

Population Reference Bureau (PRB)

Managed Website Hosting, Development, and Digital Support Services

Official Responses to Vendor Questions

PRB received questions from prospective offerors by the July 17, 2026 deadline. This document provides PRB's official responses to all questions received. These responses are issued simultaneously to all offerors and supersede any prior informal communications. Questions have been consolidated where multiple vendors asked the same or substantially similar questions. The question numbers correspond to the order in which topics were addressed, not the order in which individual questions were received.

All other terms of the RFP remain in effect. Offerors should review these responses alongside the original RFP and Exhibit A before submitting proposals.

BUDGET & PRICING

Q1 *What is the allocated budget / annual budget range for this contract?*

Given the demand-based retainer-plus-ad-hoc-hours structure, we chose not to disclose budget ranges. If you have concerns about scope, please list any costing assumptions in your proposal.

Q2 *Is ~20% utilization of ad-hoc hours (approx. 32 hours) the right basis for pricing the base year? Same assumption for option years?*

We will use ~32 hours utilization for comparison of offers. Due to recent developments, we expect ad-hoc usage to be higher than 20% during implementation.

Q3 *Are the 160 ad-hoc hours a firm annual ceiling or a planning estimate? What happens if PRB needs exceed them?*

Correct, these are a planned estimate. PRB would propose a contract amendment to increase the ceiling if needed.

Q4 *Will PRB consider a one-time onboarding/setup fee covering the first 60 days (inventory, SOP, analytics, environment review)?*

If your pricing approach includes an onboarding fee, please identify it separately in the price proposal. We will evaluate pricing based on a calculated total price over potential contract lifetime.

Q5 *Will PRB allow separate fixed-price project agreements for major initiatives that exceed the annual ad-hoc hours?*

Not if related to the SOW of this contract. Instead, we would amend the contract to include additional ad-hoc hours where needed. PRB may separately compete fixed-price work for project-based web development unrelated to this procurement.

Q6 *What is PRB's preferred commercial model -- retainer, T&M, fixed-price, prepaid hours?*

Please refer to the RFP where we state retainer plus T&M.

Q7 *What is PRB's preferred rollover policy for unused retainer hours?*

For obvious reasons, PRB prefers maximum flexibility (100% rollover). However, we understand that vendors have different approaches and flexibility is usually more limited. We will take rollover into account when comparing offers. In the proposal, please state your policy.

Q8 *Section 3.5 describes 8-12 hours/month ongoing plus up to 160 ad-hoc hours/year. Are ad-hoc hours billed as used or committed and prepaid? Does retainer roll over month to month, and does any balance reset at year end?*

We prefer that ad-hoc hours be billed as used to avoid the need to later reconcile pre-payments with actual hours used. If you require pre-payment, please note this in your cost proposal. With regard to retainer, please see response to Q7.

HOSTING & INFRASTRUCTURE

Q9 *Is Google Cloud a required platform, or would PRB consider alternatives (e.g., Pantheon, AWS) if they better met cost and operational objectives?*

If, during implementation, a vendor can demonstrate value-add of alternative platforms, we are in principle open to considering migration. In practice, migration appears costly and disruptive.

Q10 *Can PRB confirm whether all Google Cloud sites are under one project/account or spread across multiple?*

All of PRB's Google Cloud resources are consolidated in a single project in one region. There is no spread across multiple projects or environments. Note: a separate legacy AWS environment (the older data center backend) remains running and will be decommissioned by August 31st as mentioned in the RFP.

Q11 *Can PRB describe the current Google Cloud architecture (VMs, load balancer, Cloud SQL, storage, CDN, firewall)?*

PRB's Google Cloud infrastructure runs in a single project. Compute consists of three Compute Engine VMs: the primary web server hosting prb.org and the WordPress portfolio, a dedicated server for the World Population Data Sheet application, and a third VM that is currently powered off. Databases are MySQL hosted on the VMs; there is no Cloud SQL. There is currently no load balancer and no CDN -- sites are served directly from the web server with server-level page caching. Four Cloud Storage buckets are used for backups and archives only. Network security is enforced by Google Cloud VPC firewall rules, supplemented by a host firewall with automated intrusion prevention and a web application firewall on each server. (Exception: The small and self-contained Data Center sits behind bunny CDN.)

