CT Lottery

Website Redesign
Request For Proposals
CLC202504
Addendum #2

CLC Responses to Firm Questions

Clarification: The responses provided in this Addendum reflect CLC's current requirements for website design and development, expectations regarding firm responsibilities, and assumptions about the project. As the RFP and project progress, CLC's scope of services and associated requirements may evolve. CLC anticipates further refinement of its specific needs and requirements in collaboration with the selected firm throughout the project.

Question #	Question	CLC Response
1	"Is there an approved budget range or ceiling we should design the proposal around?"	There is no predefined budget or established ceiling for this project. Firms are encouraged to propose competitive pricing based on the full scope of work outlined in the RFP, including any invited or optional services. Please refer to Part III.B.4 and Appendix A of the RFP. Pricing should clearly differentiate between a) Core website design and development, b) Optional services such as 24/7 maintenance and hosting, and c) Any other offered enhancements.
2	"Has an overall budget been established for the website redesign project?"	See response to Question #1.
3	"Should our proposed budget include the optional hosting and 24/7 maintenance services, or will these be considered under a separate budget?"	See response to Question #1.
4	"Is there a budget established for this project?"	See response to Question #1.
5	"Can you provide more details on the budget range and any constraints we should be aware of?"	See response to Question #1.
6	"Is there a budget range that you'd like to stay within?"	See response to Question #1.
7	"Is there a defined budget for this RFP?"	See response to Question #1.
8	"What is your budget?"	See response to Question #1.
9	"What is the expected budget for this website redesign project?"	See response to Question #1.

10	"Has a budget range been established for the project, including optional services?"	See response to Question #1.
11	"Is there a target budget you are looking to stay within?"	See response to Question #1.
12	"Does the indicated $45K–$75K budget range apply solely to the website redesign and development, or should it also accommodate optional services such as 24/7 maintenance and/or hosting?"	See response to Question #1; The RFP does not include the $45k-$75k budget range as referenced.
13	"Is there an estimated budget range or authorized spend ceiling for the core redesign?"	See response to Question #1.
14	"How many languages do you want the site to support?"	As stated in Part II.A.3 of the RFP, providing multi-lingual support is a primary requirement and key objective of this project. CLC will collaborate with the selected firm to ensure this objective is met. Language capabilities, CMS features, and localization strategies should be proposed to support future scalability and user engagement.
15	"Which languages beyond English must the site support, and will CLC or the vendor handle translation/localization?"	See response to Question #14.
16	"Will translated content be entered into the CMS or will translation automatically occur on the fly using Google Translate, or a similar tool?"	See response to Question #14.
17	"Wanted to ask you if there's a desire to make this new website available in Spanish as well?"	See response to Question #14.
18	"Will multilingual content be required at launch, or is it intended as a future enhancement? If required now, which languages should be included?"	See response to Question #14.
19	"Should multilingual support extend to dynamic content (e.g., draw results) or static pages only?"	See response to Question #14.
20	"Regarding multilingual support, which languages are essential? Is the goal full parity across content or translation of selected materials only?"	See response to Question #14.
21	"Languages: Besides English, are there other specific languages (e.g., Spanish) that need to be supported at launch?"	See response to Question #14.
22	"Which languages need to be supported immediately?"	See response to Question #14.
23	"For multi-lingual support - how many languages need to be supported?"	See response to Question #14.
24	"Language Translation: How is language translation currently managed on the site? Is there any third party tool being used?"	There is no current language translation built into the existing website.

25	"Are companies from Canada eligible to submit a proposal?"	CLC welcomes submissions from qualified firms regardless of geographic location. Firms are not required to be established in the United States or the State of Connecticut at the time of proposal submission. However, the selected firm must be authorized to conduct business in Connecticut upon contract execution. Please refer to Part III.B.1.a of the RFP.
26	"Can the work be performed outside the U.S., in particular, Canada?"	See response to Question #25.
27	"I am writing to inquire if offshore companies are eligible to participate in the bidding process for the Connecticut Lottery Corporation."	See response to Question #25.
28	"Does the contracting company has to be established in the USA?"	See response to Question #25.
29	"Are there any restrictions on resource locations? Do resources need to be US-based?"	See response to Question #25.
30	"Is offshore development permitted for this engagement?"	See response to Question #25.
