

Dairy Council of California Web Visioning RFP Questions and Answers

1. How many average pageviews/month does the site receive? **The site receives 2,577,304 unique page views per year with some months as high as 468,000 and lows in the summer months of around 130,000. Total page views per year is 3,611,377.**
2. What percentage of that in unique pageviews? **See above response.**
3. Is there any need for specific security measures like PCI, HIPAA, FERPA, etc? **DCC is open to PCI security. Currently, Out of State orders are handled directly with our Director of Finance on a one on one basis. With the creation of an online store, a need for PCI will be a consideration of the new site. HIPAA and FERPA will not be needed because we don't store sensitive information of patients or students.**
4. What data is being stored in the CMS and the integrated APIs? **30,252 registered users and their activity, the site content/visual assets, and the rest of the data is in our CRM.**
5. What parts of the CRM are being used? **Our CRM is very diverse and houses historical + current order + contact information on our customers (all audiences) and locations (schools, health clinics). It also stores our Trends information through written abstracts inputted by staff. Reports related to Inventory, Marketing, our Mobile Dairy Classrooms, Trends, Warehouse Productivity and Customer Analysis are also included in our CRM.**
6. What services are being used for auto-correspondence and what media does it get sent through (e.g. e-mail/mail/SMS)? **There are roughly 25 automated messages delivered via email in the system. These can be organized into 3 categories. 1) Order confirmations and order updates (10 emails). 2) Healthy Eating Planning communications (6 emails) 3) Mobile Dairy Classroom Scheduling (9 emails).**
7. Does the system store scheduling data for the Mobile Dairy Classroom assemblies API service? **The system passes along scheduling data to the CRM via API.**
8. How are resources being sent to customers? Are they available via PDFs? Sent out via mail/email? **They are currently sent out via mail, but we do want to deliver PDFs in the future through an online store front that will track those deliveries for our annual reach that is reported to the board.**
9. Can you list out all the subsites related to DCC (e.g. EatMoveWin.org and www.healthyeating.org/apps/SUMC) and they will integrate with the site revamp? **The other to mention is [Smarter Lunchrooms Movement](#). DCC agreed to house this content on our site with the partners of the collaborative, but we try to make it look unique to its own brand.**
10. If content migration is needed, what level of automation do you require vs manual content migration? **Content migration is needed and we're looking for recommendations for the migration. We do have outside contractors to help with manual aspects of the migration if that is decided to be the best route.**
11. Will the DCC team be working to curate the initial content to resolve the duplicates? Or will this be a part of an automated migration? **We're looking for suggestions on how best to migrate content and resolve duplicative content.**
12. What preferences do you have for maintaining the current DNN CMS vs. other options (e.g. React/Headless CMS or full CMS solution like Wordpress, Drupal)? **We are open to a variety of CMS solutions, but want something that's adaptable into the future. Whether that be an open source or proprietary solution, we want something that does system updates easily. Certain DNN updates have proved cumbersome with the ability to upload certain files by admin users and not editors. DCC has also experienced difficulty with dig article modules for our blog and other aspects of the website.**

