

Responses to Questions Re: RFP No. 2024-MC-001, Media Microsite Web Developer

Overview

Thank you for your questions as many of them helped us refine our needs and goals. We have grouped questions as best as we can based on topic and have provided answers below them. First, please read this overview for clarification, then scroll for more detailed responses:

Site purpose: The microsite is meant to showcase Chemonics, partners, and grantees' work using media to advance sustainable development outcomes. While we cannot provide specific examples at this time, these media outputs might include television shows, films, comic books, museum exhibits, music, and more. The purpose of the site is to 1) gather all these examples in one place for audiences and 2) to attract new, diverse audiences beyond the sustainable development sector. Per the RFP, the illustrative target audiences include but are not limited to private sector investors, private foundations, nongovernmental organizations, media organizations, tech start-ups, multilateral organizations, U.S. government agencies, and other potential government agencies.

Relationship with Chemonics.com. The site will be linked to our main site, Chemonics.com, but it does not need to be integrated into it. Audiences should be able to navigate to and from either site with ease. The option to integrate the two sites in the future should be possible. The sites do not need to look visually similar, but they should look like they come from the same company. We will provide and guide visual branding of the microsite with the selected vendor.

Management. The selected vendor will work with a Communications and Media Team within Chemonics. The team is well versed in branding, strategic communications, storytelling, and content development and management, and is equipped with Chemonics' visual and style guidelines. We, however, are not experts in website design and development, and that's where you come in. We want to know the best to deliver and structure our messaging in ways that are user-friendly and compelling for wide audiences. We will upload and manage most content, relying on the developer for technologically complex updates. The selected offeror will focus on keeping the site secure, running smoothly, and looking good; being proactive about addressing problems and recommending preventative updates; and suggesting new tools or approaches based on the latest standards, innovations, and best practices in websites.

The co-design process. The website design process will be iterative. **We expect at least two stages or phases.** **Phase 1** will be a simple website, perhaps only one page, that catalogues examples of our media work. See an example here in the Adobe Spark page titled "Chemonics' Contributions to Locally Led Development": <https://chemonics.com/our-approach/local-leadership/>. The first stage should be completed two months after signing of contract to meet internal corporate needs.

Phase 2 will evolve the microsite's complexity. We will then want to create multiple pages that will dive into examples more deeply, providing case studies, interviews—video or written—with media creators, resources for website visitors who may want to create their own media products, and more. This second stage can be flexible and can possibly happen in mini stages, with the goal of being launched by the end of the 2024.

There will be one contract for both phases. We expect this to be a 12-month contract, after which we will re-bid. We do not have budget information to share at this time.

Please see more specific answers below. Sections include:

- **Co-design Process**
- **Timelines, Schedules, and Milestones**
- **Site Management and Goals**
- **Site Architecture and Functionality**
- **Security and Compliance Requirements**
- **Content**
- **Branding/Visual Identity**
- **Budget**

Questions re: Co-design process

- *Can you please elaborate on what the process of co-designing the website will look like in terms of process, roles, and responsibilities? Will the chosen vendor lead the design process with the Chemonics team providing collaborative reviews and feedback to direct their work?*
- *How long do you anticipate the design phase of work to take?*
- *Regarding the use of the word “co-design” in your RFP, can you say more about the expectations around the responsibilities and collaboration between Chemonics and the partner?*
- *Can you provide examples of microsites that align with your vision in terms of design and functionality?*
- *Is your organization looking for assistance in creating high quality media in existing channels and/or potentially exploring new channels?*
- *There is mention of co-designing the site. At what level will our design team need to integrate with your design team?*
- *Are there any websites that you see as benchmarks for the type of site you would like to develop in terms of design or functionality?*
- *We would appreciate more details on your expectations for co-design services. Understanding the level of collaboration, specific roles, and desired outcomes will help us plan effectively and align our processes with your team.*
- *Can you elaborate on “refine our vision”? What is the required outcome?*
- *Can you elaborate on “strategize on the best approaches to creating a dynamic, multimedia, and user-friendly site”? Will Chemonics Marketing, Communications & Media team be the internal partner for this exercise?*
- *Are you looking for the vendor’s digital marketing support services for “co-design”, or are you looking for more technology-focused services (Development Operations services)?*
- *Confirm that content will be provided by the client. Are you expecting recommendations for the approach to storytelling? What is the required outcome – a microsite structure, or a more strategic recommendation to the client’s storytelling approach (e.g. a communications workshop)?*
- *The RFP mentions implementing a digital communications strategy and continually improving it once it is implemented. Could you elaborate on the specific scope and level of involvement you expect from the chosen firm?*
- *Can you suggest the collaboration tools that will be used for co-design efforts (e.g., Figma, Adobe XD, Sketch)?*