Q12 *Are infrastructure-as-code tools (Terraform, Deployment Manager, etc.) currently in use?*

Infrastructure-as-code tools such as Terraform or Deployment Manager are not currently in use.

Q13 *What is PRB's approximate current monthly Google Cloud spend?*

Approximately USD 1,000 per month. PRB holds the contract with Google and pays them directly.

Q14 *Are all WordPress sites on a single multisite network, or separate installations?*

The sites are separate individual WordPress installations, not a WordPress Multisite network. Each site has its own database and file structure, all hosted on the same server.

Q15 *Are there separate development, staging, and production environments for each site?*

Development and staging environments are available for all sites but are activated on an as-needed basis rather than maintained continuously.

Q16 *What CDN, WAF, malware scanning, and uptime monitoring tools are currently deployed?*

No third-party or edge CDN is currently deployed (except for the small and self-contained Data Center site); content is served from the origin server with server-level page caching. A web application firewall is enabled across the portfolio. All WordPress sites are scanned for malware through a centralized management and security service, which also handles updates and backups. Site availability is monitored continuously by more than one independent uptime-monitoring service, with alerting on downtime.

Q17 *Who currently owns domains, DNS, SSL certificates, Google Cloud, and Google Workspace?*

PRB owns all of these. The current vendor holds administrative access to operate them on PRB's behalf. Domains are registered with Network Solutions under PRB's own account. DNS is managed in Amazon Route 53 in PRB's AWS account. SSL certificates are issued and renewed automatically at the hosting layer. The Google Cloud environment is administered by the current vendor, with the billing account owned and paid directly by PRB. Google Workspace is owned and administered by PRB.

Q18 *Are cloud costs currently optimized, or is cost reduction a project objective?*

We're working to optimize cloud costs with our current vendor, but this work could continue with the awarded vendor.

Q19 *What monitoring platform is currently used?*

Site availability is monitored continuously by more than one independent external uptime service, with alerting on downtime. Site health, updates, malware scanning, and admin activity are tracked through a centralized WordPress management and security service. Infrastructure and server metrics are monitored through the hosting platform and Google Cloud.

Q20 *Section 3.1 states PRB pays cloud providers directly. Can PRB confirm that the monthly managed-hosting fee should cover vendor management labor and tooling only, excluding cloud infrastructure charges?*

That is correct. Monthly managed-hosting fee should cover labor and tooling only. PRB pays cloud infrastructure directly to Google and AWS, the latter to be discontinued in the near future.

DATA CENTER

Q21 *What technology stack / language / runtime is the Data Center binary built on?*

Rust binary running axum, frontend SolidJS. PRB is fully responsible for server code of the current data center. The vendor's responsibility is limited to hosting environment (system patches, server restarts, firewall maintenance, etc.) and occasional re-deployment of datasets via provided and documented ingestion binary and shell script.

Q22 *Will the vendor receive source code access, or only the compiled binary and deployment script?*

PRB will provide source code access via Github with the understanding that this is proprietary software. PRB is fully responsible for server code of the current data center. The vendor's responsibility is limited to hosting environment (system patches, server restarts, firewall maintenance, etc.) and occasional re-deployment of datasets via provided and documented ingestion binary and shell script.

Q23 *Will the developer of the 2026 Data Center provide a documented handover? Will any warranty/support period extend past September 1?*

PRB is fully responsible for server code of the current data center. The vendor's responsibility is limited to hosting environment (system patches, server restarts, firewall maintenance, etc.) and occasional re-deployment of datasets via provided and documented script.

Q24 *Will the new Data Center be fully launched and stable on Google Cloud before September 1, or is the vendor expected to support the launch itself?*

The site will be fully launched and stable on Google Cloud by August 31. The awarded vendor may have to assist with occasional re-deployment of SQLite databases containing datasets via an existing, documented ingestion binary and deployment script.

Q25 *Who built the Data Center's custom analytics pipeline and dedicated API? Is it documented? Who holds the plausible.io subscription?*

The plausible.io subscription is held by PRB. The Data Center was built in-house by PRB. The API is straightforward, documented, and consumed by PRB via PowerBI dataflow.

