



## **Website Redevelopment and Implementation Request for Proposals ADDENDUM**

Answers to Questions Issued: May 27, 2025

The Website Redevelopment and Implementation Request for Proposals Addendum consists of thirty-one (31) of pages and contains the following information to be incorporated into the RFP.

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Line	Vendor Question	FPWC's Response
<b>1. Vendor Eligibility &amp; Submissions</b>		
	Is there an incumbent vendor currently supporting FPWC's website hosting, maintenance, or development?	FPWC does not utilize an incumbent agency.
	Who are previous incumbents on this project?	FPWC does not utilize an incumbent agency.
	Will the incumbent vendor be eligible to submit a proposal for this RFP?	No, FPWC does not utilize an incumbent agency.
	Are offshore/remote vendors eligible to submit, provided they can meet the scope, timeline, accessibility, cybersecurity, communication, training, and support requirements?	Yes.
	Will remote participation be acceptable or in-person demonstrations or interviews are mandatory?	In-person demonstrations and interviews are preferred but not mandatory.
	Can vendor provide entire services from offshore location (outside US geography)?	Considerations will be made pending details of the services and fees (in U.S. dollars) provided in the vendor proposal.
	Work will be onsite or remote?	
	Can the work for this project be performed remotely?	
	If remote work is allowed, can a portion of the work be performed from outside the United States, such as from India?	

	<p>Are proposals accepted from firms registered in other U.S. states that will complete Illinois foreign entity registration upon contract award?</p>	<p>Yes.</p>
	<p>Is there a preference for local vendors?</p>	<p>FPWC will give all possible consideration to local business establishments, providing they are competitive in their bidding, quotations and/or services. However, FPWC must abide by all laws and regulations that apply to awarding contracts and cannot discriminate against businesses not established locally.</p>
	<p>The RFP mentions that applicants must be licensed and registered to do business in Illinois upon contract award. Could you please confirm whether this is required only after selection, and not at the proposal stage?</p>	<p>Vendor must be able to acquire licensure and registration to do business in Illinois within 30 days of the contract award.</p>
	<p>Are there any insurance, tax forms, notarised documents, affidavits, or local presence requirements applicable before award or during contracting?</p>	<p>Vendor must submit a W-4 form and be licensed and registered to do business in Illinois within 30 days of the contract award.</p>
	<p>Does FPWC permit the prime contractor to utilize specialized subcontractors or independent consultants for targeted components of the project?</p>	<p>Yes.</p>
	<p>The RFP notes a strict 10 MB size limit for incoming emails and explicitly prefers a single PDF submission. High-quality technical proposals, resumes, and case studies can easily exceed this file size. If our finalized submission</p>	<p>Proposals should be submitted as a single PDF. Emailed proposals with attachments greater than 10 MB may not be received and no error message will be generated. Download links are</p>

	<p>file exceeds 10 MB, would FPWC allow us to submit a secure cloud download link (e.g., Google Drive or Dropbox) within the email body, or should we intentionally split the presentation into compressed volumes to guarantee email delivery?</p>	<p>not acceptable forms of proposal submissions.</p>
<p><b>2. Budget</b></p>		
	<p>Is there an estimated budget range or a not-to-exceed amount established for this project?</p>	<p>FPWC will not be providing a budget range for this project. Proposals will help inform budgetary decisions for the project.</p>
	<p>Is there an approved budget established for this initiative or are you looking for proposals to help inform future budgeting decisions?</p>	
	<p>Does FPWC have a target budget range or not-to-exceed figure for the combined scope (two site builds, multi-site CMS implementation, content migration, and 5-year maintenance)?</p>	
	<p>Is FPWC currently operating within an anticipated budget range or phased funding structure for this initiative?</p>	
	<p>What is the annual budget allocated for this RFP?</p>	
	<p>What is the total budget for this contract?</p>	
	<p>What is the allocated budget for the opportunity?</p>	
	<p>What is your project budget? Any range to not exceed?</p>	

	Does FPWC have a specific not-to-exceed figure or budget range for the initial development and migration phase?	
	Is there an anticipated budget range for the project that you're able to share?	
	Is there an established budget range for this project?	FPWC will not be providing a budget range for this project. Proposals will help inform budgetary decisions for the project.
	Does FPWC have an investment range or ceiling in mind for this engagement?	
	Is FPWC expecting a detailed pricing breakdown that includes deliverables and/or hourly rates for the resources assigned to the project?	
	Should hosting costs be included in the proposal pricing, or will FPWC procure hosting separately?	Hosting costs should be included in the proposal pricing.
	If hosting is expected to be included, what are the required uptime expectations and/or SLA requirements?	FPWC expects 99.9% uptime for each website.
	What is FPWC's expected annual hosting and support budget ceiling for years 2-5 so we can structure a 5-year total-cost proposal that aligns with funding expectations?	FPWC will not be providing a budget range for this project. Proposals will help inform budgetary decisions for the project.
	The RFP lists 5-year maintenance and support as a deliverable. Should pricing for years 2-5 be	Pricing for maintenance and support should be presented as a separate annual line item.