Answers re: the Co-design process:

- We envision the site having two initial phases. Phase 1 is a very simple site (see the Adobe Spark page toward the bottom of this page: <https://chemonics.com/our-approach/local-leadership/>.) We hope the vendor can build this initial site fairly quickly to meet basic corporate communications needs. Afterward (or even simultaneously), we can begin work on Phase 2, which will be a more complex, multi-paged site that Chemonics can add and modify content as needed in the future. While we invite ideas at any point, the bulk of the co-design process is really focused on Phase 2, and we can negotiate the schedule with the selected vendor, based on the estimated timeline they submit in their proposal. We do not have a specific timeline for Phase 2, but we'd like to launch by end of 2024.
- We are open to what the design process looks like. If the chosen vendor has an approach, process, or set of co-design tools that have worked with its clients in the past, we are open to following it. We value creativity, efficiency, and simplicity. Generally, however, through a series of virtual meetings and communications, Chemonics' Impact Lab Communications and Media Team can share our vision, goals, and ideas with the vendor. We'd like the selected vendor to share their initial reactions and offer ideas based on their experience and expertise. The selected vendor may, for instance, offer suggestions about what might be possible that our team might not be aware of and which would help us modestly refine our vision for the microsite. The outcome of these conversations would be a microsite structure that best meets our vision and needs. The vendor would then create and share a mockup of at least two design options for the microsite to capture based on those conversations to which the team will react and offer feedback. Ultimately, we are looking for a vendor with whom we can brainstorm and bounce around ideas and who can then offer the technological support to build and maintain site to house those ideas.
- We do not need support developing a digital communications strategy. We have amended the RFP accordingly.
- Chemonics will create, deliver and/or upload all content. Currently, we do not need assistance creating the media itself. Instead, we are looking for web design support to help us best showcase that media.
- For examples, please find below a few webpages we admire, though we do not necessarily expect or want to emulate them nor limit a potential vendor's thinking.
 - [Blue Heart of Europe \(patagonia.com\)](https://www.patagonia.com/)
 - [Detroit segregation wall still stands, a stark reminder of racial divisions \(nbcnews.com\)](https://www.nbcnews.com/news/DETROIT-segregation-wall-still-stands-a-stark-reminder-of-racial-divisions-rcna101101)
 - [About Nike](https://www.nike.com/)

Questions re: Timelines, Schedules, and Milestones

- *Is the timeline firm, is it based on a specific target event/date?*
- *What is driving the requested two-month timeline for the "first iteration" of the microsite,*
- *and is there any flexibility in this schedule or for partners to recommend an alternate*
- *delivery approach?*

- *What are the critical deadlines and milestones for the microsite's development and launch?*
- *What is the proposed development timeline?*
- *Regarding maintenance and support, what duration of support do you require?*
- *The RFP specifies the creation of the "first iteration of the microsite" within the first two months and mentions "anticipated additional updated versions of the microsite." To best understand the project timeline, could you clarify the scope and timing for these subsequent updates?*
- *You don't mention any non-technical cost in the cost breakdown for Task 1 and Task 4. Please confirm that you are looking for strategic communications advice (which might be offered other than on an hourly rate)*
- *For the initial release targeted within 2 months, and the next iteration releases, will Chemonics be willing to limit or adjust the scope (number of pages and features) in order for the Provider to meet the target launch?*
- *Related to the above, does Chemonics expect the Provider to work beyond working hours or on Provider holidays? Or Chemonics is willing to adjust the timeline to accommodate Provider holidays and within working hours for the day?*
- *What is the duration of the website technical support, maintenance, and continual improvement services agreement?*
- *For the co-design and development phase, Is Chemonics open to limiting the collaboration with the Provider on the first half of the business day (9am to 1pm ET)*
- *How long is mobilization period after the Provider decision/selection is made?*
- *When is project initiation planned?*
- *How long is the agreement for this task?*
- *For expected continuing changes to the website, can the Provider plan on a time-boxed 2-3 weeks development iteration? Or the next phases will be covered by a different agreement?*
- *Is there a desired timeline for completing this project?*
- *Do you have a timeline in mind for the engagement to complete and by when do you wish to launch the microsite?*

