.

21. Can you provide me the Attachment 1: HUD Form 5369-c “Certifications and Representations of Offerors” as I can’t seem to find it in the document.
   Please disregard and instead refer to the line item "Are you a Small, Women-owned, and Minority-owned Business (SWaM)?" on page 2 of Attachment 1: Contractor Information & Certifications. We have updated the RFP to include this correction.

22. 10/65 points are for “Attachment 3.” The RFP only contains two attachments. Attachment 2 is the bid form. Is it correct that 10/65 points will be awarded to the lowest bidder?
   There is no Attachment 3. 10/65 points will be awarded based on Customer Service. We have updated the RFP to include this correction.

23. Please confirm that there is no Attachment 3.
   Please see answer to Q22.

Budget

24. Has SSSEVA set an Initial Project Budget for the current scope of work?
   The budget for this website redesign is $50,000.

25. If SSSEVA decides it needs ongoing support and maintenance has a budget been set? If so what should that include? Support, Maintenance, Site Monitoring, ADA 60 day auditing, and reporting or ALL?
   We have set a preliminary budget of $1500 for hosting and maintenance based on the scope of maintenance outlined in the RFP. This does not include allocations for ADA auditing, SEO, or any other ongoing services. The cost for additional services can be listed separately in your proposal.
26. What is the budget you would like to stay within for the CMS acquisition and site redesign?
   Please see answer to Q24.

27. The bid form allows for only one rate for additional services. As you’ve requested a wide variety of services, from copywriting to coding, may bidders provide unblended rates for specific services?
   Yes. We have updated the RFP Bid Form to include space for multiple line items.

28. Bidders are requested to quote an annual fee for maintenance. For how many years will the contract extend?
   3 Years.

29. Since this is a web technology procurement, we assume this will be classified under NAICS Code 541511, with a size standard under $27M—can you confirm?
   This is incorrect. See answer to Q24.

## Hosting & Maintenance

30. Updating of MX records was referenced, which refers to email configurations. Will this project involve website migration (configuration of A records) as well as email migration and configuration? If email is involved, please provide specs (current size/space, number of accounts, security, any customization, etc.) that is associated with the current email environment.
   Email migration and configuration is not a part of this RFP. The original document incorrectly listed MX records when it should be DNS. We have updated the RFP to include this correction.

31. Do you have a preference toward either cloud or on-site hosting?
   We have a preference for cloud hosting but we expect the chosen vendor to make its own recommendation and provide guidance on the best-suited solution.

32. On page 8, you mention updating of MX records, do you mean instead updating the DNS?
   Yes, it should be DNS. We have updated the RFP to include this correction.

33. Are hosting recommendations needed?
   Yes, we expect the chosen vendor to make its own recommendation and provide guidance on the best way forward.

34. Is the company you license this CMS through maintaining the site, or are you guys doing that yourselves?
   We are adding new text and graphical content. The company we license through is maintaining the site in terms of updates, general maintenance, and any hard coding, stylization or theme-level changes (adding blocks to sidebar, adding pages to main navigation, changing top header links, etc.)

35. For post-launch work, do you have any information about the volume that we can expect when it comes to new content? Would you prefer this cost to be hourly, or based on a monthly service contract?
   Typically, there may be minor content updates monthly and other content (new images and pages) may be added intermittently. To clarify, our internal team will be adding the majority of new content post-launch. We are interested in a monthly contract for site maintenance and occasional content updates as outlined in the RFP.

## CMS

36. How many staff members make updates to the site?
Currently, we have 4 staff members updating the site.

37. Will the new site require different backend user roles? If so what are they?
   Tentatively, the roles will be: Contributor (can create and edit their own content but can't publish or edit drafts of others); Content Editor (Can handle the day-to-day management and upkeep of content. Can edit content on existing pages or create new pages. Content updates may go through a workflow process, where it’s reviewed by a Content Manager before being pushed live to the site. Editors can also invite new Contributors to the site.); Content Manager (Can create, copy and delete pages. Can approve content updates submitted by Content Editors. In addition, they can directly publish updates to a page without requiring a review by an approver.); Administrator (Can do everything that Managers can do, plus edit all site settings and data, not just content. Have full access to invite, manage or remove any other user of the site. This will likely only be one employee.) However, we would like the ability to further customize user roles if needed.

