



**CCAB Website Redesign/Refresh 2024**

**Request for Proposals**

**ADDENDUM**

***Issued Dec. 15, 2023***

<b>NOTICE TO ALL POTENTIAL RESPONDENTS</b>		
<p>The Request for Proposals (RFP) is modified as set forth in this Addendum. The original RFP Documents and any previously issued addenda remain in full force and effect, except as modified by this Addendum, which is hereby made part of the RFP. Respondent shall take this Addendum into consideration when preparing and submitting its Proposal.</p>		
<b>The Proposal submittal deadline remains the same and is not changed by this Addendum.</b>		
<b>Item</b>	<b>Section</b>	<b>Description of Changes to RFP in Addendum</b>
1.1		
1.2		
<b>Questions and Answers Addendum</b>		
2.1	<p>Depending on the priorities, time investment, technology needs and team, a website redevelopment of this kind could cost anywhere from \$20K to \$200K. Do you have a ballpark budget range set for the work?</p>	<p>We are not sharing any budget information at this time. We would like to bidders to take a look at the website to determine how much of an investment they think is required. Please note, submissions are not awarded points simply on a low-bid basis. They will be evaluated on whether the proposed budget is reasonable and realistic for the scope of work proposed.</p>

2.2	<p>What is driving the required timeline?</p> <p>When will the new brand be available for the work? Will brand guidelines and any other briefing or documentation be shared before the project starts?</p>	<p>Our 40<sup>th</sup> anniversary is driving the timeline. We would like to launch the refreshed website with the new branding immediately after the anniversary event on May 28 and, 29, 2024.</p>
2.4	<p>Improving the experience of a website with a new structure and design will require assessing and refreshing the content. Is this considered in scope or are you looking for recommendations around content that would be executed internally?</p>	<p>We are looking for recommendation around content that would be executed internally by subject matter experts on CCAB teams.</p>
2.5	<p>How do you expect the brand update to impact your content?</p>	<p>We expect it will impact some sections of the website more than others, but many, not significantly. Recommendations for improving content can be noted by CCAB and completed on an ongoing basis after the conclusion of the contract.</p>
2.6	<p>In the budget table it looks like there's an expectation for an overall project budget, whereas under recommendations and planning as a deliverable is a critical path and budget for the work. Is budget to be estimated ahead of the work but then can be revised based on findings and recommendations?</p>	<p>Yes, budgets need to be estimated with the best information available at the time they are submitted, but it is understood there could be adjustments to the budget. Ideally, we would like to see project highs and lows (ranges) represented in the budget.</p>

2.7	For the proposal requirements, are you expecting the original RFP document provided filled out as the entire proposal, or can a separate proposal following the RFP structure be provided?	The RFP submission requirements must be completed as outlined. Bidders are welcome to submit supporting documents, but our evaluators are under no obligation to review any documents other than what can be found in the proposal template.

**END OF ADDENDUM**