

RFP: Capitalize Albany Website Development and Design FAQs

Q: What is the internal approval process? (EX: steering committee, board, one point of contact?)

The final selection will be made by the Corporation following a review of the submitted proposals and finalist interviews. Corporation staff will make a recommendation to the Corporation's president and Board of Directors for a contract award.

Q: You mention assistance with site content and media development in the RFP. Do you currently have up-to-date photo/video assets that can be used or any success stories covering businesses and projects?

There may be some usable assets available to work with the site's new design, but development of new assets and content is expected. The Corporation anticipates needing to purchase the rights to potential relevant photos or have photos taken.

Q: Is there a firm deadline for when the project needs to be completed by?

Not at this time, but by end of Q2/Q3 2027 is the target.

Q: Would Capitalize Albany consider having its new website built and hosted using the Webflow CMS?

Capitalize Albany is unfamiliar with WebFlow. There is not interest in any proprietary site builders tied to hosts like Squarespace or WIX.

Q: What is Capitalize Albany's comfort level and familiarity with WordPress? Is staying with WordPress preferred? Or are other CMS solutions equally welcome?

Capitalize Albany is familiar with WordPress as that is what the current site uses and is open to other solutions.

Q: Approximately how many existing pages, posts, legacy documents, media assets, and other content items does the Corporation anticipate migrating to the new website? Who will own content triage, categorization, and quality review?

PDF document contents on the Public Documents page will need to migrate. Respondents may present any potential options other than using the current page as an archive in the interim while staff uploads what is needed to the new website. Content triage, categorization, and quality review will be handled in coordination with staff.

Q: For the board-only area, does Capitalize Albany require individual user accounts and an audit trail of access/activity, or is role-based restricted access sufficient?

Individual accounts with an audit trail is preferred.



Q: Does the Corporation have a preferred hosting arrangement after launch, or should respondents price both migration to a respondent's hosting, and deployment to the Corporation's existing host?

No issues with our current host, but Capitalize Albany is open to discuss the needs of respondents and vetting of hosts. Currently standard cPanel web hosting.

Q: Are there any existing third-party systems, APIs, databases, or data feeds beyond Mailchimp and social platforms that the new website must integrate with?

No.

Q: For commercial real estate projects/properties, should respondents plan for manual CMS management only, or is integration with an external property database/listing source desired?

Linking with an external source is not anticipated as a need at this time.

Q: Is there an estimated project budget or target budget range established covering both one-time development costs and recurring costs such as design, development, migration, training, launch, support and maintenance, hosting, and licensing?

The Corporation does not have an estimated target budget range at this time. Budget approvals are completed in Q4 2026. RFP responses will help inform the 2027 budget. Cost proposals should be based on expertise, professional judgement and the scope of work.

Q: For accessibility acceptance, does the Corporation expect a third-party accessibility audit/certification at launch, or will documented WCAG AA testing and remediation by the selected vendor satisfy the requirement?

Documented testing and remediation by selected respondent meets the Corporation's needs.

Q: Are there specific security, backup, disaster recovery, data retention, or hosting compliance standards beyond the requirements stated in the RFP?

Nothing specific to note. Measures need to be in place for routine backups and retention, but no compliance rules or policies to meet.

Q: Is photography/videography expected to be included in the base proposal, or would the Corporation prefer those services presented as optional line items?

The Respondent's submission should include proposed costs for the project broken down with a separate cost for each task identified in the scope of work. Please also detail the project budget into one-time and recurring/future cost elements.

Q: Are there particular portions of the current website that staff consider especially successful and would like preserved, as well as areas beyond navigation and document management that are known pain points?

No, there are not any particular portions of the website that the Corporation would like to preserve.

Q: Could you please confirm whether an international firm and firms based outside the U.S. are eligible to submit a proposal for this opportunity, provided all technical, contractual and support requirements can be met?

International firms and those based outside of the U.S. and New York State may submit a proposal. Please note portions of the anticipated work are preferred to be handled through in-



person collaboration, and proposals relying entirely on remote execution may face practical limitations. Respondents must be authorized to do business in the United States and New York State.