38. How many content administrators are there expected to be within your organization after the site launch?
   As of now, we expect 4-5 content managers, 3 with administrator privileges.

39. Would SSSEVA be open to the popular WordPress CMS?
   Yes.

40. What is the current CMS powering the web site?
   The current website is powered by a proprietary CMS. We are not providing any information regarding past or current vendors.

41. Please describe the desired publishing workflow. How many different user types (editor, admin, writer, etc) do you expect to need?
   Please see answer to Q37.

42. You mention your preference for WordPress or Drupal, and your desire to avoid proprietary systems. Are you solely interested in open-source systems? Or are you willing to consider industry-standard platforms such as Sitefinity, Episerver, or Sitecore?
   We are only interested in open source systems. Proprietary CMS will not be considered.

43. How familiar are your web administrators and content editors and creators with Drupal CMS? Would your team require any specific training?
   Our Marketing Specialist is very familiar with Drupal. Our team will require training in accordance with the user roles outlined in Q37.

44. What is the current website's tech stack?
   The current website is powered by a proprietary CMS. We are not providing any information regarding past or current vendors.

45. How would you rate your staff’s experience using WordPress or Drupal? Do you have a preference between these two?
   Our Marketing Specialist is very familiar with WordPress and Drupal. Our team will require training in accordance with the user roles outlined in Q37.

46. Is there a preference for open source CMS platforms or would SSSEVA consider a commercial CMS?
   Please review the Content and Technical Requirements section in the RFP. Proprietary CMS will not be considered.

47. Approximately how many of your staff will be a part of the user training?
We anticipate 4-5 staff members will be a part of the user training.

**Accessibility & Compliance**

48. **Please confirm the level of accessibility/508 compliance the site should be built to adhere to.**
   Level II.

49. **Is your accessibility requirement government mandated and will your website be federally tested for ADA compliance before it is approved for public consumption?**
   No and no.

50. **Have grantmakers or donors imposed any formal accessibility standards on the website (such as section 508) or does SSSEVA want to impose any such standards?**
   No grant makers or donors have imposed formal accessibility standards on the website.

51. **Will the videos be Section 508 compliant or will the vendor need to ensure that?**
   We would like the vendor to handle this.

52. **Are the current PDFs 508 compliant? If not, are you looking for the vendor to take on this task?**
   We cannot verify the status of all existing PDFs at this time. We would like the vendor to handle this.

53. **Can you elaborate what you would like to achieve with Google translate? How many languages and which ones? Would WP Multi Language be a better fit?**
   As of right now, there is no specific target language. The functionality should be there as part of our overarching goal of making the site as accessible as possible. We expect the chosen vendor to make its own recommendation and provide guidance on the best-suited tool.

54. **A technical requirement listed in the RFP is “an on-demand translation provider, such as Google Translate.” How many clients do you anticipate using this option and which languages do they use?**
   That information is not available at this time. Please see answer to Q53.

55. **Translate - Is there a primary target language?**
   No. Please see answer to Q53.

56. **Are there specific or unique privacy requirements we need to be aware of?**
   Not at this time.

**Site Data, Analytics, Audience Insights**

57. **Could we, if selected as your new online marketing partner, analyze the data and make a recommendation for site and navigation layout before you finalize the content for the site? Or, are your plans to provide the content that the site must be built around?**
   Yes.

58. **For the current site can you provide the number of site views per month?**
   We get around 4000 sessions each month.

59. **What is the average bandwidth usage per month?**
   This is not currently available. The winning vendor will be provided with this information.
60. Can you provide current storage requirements?
   This is not currently available. The winning vendor will be provided with this information.

61. Please Provide site data usage and traffic statistics.
   Our monthly average: 4000 sessions; 75% new visitors; 10-11,000 page views

62. How many visitors and page views does your site get each day?
   In Q1, we averaged 123 users and 350 page views per day.

63. Does SSSEVA have existing data and research on the target audiences and usability of the website?
   Nothing formal beyond Google Analytics and staff insight.

64. Can you prioritize the target audience?
   The target audience is listed in the RFP in order of prioritization. Our primary target audience is Current/Prospective Clients – this includes family members and caregivers of seniors.

65. Are you interested in incorporating any user research into the process, such as constituent surveys, focus groups, card sorting, etc.?
   Yes.