31	"Any restrictions on using offshore resources on ctlottery.com site?"	See response to Question #25.
32	"Will retailers need a portal to update their profiles (hours, promotions)? If so, what approval workflow is required?"	Retailer details are currently uploaded nightly by CLC using the agreed-upon method, and no external party can directly change website data. However, CLC is interested in receiving recommendations for a Retailer portal that would allow approved retailers to submit updates to their profiles, and potentially, in the future, provide a way for new applicants to submit retailer applications for approval
33	"Are you ok for some of the work to be subcontracted out to an offshore company in India?"	Subcontracting must be disclosed in the proposal submission per Part III.B.1.e of the RFP. See Part IV.B , as well. All subcontractors are subject to CLC review and approval.
34	"Will CLC require third-party certification of ADA/WCAG 2.1 AA compliance, or is internal vendor validation sufficient?"	CLC expects the selected firm to ensure ADA/WCAG 2.1 AA compliance and will discuss specific validation requirements during contract negotiations.
35	"How will success metrics for WCAG 2.1 AA compliance be validated—internal audits or third-party?"	Success metrics for WCAG 2.1 AA compliance will be defined and validated in coordination with the selected firm during contract negotiations.
36	"Accessibility: How is ongoing accessibility monitoring currently being handled? Is there a third party tool being used?"	Current accessibility monitoring practices will be reviewed and refined in collaboration with the selected firm to ensure compliance moving forward.
37	"Beyond achieving WCAG 2.1 AA compliance, are there additional accessibility features or considerations you would like to incorporate?"	CLC's primary requirement is WCAG 2.1 AA compliance; however, accessibility features and compliance thresholds may evolve, and additional considerations will be addressed as project needs develop.
38	"ADA Compliance: Beyond WCAG 2.1 AA compliance, is there a preference for third-party certification upon launch?"	CLC prefers third-party certification for ADA compliance upon launch, subject to final contract terms.

39	"Is there a firm go-live target date, or is the April 2026 ADA compliance deadline the primary constraint?"	**The April 2026 ADA compliance deadline is the firm requirement, but an earlier launch is preferred if achievable.**
40	"Will CLC provide all assets (e.g., PDFs, images, videos) in a WCAG 2.2-compliant format, including alt text, captions, transcripts, and proper metadata?"	**CLC will provide existing assets, but the selected firm will be responsible for ensuring they meet WCAG 2.2 compliance requirements, including any necessary conversions.**
41	"What is their expectation of UAT for the purposes of assessing WCAG accessibility? Will there be use of readily available web accessibility checking tools to satisfy these requirements? And if so, does CLC have preferred tools or could the supplier suggest such tools?"	**UAT for WCAG accessibility will be coordinated with the selected firm, who may recommend appropriate tools for testing; CLC has no current preferred tools.**
42	"Is there a desire to change the PDF Order forms to webforms, e.g., Bi Weekly Order Form and Retailer Application. Recommended for accessibility"	**CLC is open to suggestions that improve ease of use and accessibility, including converting PDF order forms to webforms where appropriate.**
43	"Have you had any experience working with digital accessibility or ADA compliance for your current website? Do you have an accessibility officer?"	**CLC does not currently have an accessibility officer; any experience related to digital accessibility or ADA compliance will be discussed as part of the project with the selected firm.**
44	"B.2.b Accessibility Compliance - Describe the firm's strategy for ensuring full ADA/WCAG 2.1 compliance of. CLC's website by the April 24, 2026 deadline. What is the 4.24.26 deadline related to? Launch of the new website?"	**The April 24, 2026 deadline is related to the Department of Justice's ADA compliance requirements and applies to the launch of the new website.**
45	"Security Standards: Are there specific Connecticut or State-mandated cybersecurity frameworks (beyond basic encryption and DCP compliance) we must follow?"	**The selected firm will be responsible for complying with all applicable state and federal cybersecurity laws and standards, including but not limited to Connecticut's Uniform Electronic Transactions Act (UETA), the Connecticut Personal Data Privacy and Online Monitoring Act (Public Act 22-15), and any relevant federal standards such as the NIST Cybersecurity Framework. Additional requirements may apply based on system design and data handling and will be confirmed during contract negotiations.**
46	"New Website: Could you clarify what is specifically meant by "Ensure the website complies with all relevant state and federal data privacy and online security regulations"?"	**See response to Question #45.**
