

**MBCP Website Redesign RFP Questions and Answers****11/8/18****1. Do you have an outline of the pages that are required for the new site?**

Yes. MBCP will be able to provide a list of new webpages required for the website redesign. MBCP is also looking to improve navigation so proposed new webpages/sections/organization is requested.

**2. Will you be providing all the content and images for each page in advance?**

MBCP will contribute to a majority of the content and some images in advance and during the ideation process of the website redesign. MBCP also seeks content/image improvement recommendations.

**3. If we go with custom Spanish translations instead of Google Translate, will you be able to provide those translations for each page?**

MBCP is seeking a solution to our desire for something in between google translate and a separate Spanish website. If no solutions include translation, yes MBCP can provide Spanish translation.

**4. In regards to the multiple look and feel options for new proposed website, are you looking for live website examples, or image files?**

MBCP would accept either/both live website examples (preferred) and image files for the look and feel options.

**5. Are you still open to building on WordPress (albeit a different theme/new theme with better functionality)?**

Yes

**6. What problems are you experiencing with iFraming content such as on "your choices" and "opt out" pages? Please provide more information.**

MBCP is not experiencing current problems, we want to ensure we have more access/maintenance options than we currently have, should there ever be issues.

**7. Can you describe in greater detail (or provide comparable content on a different website) in regards to the Programs section? Is this a list of programs? A series of pages?**

MBCP will be offering programs to tri-county area customers such as electric vehicle charging stations and incentivizing electric vehicles. There will be a web section with a handful of webpages dedicated to information about MBCP Programs with links to outside websites for customers to participate. There may or may not be a signup form in the Programs section.

- 8. Also, how will the visitor engage with this content? Sign up for a program, read more about a program, etc.**

There may or may not be an introductory signup form in the Programs section, but more involved application process will be facilitated through our program administrator and through an entirely different website that visitors would link to from our Programs page.

- 9. You mention shifting the focus of the content in the new website launch. Does MBCP have information (content) on the Programs, Savings and Community Resource prepared, or will you need help developing the ideas and specific content?**

MBCP will for the most part provide content, MBCP may request feedback.

- 10. For the new website imagery, the RFP mentions replacing the landscape images with images of people and community. Will these be provided to us or do you need us to provide photography services as well?**

Both options are possible.

- 11. Can you provide the same Analytics data on the number of unique users instead of all users? The data may be quite different.**

New Users last 30 days is 2,247. Sept. provided 4,114 new users. New users account for 85% of all users.

- 12. Could you provide (viewing access only) to your Google Analytics account? (assuming it has been set up) Our recommendations for the new site will be more useful if we can dig into your analytics data.**

Most likely no, not at this stage of the RFP. We would need to provide access to all prospective RFP participants.

- 13. Can you provide current SEO data (i.e. rankings and other key metrics for keywords you are targeting?)**

SEO rankings as they stand now are organically working well. That being said, MBCP would like more MBCP webpages to come up on the first page of searching Monterey Bay Community Power and in the future MBCP will want to show up on more specific searches that relate to its local programs. As a Community Choice Energy agency, MBCP automatically enrolls all eligible customers in our Tri-County area and maintains 96% of all customers, making MBCP's SEO needs unique.

- 14. Have you hired an SEO service provider previously?**

Some SEO work may have been done previously through the web developer and/or marketing firm used to set up the original website.

**15. Are you looking for content across the entire website to be bilingual (Spanish and English) or just certain sections? Please be specific.**

MBCP would like a solution that encompasses the entire website.

**16. You mention embedding videos, will these be embedded from a 3rd party source such as YouTube or Vimeo?**

Yes, MBCP has a YouTube channel

**17. For your event calendar, can you please give more details about the features and functionality this should entail? i.e. landing pages for individual events, event registration, map embeds, etc.**

MBCP seeks a calendar to show events that will link to a page with more information for each event.

**18. How many multiple "look and feel" options would you like to see at minimum for the proposed website? The RFP mentions "several" look and feel options.**

3 look and feel options is optimal.

**19. Modify/Aid in creation of assets to fit new site template (as needed). Can you provide clarification on the type of assets you are referring to? We are assuming you are referring to any graphics or images you would like to include in the site pages / design.**

You are correct in your assumption.

**20. In terms of branding, are you looking to "Strengthen" the existing brand, rebrand MBCP, or increase awareness to new markets/demographics/etc.? Can you provide a bit of clarification as this will impact our proposed strategy and engagement?**

MBCP seeks to strengthen the existing brand and change the narrative from enrollment/start-up mode to established public agency/energy expert/community resource. Our market is the Tri-County area minus King City and Del Rey Oaks, all residents and businesses. This brand strengthening would impact content evaluation and graphical support. MBCP is open to recommendations.

**21. Currently the Rates & Billing section contains both pages and PDFs. Are you looking to develop all of this content into web pages instead of PDFs?**

Absolutely. In a way that can easily be edited by uploading a new excel sheet as rates change.

**22. It is not common practice to provide unflattened artwork to clients, but we do provide final full-res jpg images of any page designs and all images used in the website, including any raw images used in production. Is this acceptable? The RFP mentions providing MBCP with master art and design files.**

MBCP would optimally receive master files to be able to edit as needed in the future. For example, a banner that is used on the website becomes obsolete and the text simply needs editing to be relevant. MBCP would like to handle this task in-house.

**23. The RFP briefly mentions e-commerce. Can provide more information on e-commerce plans or considerations that may be part of the build or in a future version of the site?**

MBCP may want e-commerce capabilities in a future version. MBCP has no need for one currently.

**24. Currently, there is an electric bike giveaway contest. Will there be ongoing contests? Would it be helpful to create a section on the site to highlight these types of community events outside of just an events calendar?**

Yes, MBCP plans to continue running contests.

**25. What are MBCP's plans for integrating the website with social media?**

MBCP would like to continue to grow its social network and better integrate our social platforms with the website. MBCP would like well-designed newsfeeds on the website

**26. Are you looking to build a customer portal at this time or in the future? If YES, should we factor this into our pricing and plan or just note that it may be a future action item?**

MBCP plans on building a customer portal in the future.

**27. What do you mean by "simplify branding"? Are you thinking of changing/simplifying the existing brand identity or developing the entirely new one?**

MBCP is seeking to change MBCP's branding image from start-up mode to established public agency/community resource. This is more of a content/simplifying our message issue than branding issue. MBCP is open to recommendations.

**28. How would you like to improve the Search bar function? Do you have any particular search criteria in mind? What is the desired Search result page information architecture?**

MBCP's current search bar doesn't seem to get people to the information they want. For example, if you type in "Solar" You do not receive search results of the Solar Information webpage first, it's on page two of the search results. You instead receive PDF results such as a calculator for GHG and Board Meeting Agenda Packets. MBCP seeks a search bar that shows more relevant results such as important webpages up top.

**29. In relation to the last point "Change the conversation from enrollment to programs/savings/community resource" - will the supporting content be provided by MBCP or the adequate content creation will be required on our part?**

Yes, MBCP will provide this content. Should the website developer be able to comb the content and make recommendations for changes this would be optimal.

**Thank you for your questions.**

**The next round of questions will be posted and emailed on 11/15/18**