66. Is SEO needed?
   Yes. We are prepared to handle ongoing SEO post-launch but would like the vendor to assist with ensuring a solid SEO foundation pre-launch.

67. How many users visit the site per month?
   Our monthly average is 3000 users.

68. Do you have Google Analytics and Google Webmaster Tools set up for your current site?
   Yes.

69. Has any user experience research been conducted?
   Not recently.

70. How are you using Google Analytics? Does it impact growth/business strategy?
   We are using Google Analytics to measure digital growth, effectiveness of campaigns, and to assess the level of conversion our content drives.

71. Is there interest in having the vendor assist with SEO analytics (quarterly review) and consult on these results?
   Please see answer to Q66.

72. Can you provide approximate number of users per day? Most accessed page/service/request?
   In Q1, we averaged 123 users per day. Our top 4 most accessed pages in Q1 were /i_ride-transit, /meals-on-wheels, /employment, and /senior-centers.

Integration

73. On Page 6, under “Principal Goals,” #3 references “accommodate access portals for volunteers, vendors and employees.” Can you confirm that these portals are already set up and would simply need integrated with the site, or is this something that would need to be built behind a login/password?
   These portals are already set up and currently embedded as I-frames on the existing site. We will look to the proposing vendor for recommendations on how these third-party tools should be integrated on the new site.
At present, the portals we use include Better Impact for volunteers and Paylocity for our staff and job openings.

74. **Does SSSEVA already have a donation platform established, or will the chosen agency need to determine the best one to integrate with the website and your needs?**
Currently, we use Blackbaud Online Express for donations and event registration fees. Blackbaud is our primary system for fundraising, payment processing, constituent management, and email marketing. We will look to the proposing vendor for recommendations on how these third-party tools should be integrated on the new site.

75. **Which third party service are you using to process your donations and bill pay?**
Currently, we use Blackbaud Online Express for donations and event registration fees.

76. **Are there any third-party system integrations we should be aware of? If so are you able to share what they are?**
Currently, we use Blackbaud Raiser’s Edge NXT for fundraising, constituent management, event management and email marketing; We use Blackbaud Online Express for donations and payment processing. Paylocity for recruitment/job postings; Better Impact for volunteer management. We are not satisfied with the way Blackbaud is implemented on our existing site. There are plugins out there that allow for better integration with Blackbaud products, but we have not tested them. There is a tool called GiveLively that we would like to explore using on the new site as well.

77. **About Us > Publications: Do you have a newsletter software/app connected to this signup form? If so, which? Are you open to changing it?**
We use Blackbaud Raiser’s Edge NXT for our newsletter and email marketing. We are open to the chosen vendor making its own recommendation on the best solution.

78. **Is there a third-party event system that you use that will require SSO?**
Not currently.

79. **Are you open to using a different calendar software/system if it’s more user friendly?**
We expect the chosen vendor to make its own recommendation and provide guidance on the best-suited solution.

80. **Do you plan to continue handling recruitment through Paylocity/3rd part vendor?**
Yes.

81. **Do you plan to continue using betterimpact.com for Volunteer management, etc.?**
Yes.

82. **There’s mention of “Mongo Forms” and “Blackbaud Hosting” on some of your form pages (ie. “Donations” and “Pay My Bill”). Are you able to provide more information on this system/software? Documentation?**
Please see answer to Q76 above.

83. **Do you want to continue with the current donation process using Blackbaud hosting or any other donation tool is fine?**
Please see answer to Q76 above.

84. **Is there any other subdomain / portal integrated in the existing web portal?**
Please see answer to Q73 above.
Features and Design

85. What are the most popular features on the current site?
   Our 'I Need Help' feature at the top of our website addresses the areas that are most often visited and the
   content most visitors are searching for. This includes quick access links for "I need a ride", "I need Meals", "I
   want to register for a class", "I need Medicare Assistance" and "How can I help?". We also rely on the
   emergency ticker feature at the top of the page to help boost emergency messages. Our blog and news
   sections are popular features as well.

86. Is there Single Sign On (SSO) as part of this project?
   No.

87. Cutting Edge Technologies - What specific functions are you searching for here? Something like a chatbot
   with artificial intelligence built in that learns as questions are asked and answered?
   We expect the chosen vendor to make its own recommendation and provide guidance on the best-suited tools
   based on the desired features outlined in this RFP.