	presented as a separate annual line item, or rolled into the total project cost?	
	For the required 5-year maintenance and support plan, is FPWC seeking a fixed-price contract for the full duration, or should proposals account for potential annual adjustments based on inflation or hosting cost changes?	FPWC is seeking a single five-year fixed price contract.
	Is the 5-year maintenance and support budget expected to be included within a single overall contract ceiling, or will it be evaluated and funded separately from the development phase?	Maintenance and support costs should be itemized separately from development costs.
	For the five-year maintenance and support plan, would FPWC prefer pricing to be presented as: <ul style="list-style-type: none"> <li>a) a single five-year fixed engagement</li> <li>b) Year 1 included with four optional annual renewals at agreed rates, or</li> <li>c) a recurring hourly support retainer with annual hour allocations?</li> </ul>	FPWC is seeking a single five-year fixed price contract.
	Is the anticipated contract structure fixed-price, time-and materials, or a hybrid?	FPWC is seeking a single five-year fixed price contract.
	Is there a pricing template that offerors are expected to use, or may pricing be submitted in the offeror's own MS Excel format?	Pricing may be submitted in the format of the vendor's choosing.
<b>3. Staff &amp; Stakeholders</b>		
	How many primary stakeholders will be involved in discovery?	There are three primary stakeholders (the Executive Director, Administrative

		Services Manager, and Communications Coordinator).
	Beyond the Communications Coordinator, Executive Director, and Administrative Services Manager, who else will be involved in reviewing or approving major project milestones?	Department directors will be involved in reviewing content and functionality specific to their departmental needs.
	What is the team's general availability for interviews, workshops, and feedback during the project?	Availability will be determined with the selected vendor on a date-by-date basis.
	Who holds final design and content approval authority?	The Executive Director, Administrative Services Manager, and Communications Coordinator.
	Approximately how many rounds of review should we plan for at each phase?	Proposers should plan for three rounds of review per phase.
	Should we plan the timeline around a Board vote at a monthly meeting?	Yes. The FPWC Board of Commissioners is expected to vote on the contract award on Wednesday, July 15, 2026.
<b>4. Timeline</b>		
	Does FPWC anticipate both websites (FPWC and FPWC Golf) being designed and launched simultaneously, or should vendors assume a phased approach? If phased, which website should be treated as the higher priority?	Both websites (FPWC and FPWC Golf) should be designed and launched simultaneously.
	We kindly request a 1-2 week extension of the proposal submission deadline to ensure a thorough and high-quality response.	Proposals must be submitted to Sarah Lorenz ( <a href="mailto:slorenz@winnebagoforest.org">slorenz@winnebagoforest.org</a> ) via email by 4:30 p.m. CST on Wednesday, June 10, 2026.

<b>5. Site Management</b>		
	<p>What are you hoping for in terms of a multi-site management tool? Is this access to your website backend for managing content?</p>	<p>FPWC is seeking a multi-site management tool that will allow staff to manage and create public-facing content, manage subscriber lists, manage event registrations, manage employment applications, send email correspondence to subscribers, and monitor site performance analytics and metrics.</p>
	<p>Should the vendor include hosting in the proposal, or does FPWC have existing hosting infrastructure to utilize?</p>	<p>Vendors should include hosting in their proposal.</p>
	<p>Where is your site currently hosted? Are you open to hosting with another service?</p>	<p>Both the FPWC and FPWC golf websites are currently hosted through Wix. FPWC is open to hosting with another service.</p>
	<p>Is hosting expected to be provided by the vendor, or does FPWC have existing hosting infrastructure or a preferred provider?</p>	<p>Vendors are expected to provide hosting for both the FPWC and FPWC Golf websites. FPWC does not have a preferred provider.</p>
	<p>The RFP identifies "selection and implementation of a multi-side management tool" as both a minimum requirement and a deliverable. Should respondents propose a recommended multi-site management approach as part of the proposal, or is FPWC expecting a formal evaluation phase post award in which multiple platforms are assessed collaboratively before selection? If a recommendation is preferred at the proposal stage, are there platforms FPWC has already considered or wishes to exclude?</p>	<p>Vendors should include a recommended multi-site management approach as part of their proposal. FPWC currently utilizes Wix to manage both websites and would like to explore hosting and management options other than Wix. Staff have prior experience with WordPress but are open to other CMS recommendations if intuitive.</p>

	<p>The RFP mentions implementation of a “multi-site management tool.” Is FPWC open to vendor recommendations regarding the CMS and multi-site architecture? Would FPWC consider a Drupal-based multisite solution to support centralized content management, governance, scalability, and long-term maintainability for both websites?</p>	<p>Vendors should include a recommended multi-site management approach as part of their proposal. FPWC would consider a Drupal-based solution.</p>
	<p>The RFP mentions the selection and implementation of a multi-site management tool. Does the District have a preferred Content Management System (CMS) framework in mind (e.g., WordPress Multisite, Drupal, or a headless architecture), or are you open to vendor recommendations based on your security and staffing needs?</p>	
	<p>Does FPWC have a preferred CMS or technology stack (e.g., WordPress, Drupal, proprietary SaaS) or is the selection of the multi-site management tool entirely vendor-proposed?</p>	<p>FPWC does not have a preferred CMS. Vendors should include a recommended multi-site management approach as part of their proposal.</p>
	<p>Is FPWC open to vendor-recommended hosting and managed hosting solutions? If so, would FPWC consider a managed Drupal hosting platform such as Acquia Cloud Platform to support security, scalability, disaster recovery, and long-term maintenance?</p>	<p>Vendors should include a recommended multi-site management and hosting solution as part of their proposal. FPWC would consider a Drupal-based solution.</p>
	<p>Does FPWC have a preferred CMS direction (WordPress, Titan CMS, Drupal, other), or is the vendor expected to recommend the platform as part of the proposal?</p>	<p>FPWC does not have a preferred CMS. Vendors should include a recommended multi-site management approach as part of their proposal.</p>