Q26 *Will the vendor be responsible for ongoing feature development on the Data Center, or hosting, maintenance, and data updates only?*

The vendor will not be responsible for any feature development or code maintenance. The vendor's responsibility is limited to hosting environment (system patches, server restarts, firewall maintenance, etc.) and occasional re-deployment of datasets via provided and documented ingestion binary and deployment script.

Q27 *Is building or developing the new 2026 Data Center version in scope for this contract, or is the vendor responsible only for hosting, maintenance, and advisory once it is delivered?*

PRB staff will handle compilation of new datasets and ingestion into underlying SQLite databases. The vendor's responsibility is limited to hosting environment (system patches, server restarts, firewall maintenance, etc.) and occasional re-deployment of datasets via provided and documented ingestion binary and shell script.

Q28 *If the snapshot.prb.org August 31 sunset date slips, is decommissioning the vendor's responsibility? Are there data retention obligations?*

There are no data retention obligations. PRB does not expect decommissioning to slip. If decommissioning does slip, any excess vendor effort would be covered via ad-hoc hours.

Q29 *Will the vendor support snapshot.prb.org (AWS) during transition, or only the new Google Cloud version after launch?*

The awarded vendor will only support the new Google Cloud version after launch.

Q30 *Is Data Center CDN and SSL setup complete, or will initial configuration be part of onboarding scope?*

Yes, CDN (Bunny) and SSL setup are complete.

Q31 *How frequently are data updates to the Data Center expected?*

Major updates (addition of new datasets) are expected to take place every two years. Incremental updates may occur more frequently. PRB expects to be able to handle dataset ingestion and deployment internally, but the vendor may be requested to assist with the same by running a provided and documented ingestion binary and deployment script. The vendor will not be responsible for the correct functioning of the ingestion CLI or the correctness of provided datasets.

SITE PORTFOLIO & SCOPE

Q32 *Can PRB confirm the exact number of sites in scope?*

There will be 22 sites in scope at contract start, including the new Data Center (wpds.prb.org). Snapshot.prb.org will be decommissioned by August 31 by current vendors and is not part of the new contract.

Which sites are considered business-critical or highest-traffic?

Q33	Business-critical sites include: prb.org, wpds.prb.org, scorecard.prb.org, stateofaccess.prb.org.
Q34	<i>Which of the 22 sites are actively maintained vs. effectively archived or frozen?</i> Actively maintained are prb.org and wpds.prb.org, while others need to remain frozen and five could potentially be considered for archiving. We are open to discussing more efficient maintenance structures with the awarded vendor.
Q35	<i>Which sites are likely to be retired during the contract period?</i> None are currently planned to be retired other than snapshot.prb.org (by August 31), but PRB is open to retiring sites when circumstances and time allow.
Q36	<i>Are any sites multilingual or region-specific beyond fr.poppov.org?</i> Certain pages include other languages (primarily French), but PRB supplies the content for these. Wpds.prb.org is multilingual.
Q37	<i>Are any in-scope sites built on something other than WordPress?</i> The Data Center runs a Rust server (axum) and SolidJS frontend with heavy reliance on D3.
Q38	<i>Is Exhibit A the definitive site inventory, or will the vendor document all sites during the 60-day onboarding window?</i> Yes, this is the current site inventory though it could change over the contract period.
Q39	<i>Is there a preference for DC-based agencies, or is this open nationally/internationally?</i> This procurement is open to all firms provided they can fulfill insurance requirements. There is no preference for DC-based agencies.
Q40	<i>Is a specific DC business license required to perform this work?</i> PRB does not require offerors to hold a District of Columbia business license as a condition of award. Whether an individual vendor must register to do business in the District is a determination for that vendor based on its own circumstances.

SECURITY & COMPLIANCE

Q41 *Has PRB experienced any security incidents or site compromises in the past 24 months? Are any sites currently flagged by a security scanner?*

PRB experienced one security incident in the past 24 months: in May 2026, a handful of WordPress sites were breached via a compromised vendor account. The issue was resolved without data loss and without any sites being added to blocklists. No sites are currently flagged by any security scanner, hosting provider, or browser blacklist.