Q: Can you clarify how the “public vs. private” document sections relate to the “public / board / admin” user access tiers? Are these governed by the same permission system, or are they two separate structures?

They are governed by the same permission system and structure.

Q: Is multi-factor authentication a requirement for all CMS users, or an option the Corporation would like available for those who choose it?

It should be an available option, so the Corporation may choose to require it.

Q: Is there an existing MailChimp list structure or segmentation the new sign-up form should integrate with, or will that be built fresh?

There is an existing main E-newsletter list to consider with just over 2,000 subscribers. Custom tagging and segmentation is not being used regularly and is managed within the Mailchimp account when needed.

Q: What is the current hosting provider, contract term, and any migration constraints or renewal dates respondents should plan around?

Currently standard cPanel hosting. No concerns of note to plan around.

Q: Who internally will own day-to-day publishing and edits after launch, and what's their technical comfort level?

Our full eight-person staff have website content responsibilities within their areas of focus. The current WordPress CMS user interface mainly involves managing documents and media files through a media library, and most posts and pages are modified using content blocks set into a page's theme.

Q: Beyond the RFP's qualitative evaluation criteria, are there quantitative success metrics the Board will use to judge the relaunch?

Post-launch success metrics have not been established at this time. Per the RFP, the proposal evaluation criteria does include both qualitative and quantitative criteria.

Q: Are there specific pages or sections where the Corporation anticipates needing copywriting or editing support, versus content that's ready to migrate as-is?

Copywriting will primarily be handled internally. However, consultation on creative direction and messaging is welcome and encouraged. There is very little copy that would be transferred as is without a refresh, beyond some recent blog posts. Respondents may outline any AI/generative engine optimization or SEO support they may be able to incorporate into copy.

Q: What “new website technologies” does the RFP call for? Specific custom functionalities to be built into the website?

The current website was launched in 2011. Any new technologies and functionalities to support a modern website are needed.

Q: Do you have a CRM? Or do you need any specific third-party platform integrations?

No.

Q: Do you want to continue taking donations through Stripe?

Yes, but open to discuss alternatives.

Q: For documents, this sounds like a whole build-out for a proprietary system. Is this already in place, or does it need to be built from scratch?

A system is not in place currently. Documents are added in WordPress media library and manually linked. Capitalize Albany is aware of some third-party add-ons. Work could involve using those instead of building from scratch. The Corporation is open to other solutions being presented.

Q: Is the Login function (located at the top right) third-party or built into the website? What is the direction for this in the new website? Does the chosen vendor need to build out custom access for people? How many people need their own credentials if this needs to be built into the website? RFP states public, board, admin. Do they need to upload or edit documents themselves, or only view what staff posts?

This is built into the current site. Several members of staff must be able to have access to upload files, and the Corporation's dozen-plus board members need access to view documents. The login link does not have to be prominent or present on every page.

Q: Do all blog/news posts and pages need to be brought into the new site?

No, select recent news and information would be considered for migration.

Q: Do you have brand guidelines to follow (logos, fonts, colors)? Or is the chosen vendor expected to put this together before website work begins? How involved will the vendor be in creating the visual identity beyond standard website design work?

General branding guidelines exist. Consultation regarding branding could be included as an bid alternate.

Q: RFP states: no AI coding or content? Is this strictly prohibited, even with human interaction/"in the loop" methods to ensure accuracy?

Human developers should know how the site is built and how it works and should be aware of all new content added.

Q: Are your documents currently stored in Google Drive or another system you'd want the new site to sync with?

No, documents are uploaded to the website.

Q: Could you provide approximate current website traffic and information about any significant traffic spikes or periods of increased usage?

Over the course of a year, Google Analytics has tracked 20,000 plus unique visitors on average.

Q: Does Capitalize Albany have a preferred term or anticipated service level for post-launch maintenance and support that respondents should use when developing recurring-cost estimates?

A year would be anticipated and then discussion of a longer term is welcome.