13. Can you provide any examples where Ease of Management of the CMS has been an issue (since that was pointed out in the RFP)? **The WYSIWYG editor doesn't always function as expected, staff complained and ultimately gave up on editing on the website. Sometimes span code is added multiple times to content which results in frustration.**
14. Are there any plans (post website implementation) of branching any of the content/resources into mobile applications? **There are not plans to adapt content or resources into mobile applications at this time.**
15. How are the blogs going to be integrated with social channels? Social sharing via Twitter/Facebook? **That is not a high priority at this time since we do not have paid social audience acquisition strategies. Not to say it should be ignored, but it's not a prominent consideration of DCC at this time. We currently integrate with FB, Twitter, LinkedIn, Pinterest and YouTube. These can be seen as the footer on our current site.**
16. While it is understood that you're looking for a new design for the website, can you clarify how closely you want to follow the existing brand identity of healthyeating.org? Are you looking for an independent brand identity for this property, or do you plan to continue to keep the brand identity closely tied to that of the DCC as it is now? **We want to keep a similar brand identity to what DCC has currently, but we want to optimize our brand elements appropriately. A good example of which is our check mark element which can be seen on the homepage beneath the sliders. It has the module titles, "Educators + Schools" "Health + Wellness Providers" and "For Families." The check marks prove cumbersome when scaling in mobile and difficult to manage within DNN's modules. We want to tweak certain elements such as the check mark to better align with web user-ability. We will do that hand in hand with our web partner and include other agencies as necessary.**
17. I'd like to make sure that I understand the scope of this RFP and the resulting proposal: This RFP is specifically for the initial visioning engagement – phase I. However, you are looking for a proposal that covers the entire scope of the project, from initial Discovery and Visioning through to the completed and launched website, correct? **That is correct. Due to our budgeting we will be funding the visioning from this fiscal year and the build will be funded through our next year's budget. It is our preference to work with the same partner for both elements, but the RFP must be written as to only commit this FY funds as our board has yet to approve next year's budget. The board is aware of this project and its budget requirements next year.**
18. You mention wanting to streamline the ordering process, but you also seem to be inferring that the current ordering process is restricted by the limitations of the available API integrations with your CRM. If that's true, is there a parallel initiative to revamp the CRM or its available API calls, or am I misunderstanding the situation? **The ordering process is limited by our current ordering interface on the website. We can update our API calls to serve the correct information, but we don't have the right solution in DNN currently. We were contemplating updating DNN with Revindex storefront, but decided to look at the entire website first through this RFP.**
19. What web development agencies are you currently working with or have you worked with in the past? **Our current agency is 2plus2 Partners. However, they have downsized and do not have the bandwidth to manage our needs into the future. They will continue to assist with current site maintenance and site transition.**
20. Have you ever utilized an out-of-state agency before? **Not for our website, but are very much open to that. We have worked with out-of-state agencies for other projects.**
21. Is it possible to gain access to the winning bid (response and price) from the last RFP? **Unfortunately, we won't be sharing the previous winning bid from 2012. However, we are increasing our budget for this RFP from 2012 by roughly 15%.**
22. What have you typically spent on average per year with outside agency partners for your website? **In a standard year without significant changes to the site we spend roughly \$18k per year in site upgrades/edits.**

23. Are you looking for your agency partner to handle site maintenance and hosting? **Current maintenance and hosting is handled by our IT vendor, Teal Networks. We do not currently see that changing.**
24. How many other potential bidders received this RFP? **Roughly 18 unique companies were contacted directly and 9 intent to bids were submitted.**
25. How do you define a successful agency partner relationship? **A relationship where an understanding is formed and clear, regular communication can take place. Surprises are to a minimum, but DCC understands hurdles will present themselves. We like to work with our agencies to find solutions to difficult problems. DCC doesn't mind asking for agency recommendations and we like our agency partners to understand our limitations and resources to provide us with realistic solutions.**
26. Is there a page limit or preferred format for the RFP response? **There is not a limit. We prefer responses to be sent in hard copy form (reference RFP for number of copies to be provided) and digital responses can be sent to Alex Vigil (avigil@dairycouncilofca.org). However, digital responses do NOT take place of physical proposals to be reviewed by the RFP selection committee.**
27. What is the approval process for the overall project as well as specific components of the project? **Alex Vigil, Marketing Manager, will be the day to day approver of the overall project and it will be the Marketing Manager's responsibility to get sign off from DCC leadership team including the CEO for certain elements of the project.**
28. The project deliverables do not reference a competitive audit; would the Dairy Council of California find this valuable? **DCC would find that valuable, but it is not required since it is not listed in the original RFP document.**
29. What is the current monthly traffic to a website? **See answer 1.**
30. How many active admin users are on the current website? **There are currently 4 active admin DCC users. However, there are 2 main admin users on staff who regularly edit and work on the website.**
31. Is there a workflow integrated on the site for multiple layers of approval? If there isn't currently, should there be on the new site? **This is not a requirement. Our organization is small enough that layered approval for site content seems to be a nice to have rather than a requirement.**
32. Are there other campaign landing pages or microsites tied to this site experience that will also need to be updated and maintained? **The current examples are: <https://www.healthyeating.org/apps/SUMC>
<https://www.healthyeating.org/apps/EMW>
<https://www.healthyeating.org/Schools/School-Foodservice/Smarter-Lunchrooms-Movement-of-California>
Additionally, as we update our current curriculum we plan on adding a technology complement such as SUMC or EMW. So these will need to be scalable with a familiar interface for teachers (as they often shift grades each year) and theme that will be easy to duplicate in the future.**
33. What concerns about site performance, if any, exist that need addressing? **75% of our traffic comes from organic search so we want to maintain strong organic search with the new site. Average time on site is 00:01:41 and our overall bounce rate is 73% and exit rate is 44%. Overall our average page load time is 5.66 seconds. There's not one specific performance measure that we're trying to solve for with this build, but we are open to hearing feedback on the metrics provided. We would like to have an average time on site over 2 minutes for deeper engagement with our content especially as B2B is a strong focus of ours. Longer time on site represents a deeper engagement DCC is looking to achieve.**