	Given the current deployment on Wix, does FPWC have an institutional preference for a specific open-source multi-site platform?	FPWC does not have a preferred CMS.
	Do you have any preferred CMS to be used? WordPress/Drupal?	
	Does FPWC have a preferred CMS platform or hosting environment, or have any platforms been explored?	
	Does FPWC have a preferred Content Management System for the redesigned sites?	
	What hosting solutions does the agency prefer?	FPWC does not have a preferred hosting solution.
	Are you open to WordPress as the CMS for your sites?	FPWC would consider a WordPress as a CMS approach.
	Is there a preference toward open-source platforms or proprietary platforms?	FPWC prefers open-source platforms.
	Is there a preference for cloud-managed hosting versus self-managed hosting environments?	FPWC is open to both cloud-managed hosting and self-managed hosting, dependent on the platform meeting security requirements and being cost effective.
	Is FPWC expecting a complete information architecture (IA) and sitemap restructuring exercise, or should vendors assume the existing site structures will largely remain intact?	FPWC expects a complete information architecture and sitemap restructuring for both websites.

	Do you anticipate the two websites sharing components, templates, or content structures within the selected multi-site management platform?	Yes. Ideally, each website would share a skin while still adhering to their individual branding.
	Will the selected vendor receive full administrative access to the existing Wix environment, including website content, assets, forms, analytics, and domain/DNS settings during transition?	Yes.
	If selected, can we have access to current website analytics?	Yes.
<b>6. Site Security</b>		
	Are there any cybersecurity requirements vendors must meet?	Both websites must be in compliance with ISO/IEC 27001 standards, supplemented by ISO/IEC 27002 standards.
	The RFP references ISO/IEC cybersecurity standards. Could you clarify which specific standard(s) FPWC is referencing (e.g., ISO 27001, ISO 27002, NIST CSF)?	
	The RFP references compliance with ISO/IEC cybersecurity standards. Could FPWC clarify if there are any specific ISO/IEC standards or security requirements expected?	
	Are there any internal IT/security policies vendors must comply with beyond ISO/IEC references?	Internal IT and security policies will be discussed with the selected vendor.
<b>7. Accessibility</b>		
	Is FPWC expecting offerors to provide a VPAT (Voluntary Product Accessibility Template)? If	Vendors may utilize the ITI VPAT 2.5 Rev WCAG (April 2025). This template can be

	so, could FPWC please provide the preferred template or required format?	accessed at <a href="http://www.itic.org/policy/accessibility/vpat">www.itic.org/policy/accessibility/vpat</a> .
	The RFP requires vendors to submit a VPAT or ACR demonstrating WCAG 2.2 AA compliance. Is FPWC expecting this documentation to reflect the vendor's proposed platform or CMS, or the vendor's prior delivered work product?	Vendors should provide documentation that reflects both the proposed platform and the vendor's prior delivered work product.
	To ensure seamless compliance, will FPWC require an independent third-party accessibility audit prior to the live launch, or will the vendor's internal QA and provided Accessibility Conformance Report (ACR/VPAT) serve as the final verification?	The vendor's internal ACR/VPAT will be acceptable. No independent third-party accessibility audit is required.
	Can FPWC clarify whether formal user-acceptance testing and accessibility audits must be performed by an independent third party, or may the selected vendor self-certify conformance to WCAG 2.2 AA?	
	Has FPWC completed any accessibility evaluations, audits, or internal assessments on the current websites that could be shared?	No formal accessibility or user audits of either website have been completed.
	Are you open to using accessibility overlays (plug ins like AccessiBe) that meet WCAG 2.2 standards?	FPWC is open to accessibility overlays, but the websites themselves must meet WCAG 2.2 AA standards as well.
	How Many Existing PDFs Must Be Made Accessible?	Approximately 20 PDF files.
<b>8. Content Migration &amp; Development</b>		
	How many pages are on your websites?	

