

## **ADDENDUM -- Request for Proposal: Website Design & Development**

**Updated June 3, 2025**

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### **Budget**

1. What is the budget or budget range for this project?
  - a. We do not want to exceed \$150,000 for the aforementioned project scope. But we are willing to entertain proposals with add-ons like branding and design work, hosting fees, etc. beyond the \$150,000 cap.

### **Timeline**

1. How many interviews will happen prior to an offer?
  - a. One or two.
2. How long does the process take from submitting a proposal to vendor selection?  
What is the tentative start date?
  - a. See pages 7-8 of the RFP for the anticipated project timeline. The tentative start date is September 2025.

### **Current web vendor/hosting**

1. How many active contractors are working on this contract currently?
  - a. One.
2. Please provide the names of the Incumbent vendors for this contract.
  - a. Imarc -- <https://www.imarc.com/>.
3. Where is the website currently hosted? What are hosting fees?
  - a. MHP.net is hosted by our current website vendor. The cost is \$200/month.

### **Project scope**

1. What are some specific items you'd like to see improvement on in the new website?
  - a. The ability to create events pages with a calendar function.
  - b. We are limited in the types of pages that we can work from. Most of our pages have only one type of content block: text. This makes formatting difficult, and we've started experimenting with editing the HTML/CSS to manually format some content.
  - c. Many of the current webpages have extremely limited in-house editing capabilities.

- d. We're looking for a variety of intentionally designed page types that are easy and intuitive to edit on the backend and that fit our current needs on the front end.
- 2. Are you looking for a completely new design or are you looking to keep your existing design with some potential minor clean-ups or changes?
  - a. We are looking to do a rebrand alongside the website redesign. Whether that rebrand happens with the selected agency or with the assistance of an additional agency is up in the air.
- 3. With regards to what's identified in the preferences, could you clarify if vendors are being asked to develop a new logo and branding or work with a third party?
  - a. We're open to both options. If a new logo and branding is something a team can offer, we'd be interested in exploring that opportunity. Otherwise, we have a design firm we've worked with for many years that we'd work with directly.
- 4. Do you anticipate all the content from the existing site will transition to the new site or will it be cut down?
  - a. We anticipate migrating much of our current content to the new site. In terms of navigation and sub-nav pages, some of those might be slightly restructured or retooled, but will be coming along in some shape or form. As a quasi-governmental nonprofit, we are required to keep many documents publicly accessible for a certain length of time, so even if they're outdated, they will be transferred to the new site.
- 5. Please provide clarity on what is core design compared to design add-on.
  - a. Website development services (wireframes & page layouts) are considered core activities of the project. Broader branding and logo development should be considered an add-on.
- 6. Does MHP have any data on how users typically access the site, such as mobile, tablet, or desktop?
  - a. We have approximately 16,000 active users per month across mobile, tablet, and desktop.
- 7. Is MHP expecting to receive tailored cost details from third party hosting providers as part of a response? Or only if the responding vendor has a hosting option?
  - a. Hosting costs are only to be included in the proposal if the vendor provides the hosting.

8. If user research is to be conducted for the project, do you have a group of members readily available to participate (internal/external)? If so, do you have a rough estimate of how many members you'd like to include?
  - a. We would like user research to be part of the initial discovery process. We do not have a group of users ready to be engaged, but we could pull them together quickly. We would include representatives for each of our focus areas – Community, Homeownership, Rental Financing, and Data & Policy.
9. How long will the test environment need to be provided for after the website's launch?
  - a. The test environment will need to be maintained until the site goes live.
10. Do you require support and maintenance? If so, how long? What type of support and maintenance do you expect from the vendor?
  - a. Yes, we require support and help maintaining the website. We'd be interested in entering a one-year contract with support available on an as-needed basis.
11. Approximately how many stakeholders will be involved in branding decisions?
  - a. Between 5 and 10 stakeholders.
12. Is there any content creation (copywriting, editing, photography, video) included in the scope of this project? Will your writer/editor be providing all content that will be included in the launch of the site?
  - a. The Policy & Communications team will act as the primary writers and editors of the website.
13. How many design concepts are you expecting the vendor to deliver?
  - a. Between two and four.
14. Are there any specific training or documentation needs for your team to manage and maintain the new website?
  - a. We would want training on whatever CMS we end up going with.
15. Would you need any original or stock videography or photography?
  - a. No. We have a robust library of photography over the years as well as video. We would also be open to partnering with another vendor if any additional digital media was required.
16. Do you have approved messaging that your partner will amplify through design and UX, or are you also looking for support in refining your brand messaging?
  - a. Look at our social media channels for example of our brand messaging. Other examples can be provided upon request.

## **Prerequisites**

1. Any prerequisites such as a non-disclosure agreement, pre-qualification requirements, or registration processes that must be completed in advance?
  - a. No prerequisites are required but we will ask vendors who move forward to the interview process to sign a non-disclosure agreement.