34. Are there specific ADA compliance requirements we must design and develop for? (WCAG 2.0 A, AA, AAA)? If so, which level should we plan for? **This is a great question. The site will be need to be WCAG 2.0 AA compliant.**
35. Are there specific hosting requirements? If so could we review prior to response date? **There are no specific requirements. The current server is Windows-based, but changing to Linux would not be a significant hurdle.**
36. Are there coding standards/requirements we must adhere to? **There are not.**
37. What is ITs involvement in maintaining and/or hosting the sites today? **Teal Networks, our IT vendor, hosts and maintains our server/site.**
38. How many products do you expect to have in the commerce system? **We currently have 15 products available for order currently. These sometimes change, but are fairly consistent from year to year.**
39. Have you experienced issues with DotNetNuke that led you to consider alternatives? **The latest system update presented a new CMS interface that caused confusion amongst staff and currently only 2 staff are regularly in the CMS. Another example would be copying modules within DNN. After the update, copying modules has proved so cumbersome that it is sometimes quicker to build a new module on a page.**
40. What type of reporting tools and dashboards need to be created? Are there specific tools/dashboard examples you have seen that would help us create reporting systems? **Most of our organizational reporting is handled through Google Analytics or in our CRM.**
41. Can you describe what you would consider a conversion/the planned conversion events that would need to be accounted for? **The most important conversion would be ordering our resources. Making that clear and easy to do is critical.**
42. How are you currently measuring/defining website success? **We currently measure via GA, but in terms of reporting to our board we use a few different measures. Specifically, our reach with our resources is the most important. But other key measures reported include our Online Tools, Games and Videos (views/traffic).**
43. For responsive web design, are there specific breakpoint requirements? **We look to recommendations from our proposers on current breakpoint requirements or best practices and how it affects responsiveness.**
44. Are the brand guidelines outlined in the RFP the extent of the documentation? (i.e. they do not reference web fonts) **They currently are. We will be updating these brand guidelines as we vision out the website in consultation with our selected web partner to update certain elements of our brand. For reference, we currently use Open Sans for headers and Lato Light for body text.**
45. In order to accurately estimate photography/imagery costs, could you provide an estimated number of licensed photos currently available for use on the project? **The current imagery available can be found in our image gallery: <http://gallery.dairycouncilofca.org:8080/GSP/>**
46. Is there a preferred stock vendor that is used? **Canstock is preferred, but we work with all major stock image providers depending on image needs.**
47. We understand SEO is a major focus for the new site. Will the selected partner be responsible for the optimization of migrated and new content on the new site? **We do want assistance and recommendations on SEO with the new site. DCC can allocate staff resources for the actual implementation, but we do want our web partner to help us optimize for search with migrated/new content based on current best practices.**
48. How much of the content from the previous website will be leveraged in the new site? If any, has this existing content been optimized for SEO? **We plan on utilizing much of the content from the existing site. This**

content was optimized in 2013, but we want to take this opportunity with the new site to update that optimization.

49. Approximately how much of the existing content will be transferred to the new site? How much and what type of new content do you anticipate will need to be created? **A rough estimated would be 90% of content will be transferred over. We don't anticipate significant amounts of new content to be created, but look to re-organize and consolidate our content with the new site.**
50. Should the chosen agency plan to create any content for the website and blog including photography, videos and copy? **The chosen agency will not be responsible for creating new content, but will be critical for content recommendations as we vision out the project together.**
51. What is driving the refocus from combined B2B + B2C to just B2B? (Business decision, customer insight, budget?) **The driving factor is a gatekeeper approach. It proves more efficient (time and budget) to target gatekeepers such as our 3 core audiences (Teachers, School Food Service Staff, Health Professionals) to carry our message than to go direct to consumer or student. We understand we will receive ancillary traffic from consumers, but our website should prioritize our core audiences first.**
52. Is there a content strategy in place for the new website content? **We do not have a large scale content generation strategy due to budget limitations. Most developed resources focus on updating our existing (or creating new) resources. We do plan on having a robust blog strategy to engage with our audiences on a regular basis. Most new content would come in the form of blog posts.**
53. What UX testing do you see being leveraged for the user testing after the site is built? **We do like the idea of UX being done with key audience users via remote monitoring such as what Morae provides. But we'll work with our web partner based on their recommendations.**
54. There are references to leadership and user feedback are you envisioning this feedback being submitted via a form or survey on the website, in person, over the phone, etc.? **See above answer, but additionally we see an in-person session to gather feedback from these constituents and additional follow up done remotely as needed.**
55. How many stakeholders and board members do you anticipate for the stakeholder interviews? **We anticipate our directors, CEO and select other staff to be involved depending on the topic being covered. In most cases, 5 staff topic dependent. Our board involvement will most likely be 3 members.**
56. Are the four audiences listed in order of importance or are they all weighted the same? If not can you please order them by importance? **Schools/Teachers and Health Professionals would be of top priority followed by School Food Service staff and then our dairy industry.**
57. Do you have customer research on the four audiences that the winning team would receive? **We do not have current customer research on the four audiences, but we do have directors on staff responsible for each audience who will part of the discovery sessions.**
58. Do you have existing personas and journey maps for the four audiences? **We do not have existing personas or journey maps for our audiences.**
59. How were the five topics chosen? **The five fundamental topics were chosen in response to most content or lesson plans being organized by the food groups. DCC over time realized that some teachers of our curriculum only taught certain food groups. The shift to the current topics identified key topics that better help establish healthy eating habits as each of the 5 food groups can be woven through each of the topics. Another example to share are our lesson plans now include all food groups in each lesson plan rather than**