Answers re: Timelines, Schedules, and Milestones

- The contract will be split into two phases. Phase 1, the simpler version of the site, should be complete within two months of contract start. Phase 2 is more flexible with the hope of launching by end of 2024. The timeline is not bound to a specific date, however, the first iteration (Phase 1) of the microsite should be complete within two months of site development start. See Overview and Co-Design sections for more information.
- The duration of the website technical support, maintenance, and continual improvement services agreement will be 12 months, starting from the completion of Phase 1.
- We will rebid the contract after both phases are completed.
- The first iteration of the microsite will be simple and feature a library of content created by Chemonics' various projects over the year. This should be complete within two months of start date. The second iteration will explore the individual stories behind each piece of content. This stage will involve much more co-developing and therefore, we do not know how long it will take. However, the microsite should be complete by the end of

2024.

- We are willing to limit or adjust the scope (number of pages and features) for the provider to meet the target launch. We will discuss in detail with the selected provider.
- We are not looking for strategic communications services.
- There is some flexibility with the timing, however, Chemonics will need to be aware of any expected provider holidays at the beginning of the project for awareness. Working beyond typical office hours will not be required unless the milestone dates cannot be met. Milestone dates (apart from the first iteration of the site at two months) will be determined with the selected vendor/provider during the co-designing phase.
- As a global company, we will do our best to accommodate differing time zones, as long as it does not interfere with critical site development and support.
- The mobilization period/phase after a vendor is selected up to one month.
- All phases of the microsite will be covered in one agreement.
- Chemonics offices are closed on the following days:
 - New Year's Day (January 1)
 - Martin Luther King, Jr. Day
 - Memorial Day
 - Juneteenth National Independence Day (June 19)
 - U.S. Independence Day (July 4)
 - Labor Day
 - Thanksgiving Day and the day after
 - Christmas Day (December 25)

Questions re: Site Management and Goals

- *How will your microsite contribute to your business goals? (Example: Website will market our mission and our services.)*
- *Do you expect Chemonics to add all content to the new microsite?*
- *What are the key objectives for the microsite, and who is the primary target audience?*
- *How involved do you expect the vendor to be in the routine content management process?*
- *Can you explain what you are looking for with streamlining or improving processes?*
- *Can you provide more details about the target audience for the microsite and the specific engagement outcomes you are aiming to achieve? Understanding the audience's needs and preferences will help us tailor the design and functionality to maximize engagement and impact.*
- *Noting your requirement to host on Pantheon, we seek clarification on the hosting costs. Typically, the hosting account would be under your management, and the costs would be direct from Pantheon. Should our cost structure include Pantheon hosting fees, or will these be handled directly by Chemonics?*
- *Lastly, could you specify what you envision for the provision of continual technical and emergency support? Knowing the expected response times, preferred communication*

channels, and the scope of ongoing maintenance will enable us to align our support services with your operational needs.

- *There is a mention for a communications guide. Can you clarify if you're needing a communications strategy that's separate from the Microsite build?*
- *Does Chemonics require all the members of the web development team to work on the specified business hours or the Provider can assign key persons only for communication/collaboration? i.e., Digital Marketing Lead, Web Dev Lead, IT Project Manager*
- *What is the mode of support communication? ie. Ticket, Chat*
- *Do you need training or documentation on how to manage and update content?*
- *Is there a defined Chemonics holiday where Technical Support will not be required?*
- *Will Chemonics impose on tools to use or the Provider can use their recommended tools? ie. Ticketing systems, Project management, monitoring system*
- *Will Chemonics provide the licenses/subscription to technologies/platform or the Provider will handle the acquisition of these items as deliverables i.e. Pantheon hosting from non-production to live environment, project management tool, knowledge base and FAQs publishing site or repository, plug-in, analytics, and monitoring system licenses*
- *How many people will use the content management system to make changes to the site and manage it?*
- *Regarding "updating the menus," what menus is the RFP referring to? Would these refer to site navigation menus (i.e., being able to manage what the menu link label is and what page it navigates to)?*
- *Is the premise that the in-house communications and media team would manage all content (including adding/removing/updating the interactive storytelling and data visualization elements)?*
- *For regular maintenance and continual improvement, could you provide more details on any usability issues or areas for enhancement you've identified for the site? This will help us propose a maintenance plan tailored to address those specific needs.*
- *Could you provide more information about your current digital communications strategy and how the site fits into it?*
- *Can you please send us a BRD for the mentioned tasks from the RFP (particularly for Task 1), this would help us to assess and evaluate the scope of work and provide timeline, effort and cost.*
- *What is the expectation in terms of the engagement model? Are you expecting a Managed Capacity based model where we will provision the required number of resources to work and co-develop the Micro-site with your team on a monthly resource wise billing?*
- *Do you expect the vendor to provide a digital communications strategy for the microsite, or the expectation is to provide a resource who can work with your team to implement and continuously improvise the strategy?*
- *Can you please let us know the primary goal or purpose of this new microsite? Is it for promotion, information, lead generation, or are there any another purpose?*
- *Can you please let us know any specific content, features, or functionalities that are essential for achieving this goal?*
- *Who will be the intended audience for the microsite? Do you have visibility on their preferences, needs and expectations?*
- *Do the entire development team need to operate during Chemonics' core business hours of 9:00 AM ET to 5:00 PM ET?*
- *Who is responsible of the application/site availability for now?*

