

Answers to Questions Regarding RFP #2026-06

Q: For the donation experience, do you have a specific platform or processor you want donation forms to integrate with (for example, a CRM or fundraising tool already in use), or is that open to our recommendation?

A: We use Neon One CRM for donations and have no plans to change in the near term.

Q: Is there an established or target budget range for this engagement? [This answer will serve to address all of the budget-related questions.]

A: At this time, Senior Services has not established a final project budget, as funding is subject to approval of our FY27 operating budget. We are seeking competitive proposals that reflect the scope of work outlined in the RFP and will evaluate submissions based on overall value, experience, approach, and cost. We encourage vendors to propose the solution they believe best meets our needs and to clearly identify any optional or add-on services.

Q: Does Senior Services have an existing hosting relationship or preference, or is hosting fully open per the RFP's optional-services framing?

A: We are open to all options.

Q: Should proposers anticipate an in-person or virtual finalist interview as part of the evaluation process, and if so, what is the timeline relative to the September 28 notification date?

A: Finalists will be notified and interviewed ahead of September 28.

Q: The RFP doesn't indicate a separate deadline for clarifying questions; is there an internal cutoff date we should be aware of before the August 12 submission deadline?

A: July 31, 2026, at 4:30 p.m. EST

Q: When you talk about storytelling, can you tell us how we can get content for that or do you want us to propose a solution?

A: Senior Services will provide the storytelling content, including pictures, videos, and copy. We are open to assistance with copywriting on the main pages of the site.

Q: For SEO, do you have keywords that you can provide us with so that we can better project what the monthly timing will entail?

A: We are hoping the selected vendor will guide us in the discussion regarding SEO keywords.

Q: Is there anything you want to keep from the old site?

A: We will discuss what needs to be kept, removed, or "refreshed" during the process. As of now, we are expecting to change the bulk of the website as we are shifting focus towards donors. We would expect 50-60% of the site to be changed completely in this effort.

Q: Are there any particular struggles with the old site that you would like improved (other than design)?

A: Yes, and these include:

- Too many unused plugins
- Too many hidden forms on the site

Q: The scope section mentions the project commencing in October 2026 and concluding "in or near May 2026." We're assuming this is a typo and the intended end date is May 2027. Could you confirm the actual project duration?

A: May 2027—apologies for the typo. The only firm criteria we have for timing is that the project must conclude within our fiscal year, which ends Sept. 30. However, we expect the project will take 5-8 months.

Q: The RFP asks for the new site to be on WordPress or comparable. Could you let us know what ssseva.org currently runs on?

A: The current site runs on WordPress.

Q: For the ~500 page content migration, is there a rough sense of how much is core/evergreen content versus older material (like past events, expired programs, outdated news) that may be better archived than migrated as-is?

A: The majority of our website consists of core program and resource information that will need to be migrated. We plan to use this redesign as an opportunity to review and reduce outdated content, including older news articles, past events, expired program information, and pages that are currently being redirected.

Q: Is the current site self-hosted or managed by an existing vendor?

A: The current site is managed and hosted by a vendor.

Q: Is there an existing brand/style guide we'd be designing within, or is visual identity itself open for evolution as part of this project?

A: Senior Services has a visual and editorial brand guide.

Q: The Technical Requirements section lists "USA-based services." Does this refer to the contracting entity, the location of the delivery team, data hosting jurisdiction, or some combination? [This answer is intended to answer all variations of this question.]

A: To ensure responsive communication, accountability, and data security, Senior Services requires the following:

- The vendor must be a company legally registered and headquartered in the United States.
- Project management, executive leadership, client support, ongoing website hosting, and post-launch maintenance services must be provided by personnel based in the United States.
- Website hosting and backups must be maintained on servers located within the United States.
- The vendor may utilize development, engineering, or technical resources located outside the United States, provided that the vendor maintains responsibility for all project management, quality assurance, security, and contractual obligations.
- Vendors shall identify any subcontractors or offshore resources that will be used during the project and describe their roles.

The selected vendor shall remain solely responsible for the security, confidentiality, and quality of all work performed by its employees and subcontractors, regardless of their location.

Q: How many proposals do you expect to receive?

A: We have no expectations, but based on the questions submitted, we expect around 10-15 proposals.

Q: Are you open to a PowerPoint presentation/ meeting of our recommended solution?