	Approximately how many pages exist across the current FPWC and FPWC Golf sites today?	The FPWC website currently has approximately 153 pages. The FPWC Golf website currently has approximately 23 pages.
	Approximately how many pages and media assets (images, documents, videos) currently exist on each site (winnebagoforest.org and playthepreserves.com)?	
	To accurately scope the content migration effort, could you share approximate counts for each site: total page count, blog or news article count, PDF and document count, and image or media library size?	<p>FPWC website:</p> <ul style="list-style-type: none"> <li>○ 153 pages</li> <li>○ 23 blog items</li> <li>○ 17 forms</li> <li>○ 709 PDFs</li> <li>○ 6,423 media assets</li> </ul>
	Approximately how many total pages, blog/news items, forms, PDFs, and media assets exist across both current websites?	<p>FPWC Golf website:</p> <ul style="list-style-type: none"> <li>○ 153 pages</li> <li>○ 0 blog items</li> <li>○ 4 forms</li> <li>○ 170 PDFs</li> <li>○ 574 media assets</li> </ul>
	To help us accurately scope the data migration and SEO safeguards, could you provide a rough estimate of the current volume of content (approximate page counts, media assets, or document repositories) across both active URLs?	
	How many pages will be migrated?	
	Approximately how many pages, documents, or unique content types would need to be migrated across both websites?	FPWC will conduct an internal content audit with support from the selected vendor. This will include a reorganization of content, as well as the addition of new content. Some pages will be migrated

	Approximately how many total pages/content items currently exist across both websites that will need to be migrated?	while others will be archived. The numbers below are approximations for each website.
	Approximately how much existing content, news, documents, or media assets do you anticipate migrating from the current sites?	<p>FPWC</p> <ul style="list-style-type: none"> <li>○ 125 pages</li> <li>○ 23 blog items</li> <li>○ 3 forms</li> <li>○ 500 PDFs</li> <li>○ 1,500 media assets</li> </ul>
	Approximately how many PDFs, downloadable resources, and media assets (images/videos) are expected to be migrated?	<p>FPWC Golf</p> <ul style="list-style-type: none"> <li>○ 20 pages</li> <li>○ 0 blog items</li> <li>○ 1 form</li> <li>○ 150 PDFs</li> <li>○ 500 media assets</li> </ul>
	To help us accurately scope the content and creative asset migration plan, could you provide a rough estimate of the current scale of the two sites? Specifically, approximately how many total pages, blog posts/news items, and media files (PDFs, images) are targeted for migration across both domains?	
	Approximately how many unique pages, documents, and media assets must be migrated from the current FPWC and FPWC Golf sites, and are any of them subject to record-retention requirements that would affect hosting or storage tiers?	
	Additionally, are there any external systems linked from the current sites (event registration, mailing list, donation, employment application) that should be considered part of the migration scope?	No external systems are linked from the current sites, but a mailing list (597 unique email addresses) will need to be migrated from the FPWC website.
	Will FPWC provide a content inventory before the project begins, or is developing the	FPWC will conduct an internal content audit with support from the selected

	<p>inventory and new information architecture from scratch part of the vendor's scope?</p>	<p>vendor. This will include a reorganization of content, as well as the addition of new content.</p> <p>FPWC will provide copy, with review by the selected vendor for SEO optimization purposes.</p> <p>FPWC will provide content (photography, video, copy) with visual support from the selected vendor (stock photography if needed, or something similar).</p> <p>Vendors should include support for content acquisition and repurposing existing materials in their proposals.</p>
	<p>Since both current sites are hosted on Wix, does FPWC have full administrative and export access to both accounts? Or is the expectation that the selected vendor will manually migrate and restructure all historical data and assets?</p>	<p>FPWC anticipates requiring vendor support in migrating and restructuring historical data and assets.</p>
	<p>Roughly what percentage of existing content is expected to migrate as-is versus be rewritten or restructured?</p>	<p>FPWC anticipates 70% of the existing content to be migrated as-is and 30% to be rewritten or restructured.</p>
	<p>Are Existing Blog Posts Being Migrated?</p>	<p>Yes, FPWC anticipates existing blog posts will be migrated. Some pages will be migrated while others will be archived.</p>
	<p>Should all historical blog content migrate?</p>	
	<p>Should older posts be archived?</p>	<p>Some pages will be migrated while others will be archived.</p>

	Are there any archived documents, historical materials, or legacy content repositories requiring special handling?	No.
	Will the websites require any new content creation, or is the expectation that all content is migrated from the existing Wix sites?	FPWC anticipates 70% of the existing content to be migrated as-is and 30% to be rewritten or restructured.
	Will FPWC provide finalized content for both websites, or should vendors assume support for content creation, rewriting, restructuring, and content standardization as part of the engagement?	FPWC will conduct an internal content audit with support from the selected vendor. This will include a reorganization of content, as well as the addition of new content.
	Will FPWC staff be providing new or updated written content for the redesigned sites, or is the expectation that the vendor may rewrite or edit existing content as part of the migration and standardization process?	FPWC will provide copy, with review by the selected vendor for SEO optimization purposes.  FPWC will provide content (photography, video, copy) with visual support from the selected vendor (stock photography if needed, or something similar).
	Is there any content creation (copywriting, editing, photography, video) included in the scope of this project?	Vendors should include support for content acquisition and repurposing existing materials in their proposals.
	Will your writer/editor be providing all content that will be included in the launch of the site?	
	Are there any content audit / refinement efforts to existing content on either site? If so, in what way manner will this impact the current navigational IA structure on either site?	Yes, FPWC will conduct an internal content audit with support from the selected vendor. This will include a reorganization of content, as well as the addition of new content. FPWC anticipates impacts to the current navigational IA structure, specifically structure and navigation of