47	"Are there specific data privacy, retention, or reporting requirements (e.g., GDPR, state regulations)?"	**See response to Question #45; CLC typically retains website content records for the current calendar year plus an additional four years, in accordance with the state's general records retention schedules. Specific retention periods may vary based on the nature and classification of the content.**
48	"Security & Data Protection (within Technical Considerations): Is there documentation or more details that can be provided regarding the state and regulatory requirements?"	**The RFP outlines CLC's expectation that firms comply with all applicable federal, state, and regulatory data security and privacy requirements. See Part II.D.1, II.E.6, and Part IV.D. firms should follow industry-standard protocols and may include assumptions or recommendations based on best practices for secure, regulated environments.**
49	"Are there any specific security protocols or compliance standards (e.g., PCI DSS, HIPAA) that the website must adhere to?"	**While the RFP does not name specific standards such as PCI DSS, or HIPAA, CLC requires full compliance with all applicable federal, state, and regulatory security and data privacy requirements. firms should propose solutions aligned with industry-standard security protocols appropriate for a public sector e-commerce-style website handling user data. Please refer to Part II.D.1, Part II.E.6, and Part IV.D of the RFP.**
50	"Part II.E.6 of the RFP notes "vulnerability assessments and penetration testings" as a security requirement. Does CLC have an established cybersecurity vendor that has performed this testing in the past? If so could more detail be provided on the frequency and level of testing?"	**There is no established cybersecurity vendor currently under contract with CLC for website testing. The frequency, scope, and level of vulnerability assessments and penetration testing will be discussed in collaboration with the selected firm.**
51	"If not, do you expect the vendor to perform asset remediation such as converting PDFs to accessible formats, adding alt tags, or generating subtitles?"	**The selected firm may be expected to assist with certain asset remediation tasks, such as converting PDFs to accessible formats or adding alt tags, depending on the specific project scope and needs. Final responsibilities will be defined during contract negotiations with the selected firm.**
52	"Can you clarify any ownership/licensing requirements for code?"	**CLC expects to own all code developed under this project, with the selected firm granting CLC full rights to use, modify, and maintain the code. See Part IV.C of the RFP. Specific licensing terms will be finalized during contract negotiations.**

#	Question	Response
53	"Beyond state-level regulatory compliance, are there additional standards or certifications that the vendor's solution must align with (e.g., SOC 2, ISO 27001, FedRAMP)?"	The firm's solution must adhere to all applicable state and federal cybersecurity laws and standards. Specific certifications such as SOC 2, ISO 27001, or FedRAMP may be discussed and required during contract negotiations with the selected firm.
54	"Who at CLC will coordinate and approve security-testing windows in production?	Security-testing windows in production will be coordinated and approved by CLC's IT and Operations teams in collaboration with the selected firm. Specific contacts and processes will be established during project planning.
55	"Is there a desired timeline for the project's completion, including key milestones?"	CLC anticipates project initiation shortly after contract award and seeks to complete all core deliverables prior to the April 24, 2026 accessibility compliance deadline. Firms should include detailed timelines in their submissions, including major milestones such as discovery, design, development, accessibility testing, and launch. Please refer to Part III.B.2.a of the RFP.
56	"What is your expected timeline for launching the new site once a contract is signed?"	See response to Question #55.
57	"Mockups for Presentations: For the RFP Presentation phase, should we assume CLC will supply content and scenarios for creating mockups, or should we propose original scenarios based on best practices?"	Firms should be prepared to present mockups based on either sample content provided by CLC or best-practice assumptions. Specific instructions for finalist presentations will be communicated by CLC upon invitation. Please refer to Part I.D of the RFP.
58	"Will CLC provide a content scenario or design prompt for the presentation/mockup session anticipated in June?"	See response to Question #57.
59	"Could you provide detailed insights into the primary goals for the website redesign beyond mobile-first design, ADA compliance, and enhanced content management?"	Please refer to Part II.A and II.F of the RFP. CLC is seeking a completely new website—this is not a refresh of the existing site. Primary goals include full modernization, improved accessibility (WCAG 2.1 AA), mobile-first design, intuitive navigation, enhanced performance, and stronger stakeholder engagement. Proposals should also address current pain points and feature enhancements such as retailer tools, game results, and improved search functionality.