A: PowerPoint layouts are fine, but proposal files must be sent as PDFs.

Q: Under Strategic Priorities: What do you mean by "update design to CSS styling"?

A: We are looking to modernize the website's visual design by implementing consistent, reusable CSS-based styling across the site. The goal is to create a cohesive user experience, simplify content management, and reduce the need for manual formatting on individual pages.

Q: Migration of approximately 500 pages – how many of these are blog posts (looks like called “News”)?

A: Approximately 160.

Q: Success Stories – Do you have the ability to write some in-depth, case study-like “Success stories”?

A: Yes.

Q: Neon One CRM for donations: Is there the ability to embed the form directly on your site?

A: Yes.

Q: Traffic – how many sessions did you receive the last 90 and 30 days?

A: 30 Days - New Users = 36,000, Active Users = 18,000

90 Days - New Users = 61,000, Active Users = 32,000

Q: Current site – how big is the database in GB/ MB?

A: This information is not readily available to our team.

Q: Content Migration: The RFP mentions moving about 500 pages. To help us plan the workload, could you provide a rough breakdown of how much is standard text versus complex items like PDF documents or staff directories?

A: We have more than 300 PDF documents on our website that would need to be considered as part of the content migration. We do not have any staff directories. Any additional complex content or integrations managed through our third-party vendor would need to be identified and discussed separately, as those items are maintained outside of our standard website content.

Q: Content Ownership: Does your team have the text and images ready to go, or will you need us to help write or edit the content for the new site?

A: We will have video and images ready to go, and the majority of content will come from us. We are open to assistance with copywriting on the main pages of the site.

Q: Accessibility: Will your team handle the accessibility of existing documents (like PDFs), or are you looking for us to assist with bringing those up to standard as well?

A: Our team is prepared to handle accessibility updates for existing documents, including PDFs. If your proposed scope includes document accessibility remediation as part of the website redesign at no additional cost, we would be interested in having that included.

Q: Integrations: You mentioned the need for features like forms, events, and donation tools. Could you share the names of the software or platforms you currently use for these, so we can ensure they work seamlessly on the new site?

A: We currently use Neon One CRM for donation processing and registration forms. Our events and general website forms are managed through WordPress plugins within our website.

Q: Hosting: Are you looking for us to provide a fully managed, secure home for the website, or do you have a specific provider you prefer to use?

A: We are open to hosting and management solutions.

Q: Goals: Beyond the redesign, what are the top three results you are hoping to see in the first year? For example, are you aiming for more online donations or a smoother way for people to find information about your services?

A:

1. Higher conversion rate on the donation page
2. Increased traffic from organic search
3. Lower bounce rate

Q: Can you provide the approximate number of unique page templates (layouts) represented within the 500 pages to be migrated?

A: That is something our current website management vendor manages, but we estimate 15-20.

Q: Will Senior Services have dedicated internal stakeholders responsible for content review and approvals, and what is the anticipated review/approval process throughout the project?

A: Yes, we will have designated stakeholders responsible for review and approval. We anticipate working out a review/approval process with the selected vendor at the start of the project.

Q: The RFP invites hosting, maintenance packages, content strategy, and copywriting as optional services, but the Bid Form provides a lump-sum line and hourly-rate lines. Should optional services be quoted as fixed or monthly prices in a separate section of the cost proposal, or only as hourly rates on the form?

A: Please list any optional one-time services as fixed prices and any optional ongoing services as hourly or monthly prices under the Additional Services section of the Bid Form.

Q: Will Senior Services provide a full content inventory or sitemap of the current site, or is the vendor expected to audit and catalog the existing 500 pages as part of the discovery scope?

A: We expect the vendor to provide this.

Q: The RFP mentions integration of forms and events tools. Beyond Neon One donation forms, are there specific event registration or program enrollment tools currently in use that will need to be integrated or replaced?

A: No.

Q: The Q&A notes the current site has too many hidden forms. Will Senior Services conduct a forms audit before the project begins, or should the vendor plan to audit and document existing forms as part of discovery?

A: We already have a list of forms on the site.

Q: Is there an existing hosting arrangement with the current vendor that has a contract end date we should be aware of for launch timing purposes?

A: No.

Q: The RFP mentions recorded training sessions as a deliverable. Does Senior Services have a preference for the recording and delivery format, such as Loom, Zoom, or another platform?