being organized by food group. As we update our curriculum, the lessons often align to these 5 fundamental topics.

60. Is there a content strategy in place for the five topics? There is not a content strategy for the five fundamental topics. DCC wants to emphasize that the fundamental topics are only a consideration and not a requirement to build the site around. Each year we do focus on a specific fundamental topic in terms of external messaging so some content is created, but it is rather targeted for a specific need.
61. Do you see the key issues falling into the five fundamental topics or do you see them falling into their own section? The key issues are separate. There may be some alignment at times, but key issues change over time based on environmental factors while the fundamental topics stay the same.
62. Where do you see the rest of the content going that doesn't fold into the five topics, will it be removed? That would be on a case by case basis, but DCC will emphasize again that it is only a consideration to our proposers and not a requirement that our site manifest in its entirety our 5 fundamental topics.
63. Do you foresee the blog utilizing the same five topics for content organization as the site? That is a possibility, but not a requirement. There will be blog posts that don't align with the 5 topics.
64. Do you want the blog to continue to stand on its own or would you prefer it be intermingled into the five topics? Without seeing a site example, DCC would prefer the blog to stand on its own, however, we could be convinced with evidence and strategy to go another direction.
65. Can you provide us with an overview of what your SEO program is for the current website? (objectives, focus, typical activities, etc.) DCC last undertook the comprehensive in 2013 prior to the current marketing manager's tenure. Please reference this [working document](#) from the last SEO update.
66. How has the team to date discussed the SEO program changing in the future? DCC sees the web visioning project as an opportunity to update our SEO and work with our web partner to position the new website in the best way as related to SEO.
67. Do you foresee the nutrition education resources booklets going in its own section on the website or will it be intermingled within the five topics like it is now? Much internal discussion on this topic has been centered on having an online store for all of our resources.
68. What technology stack is being used now apart from .NET Framework and DNN? Bootstrap for content formatting, specifically tables, but there are not any other stacks currently employed in the system.
69. Do you have any tech stack identified for the new site or are you looking for recommendations/suggestions? We are looking for recommendations.
70. Is it okay to propose Open source softwares or should we design the stack using Microsoft technologies. DCC is open minded when considering open source or proprietary software.
71. How and where is the current site hosted? Current maintenance and hosting is handled by our IT vendor, Teal Networks. We do not currently see that changing.
72. How are the users authenticated today? Users are authenticated internally on the website. There is not two-factor authentication being used or currently required.
73. Where are the files/documents stored? File system or database or other repositories? Files and documents on the website are in DNN's CMS asset library. Our CRM is very diverse and houses historical + current order + contact information on our customers (all audiences) and locations (schools, health clinics). It also stores our Trends information through written abstracts inputted by staff. Reports related to Inventory, Marketing, our Mobile Dairy Classrooms, Trends, Warehouse Productivity and Customer Analysis are also included in our CRM.