		individual forest preserve pages and forest preserve trail maps.
	Are there any known content gaps or new content sections anticipated as part of the redesign?	FPWC anticipates adding organizational information (What We Do), visitor information (Plan Your Visit), media information (Media), and news postings (News).
	What dynamic content do you want the ability to create and manage on the site? (News, blogs, resources, etc.)	FPWC would like the ability to create dynamic content including but not limited to blog posts, news posts, and digital resources.
<b>9. Third Party Integrations</b>		
	What Third-Party Services Are Embedded?	There are currently no third party services embedded on the FPWC website. The FPWC website links out to RecTrac for online reservations.  There is a Lightspeed tee time widget embedded on the FPWC Golf website.
	What external systems are currently embedded or connected?	
	What other systems or third-party sites does the site need to integrate with or link to?	It is preferred that the FPWC website integrate with or link out to RecTrac.
	Are there any existing third-party integrations that must remain in place?	It is preferred that the FPWC Golf website integrate with or link out to Lightspeed.
	Which integrations must remain?	FPWC currently utilizes forms and email communications provided by Wix. These will not require migration.
	Are there any third party systems, reservation tools, GIS platforms, event systems, or	

	employment application workflows that the new websites may need to integrate with?	
	Are there any third-party systems or software platforms that the new sites will need to integrate with?	
	Are there any existing third-party services or data sources (e.g., tee-time reservation system, GIS map layers, event calendars) that must be embedded or integrated into either site at launch?	
	Are there any third-party tools or integrations currently running on either site — for example, event calendars, reservation or tee-time booking systems for FPWC Golf, or form tools — that would need to be retained, replaced, or replicated on the new platforms?	
	Are there any third-party tools, integrations, or services currently in use that must be retained or replaced (e.g., forms, event systems, GIS/maps, employment applications, booking tools, email marketing, analytics)?	
	Both existing sites currently operate on separate subscriptions under one Wix account. Are there any current third-party integrations tied to these Wix sites (such as golf tee-time booking engines, donation gateways, or newsletter software) that we will need to securely migrate or connect via API to the new platform?	

FPWC currently utilizes forms and email communications provided by Wix. These will not require migration.

	Does FPWC currently use a CRM, email marketing platform, GIS system, event management tool, or payment platform that will require integration?	
	The current site appears to handle a significant volume of online transactions (campground reservations, shelter rentals, equestrian and other permits). What system currently powers these online reservations and permit sales, and should the new site integrate with that existing system or replace it?	FPWC currently uses RecTrac for campground reservations, shelterhouse rentals, and permits. It is preferred that the FPWC website integrate with or link out to RecTrac.
	Do you want to integrate social media feeds onto your site(s). If so, which platforms and which pages?	Yes, FPWC would like to integrate our Facebook and Instagram feeds.

**10. Golf-Specific Needs & Capabilities**

	Does the golf site need to integrate with any scheduling software?	It is preferred that the FPWC Golf website integrate with or link out to Lightspeed.
	We understand golf operations recently transitioned to Lightspeed for point of sale. For the new Golf site described as a "static marketing asset and lead generation platform," should the site link out to Lightspeed for tee-time booking and e-commerce, or is deeper integration expected? Are there other golf systems (league management, course conditions) the site should connect to?	It is preferred that the FPWC Golf website integrate with or link out to Lightspeed. There are no additional golf systems that the site should connect to.
	The RFP describes the FPWC Golf site as "a static marketing asset and lead generation platform." Could you confirm whether the scope is limited to marketing content, course	The FPWC Golf website scope is limited to marketing content, course information, contact and inquiry forms, and event or league lead capture. All tee-time booking,

	<p>information, contact and inquiry forms, and event or league lead capture, or whether real-time tee-time booking, online payment processing, league management, or integration with a course management platform (such as ForeUp, Lightspeed Golf, Club Caddie, or similar) is also expected within this engagement?</p>	<p>payment processing, and league management is completed through Lightspeed. It is preferred that the FPWC Golf website integrate with or link out to Lightspeed.</p>
	<p>Do you currently have a strong library of photo and video assets for both FPWC and FPWC Golf?</p>	<p>The FPWC website photo and video asset library is relatively strong. FPWC is seeking to expand the FPWC Golf photo and video asset library.</p>
<p><b>11. Maintenance &amp; Support</b></p>		
	<p>Could FPWC provide additional details regarding expectations for the Disaster Recovery Plan, including backup, recovery, uptime, or continuity expectations?</p>	<p>FPWC holds the following expectations for the Disaster Recovery Plan:</p> <ul style="list-style-type: none"> <li>○ Backup: Maintain 30-day rolling backups for disaster recovery, 90-day cold storage archives for security incident recovery and investigation, and annual snapshots to permanently preserve vital public records</li> <li>○ Recovery time objective: 24 hours</li> <li>○ Recovery point objective: 36 hours</li> </ul> <p>Proposed Disaster Recovery Plans should follow best industry practices.</p>
	<p>Are there specific backup retention, recovery time objective (RTO), or recovery point objective (RPO) requirements?</p>	
	<p>What is your expectation for a disaster recovery plan?</p>	
	<p>What type of support and maintenance do you expect from the vendor? Is it on an as-needed basis, 24/7, or 5 days a week support?</p>	<p>FPWC anticipates business-day availability for emergency support with predefined Service Level Agreements being sufficient for our needs.</p>
	<p>Does the expected 5-year maintenance plan include any or all of the following:</p>	<p>Vendors should include security updates and bug fixes, hosting, and SLA-based</p>

