

Questions Received Regarding the Call for Proposals Titled "Migrate cepf.net Website from Drupal 7 to Craft CMS and Provide Ongoing Maintenance and Support Post-Migration"

Call issued 15 July 2024

Question list updated 21 August 2024

1. **Question:** The RFP refers to 'Attachment 1' a few times (Ex. - "*Clarification about whether the proposed solution can meet requirements described in Section 2, Scope of Work (SOW) and the requirements captured in Attachment 1 and a detailed description of how the offeror intends to meet the requirements.*"). Is this referring to 'Appendix 1' in the RFP, that starts on page 45 of the RFP? We just want to ensure we are referencing the proper information. Will you please confirm when you can?

Answer: Our apologies for the confusion. There are errors in the call on the following pages related to your question:

- Top of page 5: "Attachment 1" should read "Annex 3"
- Mid-page 7: "Attachment 1" should read "Annex 3"
- Page 10: "Attachment 1" should read "Annex 3"

**Note: This error was addressed in the amendment made to the Call for Proposals on 7 August 2024.*

2. **Question:** I encountered an issue with the link provided for downloading Annex 2: Vendor Security Management Questionnaire for implementing agencies and all partners. Unfortunately, the link leads to a 404 error page. Could you please provide the correct document or assist me in downloading it? Additionally, I noticed a security survey document intended for another RFP on the same page. Could you confirm if this is the same document we should use for this RFP, or will a specific one be provided?

Answer: Our apologies: There was an error in that link. It has been fixed, so you should be able to download the file from the call for proposal document.

3. **Question:** Whether companies from Outside USA can apply for this?

Answer: Yes.

4. **Question:** Whether we need to come over there for meetings?

Answer: No.

5. **Question:** Can we perform the tasks (related to RFP) outside USA?

Answer: Yes.

6. **Question:** Can we submit the proposals via email?
Answer: Yes.
7. **Question:** Where is the Drupal 7 site currently hosted? Will we have access to its repository and database?
Answer: Cefp.net is currently hosted on Pantheon. Yes, you will have access to its repository and database.
8. **Question:** Will we be responsible for the maintenance of the Drupal site while working on the migration to Craft?
Answer: No.
9. **Question:** Will we be responsible for shutting down the associated architecture once the migration is complete?
Answer: No.
10. **Question:** Where is the Salesforce Gateway currently hosted? Will we have access to its repository?
Answer: AWS. Yes.
11. **Question:** Will we be responsible for the maintenance of the Salesforce Gateway?
Answer: No.
12. **Question:** We often use Cloudflare in conjunction with AWS for edge-caching. The RFP mentions AWS specifically and we're wondering if CEPF is open to using Cloudflare for edge caching in addition to the AWS core infrastructure. Please confirm.
Answer: No. We recommend using Cloudfront instead.
13. **Question:** Ongoing support and maintenance: Could you provide more details on the SLA that is intended?
Answer: Up to the proposer to specify their terms on the SLA for the ongoing maintenance, such as response time, resolution time, prioritization, availability, support channels, allocated hours, representatives, etc.
14. **Question:** We noticed a link on the homepage to a subdomain: <https://impactreport.cepf.net/> Would this site also be in the scope of work?
Answer: No.
15. **Question:** Before preparing a tailored proposal, I want to confirm that my firm is eligible to submit one.
Answer: We will accept and review proposals that respond to the instructions in the call for proposals and from offerors that exercise the highest standards of conduct in preparing, submitting and, if selected, carrying out the specified work in accordance with CI's Code of Ethics and l'Agence Française de Développement's Statement of Integrity, Eligibility and Environmental and Social Responsibility. (See Annexes 1 and 2 of the RFP.)