74. What are the compliance/legal requirements? Adherence to any ISO standards etc? **The site will be need to be WCAG 2.0 AA compliant.**
75. How many concurrent users are we expecting? Do we have seasonal users with peak spike? **The website currently has 30,252 registered users. Concurrent users are almost always below 1000. Seasonality shows a lull during summer break/summer months and peaks in January (returning from winter break) and in August/September/October (beginning of school year).**
76. What is the approximate volume of current data? **The volume of data handled by the website is not large. Most DCC data is stored in the CRM. Content and web user profiles are the only data stored directly in the current CMS.**
77. Is DCC open to use database technologies like NOSQL? **DCC has invested significantly into our current database technology and are currently investing into upgrades so it would take quite the convincing to move away from our current database infrastructure.**
78. How are you handling payment gateways today? **Payment is currently handled offline due to the low volume of paid orders. We supply our resources free of charge within California. We do see this changing with the new site so PCI compliance will most likely be required with the new site.**
79. Are you managing any servers for PCI/DSS compliance? **We do not currently manage for that either, but if new website's online store for our resources move in the direction we imagine there's no problem to include PCI compliance.**
80. What kind of CRM is used by Dairy Council? Is it home-grown? If yes, what are the interfaces to access this data. **DCC's database is .NET based.**
81. What kind of Inventory management software is being used? Is it home-grown? If yes, what are the interfaces to access this data. **We currently use Solomon Accounting Software to handle inventory management, but we are not pleased with some of the hurdles presented by tying inventory management to our accounting software.**
82. Please give us some examples of B2B customers and B2C customers. Please reference our target audiences. **We typically don't fulfill orders to non-target audiences or B2B customers.**
83. Assumption: CMS Migration is out of scope for this project? Is this correct? **We will require help on content migration from our selected partner. We will work with our outgoing vendor on this transition as well.**
84. How is the current web store implemented? **It is authenticated via our CRM API calls. We do want to move towards an online store with the new website. <https://www.eatrightstore.org/> provides a model that we'd like to replicate.**
85. What is the technology stack, 3rd party products used for web store, checkout etc? **We currently do not use any 3rd party products for the web store. We are open to this with the new website though.**
86. How do you handle concurrent ordering to align with Inventory? **Currently, our CRM only surfaces inventory that's available. Please order via our QA site to experience this pathway. Register as a teacher here: <http://qa.healthyeating.org/> and go through the order process to see an example of the work flow. These orders will not be placed to our current system. By registering or changing your user to a health professional you'll see the resources that populate as they order.**
87. What type of blogging engine is used now? Are we planning to migrate this data? **It is an article viewer DNN blog tool/add-on. We do want to migrate this data, but with an eye towards consolidating blog content/articles in consultation with our web partner.**

88. How and what kind of security is implemented today? Currently the site/server has firewalls to only allow web traffic from http and https. There are also SSL certificates on the current server.
89. What kind of authorization implemented across the system? It's simply an internal authorization on the website. There is not two-factor authentication on the site.
90. What type of social integrations are required? We currently integrate with FB, Twitter, LinkedIn, Pinterest and YouTube. These can be seen as the footer on our current site.
91. How does DCC track the key issues faced by dairy industry? How should the system handle these issues? Key issues are traced outside of the website via our CRM and DCC's Nutrition Sciences team takes the lead on all key issue areas. We don't see a need for changing current tracking practices.
92. Does DCC have any existing metadata identified for content discovery? How is this handled today? DCC does have existing metadata, but it's been static since 2014. DCC wants to use this project to optimize and implement suggestions for metadata by our web partner.
93. How do you track main resources + core programs? How are they reported? Are there any requirements for BI dashboards or just periodic reports? We utilize our CRM for tracking and reporting of main resources and core programs. Some items such as PDF downloads are tracked via Google Analytics. There are not specific requirements for BI dashboards.
94. Are there any workflows built into the current systems? If yes, what are they? We do have direct publish, save draft and content approval workflows with content, however, we are not using the content approval workflow currently because of the small number of back of house CMS users.
95. Are there any messaging/queue system built into the system? For example, like order management etc. There are roughly 25 automated messages delivered via email in the system. These can be organized into 3 categories. 1) Order confirmations and order updates (10 emails). 2) Healthy Eating Planning communications (6 emails) 3) Mobile Dairy Classroom Scheduling (9 emails).
96. What kind of logging, tracing and monitoring is implemented in the current system? The current system tracks users in a variety of ways such as user activity, user role (teacher, health professional, etc), account data (created date, last login, last activity, password change or update, lock-out dates, if user is online, authorized, if deleted, etc), and other standard web user characteristics.
97. Are there any alert/notification mechanism built into the current system? There are not current alerts/notification besides a Feedblitz RSS feed for our blog.
98. How successful is your current SEO initiatives? How is your current web traffic optimized? Please see previous SEO responses.
99. How is the content classified today? Do you use metadata? Content is classified into top navigation folders. Metadata is stored on some, but not all pages, but was last updated site-wide in 2013/2014. DCC wants to use the build of a new site to address metadata and SEO by implementing current best practices.
100. Can we get a demo of current system + integration with inventory system + online ordering + CRM integration? Unfortunately, we will not be able to provide a demo of the current system prior to selecting finalists. We may be able to do a variation of the above with our final candidates.