	<ul style="list-style-type: none"> <li>○ Security updates and bug fixes only</li> <li>○ Content support</li> <li>○ Enhancement requests</li> <li>○ Accessibility monitoring</li> <li>○ Hosting</li> <li>○ Analytics reporting</li> <li>○ SLA-based support</li> </ul>	support in their five-year maintenance plan.
	For the 5-year maintenance and support plan, are you primarily looking for hosting and technical support, or are ongoing content updates and feature enhancements expected as well?	
	Should the 5-year maintenance and support plan bundle the ongoing cloud hosting/infrastructure costs, or does FPWC prefer to license and hold the hosting subscription directly?	The five-year maintenance and support plan should bundle the ongoing FPWC hosting/infrastructure costs.
	For the 5-year maintenance plan, should support hours be estimated annually or pooled across the full contract term?	Support hours should be estimated annually.
	Are there any specific training or documentation needs for your team to manage and maintain the new websites?	A basic training manual is preferred.
	How many training sessions are expected for staff users as part of the project scope?	FPWC expects three training sessions for staff as part of the project scope.
	Are Staff Comfortable Updating Websites Themselves?	Yes. Website management and maintenance are performed primarily by the Communications Coordinator with assistance from the Administrative

		Services Manager and Administrative Assistants.
<b>12. User Experience</b>		
	Are there any known pain points, limitations, or priority improvements with the current FPWC and FPWC Golf websites that FPWC would like the selected vendor to specifically address?	<ul style="list-style-type: none"> <li>○ Accessibility</li> <li>○ Mobile performance</li> <li>○ Preserve maps and preserve information display</li> <li>○ Event listings and calendar</li> <li>○ Form capabilities</li> <li>○ CRM and email communications</li> </ul>
	What are the current pain points of the two sites?	
	What do you most want to address with this redesign?	<ul style="list-style-type: none"> <li>○ Accessibility</li> <li>○ Mobile performance</li> <li>○ Preserve maps and preserve information display</li> </ul>
	What are the weakness points you face on your current website?	<ul style="list-style-type: none"> <li>○ Accessibility</li> <li>○ Mobile performance</li> <li>○ Preserve maps and preserve information display</li> <li>○ Overall site navigability</li> </ul>
	From a design and functionality perspective, are there any non-negotiables (things that must or must not be a part of the redesign)?	<ul style="list-style-type: none"> <li>○ Accessibility</li> <li>○ Enhanced mobile performance</li> <li>○ Enhanced intuitive display of preserve maps and information</li> </ul>
	Are there specific pain points or deficiencies with the current Wix implementation beyond accessibility and outdated structure?	FPWC is seeking enhanced form, email, integration, and content scheduling capabilities than what is currently offered through our Wix account.

	<p>What's working well with the sites that you want to be sure to carry over into the new design?</p>	<p>FPWC would like to retain at minimum the current storage capacity of each website (50-100GB).</p>
	<p>What functionalities/tools are you looking for in your new website?</p>	<ul style="list-style-type: none"> <li>○ Enhanced mobile performance</li> <li>○ Enhanced intuitive display of preserve maps and information</li> <li>○ Enhanced event listings and calendar</li> <li>○ Enhanced form capabilities</li> <li>○ CRM and email communications</li> </ul>
	<p>What do you know about your users?</p>	<p>Approximately 80% of all FPWC constituents are aged 40+. Almost 50% of all FPWC constituents are aged 60+.</p> <p>The majority of users access the website through their mobile phone (69.29% of FPWC website users and 74.29% of FPWC Golf users).</p> <p>Approximately 65% of all FPWC constituents rely on email communications for FPWC information. Approximately 56% of all FPWC constituents get their information from our websites.</p> <p>Most FPWC website users visit the recreation pages, trail maps, and top preserve pages.</p> <p>Most FPWC Golf website users visit individual course pages.</p>
	<p>What are the primary goals of each audience for the websites?</p>	<p>FPWC audience</p> <ul style="list-style-type: none"> <li>○ Access preserve information</li> </ul>

		<ul style="list-style-type: none"> <li>○ Learn about recreation opportunities</li> <li>○ Complete reservations</li> <li>○ Learn about and register for events and programs</li> </ul> <p>FPWC Golf audience</p> <ul style="list-style-type: none"> <li>○ Access course information</li> <li>○ Learn about and purchase golf passes</li> <li>○ Learn about and register for tournaments and events</li> </ul>
	Has FPWC conducted any informal feedback gathering from visitors, staff, or community members regarding pain points with the current websites?	No.
	We understand FPWC recently completed a community survey (closed April 30). Will the results of that survey be shared with the selected vendor to inform discovery and information architecture?	A public report detailing the results of the survey will be made available to the selected vendor when completed.
	Beyond the survey, will FPWC facilitate access to staff and members of the public for additional discovery research (interviews, usability testing) as part of the project?	No.
	Are you able to help gather users for stakeholder interviews?	No.
<b>13. Branding</b>		
	Are there any existing brand standards, messaging guidelines, or visual systems currently used across FPWC and FPWC Golf?	Yes, branding kits (existing brand, logo, style, and tone guidelines) for both FPWC