60	"Are there specific challenges or pain points with the current website that the redesign aims to address?"	See response to Question #59.
61	"The RFP lists features such as custom prize-claim forms and a retailer lookup. Which of these must be included in this project, and which are just "nice to have"?"	See Part II.F of the RFP.
62	"For each must-have feature and each nice-to-have feature, can you mark them as high, medium, or low priority?"	See response to Question #61.
63	"Please describe an example of a request we might receive outside of normal business hours."	An example of a request that may be received outside of normal business hours includes a failure in the data upload process for winning numbers and payout information, the website becoming unresponsive and requiring immediate attention.
64	"Stakeholder Reviews: How many stakeholder teams will need to review/approve different phases (wireframes, prototypes, final design)?"	CLC and the selected firm will review their respective responsibilities and the identification of reviewing and approving stakeholders during project scoping.
65	"How does CLC distinguish between "minor enhancements" and "major changes" for post-launch work and billing?"	CLC does not define these terms explicitly in the RFP. Firms should define their approach to change management and distinguish between included maintenance vs. additional billable enhancements in their proposal.
66	"Communication Cadence: What is your preference for project updates? (e.g., Weekly meetings? Bi-weekly written reports?)"	CLC expects regular project updates and status meetings to ensure transparency and alignment. Firms should propose their recommended communication cadence in their Project Approach. Please refer to Part III.B.2 of the RFP.
67	"What level of post-launch support and maintenance do you anticipate requiring?"	CLC is requesting options for 24/7 website maintenance and support as outlined in RFP Part III.B.4.a.

68	"What are the main pain points of the current site experience, in your eyes?"	CLC is seeking modernization and improved user experience, as detailed in Part II.A. Firms should independently assess the current site and detail how their proposed solution will enhance usability, performance, and overall functionality in a new website environment.
69	"What would the number one priority be to fix in this site experience if you could fix it right now, today?"	CLC is soliciting solutions aligned with the objectives in Part II.A.
70	"Can you confirm the regular availability windows for your core stakeholder group during discovery, sprint reviews, and UAT?"	CLC staff availability will align with standard business hours (ET). CLC's standard business hours are Monday - Friday, 8:00 AM - 4:30 PM. Discovery, reviews, and UAT sessions should be proposed with sufficient notice. Firms may suggest preferred cadences, and final schedules will be agreed upon during project kickoff.
71	"Existing Website: Is there any available documentation related to the current version of the website that our Agency could access to better understand how the existing data is structured and persisted?"	CLC will share technical and organizational details concerning its current website with the selected firm if relevant to the design and development of the new website.
72	"Who will be responsible for launching the website (e.g., DNS cutover, go-live coordination)?"	The selected firm will be responsible for launching the new website, and CLC will work in collaboration with it to do so. Please refer to Parts I.A, II.E and II.G of the RFP.
73	"Who are the competitors that CLC's site experience needs to differentiate from?"	Competitors include DraftKings, FanDuel, MA Lottery, RI Lottery, NY Lottery, Mohegan Sun, Foxwoods, MGM Springfield, and BetMGM.
74	"Is there a preferred length or level of detail for the Sample Statement of Work?"	Firms are encouraged to provide a sample Statement of Work appropriate to a new website development project of similar complexity, per Part III.B.3. It should demonstrate understanding of scope, timelines, and deliverables, but need not be exhaustive.
75	"Do you foresee any potential challenges or risks that we should be aware of?"	Firms should identify potential project challenges based on their experience with similar website projects and include mitigation strategies as part of their proposals as referenced under Part III.B.2.a of the RFP.
76	"Will CLC provide rewritten content, or do you expect the successful proposer to lead or support content strategy and copywriting?"	CLC is rewriting website content but will provide access to existing materials for reference. Firms are encouraged to propose content strategy and optimization services to support this effort, as appropriate (see Part II.E.3 and III.B.2.a of the RFP). The extent of firm involvement in content development should be clearly reflected in proposals and pricing.
77	"Is it accurate that the Retailer Corner is inclusive in the necessary website delivery for the successive bidder?"	Yes. The Retailer Corner (ctlottery.org/RetailerCorner) is part of CLC's public website and is within the scope of the redesign. However, it will require a complete rethinking and redesign—firms should not rely on its current structure or functionality, but instead propose a modernized approach that effectively serves current and prospective retailers. Please refer to Part II.B.3 of the RFP.