- *How you manage your site deployments/updates?*
- *Is end-user support (e.g., for content managers or administrative users of the microsite) required as part of the 24/7 technical support services?*
- *Which tools and technologies do you currently use for managing 24/7 Security and Technical Support?*
- *Which communication channels do you currently support? Which channels will you expect to be supported within the given cooperation?*
- *Do you require support services in multiple languages, or is English sufficient for your technical support needs?*
- *Do you expect vendor to be responsible for delivering the documentation process in future?*
- *Do you expect vendor to be responsible for delivering RCA?*
- *Can you share with us a workflow matrix for incident lifecycle in place?*
- *Is there a preference for the location of the team/agency?*
- *Would you like us to include pricing details for the hosting? Do you have a preference for hosting, or can we propose options?*

Answers re: Site Management and Goals

- This new microsite will contribute to our business goals by showcasing Chemonics and its partners' innovative media content in one place, making it more accessible to wider audiences. We will share more detail with the selected vendor.
- This is a new microsite and separate from our main site, so we cannot anticipate specific problems. We are not looking for a new vendor to manage Chemonics.com for this contract.
- Per the RFP, Chemonics will provide, manage, and update content after completion of the microsite.
- Per the RFP, the illustrative target audiences include but are not limited to private sector investors, private foundations, nongovernmental organizations, media organizations, tech start-ups, multilateral organizations, U.S. government agencies, and other potential government agencies. We can provide more context for the selected vendor.
- Per the RFP, to ensure ease of communication and collaboration, offerors must be able and willing to operate during Chemonics' core business hours of 9:00 AM ET to 5:00 PM ET. As long as we can reach someone and they are equipped to help, we have no preference about whether it is a full team or an individual contact. We do not have a preference for the geographical location of the vendor as long as they can work and be contacted during the core business hours mentioned above (we will accommodate time zones as much as possible for meetings, etc.). All communication with vendor will be conducted in English.
- We have no preferred system or set of tools for communicating with vendors (e.g., ticketing system, chat, email, etc.) as long as it is simple and efficient.
- As we already have a relationship with Pantheon, Chemonics will cover the cost if that is the chosen host for the microsite. We are open to vendor's recommendations for alternatives. We will also cover costs of licenses and subscriptions for necessary plug-

ins, etc. under consultation with our in-house IT department.

- We are looking for a vendor who can be proactive. For example, if that vendor sees a component of the microsite that could be upgraded, we welcome recommendations. If our processes for uploading content, for example, could be streamlined, we welcome recommendations. We appreciate a vendor who will identify best practices and potential solutions based on their knowledge of trends and updates in the tech and web development space.
- We currently have weekly deployment for Chemonics.com. We do not necessarily need the same for the microsite as it is a simpler site.
- We do not require the vendor's help with a digital communications strategy. We have amended the original RFP to reflect this.
- We will agree to engagement models and specific SLA expectations as a part of the contract with the selected vendor.
- Once the microsite is built, Chemonics staff should be able to make simple regular updates. We will reach out to the provider to make more complex structural changes to the site if needed in the duration of the contract.
- Chemonics' Comms and Media staff will want secure access the back-end of the microsite to make content updates as needed. At this time, access for 8 users should suffice.
- We may need training on how to upload and update content should the site be outside of WordPress. 24/7 end-user support is not necessary. However, we do want a 24/7 contact in case of major emergencies (e.g., malfunction, crashing, security breach).
- If RCA means "root cause analysis," then yes, if the website has a problem, we would ask the selected vendor to identify the cause, fix it, and help us prevent it from happening again.
- We do not have a "workflow matrix for incident lifecycle." If needed, we can work with the selected vendor to create one.