	Are there existing brand guidelines, style guides, or design systems that must be followed for both FPWC and FPWC Golf?	and FPWC Golf will be provided to the selected vendor post-award.
	Do you have brand guidelines and/or a style guide that you could share with us?	
	What design assets will be provided? (e.g., logo, images, iconography)?	Branding kits (existing brand, logo, style, and tone guidelines) for both FPWC and FPWC Golf will be provided to the selected vendor post-award.
	Should the two websites share a common design system/theme framework, or should they function as entirely separate branded experiences?	The FPWC and FPWC Golf websites should have the same general look and feel, but still adhere to individual branding.
	How many design concepts are you expecting the vendor to deliver?	Vendors should prepare two to three design concepts.
<b>14. Map Capabilities</b>		
	The RFP lists integration with geolocation software for interactive preserve maps as a preferred requirement. Could you describe the desired scope (for example, preserve boundary maps, trail maps with amenities, parking and accessibility wayfinding, or real-time location-based discovery)?	FPWC is seeking integration with geolocation software in preparation for the launch of updated preserve and trail maps. FPWC staff currently utilize ArcGIS and Google Maps for internal mapping projects. FPWC envisions building out the capability to host and integrate geolocation software in the new websites to accommodate future projects not within the scope of this RFP.
	Additionally, does FPWC have existing GIS data, trail data, or boundary files in a format such as	FPWC has internal existing GIS data and trail data. These files will not be available to the selected vendor. The creation of

	GeoJSON, KML, or shapefile that would be available to the selected vendor?	the maps will not be the responsibility of the vendor.
	One of the preferred requirements is integration with geolocation software for interactive preserve maps. Does the District already utilize a Geographic Information System (GIS) platform (such as ArcGIS) or specific mapping assets that we should plan to ingest, or should our proposal include building these interactive mapping assets from scratch?	FPWC staff currently utilize ArcGIS and Google Maps for internal mapping projects. Updated preserve and trail maps are currently being built out by FPWC staff. The creation of the maps will not be the responsibility of the vendor.
	For the preferred geolocation/interactive preserve maps requirement: does FPWC have existing GIS or trail data, or a current mapping platform (Esri/ArcGIS, Mapbox, OuterSpatial, etc.)? If not, is sourcing or building that data part of the expected scope?	FPWC staff utilize ArcGIS and Google Maps for internal maps. The creation of the maps will not be the responsibility of the vendor.
	The RFP references preferred integration with geolocation software for interactive preserve maps. Does FPWC currently use a GIS or mapping platform, or should vendors recommend an approach?	FPWC staff utilize ArcGIS and Google Maps for internal maps. FPWC is open to mapping platform recommendations that may integrate more intuitively with the website.
	Does FPWC have existing GIS data or shapefiles for preserve boundaries, or should the vendor propose a complete mapping solution?	FPWC staff utilize ArcGIS and Google Maps for internal maps. Updated preserve and trail maps are currently being built out by FPWC staff.
	For the interactive preserve maps, does FPWC leverage existing Esri/ArcGIS data layers or geographic information system (GIS) repositories that the new site will need to ingest?	FPWC staff currently utilize ArcGIS and Google Maps for internal mapping projects.

	<p>What geolocation or GIS platforms are currently in use (e.g., ArcGIS, Google Maps, custom GIS)?</p>	<p>FPWC staff utilize ArcGIS and Google Maps for internal mapping projects.</p>
	<p>For the interactive preserve maps mentioned in the preferred requirements, are there existing geolocation datasets or mapping tools already in use internally?</p>	<p>FPWC staff utilize ArcGIS and Google Maps for internal mapping projects.</p>
	<p>Do you currently have a geolocation/interactive maps platform that you prefer, or is this open to recommendation?</p>	<p>FPWC staff utilize ArcGIS and Google Maps for internal maps. FPWC is open to mapping platform recommendations that may integrate more intuitively with the website.</p>
	<p>What level of map functionality is envisioned, a static preserve locator with filters, interactive trail maps with elevation/length, real-time conditions, or something else?</p>	<p>FPWC is seeking an interactive map solution with real-time location capabilities.</p>
	<p>For the interactive preserve maps, are you envisioning a custom GIS-style experience, or something lighter-weight and user-friendly for public navigation?</p>	<p>FPWC is seeking a lighter-weight and user-friendly experience for preserve users with a focus on real-time location capabilities. FPWC is open to opportunities to expand these capabilities in the future.</p>
	<p>There appears to be an issue on the 360-degree map of the golf courses. We assume you want a redesigned online experience. Can you detail what interactivity you're hoping to have with the map?</p>	<p>The 360-degree map of the golf courses on the FPWC Golf website is an outdated feature. It is not a top priority in the scope of this RFP but may be a phased addition in the future.</p>