78	"How will CLC define success for this project? Are there specific engagement, conversion, accessibility, or performance metrics you're targeting?"	CLC will define project success based on several factors, including the timely completion of the project, successful deployment of all agreed-upon requirements, accessibility compliance, enhanced user experience, and overall website performance. Specific engagement or performance metrics will be finalized in collaboration with the selected firm.
79	"Does CLC have any geographic preferences or restrictions for key project-team members?"	No specific geographic preferences apply, though responsiveness, availability, and communication effectiveness will be evaluated. Please refer to Part III.B.2.a and Part II.G of the RFP. Additional requirements concerning cross-border transfer of information may apply depending on whether project staff is US-based or offshore (See Question 25).
80	"How many firms do you anticipate inviting to the presentation stage?"	Please refer to Part I.D and Part V of the RFP. CLC will determine the final number of firms for presentations once all proposals have been evaluated.

81	"How are you measuring the success of your current site, and how will you be measuring the success of the new site experience?"	Please refer to Part II.A and II.F of the RFP. Success metrics will be defined in coordiation with the slected firm at time of contracting
82	"What level of post-launch support do you expect from the vendor in the first 3–6 months?"	Post-launch support expectations will be defined in collaboration with the selected firm and may range from full site management to training and transitional support for internal staff.
83	"Can CLC provide details on the awarded contract for the last website redesign?"	Firms should develop and submit independent proposals based on CLC's current RFP requirements.
84	"As it relates to Section E(6)(b) is it correct to assume that the successive bidder is responsible for the cost of such vulnerability assessments and penetration tests or will CLC be providing a separately contracted third-party to perform this service?"	Proposals should include the cost of vulnerability assessments and penetration testing prior to the launch of the new website. Please refer to Part II.E.6.b of the RFP. Such cost should be provided in the firm's Fee Proposal under "Other Fees."
85	"What are the key criteria that will be used to evaluate proposals?"	Proposals will be evaluated based on criteria that best serve the interests and goals of CLC; as a government entity that raises revenue for the state's General Fund, we are always conscientious of cost in our decision-making.
86	"Can you share the evaluation criteria and weightings (technical approach vs. cost vs. past performance)?"	See response to Question #85.
87	"What is the process and typical lead time for obtaining CLC's written consent of proposed subcontractors?"	Subcontractor use must be disclosed in proposals. Written consent is reviewed during contracting. Staffing changes ~~Changes~~ during the project may require additional time for review by CLC. Please refer to Part III.B.1.e of the RFP.
88	"Are there specific deliverables or formats you expect in the proposal submission?"	The deliverables expected from the selected firm are outlined in Part II.H. CLC will review expected deliverables and tehir required formats with the selected firm at the time of contracting.
89	"What is driving that launch date?"	The launch date is driven by the Department of Justice's ADA compliance deadline of April 24, 2026, which applies to the new website.
90	"Are there any fixed milestones or deadlines (e.g., regulatory, event-driven)?"	See response to Question #89.
91	"What is the launch date goal for the new website?"	The target is to launch the new website before the April 24, 2026 ADA compliance deadline, with a preference for an earlier launch if possible.
92	"Aside from accessibility requirements before April 24 2026, is there a desired launch date for the new website?"	See response to Question #91.
93	"What is the intended initial contract term, and are there renewal or extension options for hosting and support?"	The terms and conditions of any resultant contract will be discussed with the selected firm.
94	"If permitted, are there restrictions on time-zone overlap, minimum on-shore staffing, or specific locations?"	There are no hard restrictions; however, proposals will be evaluated on ability to meet communication, collaboration, and responsiveness expectations. Please refer to Part II.G.1 and Part III.B.2.a of the RFP. firms should disclose their staffing model and address any potential impacts.
95	"Would you view an agency having any active relationships with casinos as a conflict?"	There is not enough information in the question to determine whether such a relationship would present a conflict; any potential conflicts, including agency relationships with casinos, will be evaluated on a case-by-case basis in accordance with CLC's standards and applicable regulations.