Questions re: Site Architecture and Functionality

- *Is there a proposed outline of content or site architecture that you can share?*
- *Can you provide a list of functions the microsite should provide to users?*
- *Do you need to host and manage video assets directly on the website and server or can they reside on an external platform like YouTube?*
- *Timeline states "Our goal is to have the first iteration of the microsite created within approximately the first two months upon contract execution" - can you describe an acceptable MVP for this first iteration?*
- *Does this website need a new URL or will Chemonics supply a domain?*
- *Do you already use a third-party mapping tool? If so, which one and are you satisfied with it?*
- *What level of integration do you expect the new site to have with the existing Chemonics website?*

- *If data visualizations are used, where will the data come from?*
- *Could you clarify what you mean by: “The firm will also be expected to share the suggested plug-ins”?*
- *How do you expect visitors to know about and get to the microsite?*
- *How should the new microsite integrate with your current WordPress platform and Microsoft environment?*
- *Can you elaborate more on complementing and working seamlessly with your existing site? Would there need to be integration between the two sites?*
- *For tracking website analytics, would you like Google Analytics installed? Or do you have a different tool in mind?*
- *Will there be any third party applications to integrate?*
- *Are you using an existing interactive maps software?*
- *Are we using Pantheon for the hosting?*
- *Are there any specific functionalities or features that the microsite must include, such as subscription forms, or interactive elements?*
- *Understanding the precise nature of the integration with your current WordPress website is crucial. Could you elaborate on how you envision the microsite integrating with Chemonics.com? Are we looking at data sharing, visual design consistency, user experience continuity, or all of these aspects?*
- *Can we directly replicate or utilize the design elements and structure from the current WordPress website to initiate the development of the microsite? This approach would ensure brand consistency, streamline the design process, and potentially result in cost savings and a faster development timeline, leveraging the existing theme, templates, and style guides.*
- *What are the anticipated device types the microsite should work on (mobile, tablet, desktop)?*
- *Are there any integrations with the main site expected from the microsite?*
- *Will there be a pilot phase/UAT phase with a limited number of users?*
- *What level of analytics do you need? Would you like to track any metrics in addition to basic web analytics?*
- *Are there any third-party services or APIs that the microsite needs to integrate with (e.g., CRM systems, email marketing platforms)?*
- *Will the microsite require user authentication or registration?*
- *Aside from the integration with the main website, is there any Chemonics system or 3rd party tools integration like CRM?*
- *Do you have any SEO goals or requirements for the website?*
- *Do you require any custom functionality or development beyond what standard WordPress features and plugins offer?*
- *Will the website need multi-language support or localization capabilities?*
- *Do you need a search tool on this site?*
- *How many page types are needed on this site? For example, the home page is one type, and maybe a detail page to present each TV series, documentaries, books, comics, and other content product. How many total page types will you need?*
- *How many total pages will you have on this site?*
- *Are there any integrations of other software tools to this site?*
- *Do you envision a site that is composed of multiple, defined content pages (i.e., home page, about page, gallery page, etc...), or would this be a site that can display a portfolio of content to users where each page is dedicated to a certain category of content? The core of this question is to determine roughly how many pages we would be building.*