88. The RFP mentions the elimination of paper dependent processes. Can you give more information on the
   existing paper processes that will be transitioned to digital as part of this effort?
   We have so many different forms and information packets that are currently being printed, filled out, and then
   manually entered back into our various systems. We seek to eliminate or at least reduce the need for paper
   forms. We also publish our annual report in both print and pdf format. We are looking to reduce the number
   of printed and mailed copies by 80% this year by transitioning to publishing the report with an online platform
   like Flipsnack. Our hope is that we can integrate this on the site somehow.

89. Does site search need to index the contents of PDF or Word files on the site?
   This is up for further discussion. We are open to recommendations.

90. What key functionality needs to be rebuilt on the new site?
   Please see answer to Q85. This is up for further discussion.

91. Have the features for each access portal been determined or will we help determine that?
   Please see answer to Q73.

92. Is there a way for them to log into the site already? If so, can you summarize the actions that each access
   profile can take or provide us with a temporary login so that we can take a look?
   Please see answer to Q73.

93. Other than your online forms, do you have any dynamic functionality that will need to be rebuilt as part of
   the redesign?
   Please see answer to Q85. This is up for further discussion.

94. Will there be a fee associated with registering for any of the events?
   Yes.

95. How is the information received for the current web based form for pages underneath About Us >
   Contractor Resources such as “Adult Day Care Services” (ie. sent to an email address (es), CRM such as
   Salesforce, Intuit, etc., or other methods not mentioned)? Please describe in detail.
   Currently, they are sent to an email address.
96. How many user roles are available in the existing system?
   Please see answer to Q36.

97. Can you share the sample login details of Employees to get an idea of features or can you share the details of employee and other login users?
   If this is regarding access portals, please see answer to Q73.

98. Can Volunteer be able to login through a web site?
   If this is regarding access portals, please see answer to Q73.

99. Who are the vendors and can they be able to login to the website?
   If this is regarding access portals, please see answer to Q73.

100. What version of Internet Explorer support is required as there is a large difference in time/support for IE 8 vs IE 11?
    This is up for discussion. We expect the vendor to make its own recommendation and provide guidance on the best-suited solution.

101. While referring to other comparison sites - do you want to collect some features to be part of your new website which currently don’t exist?
    Yes. Our intention with highlighting the details/features of those sites is to help convey our vision for the new site. In providing these details, our intent is not to convey that we have all of the answers for creating the best possible site. The ideal and preferred vendor will bring its own ideas and vision.

102. We understand the website must accept donations: what back-end processing of donations do you desire?
    Please see answer to Q73.

103. Do you also envision the website will be a significant fundraising tool?
    Yes.

104. Is there currently a brand guide that we will be able to use as part of our design process?
    We are in the process of developing our brand guide and intend to provide it in some capacity to the winning vendor.

105. Do you have an idea of how many unique templates you anticipate requiring?
    No, this is up for discussion. We expect the vendor to make its own recommendation and provide guidance on the best-suited solution based on the information provided under Goals, Objectives and Guidelines in the RFP.

106. Do brand guidelines exist for the current logo? Does the brand strategy already exist?
    Please see answer to Q104.

107. Can you expand upon what you are looking for in the brand development?
    We anticipate the look and feel of the new website will be maintained throughout our other platforms (email, social media, etc). We are not expecting the chosen vendor to provide such graphics.

108. Is there consistency to your social media platforms or an interest in making your FB, Twitter, LinkedIn consistent with the branding of the new site?
    Please see answer to Q107.
Content

109. Please describe how the copywriting engagement will proceed. Will SSSEVA provide core content and the selected vendor refine it, will selected vendor prepare all content, or is some other method envisioned?
   This is open to discussion. We would like the vendor to include an estimate for either scenario.

110. Can you expand on the copywriting expectations for this project?
   Please see answer to Q109.

111. How many pages from the current site are expected to migrate to the new site? The current site is noted to have around 470 pages and 67 PDFs. What's happening with existing deeper content on the site? Are those expected to be maintained, migrated, recreated?
   This is up for further discussion. We expect to condense the content significantly and will look to the vendor for guidance on the best approach.

