

Request for Proposals – Marketing and Website Services

RFP Publish Date: August 1, 2019

Questions Due: August 9, 2019

Proposals Due: August 23, 2019

Responses Posted: August 11, 2019

Submitted Questions and Published Responses

1. Media Services: Forgive me if I forgot this portion of our conversation, but was this also part of the \$15k-\$20k range given?
 - That range was the estimate for the website redesign and deployment only and does not include Media Services or Marketing/Brand Development.
2. Drupal: You list programming requirements within Drupal CMS, I understand that's what your group is used to but it is a fairly cumbersome platform. Can we suggest an alternative, as I alluded to in our meeting? Your point on page 9 labeled Additional Guidance, seems to indicate you are open, but want to make sure you're able to get Apples-to-Apples quotes from the vendors you've provided this RFP to.
 - BRHP is open to other CMS platforms and would ask that the proposal include some information as to why the proposed CMS platform is better suited for this project.
3. System Features: While most of these are alright, a few of them require much more extensive customization and coding, is it necessary to cover ALL four pages of System Features as mentioned within the RFP?
 - It is not necessary to cover all system features in the responses. However scoring of the proposal for the "Approach to Scope of Work" category may be negatively impacted if numerous or key system features are not addressed.
4. Is it okay to bring partners companies or individuals into the proposal for portions of the work?
 - BRHP is open to having a respondent sub-contract portions of the scope of work. Any such responses should include a description of why the partner will enhance the services provided, or is well positioned to execute the specified portion of the scope of work.
5. The scope of work has expanded since the initial conversations about the project and the estimated budget – has the budget for this project expanded to include the additional services?
 - The initial project budget estimates were for the website redesign and deployment only and does not include Media Services or Marketing/Brand Development. The budget will be expanded to reflect that change.
6. What is the driving force behind issuing the RFP and why now?
 - BRHP feels that both the current website and branding is dated and does not reflect the work we do, and the content and look does not convey the impact we have. BRHP is seeking a brand redesign and website overhaul in order to serve our clients and stakeholders better, and to create a more streamlined and cohesive voice about our program, our clients and our work.
7. Has BRHP conducted any focus groups or polling about the current brand identity?
 - No
8. Who are the stakeholders referenced in the RFP?



- BRHP has a diverse set of stakeholders ranging from the more than 4,000 families we serve, 13,000 applicants to our program, landlords, elected officials at all levels of government, researchers, staff of other non-profits and public housing authorities.
9. Has BRHP worked with a marketing or public relations agency in the past?
 - No
 10. Is BRHP looking to raise not only the local and regional profile of the organization, but also its national profile?
 - Yes
 11. What is most important attribute of the partner BRHP selects?
 - BRHP wants a partner who can amplify our voice, the voice of our low-income clients, and understands the importance of the work we do in changing the lives of the people we serve. Understanding how and what to communicate to and about low-income people is also important.
 12. Is user registration open to anyone?
 - User registration would be limited to those who have prior approval to register, either via an access code, or some other look up validation.
 13. Will users have their own “profile” page and be able to browse other users’ profiles? There was mention of a user “dashboard” for preferences, but want to know if a more front facing profile will be needed (IE: Bio, personal info, social links, etc.).
 - Users should only be able to view their own profile and any information, documents or data that BRHP uploads for those users, as well as any document or information provided by the user.
 14. Shouldn’t need SSO for Drupal if all users are accessing is content/features on site itself. Is the plan for the site to be integrated with other apps/portals?
 - It is possible that some site contents will be integrated with other apps (ShinyApps is one example) and portals.
 15. Is social login needed? (IE: Logging in via Facebook or Twitter) Or just Drupal account/email login?
 - Social login is not needed.
 16. Do files uploaded need to be moderated/approved by an administrator before actually being published to site?
 - Files and data uploaded to the site will not be published on the site; rather, they will be uploaded and BRHP staff would access them via some back end framework.
 17. Similarly, do news posts, blogs, events, etc. need to be approved by a top level admin before being published/visible on site?
 - Having some ability for a specific subset of BRHP staff to approve content/publish to the site is desired.
 18. Are event registrations to be handled by Drupal/stored in Drupal DB or is the intention to have a third party handle all registration/costs for registration? (IE: Eventbrite or something similar)
 - As of now, we would look to the respondent to suggest the path that allow for the most flexibility in this regard. There will not be an immediate use for this system feature, but BRHP would like the capability to be built into the site, or easily integrated from a third-party app.
 19. Is this [Meeting Manager] intended to be another type of Calendar/Events manager? But restricted to site admins/staff.
 - This would be for internal staff and Board members. As of now, we would look to the respondent to suggest the path that allow for the most flexibility in this regard. There will not be an immediate



use for this system feature, but BRHP would like the capability to be built into the site, or easily integrated from a third-party app.

20. What's the intended purpose of a payment processor? Will it be specifically for events (if handled by Drupal) or will there be an e-commerce portion to site where merchandise is sold/shipped?
- Currently we have the need for payments to be processed for donations, as well as for payments from program participants and landlords who are in a repayment agreement with BRHP. Other uses could include event fees and registration, although that is not an immediate need.
21. Any preference on what vendor is used? Recommendation is Stripe.
- BRHP currently uses Stripe and DonorBox for the processing of donations, although we are open to other platforms.