- *Do you anticipate any additional features and functionality on the site pages outside of displaying content?*
 - *User's ability to filter content shown by type, category or some other qualifier?*
 - *User's ability to fill out forms to provide contact information?*
 - *Any eCommerce capabilities? User's ability to purchase anything on the site?*
 - *User's ability to sign in, sign out, access, and manage a user profile of any type? Displaying certain page and page content only to certain levels of users.*
 - *Any social platform features (i.e., liking content, favoriting content, posting feedback, commenting on content or other posts, friending other users, etc...)*
 - *Displaying animation*
 - *What are the functionalities you are looking for in the Micro Website*
 - *Does the Microsite need to be synced with the main webpage: for example, if there are news updates on the main website, do those new updates need to sync with the website?*
 - *How many users will need access to the Micro website to update the content?*
 - *Are there any Microsoft services you want to include on the Micro Website?*
- *What are your SLA expectations?*
- *What is the proposed structure for the new microsite?*
- *What types of content should be included on the microsite, such as newsfeeds, videos, simple content pages, or complex animations?*
- *Is there a requirement to integrate the microsite with any third-party solutions or other systems within the company?*
- *Should the microsite have built-in analytics and SEO optimization? If so, who will be responsible for creating ad campaigns and implementing analytic code?*
- *Are there any specific plugins that need to be utilized for the microsite?*
- *What kind of environments do you have? (dev, qa, stage, prod)*
- *How backups are organised?*
- *What monitoring system do you use for your site? GA4*
- *How many digital content are you going to upload to the new site?*
- *What are database and site disk usage for now?*
- *Which success metrics will be applied for the project?*
- *Will an existing WordPress theme be used for the microsite, or do we need to have a custom theme? If there is a provision for custom theme, can you let us know the criteria that should be considered?*
- *Do we have to create a navigational link to the microsite from the Main Site?*
- *Are there any third-party integrations needed (e.g., social media feeds, analytics, CRM)?*
- *Can we install and activate plugins that enhance the functionality of your microsite? This might include contact form plugins, social media integration, or any other features that align with your goals*
- *Do you have an existing SEO plugin that you're currently using (e.g., Yoast SEO, Rank Math)?*
- *Are there specific design considerations for the microsite to address responsiveness for various devices (desktop, tablet, mobile) in order to ensure the microsite is fully responsive and optimized for any devices.*
- *Will an existing WordPress theme be used for the microsite, or do we need to have a custom theme? If there is a provision for custom theme, can you let us know the criteria that should be considered?*
- *Do we have to create a navigational link to the microsite from the Main Site?*
- *Is it a fresh development or a redesign and editing of current web assets?*

- *Can we estimate the number of pages required for the development of the website?*
- *Are you open to us developing the website on WordPress?*
- *Do we need to factor in pricing for domain and SSL? If so, do you have specific domain name/s in mind?*
- *Which devices should the microsite be compatible with (web only, mobile, tablets, etc.)?*
- *Is there a need for a search functionality on the microsite?*
- *How many user session expected per month?*
- *What are the page load time and other performance requirements?*
- *Does the microsite require functionality for users to create accounts and authorize access?*
- *If question above will be "yes" should we integrate user sessions between microsite and chemonics.com?*

Answers re: Site Architecture and Functionality

Please see our responses below. If we do not directly address your question, it means we will discuss it with the selected vendor at the time of contract.

- The MVP for Phase 1 will be a simple yet visually engaging microsite. Further details will be discussed with selected vendor at the contract stage.
- We will need a new URL and domain for this site. We discuss further details with the selected vendor.
- For the Phase 1 version of the site, [something simple like this](#) may suffice for the structure. For Phase 2, we would like to collaborate with the selected offeror on the structure that will be user friendly and tell the story we'd like to tell. We do not have an outline of the structure. We want this to be living, iterative site, we cannot say for sure how many pages there will be at this stage. Page types in Phase 2 may include but are not limited to a home page, individual pages, blog posts, videos, gallery images, contact pages. We will want a search function. There may be a pilot phase for Phase 2.
- We would like the selected vendor to advise us on any necessary or useful plug-ins based on their expertise and leading industry best practices to keep the site user-friendly, secure, and engaging, particularly in Phase 2.
- The microsite will simply be hyperlinked to our primary website (Chemonics.com) at this time. No other integration, data-sharing, etc. should be needed for the duration of this contract. That said, should we wish to integrate the two sites in the future, we do not want it to be more difficult to do so than it would need to be.
- Visitors will access the site via a link on our primary website, social media outlets, and all the typical ways visitors access the websites.
- Our current site uses Pantheon, Yoast SEO, Google Analytics (GA4), and a staging environment. Given that we already have Pantheon for our primary website, Chemonics.com, we think it makes sense to use Pantheon to host this new microsite, though we are open to advice and recommendations from offerors. We would also like to use Google Analytics.

- Per the RFP, we currently use WordPress but we are not committed to WordPress if the offeror can make a strong argument for a different platform.
- At this time, the microsite does not need to integrate with any CRMs, e-commerce software, etc.
- The microsite does not need to (and should not) mirror the primary website exactly.
- Microsite should be accessible across two most recent major desktop versions of Edge, Firefox, Google Chrome, and Safari. It should also be accessible from and responsive to mobile and tablet devices in the iOS and Android families running the most recent versions of their core operating system.
- Chemonics Comms and Media staff will want secure access the back-end of the microsite to make content updates as needed. At this time, access for 8 users should suffice.
- Yes, we would like SEO for the microsite. Ad campaigns will be unlikely and will be the responsibility of Chemonics. We can discuss in more detail with the selected vendor.
- We will agree to SLA expectations and success metrics as part of the contract with the selected vendor.