112. How will you provide the content to be migrated to the new site?
   Please see answer to Q111.

113. Our scans identified roughly 7,000 pages, 6,500 photos, and 90 PDFS as part of your site. How much of this content do you intend to migrate to the new system?
   We have not been able to verify the exact count yet, but it is nowhere close to this. Regardless, we only intend to migrate around 30-40\% of the existing content.

114. Do you have a photo library/Digital Asset Management System (DAM)?
   Most if not all of our photos are managed on our server.

115. Google has about 2000 pages indexed on your site. Does that seem correct?
   We have not been able to verify the exact count yet, but recent scans indicated around 1200 pages.

116. How much of that might be obsolete and not migrated to the new site?
   We estimate at least 70\% of the existing site's content is obsolete.

117. Can you list the primary “buckets” of content that exist on the site? (ie - news releases, blog posts facility pages, program descriptions, etc.)
   News releases, blog posts, photo galleries, slideshow slides, program descriptions, event landing pages, calendar events, donation forms, funding information, publications, transit schedules and other downloadable documents, organization information.

118. In what database are your registrations, attendances and transaction records.
   Please see answer to Q76.

119. Roughly how many records are there?
   We are not providing that information at this time. Please see answer to Q76.

120. If this data is tied into your current CMS, will you need us to migrate this data to a new environment (eg. One that integrates with Drupal or Wordpress.) If your contact donation and registration data is already stored in a third-party system, like salesforce, then there would be no need to migrate it.
   Correct, there is no need to migrate this data. Please see answer to Q76 for more information.

121. Could you identify the volume and type of documents that will be in the library?
   We anticipate at most there will be 100-150 documents. This will include program flyers and information
packs, transit schedules, reports, PowerPoint presentations, fact sheets, rate cards, and other print materials.

122. Will the photo and video library be public facing or internal.
   Public facing.

123. Will you be handling the content migration in-house? Or would you like the vendor to include an estimate for this? (If the latter, can you provide insight into the volume of content that will be migrated?)
   We would like the vendor to include an estimate for this.

124. Can it be assumed that a content audit is needed?
   Yes.

125. What form types should be fillable? If possible can you provide the link to each of the corresponding forms to be provided.
   This is up for discussion. Currently, only 2 built-in forms are fillable on the website: General Contact Form and Website Error Reporting. We have vendor and sponsor forms for our events that we will want to be fillable. Our team will work with the chosen vendor to identify what additional forms to include.

126. What is the scope of the copywriting portion of the project? How many pages can be anticipated? Is it to rewrite existing content? Is there new content to be written? Does a voice need to be determined?
   Please see answer to Q109. Yes, the voice needs to take into account who our customer is.

127. Do you know roughly how many files (i.e. Word, Excel, PDF, images, videos, etc.) reside on the current site?
   We have identified roughly 250 documents on the current site. That doesn't include media (images, video), however we intend to trim down our photo galleries so that there are 10-20 images in each one versus 200+. Many of the existing documents are obsolete and will not need to be migrated.

128. Will the vendor be required to work in conjunction with your staff to perform a content audit?
   Yes.

129. Will the vendor be responsible for migrating content over as is, and will we work with you to delete any content types no longer needed or create content types that should exist?
   Please see answer to Q123. We would prefer to let the vendor handle this, but you can provide an estimate for either scenario.

130. Will SSSEVA provide the videos in the file format and size needed once requirements are determined?
   Yes.

131. In what format will SSSEVA provide the selected content for migration?
   This is up for discussion. We expect the vendor to make its own recommendation and provide guidance on the best approach.

132. Will any forms need to be recreated as web forms rather than downloadable fillable forms?
   Yes. Please see answer to Q125.

133. Is copywriting/content development a requirement of the project?
   Yes.
Misc.

134. What are the biggest challenges you feel SSSEVA will face over the next 5 years?
   This information is not necessary to respond to the RFP.

135. What will SSSEVA measure the success of the site?
   We are not able to share this information at this time.

136. What is the most frequently identified gap/issue with using the website? (Can’t find certain info, can’t understand how to register, pay, schedule, etc?)
   Not being able to find certain information. There is too much content and it is not intuitive with regards to next steps.

137. It’s mentioned that the current site doesn’t effectively communicate SSSEVA programs. Is this due to the layout (difficulty finding related info) or the content?
   We believe it is a little of both, but we would rather know what you think.