**15. Forms & Other Functionalities**

	<p>What forms are currently on the site? What is the current process flow for each of those form submissions?</p>	<p>Currently, forms for event registrations and employment applications are on the FPWC website. When a form is submitted, an automation sends a confirmation email to the recipient and a notification email to the selected staff member. Registration and application data is stored as a data table in Wix's CMS.</p> <p>The only form on the FPWC Golf website captures player-submitted data that then populates a page. Staff go in and sync the page when a new submission comes in. Staff are notified of a submission through an automated notification email.</p>
	<p>Are Event Registrations Currently Managed Internally or Through a Third Party?</p>	<p>FPWC event registrations are currently managed directly on the Wix site through forms and automations. FPWC Golf event registrations are managed through RecTrac.</p>
	<p>Are events currently managed in a third-party platform or maintained directly on the Wix sites today? Is there a preferred system going forward?</p>	<p>Going forward, FPWC Golf event registrations will remain through RecTrac or transition to Lightspeed. FPWC is open to vendor recommendations for event registration platforms or integrations.</p>
	<p>What functionality are you hoping for from the event listings?</p>	<p>FPWC is seeking the ability to offer users different viewing methods of event and program listings, including a calendar display. Currently, event and program listings are only viewable in a grid or as a single item.</p>

	<p>What is the current process flow for the employment application? Is that the process flow you would like to maintain? What functionality would you like to add/revise?</p>	<p>Currently, employment applications are managed directly on the Wix site through forms and automations. When a form is submitted, an automation sends a confirmation email to the recipient and a notification email to the selected staff member. Application data is stored as a data table in Wix's CMS.</p> <p>FPWC is seeking a more intuitive workflow between employment applications and automations, as well as enhanced form capabilities including the ability for applicants to save their work and user-friendly success or error notifications. An internal portal or secure system to store and view employment applications is preferred.</p>
	<p>Could FPWC clarify expectations for enhanced event listing functionality and employment application/form capabilities, including any required workflows or integrations?</p>	<p>FPWC is seeking the ability to offer users different viewing methods of event and program listings, including a calendar display. Currently, event and program listings are only viewable in a grid or as a single item.</p> <p>FPWC is seeking a more intuitive workflow between employment applications and automations, as well as enhanced form capabilities including the ability for applicants to save their work and user-friendly success or error notifications. An internal portal or secure system to store and view employment applications is preferred.</p>

	<p>The RFP mentions "enhanced form and employment application capabilities" as preferred. Should the employment application include applicant tracking integration (e.g., with an existing HRIS/ATS), or is a standalone form with email/PDF delivery sufficient?</p>	<p>Applicant tracking integration is preferred.</p>
<p><b>16. SEO</b></p>		
	<p>Are there priority keywords, high-performing pages, or SEO benchmarks vendors should preserve or improve?</p>	<p>Vendor proposals should include a Search Engine Optimization plan to ensure that migration will result in losing as little standing in Google and other search engine reports as possible. Specific SEO benchmarks and site analytics will be shared with the selected vendor.</p>
<p><b>17. Success &amp; Metrics</b></p>		
	<p>The RFP outlines several website success measures, including traffic, engagement, SEO, accessibility, and conversion metrics. Could FPWC share any available current-state baseline metrics for the existing websites (e.g., website traffic, bounce rate, session duration, form submissions, SEO performance, accessibility scores, or analytics data)?</p>	<p>FPWC General site</p> <ul style="list-style-type: none"> <li>• Average monthly page views: 16,265</li> <li>• Peak traffic volume: May – June</li> <li>• Traffic by device: <ul style="list-style-type: none"> <li>○ Mobile: 69.296%</li> <li>○ Desktop: 29.677%</li> <li>○ Tablet: 1.027%</li> </ul> </li> </ul> <p>FPWC Golf site</p> <ul style="list-style-type: none"> <li>• Average monthly page views: 15,461</li> <li>• Peak traffic volume: June – August</li> <li>• Traffic by device: <ul style="list-style-type: none"> <li>○ Mobile: 74.298%</li> <li>○ Desktop: 24.619%</li> <li>○ Tablet: 1.083%</li> </ul> </li> </ul>

		Additional insights will be shared with the selected vendor.
	What are measurable metrics of success for the new websites?	Success will be defined by two fully-functional sites by the designated live date, as well as a mix of quantitative metrics, qualitative feedback, and outcomes, including but not limited to website traffic (visits, unique visitors); user engagement (bounce rate, session duration, pages per session, navigation flows); conversion metrics (form submissions, CTR); SEO performance; mobile performance; accessibility scores.
	Will FPWC be able to share tracking metrics or performance indicators via Google Analytics, Google Search Console, or existing SEO reporting/history?	Yes, this information will be shared with the selected vendor.
	What's the number of page views per year?	During the 2025 calendar year, the FPWC website had 186,970 page views and the FPWC Golf website had 189,620 page views.
	Will conversion tracking or goal/event tracking requirements be defined by FPWC?	Conversion tracking and goal/event tracking requirements will be discussed with the selected vendor.