16. **Question:** Would you be open to considering WordPress for CEPF.net?
Answer: We are focusing on proposals for migration to Craft CMS. If that changes, we will issue a different call for proposals.
17. **Question:** When did the current Drupal 7 website launch?
Answer: December 2017
18. **Question:** Are the D7 website and its modules kept up-to-date with the latest security releases?
Answer: Yes
19. **Question:** Can you confirm which search tool/appliance the website is currently using? (It appears that the site search is using the standard Drupal 7 search.)
Answer: It is the standard Drupal 7 search.
20. **Question:** How many page views does the website get per month?
Answer: Currently about 78,000 views per month.
21. **Question:** How many sessions per month?
Answer: 31,000 sessions.
22. **Question:** CEPF has global reach. How much of your website traffic is international vs US domestic?
Answer: Top five countries are USA (38% of users), India (14%), Philippines (4%), United Kingdom (3.6%) and Australia (3.5%).
23. **Question:** Grant platforms typically see huge traffic spikes around application deadlines, When are your largest traffic spikes? How many users do you get during these high-traffic times?
Answer: CEPF works in a number of places around the globe and calls for proposals for grants are issued on a rolling basis depending on the specific conservation strategy for each biodiversity hotspot where we are working. So traffic spikes related to those deadlines are not at set times during the year. Over the past year, the top traffic day for cepf.net was October 6, 2023, with just shy of 9,000 views and 1,300 users.
24. **Question:** For this particular migration project, would CI & CPEF prefer to partner with a vendor under fixed price or time-and-materials contract?
a. In other words, would you prefer a plan that has more certainty (fixed price) or flexibility (time-and-materials) for this migration project?
Answer: Fixed price is how we typically approach such projects. If more frequent payment is required, we could define milestones and assign deliverables to each milestone.
25. **Question:** Which other CMSs were considered for this website replatform? (WordPress, Drupal 10/11, SaaS platforms, etc.)
Answer: Drupal 9.

26. **Question:** Specifically, was Backdrop one of the CMSs evaluated by your team? Backdrop seems like a compelling choice for this project, why wasn't it selected for CEPF?

a. The Backdrop CMS is a fork of Drupal 7 (D7).

b. Because the CMSs share many APIs, a D7 to Backdrop migration requires significantly less budget than the low end of the RFP's \$160–180k ranged budget.

c. A D7 to Backdrop project can be completed far faster, eliminating timeline concerns to meet D7 EOL.

d. In our experience, Backdrop is the CMS most commonly selected for migrations similar to CEPF's (ie: a D7 migration without a refreshed design).

e. Since Backdrop is so similar to D7, Backdrop can be maintained by any developer familiar with Drupal.

Answer: Backdrop had been previously considered, but Craft was selected based on its ability to maintain or improve current functionality and because CI's technical staff have experience supporting Craft CMS.

27. **Question:** CEPF website is currently hosted on Pantheon, a dedicated managed hosting service that does not support the Craft CMS. Is the intention to host the website on AWS to be managed by CEPF's in-house team after the support period?

Answer: AWS is our platform of choice. CI/CEPF will provide ongoing support for the infra. However, we expect to have the selected agency as the primary maintainer, through regular contract cycles.

28. **Question:** What are the specific technical hosting requirements resulting from the Craft CMS discovery engagement?

Answer: Nothing specific besides regular best practices.

29. **Question:** Who is the consultancy that helped CEPF select the Craft CMS?

a. Has CEPF or CI ever worked with this consultancy as a web development partner?

Answer: Craft CMS is an internal recommendation from CI's IT and communications team.

30. **Question:** Is it CEPF's intent to launch the website with its current look & feel, and then make iterative changes to the design post-launch?

Answer: That is correct. For consistency across the bids, the goal for this initial engagement is to reproduce the same look and feel of the current website.

31. **Question:** CEPF is a joint initiative of several organizations. To most stakeholders, design is the most visible part of a project. How large is the stakeholder group? What feedback do your stakeholders have about the CEPF.net design now?

Answer: The stakeholder group for this upgrade is limited to CEPF and CI staff associated with the performance and use of the website. The project will involve one key point of contact from CI/CEPF. Generally, feedback about the website is very positive, though we see some issues with load time and, internally, issues with the lack of flexibility in how content is displayed.