### **Vendor details**

1. Preference for local vendors?
  - a. There is a slight preference for local vendors but, we will select the right fit regardless of the location.
2. Is this opportunity open to firms located outside of Massachusetts?
  - a. Yes.
3. Is this opportunity open to firms located out of the United States?
  - a. Yes.
4. Do you prefer an agency or for an individual freelancer?
  - a. No preference.
5. How do you anticipate meeting with and communicating with the selected vendor?
  - a. Ideally, a contractor would be able to come into our office (160 Federal Street, Boston, MA 02110) at least once or twice for an in-person meeting, but other conversations can be conducted remotely. We can meet or collaborate using Microsoft Teams, Zoom, and/or Fellow.
6. How many vendors do you intend to award?
  - a. One.
7. Will you award the contract to the lowest responsive bidder?
  - a. Not necessarily.
8. Does the vendor need to be SOC2 compliant in addition to the hosting service?
  - a. Only the host needs the SOC2 compliance.

### **CMS preference**

1. In the RFP, a strong preference is stated for either a Craft CMS or a custom-built WordPress solution. Is MHP open to other CMS solution?
  - a. Our current website is run on the Craft CMS and we have previous experience using a custom WordPress solution. We are open to other CMS solutions, including Drupal, but would need additional staff training for ongoing website maintenance. We would also appreciate an explanation of why certain CMS solutions would be better than the ones we've used in the

past. We specifically called out Craft and WordPress because those are the platforms we're most familiar with, seem to provide the appropriate amount of customization, and are easy for non-technical users. The people inside of MHP who maintain the website on a regular basis are not computer programmers or on our IT team. We are members of the Policy & Communications team.

2. Would MHP be open to a recommendation to migrate to a newer, more maintainable platform regardless of Craft CMS or WordPress experience, if it offers a better long-term solution?
  - a. Yes, if the platform is user friendly for non-technical audiences. See the above answer for more details about our Craft WordPress experience.

### **Project Portfolio**

1. What is the data source for the project portfolio map listings?
  - a. The portfolio map is not connected to any database. We add new developments information to the listings by manually inputting the development name, coordinates, address, and other information into a custom form.

### **ONE Mortgage Calculator**

1. Will the functionality of the calculator remain the same?
  - a. Yes, the general functionality will remain the same, but we'd like some upgrades to make the calculator more user friendly.

### **Salesforce/MailChimp/Constant Contact**

1. Can you provide more details around the integration with Salesforce and MailChimp?
  - a. The addition of Salesforce and MailChimp integration was an error in the original RFP. The only third-party software integration we're interested in is Constant Contact.

### **Translations**

1. Are you looking for content on the site to be hand-translated or would machine translations through a plugin (such as GTranslate) be acceptable?
  - a. Machine translations would be acceptable through a plugin.
2. How many languages do you want to support?

- a. We're interested in supporting at least Spanish, Chinese, Portuguese, Cape Verdean Creole, Haitian Creole, Russian, Vietnamese, and Khmer Cambodian.

### **Proposal submissions**

1. Do you require resumes of candidates attached to the RFP submission? If yes, do we need to submit actual resumes for selected candidates or sample resume?
  - a. Yes, actual resumes need to be submitted. Please review the RFP for additional details about what should be included in the submission.
2. The Due Diligence package will be too large to be attached via email. Is it ok if that packaged is converted to a Google Drive or equivalent link that would be readily downloadable?
  - a. Yes.
3. Are there preferred file formats for submitted documents?
  - a. Anything in Microsoft Suite is preferred.

### **Misc.**

1. Does MHP have experience with projects run using an agile methodology?
  - a. Yes.
2. Do you have any surveys or interviews with stakeholders to understand your needs?
  - a. We have not engaged in any surveys or interviews about the website in many years.
3. Do you have internal staff members expressing pain points about content editing or end-user support?
  - a. Yes, for example:
    - i. We are currently unable to see a draft or preview of an edit before publishing.
    - ii. Too many edits cannot be done in-house by our staff; rather, we must contact our current contractor to do them for us.
    - iii. We currently don't have enough types of pages that we can duplicate and edit in-house to fit our needs (most pages are just a block of text with no other types of content blocks; photos are difficult and unwieldy to format).
    - iv. Many pages have no option to open hyperlinks in a new tab or window.
    - v. No option for alt text for photographs.

4. Are there any sections of the website that frequently grow or change in which would benefit from a more modular IA (Information Architecture) approach?
  - a. No.
5. Is there a content governance model for how content is organized, published, and maintained across the current site?
  - a. There is not a content governance model on the current site.
6. Does your organization have an existing brand guide or style guide that is readily available?
  - a. No.
7. Is there a specific story or emotion you want the website's visual design to communicate about MHP's mission or values?
  - a. We want to come across as professional and trustworthy, while also welcoming and thoughtful. We pride ourselves on our partnerships, and particularly our trustworthiness as a longstanding partner to governmental, nonprofit, and financial institutions.
8. Can you describe any external integrations more complex than an iFrame or embed code? (e.g., API integrations, data integrations, third-party services.)
  - a. We would like to integrate with Constant Contact.
9. Would you prefer the proposed budget to include plug-ins and a hosting subscription?
  - a. Yes, but we're open to learning more if neither of those options is offered by the vendor.
10. What type of assistance does MHP need with Google Analytics? Are you looking for SEO strategies or just setting up tracking analytics?
  - a. We need baseline support for any impromptu needs as they arise, e.g., data migration or unexpected glitches.
11. Is this RFP under the ITS75 state contract?
  - a. No.
12. What are the primary goals of each audience for the website?
  - a. Our website goals vary per audience. As a quasi-governmental nonprofit, we are not attempting to turn audiences into customers; rather, we want our website to achieve various goals such as building trust, sharing information about innovative programs and initiatives, promoting events, etc.