96	"Do vendors for this contract need to be one of the marketing vendors listed in Contract 24PSX0020, or is this open to all capable vendors?"	**This solicitation is open to all capable firms. The selected firm must meet the qualifications outlined in the RFP and be authorized to do business in Connecticut. Please refer to Part III.B.1.a of the RFP.**
97	"Who will be the primary compliance or legal contact during the accessibility and regulatory content review process?"	**This will be discussed, finalized, and shared with the selected firm.**
98	"What target turnaround time should we assume for feedback and approvals at each project milestone?"	**Turnaround times for feedback and approvals at each project milestone will be discussed and agreed upon with the selected firm.**
99	"Is CLC open to a phased or iterative launch approach—for example, an MVP release followed by refinements—or is a full site launch expected all at once?"	**Yes. CLC is open to a phased or MVP-based rollout approach, provided core accessibility and compliance features are fully functional by the mandated ADA compliance deadline. Firms are encouraged to describe their preferred rollout strategy under Part III.B.2.a, Project Methodology section of the RFP.**
100	"Are there any other stakeholders or departments whose requirements should be considered in the redesign?"	**Yes. Internal stakeholders may include CLC's Marketing, IT, Legal, and Executive teams. The selected firm will work closely with these groups throughout the project lifecycle. Proposals should reflect the ability to manage cross-functional collaboration. Please refer to Part II.G.2 of the RFP.**
101	"Do you require a staging or testing environment as part of the solution?"	**Yes. Please refer to Part II.G.2 and Part III.B.2.a of the RFP.**
102	"Second Screen Experiences: Could you clarify what you envision for "second screen experiences" — live game shows, mobile/TV integration, or enhanced user interactions during draws?"	**"Second screen experiences" refer to features that enable interactive experiences during live or digital content events. Please refer to Part II.E.5.f of the RFP. These are optional enhancements and may be proposed separately as part of offered services in referenced in Part III.B.4.b of the RFP.**
103	"As it relates to Section I(1)(b) will these iLottery functions be external links that go to the separate iLottery website, or is part of the project scope to directly integrate the iLottery functionality into the modernized website? If the functionality is to be directly integrated, can CLC offer any insight as to whether APIs, pre-packaged user interface components, or a mix of both will be provided by IGT to support the direct integration? If this integration is required but challenging to define upfront, will CLC allow for this pricing to be defined separately, post-contract award, in collaboration with all necessary stakeholders to shape the full integration approach?"	**As described in Part II.B and II.E.5.d of the RFP, the iLottery functions are currently accessed via external links to the vendor-hosted portal. The new site should support seamless SSO integration and a cohesive user experience. If full integration with IGT components is proposed, firms may include pricing contingencies or phased implementation approaches, to be finalized in coordination with CLC and its partners post-award.**
104	"Is any work related to the iLottery or 2nd Chance mobile apps included in this RFP's scope, or should the vendor limit mobile considerations to web experience and cross-platform compatibility?"	**As outlined in Part II of the RFP, this project focuses on the design of a new website. While mobile-first design and cross-platform compatibility are key objectives, any work related specifically to the iLottery or 2nd Chance mobile apps is not currently within scope. CLC will collaborate with the selected firm to address any web-based integration points or mobile considerations related to overall user experience.**
105	"As it relates to Section E(5)(f) each second screen experience(s) will likely have unique requirements and necessary resourcing. Can CLC clarify the extent to which the capability should be developed for the baseline website in the interest of scope and pricing clarity?"	**As stated in Part II.E.5(f), the new website should include the capability to support second screen experiences. The specific design and implementation of these features will be further defined in collaboration with the selected firm. CLC encourages firms to outline baseline capabilities and pricing assumptions to support future development.**
106	"If something goes wrong right after launch, what steps do you want us to follow to roll back or fix it quickly?"	**CLC expects the selected firm to have a post-launch support and issue resolution plan in place, including rollback or rapid response procedures, to be finalized during project planning.**
107	"Among retailers and players, who are your target audience personas, or are you hoping for the preferred vendor to define/refine that?"	**CLC identifies its key audiences as players, the general public, and retailers, as described in Part II.I of the RFP. While specific personas are not provided, CLC encourages firms to propose strategies to define or refine target user personas to enhance design and functionality.**