32. **Question:** Minor design changes are inevitable in any replatform project. Without effective project management from your partner and CEPF, this replatform project without a design refresh, can easily turn into a full-lifecycle project without a design budget. How does CEPF intend to help the selected vendor contain scope on this project?
- Answer:** We are satisfied with how the site currently operates. We expect the site will maintain the same look and feel and will compare the two during the QA phase of the project. If there are technical reasons to deviate from our current design, an approach should be agreed on by both the agency and CEPF, who will be represented by one point of contact.
33. **Question:** When was the last time CEPF manually audited the website's:
- Content quality / relevance
 - SEO performance
 - Accessibility compliance (WCAG 2.x AA)
- Answer:** We have not conducted a full content audit for several years. And we have only conducted spot checks for SEO performance and accessibility compliance.
34. **Question:** Similarly, what automated tools does CEPF have in place to regularly measure:
- Content quality / relevance
 - SEO performance
 - Accessibility compliance (WCAG 2.x AA)
- Answer:** The only automated tool we're using, which is related to SEO performance, is Google Analytics. We are, however, double checking with our web maintenance contractor and will report back to you if they are using any additional tools in these categories.
35. **Question:** Does CEPF have an internal web development team? If so, who are they? Are they front-end, back-end, or full-stack developers?
- Answer:** CEPF counts on support from CI's IT team. Currently, full-stack developers.
36. **Question:** Drupal 7 end-of-life appears to be driving the January 5, 2025 launch date. Is there a backup support plan if the deadline is missed?
- Answer:** No backup plan is being considered. We can consider adjusting the project plan to release a minimum viable product on Craft CMS before January 5, assuming there are clear plans to meet the remaining requirements shortly thereafter.
37. **Question:** As we put together our project plan, are there any other milestones, or important events we should be aware of? Team outages? Conferences? Grant deadlines?
- Answer:** The only thing we are aware of is that Conservation International and CEPF typically shut down during the week between Christmas and New Year. Since that's close to the launch date, we will plan with the selected contractor to ensure the project stays on track.

38. **Question:** Page 4, main document: "Content managers create and update pages through a set of predefined modules or sets of modules customized to the current site design." Are the page builder modules listed on page 31 of the Scope of Work User Stories all in use? Are any extraneous?

Answer: Yes. They are all in use and were a breakdown of the existing template sections.

39. **Question:** Page 4, main document: "This project envisions a transition of the content management system from Drupal 7 to Craft CMS with no change to the site design and minimal disruption to the availability of the live site." The current site looks good on mobile phone screen sizes as well as desktop. However, the site looks poor on tablet screen sizes. The current request is to not alter current HTML/CSS, but it would be recommended to rebuild the HTML/CSS code onto a framework like Tailwind to correct the current deficiency and support future responsive optimizations. Is this a priority?

Answer: We are satisfied with how the site currently operates. We expect the site will maintain the same look and feel and will compare the two during the QA phase of the project. If there are technical reasons to deviate from our current design, an approach should be agreed on by both the agency and CEPF, who will be represented by one point of contact.

40. **Question:** Page 5, main document: "cepf.net" will provide two environments: production and staging, hosted on Amazon Web Services. A cloud-based managed AWS infrastructure (such as S3, Cloudfront, RDS, Elastic Load Balancer, etc.) should be included in the technical infrastructure plan for the replacement with a cost-effective, reliable, and scalable structure that will efficiently accommodate traffic and resource consumption increases." We recommend running Craft CMS either on their new Craft Cloud platform or on a combination of Arcustech managed Craft optimized servers + Cloudflare. Could we get some feedback on these suggestions before building them into our proposal?

Answer: We have not worked with Arcustech. It can be considered. However, for a matter of scope, please consider AWS infrastructure.