Questions re: Security and Compliance Requirements

- *Will Chemonics perform the Information Security function such as penetration testing and periodic VA Scan? Or Chemonics expect the Provider to cover this?*
- *How do you envision the process for applying regular security updates and patches? Are there preferred schedules or downtime windows for these updates?*
- *Beyond GDPR, are there other regulatory compliance or data protection standards that the technical support team should be aware of?*
- *What specific security standards (e.g., GDPR) and accessibility guidelines (e.g., ADA, WCAG) must the microsite meet?*
- *Our understanding is that the scope of security services is limited to managing security through microsite's underlying platform's configurations & capabilities. Is this correct? Or Chemonics intends vendor to build security infrastructure over the microsite?*
- *Are there any compliances which may be applicable to the microsite?*
- *Is the microsite expected to deal with financial or sensitive information?*
- *Does the media hosted and circulated on microsite requires special protection like rights management?*
- *Are SAST (Static Application Security Testing) & DAST (Dynamic Application Security Testing) to be considered in the scope?*
- *Does the vendor needs to undertake periodic VA/PT (Vulnerability assessment/Penetration test) for the microsite?*
- *What are the key privacy requirements for the microsite?*
- *What is GDPR applicability for the microsite?*

- *Will the website collect European Citizens (customers) personal information that would attract GDPR compliance?*
- *Is the 24x7 security monitoring service required in-house on-site or to be provided remotely?*

Answers re: Security and Compliance Requirements

- Per the RFP, GDPR compliance is critical. We are a global organization. We may want to collect basic contact information—with site visitors' explicit permission—such as name, organization/role, country, and e-mail for the purpose adding interested parties to our email outreach lists. No financial, e-commerce, or other private information will be on the microsite.
- Per the RFP under “Scope of Work,” the Media microsite should also be Americans for Disability Act (ADA) and Web Content Accessibility Guidelines (WCAG) compliant.
- We will look to the selected vendor to advise on security best practices and tools in collaboration with our internal IT division. Likely, however, this means overseeing the microsite's security through its underlying platform's configurations and capabilities—along with any plug-ins recommended by the vendor, Chemonics' IT division, and industry best practices. We expect all testing to be within the scope of work.
- We would like the offeror to provide proactive website maintenance by ensuring that available security updates and patches for the core software and modules/plugins are applied at least once monthly.
- We expect the selected offeror to conduct a PHP upgrade to ensure the site is running on the latest supported version, in accordance with PHP end-of-life scheduling. Offeror should coordinate this upgrade with Chemonics as needed to ensure the hosting environment is updated as well.
- We would like the selected offeror to conduct a full audit of any plugins or modules at a to-be-determined interval to ensure there is no deprecated code or functionality that is no longer receiving security support. We would also like them to advise on plugin removal or replacement as/if needed.
- The selected offeror will work with in-house IT team to ensure microsite security. All security (and other work) will be remote.

Questions re: Content

- *How much content is expected to be included at launch?*
- *How often will the site's content be updated after launch?*
- *What level of interactivity are you expecting for maps on the site?*
- *Do you have an example of content on your existing site that would be contained on the new microsite?*
- *Chemonics mentions their media products including TV series, documentaries, books, comics, and other content products. We found your YouTube and Instagram channels -*

are there other materials you could point us to for reference? Is there any hierarchy amongst these channels in terms of importance to the Chemonics mission?