Q42 *Are there compliance requirements beyond standard WordPress security best practices (HIPAA, FedRAMP, GDPR, WCAG/ADA, Section 508)?*

As a recipient of HHS Federal Assistance, PRB is subject to Section 504, which will require compliance of institutional web content with WCAG 2.1 Level A and AA by May 11, 2027. See <https://www.healthcarelawinsights.com/2026/02/hhs-section-504-final-rule-digital-accessibility-deadlines-approaching-in-may-2026/> (deadlines subsequently extended by one year).

Q43 *Does prb.org/donate process payment cards on-page or hand off to a third-party processor? Do members.prb.org or alumni.prb.org store personal information?*

Donations on prb.org are processed via DonorBox, a third-party processor; payment card data is not handled or stored by PRB or its vendors. Alumni.prb.org and members.prb.org do store personal information: alumni.prb.org holds approximately 10,000 profiles; members.prb.org holds approximately 330 accounts with names, emails, and membership details. No payment card data is stored on either site. Data is stored in site databases on the Google Cloud server, served over HTTPS, with passwords hashed and access restricted to administrators.

Q44 *Are MFA and named individual accounts already enforced across WordPress, Google Cloud, DNS, and analytics?*

Yes, for WordPress admin accounts relating to PRB.org. MFA is enforced for every administrator account via Solid Security Pro, and all accounts are named individual users. For hosting-level access (Google Cloud console, DNS, analytics): named individual accounts are in use and MFA can be enforced through Google Workspace policies, though it is not currently mandated at the user level for WordPress across other sites.

Q45 *Will PRB allow a security assessment and remediation period at contract start before full security obligations attach?*

Yes, PRB would allow for this. Please propose a timeline.

Q46 *What accessibility standard should the portfolio meet (WCAG 2.1 AA, Section 508)? Would bringing sites into conformance fall within the retainer or be scoped as ad-hoc?*

As a recipient of HHS Federal Assistance, PRB is subject to Section 504, which will require compliance of institutional web content with WCAG 2.1 Level A and AA by May 11, 2027. See <https://www.healthcarelawinsights.com/2026/02/hhs-section-504-final-rule-digital-accessibility-deadlines-approaching-in-may-2026/> (deadlines subsequently extended by one year).

Low-effort compliance work (e.g., explicitly designating old sites as archival, making compliance not required) would be covered under the retainer. Major migrations would be covered via ad-hoc hours.

Q47 *Is penetration testing or a third-party security audit currently conducted or required?*

No formal third-party penetration testing or security audit is currently conducted. The environment is continuously scanned for malware and known vulnerabilities through the WordPress management and security service, with issues patched as identified.

Q48 *Does the Byrd Anti-Lobbying Amendment apply because federal funds are involved? What additional federal provisions flow down (SAM.gov, Section 889, etc.)?*

Yes, PRB holds Federal assistance awards. We expect to flow down general funder provisions (e.g. about compliance with the law, debarment and suspension, trafficking prohibitions, lobbying, terrorist financing, etc.) but not Section 889. Vendors are not required to hold a SAM.gov registration. We will request a vendor representation that the services do not use covered telecommunications or video-surveillance equipment or services as a substantial or essential component.

Q49 *Will subcontracted specialty work (e.g., accessibility audits, pen testing) be acceptable within the single-vendor requirement if disclosed?*

Yes, please disclose in the proposal per Section 9 of the RFP and explain how this work would be charged to PRB (within retainer, at specific hourly rates, etc.).

SLAS & EMERGENCY RESPONSE

Q50 *Is the 30-minute critical response requirement 24/7/365 including holidays? Does acknowledgment from a qualified engineer satisfy it, or is diagnostic progress required?*

Yes, 24/7/365. Acknowledgment from a qualified engineer satisfies the initial response requirement. Critical incidents are rare: PRB experienced one major security incident in the past 24 months (see Q41).

Q51 *How will 99.9% uptime be measured? Will scheduled maintenance windows and upstream cloud/CDN/DNS outages be excluded? Are service credits or penalties associated?*

Uptime is measured at the application layer by continuously monitoring actual site availability from more than one independent external service, on a monthly basis. Scheduled maintenance windows and downtime caused by factors outside the vendor's control -- such as upstream Google Cloud or network outages -- are excluded from the calculation. PRB does not attach service credits or financial penalties to the uptime commitment; the remedy for sustained underperformance is termination for convenience.