A: We don't have a preference as long as the video is permanently available to our staff.

Q: Does Senior Services anticipate needing multilingual content support for any portion of the site?

A: No.

Q: How are you documenting ADA Title II compliance on your website(s) now?

A: We do not currently maintain formal documentation of ADA Title II compliance. As part of this redesign, we are looking for guidance and recommendations to establish an ongoing accessibility process.

Q: Do the current solicitation rules require that you select one vendor for this project? Or, are you able to select two partners for this bid?

A: We intend to select a single vendor for the website redesign and prefer that the same vendor provide hosting and maintenance services. However, we are open to hiring separately for hosting and maintenance should the circumstances warrant it.

Q: Do you have internal WCAG compliance expertise, or do you need external guidance?

A: We will need guidance.

Q: How often do you update the accessibility statement on your website?

A: We do not currently maintain a formal accessibility statement. As part of the website redesign, we would like the selected vendor to assist in developing an accessibility statement and recommending best practices for ongoing accessibility compliance.

Q: When was the last time you conducted a manual, site-wide content audit for WCAG compliance on the relevant website (including embedded content, PDFs, timed media, etc.)? Did previous audits include manual testing with native assistive technology users?

A: No formal manual accessibility audit has been completed that we know of.

Q: Do you have an accessibility overlay tool in use on the website?

A: UserWay is installed on the website but is not activated. We are open to the selected vendor's recommendations regarding the role of accessibility overlay tools as part of an overall accessibility strategy.

Q: Is Google Analytics already installed (GA4)? Any existing SEO tools/rankings data you can share (e.g., Search Console access)?

A: Yes, it is installed. We cannot share rankings data.

Q: Is content cleanup/pruning within scope (i.e., are we expected to recommend and execute a content audit that reduces the 500 pages), or is straight migration of all 500 expected?

A: Our staff will be involved in pruning the content in collaboration with the vendor.

Q: Who owns writing/editing new or rewritten content — is this the vendor's responsibility (optional copywriting) or will Senior Services provide finalized copy?

A: Senior Services will be primarily responsible for content. However, we are open to assistance with copywriting as an additional service option.

Q: Should hosting/maintenance be quoted as a separate line item with its own pricing structure (monthly/annual), distinct from the fixed website redesign fee?

A: Yes.

Q: For hosting/maintenance proposed as add-ons, is Senior Services looking for a specific contract term (e.g., 1-year, 3-year) or is this open-ended?

A: This can be open-ended.

Q: Should ongoing SEO/content strategy support be quoted as a separate optional package with defined scope, or should vendors just indicate general availability/rates?

A: We would expect SEO to be a part of the redesign and the ongoing maintenance package, if offered. How you want to price it out is up to you.

Q: We may be able to provide one client reference for comparable website work, along with relevant portfolio examples and information about our professional experience. Would that be sufficient for your team to consider our proposal, or are three client references mandatory?

A: We would like three references. If they are not all comparable to our project, that's okay.

Q: What WordPress theme, page builder, and major plugins are currently used?

A: We're using Classic View WordPress.

Q: Approximately how many pages and News posts are expected to remain after outdated and duplicate content is removed?

A: It's hard to say exactly, but we expect we will end up with at least 75% of our existing pages.

Q: How many existing forms need to be retained or rebuilt, and what functionality do they include?

A: We use donation and registration forms via our CRM, Neon One, that will be retained. We also use a contact form for clients that will be retained.

Q: Do any forms collect health, financial, eligibility, or other sensitive information?

A: No.

Q: Are there any custom integrations, embedded tools, feeds, or data connections that must be retained or replaced?

A: Few to none.

Q: Does Senior Services prefer to own the hosting account, DNS, backups, and software licenses directly, or may these remain vendor-managed?

A: These can be vendor-managed.

Q: Regional preference: Do you have a preference for local or regional web design agencies, or will all US-based firms be evaluated equally?

A: All US-based firms will be evaluated equally.

Q: We noticed that your current website was developed by We Are Immediate. Are they participating in this RFP process, or are you seeking a fresh perspective and a new partnership for this redesign?

A: Our current vendor has indicated they will apply, and their application will be considered.

Q: Could you please confirm if the references must specifically be for clients where they provide senior services, or if relevant references from public sector agencies for a similar scope would also be acceptable?

A: Relevant references from public sector, nonprofit, or mission-driven organizations are fine.