108	"Would you rather switch to the new site all at once on a set date, or move parts of it over in stages to keep the old site running until each part is ready?"	**CLC intends to switch to the new site all at once on a set launch date, following full testing and readiness.**

109	"For each feature, how will we know it's done? What tests or approvals will CLC use before signing off?"	**Detailed acceptance criteria and testing protocols will be collaboratively defined with the selected firm.**
110	"If we need to add or change any features once work is underway, who at CLC reviews and approves those changes?"	**Firms may propose a change management approach for CLC's consideration. Change review processes will be finalized with the selected firm.**
111	"Do you have existing content-management policies or style guidelines we should follow?"	**Firms may propose a structure or recommend the creation of such documentation as part of the project. CLC will work with the selected firm on such documentation.**
112	"Scope Prioritization: Which areas are highest priority for launch: Game results display? Retailer tools? Mobile optimization? Accessibility?"	**Game results have the highest priority. The homepage which currently displays the latest winning numbers and jackpots accounts for 53% of all visits. The top 15 pages are all used for game results.**
113	"There is mention to present "CLC's website as a modern e-commerce platform with engaging user interface." Is there e-commerce functionality that exists within the main CTLottery.org site that should be included in the scope of work?"	**Please refer to Part II.E.5.e of the RFP. While there is no current e-commerce functionality, CLC is exploring the possibility of incorporating e-commerce-style features. This capability is not confirmed and will be discussed further with the selected firm.**
114	"Please give us a final list of all outside systems we must connect to (payment systems, iLottery API, marketing tools, CRM), with any documentation you have on their versions or APIs."	**CLC does not anticipate direct API integrations with external systems for data queries; however, the site may require functionality such as cross-site SSO and the inclusion of tracking pixels or JavaScript for analytics and marketing purposes. Any additional technical requirements will be defined in collaboration with the selected firm during project planning.**
115	"Is redevelopment of this site included in project scope? If not, is any creative support needed to update the design or branding elements to match the look and feel of the new CT Lottery site?"	**CLC is not updating or rebuilding the existing site — we are replacing it entirely. While some existing content may carry over as needed, the new website will be a complete redevelopment with updated design, structure, and functionality aligned with CLC's goals. See Addendum #1 for this RFP posted under the "Public Bids (RFP, RFQ, RFI)" tab on the Supplier Opportunities page of CLC's website.**
116	"Beyond links to iLottery and 2nd Chance platforms, will the new CLC website require any new user account management functionality or login areas?"	**The new CLC website will include login functionality for internal CLC users to manage and update content within the CMS. Links to iLottery and 2nd Chance platforms will direct users to separate, externally managed sites that handle their own account creation and user management. No additional public-facing user account functionality is anticipated for CLC website itself at this time.**
117	"Will you want to run the new site side by side with the old site so your team can test it before we switch over?"	**The new site will be developed and tested separately from the current ctlottery.org site. It will operate in a separate environment—whether hosted by CLC in Azure or by the selected firm—and will be fully functional and tested prior to deployment and cutover.**
118	"Are there any user-restricted (authenticated) areas on the current website that must be redesigned or migrated?"	**Yes, the current website includes an authenticated area for CLC staff to manage and update content via the CMS. As part of the redesign, this functionality will be replaced with a new CMS system provided by the selected firm. Beyond this, there are no other authenticated user areas on the public-facing site that require redesign or migration.**
119	"Could you please confirm whether only the public website (ctlottery.org) is in scope, or if any other microsites or portals (e.g., Retailer Corner, 2nd Chance, iLottery) are included in the redesign as well?"	**Only ctlottery.org is within the scope of the redesign. While external platforms such as 2nd Chance and iLottery are not included, the redesigned site should provide clear and accessible pathways to those services. The Retailer Corner is part of ctlottery.org and will require a full redesign to better support current and prospective retailers.**
120	"iLottery has, essentially, its own site and experience. Is that part of the redesign scope?"	**No, the iLottery section of CLC's current website is not part of the scope.**
121	"Are there any external or legacy microsites or applications that must be folded into the new CMS?"	**No, there are no microsites to fold into the new CMS.**
122	"How many of the existing pages do you want in the new design?"	**Please refer to Part II.E.3 of the RFP. The RFP does not provide a specific number of pages to be included in the new design. Firms may propose a scalable content migration strategy in collaboration with CLC.**