- *Are there any upcoming significant events Chemonics is hosting / participating in that would yield new media?*
- *Do you have existing marketing videos and/or photography to use on the new website?*
- *Do you already have an interactive map you want us to integrate?*
- *Do you have examples of maps and drawings, graphics depicting complex data and information, and multi-scale aerial images that you like?*
- *Are we illustrating any maps or updating existing map illustrations?*
- *What will be the content type for the microsite? Will it include a mix of blog posts, articles, visuals, videos, and interactive elements?*
- *What types of content would you need to manage? Text, photos, videos, menus, and graphics were specified, as well as other types of content. Are those additional content types known at this time?*
- *Do you have the number of resources in mind for each of the Tasks or do you want us to estimate based on more detailed requirements that you will share with us?*
- *How the microsite will be integrated with chemonics.com? Will it show some content or any other information from chemonics.com?*
- *In terms of technical support, would you also need content development or the creation of new pages during the maintenance period?*

Answers re: Content

- For Phase 1, we will simply need one page that scrolls. For Phase 2, content updates will be iterative.
- Per the RFP, Chemonics' Impact Lab Communications and Media Team will identify, curate, and manage the content for the microsite. Routine content management will be managed by our in-house communications and media team. This includes creating and uploading text, photos, videos, graphics, and other types of content, as well as updating the menus. We seek an innovative thought partner in discovering how to showcase this content, but we do not anticipate content development or creation support from the selected vendor.
- Content may include photos, photo sliders, videos, blog/written content. We are interested in visual, interactive maps in theory, but do not expect or need these immediately for Phase 1 or 2. There is no hierarchy in terms of social media channels we plan to use to promote the microsite's content.
- While we cannot provide specific examples publicly at this time, these media outputs might include television shows, films, comic books, museum exhibits, music, and more.
- The website will be iterative, and we hope to add more material as new content comes to light or is developed, so we cannot give a precise number of pages or content types at this time.
- Microsite should be accessible across two most recent major desktop versions of Edge, Firefox, Chrome, and Safari. It should also be accessible to mobile and tablet devices in the iOS and Android families running the most recent versions of their core operating system.

- We will discuss data visualization with offeror upon contract and are open to their suggestions about how to visualize data content.
- We like the look and feel of these pages, though we do not expect or want to emulate them exactly nor do we want to limit a potential vendor's thinking or creativity.
 - [Blue Heart of Europe \(patagonia.com\)](http://patagonia.com)
 - [Detroit segregation wall still stands, a stark reminder of racial divisions \(nbcnews.com\)](http://nbcnews.com)
 - [About Nike](http://nike.com)
- There may be some content overlap between Chemonics.com and the microsite, all of which the Chemonics Comms and Media team will manage. That content may be duplicative for strategic purposes but will not need to be integrated between the sites for the duration of this contract.
- We will discuss any potential events that may yield new media with the selected vendor when and if relevant to the building and management of the microsite.

Questions re: Branding/Visual Identity

- *The RFP states "(The Microsite) should be compatible with and able to complement Chemonics' primary website." Does this refer to visual/branding correspondence, or do you anticipate any technical or back-end interoperability between websites?*
- *How different can this microsite look from Chemonics.com? Are we able to propose unique content presentations/layouts while staying with the Chemonics brand?*
- *Is there an established Chemonics branding / visual style guide that should be followed? If so, can you share this in advance?*
- *What are the branding requirements for the microsite?*
- *Do you want the vendor to follow specific branding guidelines or design preferences to align visual elements, colors, and fonts as per the main website?*
- *Will Chemonics provide us with branding guidelines or existing branding elements that must be incorporated into the Micro-Website?*

Answers re: Branding/Visual Identity

- Chemonics' team expects and welcomes ideas and input from the offeror on the microsite's layout and look. The microsite does not need to look like Chemonics.com. We would like the microsite to have a distinct look. That said, the sites should still look like they come from the same company.
- Chemonics will supply the selected vendor with branding guidelines after signing of contract.
- The microsite should include Chemonics logo and use some/all of Chemonics' core brand colors (to be shared with selected vendor after execution of contract). Chemonics' Graphic Design Team will review designs with the Chemonics Communications and Media Team to ensure alignment with corporate branding standards.

- The microsite will link to Chemonics.com (and vice versa) but we do not anticipate further interoperability at this time.

Questions re: Budget

- *What is your budget?*
- *What is your available budget for this project?*
- *If able, has there a specific budget range established for this project?*
- *The RFP requests consistent monthly costs for some aspects, but the total timeframe is unclear. To provide an accurate cost estimate, could you specify the desired duration for this consistent monthly pricing?*
- *Is there a working budget for the project?*
- *What is the budget for this project?*
- *Can you please elaborate a bit more about Task 3 on the expectation from the vendor to provide estimates and staffing for management of hosting and platform*
- *Are you able to share a budgetary range so we can propose an appropriate scope of work to best meet your needs?*

Answer re: Budget

We do not have information to disclose at this time. Please see the Cost section of the RFP for guidance.