Addendum 2: Request for Proposals to Provide Website Design and Hosting Services and Content Management System

Below are answers to questions from potential proposers:

1. Does the budget provided in Addendum 1 include photography services? The budget provided was primarily for the initial website design, not necessarily including associated services.
2. Do you have a style guide or a brand guide? No, CARTA does not have a style guide or a brand guide.
3. What was the investment in the previous website? In 2012, website design only was approximately $12,500.
4. Does CARTA have a CMS preference? CARTA does not have a CMS preference and primarily desires ease of use.
5. Who are your primary and secondary users? CARTA’s primary users are our customers. Secondary users may include advertisers, job seekers, and people looking to do business with CARTA.
6. Would you like detailed research in terms of your audience in the form of an audience needs assessment? Not at this time.
7. Do you have a desired launch date? Is there a specific event driving the launch date? CARTA’s current website utilizes flash, which will not be supported after December 31, 2020. CARTA would prefer to have the launch date well before that date.
8. What is the current hosting environment? CARTA’s current hosting environment is LAMP: Linux, Apache, MySQL, and PHP.
9. How many visitors does the current website receive on a monthly basis? Over the past year, CARTA has had approximately 2,500+ visitors per month.
10. How many pages of content do you anticipate transferring to the new site? CARTA anticipates transferring most pages to the new site.
11. How many site administrators will you have? CARTA will have three site administrators.
12. Will you require different levels of admin permissions? No, CARTA does not anticipate require different levels of admin permissions.

Annie Powell
Annie Powell, Director of Grants, Technology, and Research, 8.11.2020