

Request for Proposals for Graphic Design, Web Design and Web Support Services

Questions and Answers

1. Can you share a budget for this project?

The estimated budget for graphic design and website design and support services is expected to be approximately \$40,000 - \$50,000 annually.

2. Does the budget include tech support and hosting? What was the investment in the previous website?

No, this budget does not include tech support and hosting. Since SVCE is not looking to create a new website the current budget for this project is also the budget for the previous website.

3. Can non-US vendors complete this work? For example, a Canadian firm?

All vendors are encouraged to apply. However, given the unique status of Silicon Valley Clean Energy (SVCE) as a California public entity with a limited purpose and function established by State law, familiarity and experience within the California energy, utility, and environmental space is highly valued.

4. Is the vendor required to perform all responsibilities for projects listed in the Graphic Design Services section of the RFP?

Vendors may respond to part of the scope of the RFP. If doing so, please clarify within the RFP response.

5. Is hosting in scope for this project?

No, hosting the website is not in the scope of the project.

6. Has a Q&A or an addenda been released yet?

Yes, the Q&A was released on May 26, 2022.

7. Is there a mandatory pre-proposal meeting?

No, there is no mandatory pre-proposal meeting for this RFP.

8. Is the due date still the same?

Yes, the due date is Friday, June 3, 2022 at 5:00 pm PT.

9. Do you have a style guide or a brand guide?

Yes, SVCE has a style guide that we will share with the selected agency.

10. Does the organization have a CMS preference? Open source? Drupal/WordPress?

SVCE uses WordPress for the website and we are not seeking to change this.

11. Who are your primary and secondary users?

SVCE's target audience is residential customers as primary users and commercial customers as secondary users. We want to point out that there is a third critical audience of energy industry stakeholders.

12. Would you like detailed research in terms of your audience in the form of an audience needs assessment?

We are not looking for this at this point.

13. Do you have a desired launch date? Is there a specific event driving the launch date?

We will not be launching a new website, but are looking for ongoing website design and development support for the existing website.

14. What is the current hosting environment?

The website is currently built with WordPress with a custom theme on a shared server hosted through GoDaddy.

15. How many visitors does the current website receive on a monthly basis?

In the month of April 2022, there were 7,279 total users on the site.

16. How many pages of content do you anticipate transferring to the new site?

We are not looking to transfer any pages to a new site. Instead, we are looking for ongoing website design and development for the existing site.

17. What are your current pain points with the existing website?

We are working on updating the current website navigation to be geared towards residential customers. Main pain points are only related to when we need to custom build solutions.

18. What are the current technical challenges (if any)?

No current technical challenges.

19. How many site administrators will you have?

There are about 5 administrators on the backend of the website.

20. Will you require different levels of admin permissions?

We will allow appropriate access for each individual with access to the backend of the website.

21. Do you expect copywriting or editing services as part of engagement?

No, copywriting or editing is not part of the scope for web design and development.