Q52 *The Data Center runs on a single VM -- a lower availability ceiling than 99.9% by design. Is PRB open to a change in deployment model, and would PRB fund the additional infrastructure cost?*

Thank you for flagging this. We are open to accepting a lower availability ceiling for this site, or exploring re-deployment based on your recommendation and cost analysis.

Q53 *Are there service credits, liquidated damages, or financial remedies tied to the SLAs in Section 6?*

Section 6 states performance commitments. PRB does not attach service credits or liquidated damages to them. PRB's remedy for unsatisfactory performance is termination for convenience on 30 days' notice, subject to the transition-out obligations in the eventual contract.

Q54 *How does PRB envision emergency DNS changes at 3am during an active attack, when PRB staff are unavailable and the 30-minute clock is running?*

PRB holds the domain registrar account (Network Solutions) and is the registrant of record for all domains. The current hosting vendor holds operational access to make DNS changes on PRB's behalf, with DNS managed in Amazon Route 53 within PRB's AWS account. Under this arrangement, the vendor can act on emergency DNS changes immediately without requiring PRB staff to be available. The incoming vendor will be expected to document this access arrangement in an SOP.

TRANSITION & INCUMBENT

Q55 *Is there an incumbent vendor? Are they bidding on this RFP? Will they support a structured knowledge transfer?*

We cannot disclose if incumbent vendors will respond to the RFP (the work is currently spread across two vendors). PRB plans to contract with incumbent vendors to support knowledge transfer.

Q56 *Will the selected vendor assume full SLA responsibility on September 1, or after an agreed onboarding period?*

Ideally, the answer is yes, but PRB is fine with accepting an onboarding period. Please indicate the proposed onboarding period in your proposal.

Q57 *Will PRB make contract terms (limitation of liability, IP ownership, termination, transition-out obligations) available before the proposal deadline?*

PRB is reviewing whether standard contract terms can be shared prior to award. Offerors may list any terms they would propose to modify in their technical proposal.

Q58 *Will the selected vendor be expected to support the transition from current vendors, or start fresh from day one?*

Details will be discussed with the successful vendor, but PRB hopes to have a 3-4 week overlap period where transition support is expected from all parties.

Q59 *Does PRB have existing documentation (site inventory, SOPs, architecture notes) that will be shared at onboarding, or should vendors expect to build from scratch?*

Some documentation exists and will be transferred during the transition overlap period. Access credentials are maintained in a secure password manager. A consolidated handover set -- including site inventory, architecture overview, and key runbooks -- will be prepared by the current vendors and shared with the incoming vendor. PRB plans a 3-4 week overlap period to facilitate this transfer. Vendors should not assume a fully documented environment at contract start; the 60-day portfolio inventory deliverable in Section 3.6 is intended to establish that baseline.

PROPOSAL FORMAT & PROCESS

Q60 *Are there page limits, required file formats, or naming conventions? Should the price proposal be submitted separately?*

There is no page limit or need to submit pricing separately. There are also no specific file format or naming requirements. If email is insufficient for your file size, linking to a secure shared drive is acceptable. We generally recommend succinct, relevant content over marketing copy.

Q61 *Should proposals be submitted by email to jgreene@prb.org or through a portal?*

Please submit all proposals via email to jgreene@prb.org.

Q62 *Can PRB confirm the exact cutoff time and time zone for the questions deadline and the proposal deadline?*

5:00 PM ET.

Q63 *May a newly formed small business substitute portfolio examples and technical evidence in place of the two to three required references?*

Yes. Additionally, newly formed vendors can consider providing references for proposed personnel, though PRB may reserve the right to approve personnel changes during implementation where award rests substantially on individual vs. corporate qualifications.

Q64 *May insurance coverage be bound after selection but before work begins, or must evidence accompany the proposal?*

Insurance may be bound after selection and is thus not required at proposal submission.

Q65 *May a small vendor satisfy the 30-minute SLA through a documented on-call and escalation model rather than a multi-person bench?*

Yes.