41. **Question:** Page 2 of Scope of Work subdocument: "The vendor will replicate the Grantee Projects page feed functionality using the existing interface, which pulls data from Salesforce and stores it in a consumable public endpoint, performing proper adjustment and enhancement in order to be integrated into Craft CMS admin interfaces." Subsequent consultant's analysis indicates that this data is retrieved from Salesforce using a Lambda function. Can you tell us more about this "existing interface"? Does it create a publicly accessible JSON feed or something similar? Who maintains this Lambda function? Would you consider using Solospace's existing Salesforce integration plugin for Craft to eliminate the Lambda function? This feature causes your new web vendor to take responsibility for a middleware component not under their control. A more stable approach would be to create a direct connection between Salesforce and Craft, which is our usual method. Please comment on the stringency of the current requirements here.

Answer: It does produce a publicly accessible JSON. We prefer to keep a separation layer between the public website and Salesforce.

42. **Question:** Page 5 of Scope of Work subdocument: "All the website's pages pass in all of Chrome's accessibility audit results (lighthouse)." Lighthouse provides a % score out of 100. What score is considered passing for accessibility?
Answer: We are aiming for a 90 to 100 (green) score.
43. **Question:** Page 32 of the Scope of Work subdocument: "As a content manager, I'd like to populate the site navigation easily, making reference to both internal and external URLs, so I am not limited to reproducing the exact site branching structure, giving me more flexibility." We strongly encourage website owners to lock down the navigation. Allowing website editors to change the navigation means allowing them to alter one of the most important SEO components of a website. The navigation's role in influencing ongoing SEO ranking should be taken very seriously and altered only with careful, data-driven consideration. Are you open to this approach, or is an editable nav a hard requirement?
Answer: Our main navigation may not exactly reflect the branching structure. We prefer to keep the navbar flexible to highlight the desired contents.
44. **Question:** Assuming that the Design template in Craft CMS will be provided/suggested by CEPF on kick-start, please confirm.
Answer: The template should be based in reusable modules (suggested craft matrix field), according to Annex 3, appendix 1 and 2, in order to recompose the pages and branching structure. (As a content manager, I want the ability to recreate the current CEPF's pages branching structure, organized as the Appendix 2, using modular, responsive and flexible templates and modules.)
45. **Question:** Will we receive user persona details with the access matrix for Craft CMS?
Answer: All the user stories related to the personas are available in the Annex 3.
46. **Question:** Since Craft CMS has the capability of in-built SEO, is it included in the scope?
Answer: Yes. Please refer to Annex 3 (As a content manager, I'd like to be able to populate and customize SEO and social tags for all public pages of the website)
47. **Question:** Is there any restriction on locations and countries that work can be done from?
Answer: We will accept and review proposals that respond to the instructions in the RFP and from offerors that exercise the highest standards of conduct in preparing, submitting and, if selected, eventually carrying out the specified work in accordance with CI's Code of Ethics and l'Agence Française de Développement's Statement of Integrity, Eligibility and Environmental and Social Responsibility. (See Annexes 1 and 2 of the RFP.)
48. **Question:** Is there any infra support required and the efforts to be considered, please confirm.
Answer: Yes. The infra should be built in AWS.

49. **Question:** Why is cepf.net moving to Craft CMS? What does Craft CMS have that Drupal does not already offer?

Answer: We have weighed the options and Craft CMS is our CMS of choice.

50. **Question:** Would cepf.net consider upgrading the site to Drupal 10 if a compelling argument could be made about why that is a better idea than moving to Craft?

Answer: No. The scope is for a Craft CMS rebuild and migration.

51. **Question:** As an offshore development company, we would like to confirm our eligibility to bid for this requirement.

Answer: We will accept and review proposals that respond to the instructions in the RFP and from offerors that exercise the highest standards of conduct in preparing, submitting and, if selected, eventually carrying out the specified work in accordance with CI's Code of Ethics and l'Agence Française de Développement's Statement of Integrity, Eligibility and Environmental and Social Responsibility. (See Annexes 1 and 2 of the RFP.)

