

Existing Website Domain: Which domain is considered to be the 'existing website'? We believe that it's TownofChestertown.com, but the RFP mentions Chestertown.gov and Chestertown.com as well. **Chestertown.com is the site with townofchestertown.com surviving as an alias. We will migrate to chestertown.gov with the new site.**

Reasons for Website Rebuild: Can you share any of the specific reasons or issues for why the rebuild is necessary? **The current site is a mess, both visually and the way links and pages are available. There isn't much positive I have to say about the site.**

Current Website Feedback: What aspects of your current website do you like and dislike? **I dislike the layout, the prominence of community and commercial notifications over accessibility to public records and government information. The site was set up years ago and has been administered by someone who for years received no direction and so left to develop in a vacuum became what it is. I intend to bring all content management in-house to the Town Manager's office.**

New Website Page Count: Approximately how many pages are you envisioning for the new website? **Likely between 150 and 200 pages.**

Budget Constraints: Are there specific budget constraints for Website Design, Development, and Migration that you can share? **There are no "constraints" as such. We are budgeting a maximum cost of \$10,000 for the redesign, migration, training, launch and first year hosting. Annual hosting costs for years two and three need to be competitive.**

Content Publishing Approval Process: Do you need to be able to manage content publishing approval processes? **Yes.**

SEO Assistance: Do you need assistance with search engine optimization? **Not really.**

Subscription Options: Do you need to continue to offer subscription options? **Yes.**

Content Migration: Is there content on the current site that you know at this time that will not be migrated? **All of the Events section, most of the Visitors section.**

Clarification on Proposal Volumes: In which volume should the Website Design, Development, and Hosting Price Proposal be included as per the RFP—Volume 1 (Qualifications Proposal) or Volume 2 (Financial Proposal)? **Volume 1; cost estimate belongs in 2.**

Additionally, would you prefer a detailed price breakdown in Volume 2? **Yes.**

As part of the estimate, is the intention to migrate all content (images, copy, music/videos) and as is into the new design? **No, content specifically excluded includes the entire events section and most of the visitor's section. Additionally, there are numerous outdated documents and sources of information that will not be on the new site.**

Please define "a hosting facility outside its institutional technical architecture"? **The website should be hosted with a third-party**

Please specify the frequency and type of security updates expected for the site? **As a standard the website will receive an SSL certificate. Login security should be available through the Microsoft Identity Server.**

Please provide more details around downtime and maintenance windows? **The town expects the site to be available during times and days most people would be viewing the site. Maintenance when needed should be done when data indicates less activity, so either early morning or overnight.**

Are you requiring on-call staff 24/7? **No, normal business hours for a firm working with clients in the eastern time zone, Monday through Friday.**

Are there any specific accessibility guidelines that we should expect to adhere to other than ADA compliance? **ADA compliance is the required standard.**

Project Vision and Priorities: Could you share more about your vision for the new website? Are there any specific functionalities or design elements that you consider essential? **The website must be centered on providing town information and public records in a clear and easy to navigate way.**

Integration Needs: How does Chestertown anticipate the integration of the new website with existing systems or databases, especially considering any unique data management requirements? **The website must be able to integrate the current utility and permit payment portals. We do not require any database integration.**

User Experience: We noticed your emphasis on a user-friendly interface. Could you provide examples of websites that align with your vision in terms of user experience and design? **Yes, and I'm glad you asked. The single best website, and the one which I aspire the Chestertown site to resemble, is The Town of Somerset, MD site. <https://www.townofsomerset.com/index.php>**

Content Management Specifics: What are your expectations for the content

management system, particularly regarding Drupal features or modules? **Please see above.**

Accessibility and Compliance: Are there specific guidelines or standards for ADA compliance that we should be aware of to ensure the website is accessible to all users? **Full ADA compliance is the required standard.**

Performance and Scalability: What are your key performance indicators for the website, and how do you envision its evolution over the next few years? **Not at this time.**

Security and Maintenance: Could you elaborate on your security requirements and expectations for ongoing maintenance and updates? **Please see above.**

Training and Support: What kind of training and documentation will your team require for managing the website after its launch? **It is essential for the staff to understand all aspects of content management, and this must occur before launch.**

Budget and Timeline: Do you have a specific budget range and timeline in mind for this project, including critical milestones? **The not to exceed cost is \$10,000 for design, migration, training, and launch with first year hosting cost included. From notice to proceed the town is expecting completion within sixteen weeks.**

Future-Proofing: Considering the rapid evolution of digital platforms, how would you like us to address future scalability and adaptability in our proposal? **Not included in the bid at this time.**