Q66 *Will shortlisted vendors be invited to present or interview? What format and duration?*

PRB may request a call to clarify points in submitted proposals and ask additional questions but does not anticipate asking for a formal presentation.

Q67 *Would PRB consider extending the proposal deadline by one week?*

PRB does not anticipate extending the deadline at this time to allow sufficient time for evaluation of offers received.

Q68 *How many vendors are responding? Is the current provider participating?*

PRB does not disclose this during an active procurement.

Q69 *Is there a scoring matrix for the evaluation criteria?*

There is no scoring matrix beyond what is available in the RFP.

Q70 *If PRB splits the award, would vendors have an opportunity to revise pricing?*

PRB is not seeking to split the award.

Q71 *Is this RFP part of a standard re-bid cycle, or does it reflect a specific gap identified in current web operations?*

This is part of a standard re-bid cycle.

ANALYTICS & GTM

Q72 *Does PRB already have an established GA4 and GTM implementation, or should vendors assume a comprehensive audit and restructuring may be required?*

A GTM container exists. The GA4 status varies by site. An audit is required; some sites may need significant work, though we may mutually decide that it makes sense to focus on a limited set.

Q73 *Will the vendor be granted access under PRB's existing GA4, GTM, Looker Studio, and plausible.io accounts? Is there one GTM container or one per site?*

We have one GTM container (for prb.org and the current data center). PRB will grant access to the platforms necessary for effective analysis and guidance.

Q74 *Does PRB already use Looker Studio dashboards?*

No.

Q75 *Are conversion goals already defined and tracked, including prb.org/donate?*

No.

Q76 *Which KPIs matter most to leadership? Which decisions do you wish analytics could better support?*

This will be discussed in further detail with the successful vendor.

Q77 *Should the Looker Studio dashboard be designed for Communications, executive leadership, donor reporting, or all audiences?*

Communications would be the primary audience. Others would be a nice-to-have but are not essential.

DESIGN, DEVELOPMENT & CONTENT

Q78 *Will PRB provide content, or should vendors include copywriting/content strategy in the proposed model?*

PRB will provide all content.

Q79 *Does PRB have brand guidelines, a design system, or Figma files?*

Yes, PRB has a website style sheet in Figma and brand guidelines. We do not anticipate needing to establish shared design standards.

Q80 *Are Gutenberg blocks custom-built? Is there a component library? Are JavaScript frameworks in use?*

The Gutenberg blocks on prb.org are implemented using ACF (Advanced Custom Fields) blocks -- a standard library -- integrated as part of the Sage theme framework. There is no separate bespoke component library.

Q81 *Is the codebase Composer-managed? Is there an existing CI/CD or deployment workflow?*

The development environment uses a Composer-based WordPress installation with a CI/CD pipeline (GitHub integrated with CircleCI) deploying to a Pantheon development environment. The live production environment is a classic WordPress hosting setup and is not Composer-based; a custom deployment process pushes theme updates from the GitHub repository to the live site. Plugin and WordPress core updates on the live environment are managed separately by the hosting vendor.

Q82 *Where is the source code repository located, and who owns it? Is all custom code version-controlled?*

The source code repository is held in GitHub and all custom code is version-controlled. The repository is currently owned by a current vendor. Transfer of repository ownership is possible while maintaining the existing CI/CD pipeline.

Q83 *What custom plugins exist that would need to be maintained?*

The following premium plugins are currently provided under the design vendor's agency license: Advanced Custom Fields PRO, Gravity Forms (including add-ons), Relevanssi Premium, Solid Security Pro, and WP All Import Pro. One plugin, wpDataTables, is not covered by any agency license. Proposals should include a clear description of how premium plugin licensing will be handled (see Section 8, Pricing).

Q84 *Are there third-party integrations or APIs built into the sites (e.g., automatic data feeds)?*

Yes. Key third-party integrations across prb.org include: Gravity Forms for site-wide form handling (Contact PRB, newsletter subscription), with submissions routed to Mailchimp and PRB's communications inbox; DonorBox embedded on the Donate page; third-party charting and data visualization tools (Flourish, Datawrapper, eCharts) embedded in content; wpDataTables for data table management; and Mailchimp integrated via Gravity Forms add-on. The hosting environment additionally connects to Google Analytics, Search Console, and Tag Manager; third-party SMTP for email delivery; and a custom integration with PRB's data center (integration will be discontinued prior to handover), REST API endpoints, and Elasticsearch-powered search.