52. **Question:** Can you share which languages will need to be supported on the new website? Who will be responsible for the manual translation and building of those pages?

Answer: Same languages as available in the current site. We expect automated or semi-automated translations.

53. **Question:** Are there any specific security requirements or compliance standards we should be aware of, especially given the international nature of your work?

Answer: No

Question: How do you envision the training process for content editors? Would you prefer in-person sessions, video tutorials, or written documentation?

Answer: To be agreed with the selected agency. Prefer virtual training and materials for future reference.

54. **Question:** Would you be open to using an alternate accessibility scanning tool other than Google Lighthouse? Would you be willing to use a semi-automated monitoring tool such as Deque Axe Monitor or SiteImprove?

Answer: We are open to alternatives, but Google Lighthouse is our preference at the moment.

55. **Question:** It seems that the January 5, 2025 launch date is tied to the Drupal 7 sunset. Is January 5 a firm deadline, or is there some flexibility if necessary, while still aiming for that target?

Answer: We can consider adjusting the project plan to release a minimum viable product on Craft CMS before January 5, assuming there are clear plans to meet the remaining requirements shortly thereafter.

56. **Question:** When will the contract be awarded and when is the target start date?

Answer: Once a contractor has been selected, the CEPF/CI team will begin immediately to work with the contractor to set up the contract and move forward

on the project as quickly as possible. The specific date will depend on us receiving sufficient qualifying proposals by the deadline, and on the speed with which both sides can agree to the terms of the contract.

57. **Question:** Does CEPF have a current Craft partner in mind?

Answer: No.

58. **Question:** For the project artifacts described in part II of the Technical Proposal, does CEPF want a list and description of artifacts, or redacted samples of actual artifacts from other projects?

Answer: List and description of artifacts.

59. **Question:** How large is the internal CI technical team? What are their job titles and responsibilities?

Answer: CI has a team who will provide support for the execution of the project, such as IT, Brand + Communications, Security, etc.

60. **Question:** Does CEPF have an official branding or style guide?

Answer: Yes, but we will maintain all the brand-related elements of the current site.

61. **Question:** How many database records are in the Drupal 7 database?

Answer: As of August 21, there were 11,245 content items (nodes) that were distributed in this way:

Content type	Number of content items
document_landing	2
grants_landing	1
home_page	1
hotspot	37
hotspot_landing	1
impact	1
learning_landing	1
page	579
project	3100
resource	7224
resource_database_landing	1
story	295
story_landing	1
webform	1

Important: this only shows the amount of nodes records, per Drupal architecture definition each field associated to a node type has it own two tables (field base and field instance), so all those records are not being represented into this list but you could have a good sense of how many elements you need to migrate. But, we are also going to include another list of records that need to be migrated. These records are for paragraphs entities that are associated to different node types. These paragraph elements are basically components that help content editors to show content in different ways into existing nodes.

Total number of paragraphs: 1707

Paragraphs items by type:

Paragraph type	Number of content items
bio_bundle	17
body_text	975
inline_charts	4
inline_image_promo	709
promo_block	2

This site also has another entity that holds information about the nodes (content types), that entity is called field collection, so here you have the numbers for that entity:

Total number of field collections: 229

Collections items by Field:

Collection type	Number of items
field_call_to_action	88
field_contact_pair	1
field_eco	48
field_grant_instructions	3
field_investment_collection	47
field_promo	16
field_rit	11
field_title_copy_cta	1

62. **Question:** Regarding the pages of content to be migrated from Drupal to Craft, we assume this content is in the Drupal database. Within this database content, how much HTML is embedded in the content? In other words, how clean is this dataset to be migrated?

Answer: The Database for this site is very "clean", the only HTML that is stored into the database is the one that is coming from the Ckeditor fields.

63. **Question:** Regarding keeping the current HTML/CSS code base. Is the site running on an HTML framework like Tailwind or Bootstrap?

Answer: The current custom theme is using the contributed Drupal Zen theme as base: <https://www.drupal.org/project/zen>