Q85 *Is the 8-12 hours/month estimate based on actual historical usage? How many ad-hoc hours were used in the previous contract?*

The 8-12 hours/month reflect anticipated usage. Historical data is an unreliable reference point given significant institutional changes in the last ~18 months.

Q86 *What types of issues generate the highest volume of support tickets? What are the known pain points?*

These details will be discussed in further detail with the successful vendor. Currently, the majority of tickets focus on post-migration fixes — ensuring content migrated correctly and displays as intended — along with minor enhancements to the functionality of newly introduced modules.

Q87 *Does PRB have a preferred task management platform (Jira, Asana, Monday.com, ClickUp)?*

PRB does not have a preferred platform.

Q88 *How many PRB staff will be authorized to submit task requests? Roughly how many discrete requests per month?*

PRB anticipates 2 staff having access to the ticket platform, primarily managed by one person. Best estimate is 3-5 requests per month on average, but this will vary based on PRB's project portfolio and demands.

Q89 *Are there blackout periods where deployments should be avoided?*

This will be coordinated and discussed with the successful vendor.

Q90 *Should Data Center-related technical maintenance be budgeted against the monthly retainer, the 160 ad-hoc hours, or as a separate managed-hosting line item?*

We expect Data Center technical maintenance to be minimal. Any hosting-related effort (patches, DNS, firewall, CDN, etc.) should be part of the monthly retainer. Any work beyond that (including occasional redeployment) can be covered using ad-hoc hours.

Q91 *Is PRB considering AI-assisted tools for interacting with data center content?*

Not at this time.

CENTENNIAL (FY2030)

Q92 *Is centennial development expected to be drawn from the 160 ad-hoc hours, or scoped and funded separately when the time comes?*

PRB envisions this falling under ad-hoc hours. If the project unexpectedly takes on a distinct scope, funding source, and/or scale, PRB may procure and contract this work separately.

Q93 *Do you have a preliminary concept or direction for the centennial immersive content, or is that something the vendor would help develop? Is it envisioned as an enhancement to prb.org or a standalone microsite?*

This is something a vendor could be a thought partner on depending on experience and expertise. These ideas will likely take shape only in option years, but at minimum, PRB would want something to tell its historic narrative in a compelling format.

Q94 *Will PRB handle the centennial marketing and content strategy internally, or is external support needed?*

This will be handled internally and by separate contracts.

POST-AWARD / ONBOARDING (QUESTIONS DEFERRED TO CONTRACT START)

Q95 *Can PRB provide a current inventory of WordPress themes, plugins, page builders, and staging environments?*

This question will be addressed with the successful vendor during onboarding. See also Q83 for information on current plugin licensing.

Q96 *Can GA4 and GTM read-only access be granted during the proposal stage?*

No, this access will not be granted until after award.

Q97 *What are PRB's known SEO issues, Core Web Vitals status, and structured data implementation?*

This question will be addressed with the successful vendor during onboarding.

Q98 *What are PRB's digital priorities over the next three years beyond the centennial?*

This question will be addressed with the successful vendor during onboarding.

Q99 *Are there plans to consolidate the microsite portfolio or introduce headless architecture?*

This question will be addressed with the successful vendor during onboarding.

Q100 *What CRM or fundraising platforms are integrated with the WordPress sites?*

This question will be addressed with the successful vendor during onboarding. See responses to other questions for some related details.

Q101 *What would define a successful partnership at 6 and 12 months? What are the biggest frustrations with the current provider?*

This question will be addressed with the successful vendor during onboarding.

Q102 *Are there runbooks or disaster recovery documentation currently in place?*

This question will be addressed with the successful vendor during onboarding.

Are user personas, usability testing data, or existing user research available?

Q103 This question will be addressed with the successful vendor during onboarding.

Q104 *Can pre-production access be granted to review snapshot.prb.org and wpds.prb.org before September 1?*

Wpds.prb.org is now live in beta and publicly accessible — no special access is required to review it. Snapshot.prb.org will be decommissioned by August 31 and is not in scope for the new contract.