123	"Site Search: Are there any noted friction points or changes you'd like to see with how the site search current functions or displays results?"	**Please refer to Part II.E.5.a of the RFP. This section calls for improved internal site search.**
124	"Will you set up test environments and provide sample data for each integration before we start building?"	**Please refer to Part III.B.2 of the RFP. Firms may recommend this approach as part of the Project Approach in its Proposal. Final processes will be determined with the selected firm.**
125	"Are there any future plans to implement live chat, chatbot, or other AI-driven customer interaction tools?"	**Please refer to Part III.B.4.b of the RFP. While live chat, chatbot, or other AI-driven customer interaction tools are not required for this RFP, CLC is open to such enhancements. Firms are encouraged to propose these features as offered options if they provide added value to user engagement and digital accessibility.**
126	"What are the primary business goals and success metrics for the website relaunch? Can you provide more detail on "strengthen its online presence" mentioned in the RFP?"	**The goals of the new website are outlined in Part II.A of the RFP and include modernization, improved user experience, enhanced accessibility, and performance optimization. Strengthening CLC's online presence refers to expanding user engagement, improving mobile performance, and providing a secure, ADA-compliant, and scalable digital platform that aligns with CLC's mission.**
127	"Does CLC plan to use Kentico Xperience's marketing automation and campaign tracking features, or do you have separate tools in place?"	**The RFP does not identify Kentico Xperience or any specific marketing automation tools currently in use. Firms may propose CMS solutions that include or support such tools that meet the needs and requirements of CLC.**
128	"Are there ongoing or planned marketing campaigns that require coordination with the website launch?"	**The RFP does not mention specific marketing campaigns tied to the launch timeline. Firms may propose coordination approaches to ensure a smooth rollout if such efforts arise.**
129	"How will you give us the usernames, passwords, or tokens we need for each system, and how should we manage those credentials?"	**The RFP does not provide specifics on credential provisioning or management. Credential provisioning or management practices will be discussed in collaboration with the selected firm.**
130	"For each outside system, what uptime commitment (for example, 99% available) and support contacts should we plan around?"	**The RFP does not specify uptime commitments or external system support contacts. Firms may propose standard service expectations and assumptions for any integrations.**
131	"Do you expect to introduce new forms as part of the redesign?"	**The RFP does not specify whether new forms will be introduced. Firms may propose user experience enhancements that could include revising or adding forms. All revisions or additions are subject to CLC's review and approval.**
132	"Is the backend made of REST APIs? What language?"	**The selected firm is responsible for creating the website with whatever coding language they choose. The website will display data from a vendor controlled database. The website will not query other sites or APIs directly for data. There may be API calls needed for cross site SSO functionality. There are pixels and javascript that sends data to Google Analytics and various marketing firms. CLC is responsible for uploading data to the site using the agreed upon method from RFP Section G.1.b.**
133	"Are you happy with WordPress/Elementor site?"	**This question is not applicable to the RFP. As noted in Part II.D.3, CLC's current website is managed through a custom CMS utilizing Cute Editor.**
134	"What are the most significant pain points with the current website that you want to address?"	**While the RFP does not list specific pain points, Part II.A and II.C highlight CLC's desire to improve user experience, ADA compliance, content management, mobile performance, and integration with other digital platforms. Firms should propose solutions that address these areas as part of their approach.**
135	"Should we allocate capacity for content editors or other roles to support CLC during the transition?"	**While the RFP does not require firms to provide content editors, Part II.E.4.b notes that CLC staff will receive CMS training. Firms may propose optional transition support roles or resources to assist CLC staff as appropriate.**
136	"Which pages mix live data (like draw results) with regular content, and should those live-data parts keep updating after launch?"	**Winning numbers, payouts, scratch game information and jackpots will be updated constantly, as often as once per minute using the ageed upon method of data upload to the website. These data points are often incorporated into pages with static content, and will depend on the design proposed by the vendor.**
137	"Will the new website be used as a landing hub for player acquisition campaigns?"	**Yes, the new website should be considered a landing hub for player acquisition campaigns. As noted in Part II.I.1 of the RFP, the site should encourage user interaction and promote player registrations.**

138	"Would you like us to include recommendations for content optimization (for example, archiving or rewriting outdated pages)?"	**Yes, firms should include such recommendation in their proposals.**
139	"Will the relaunch include any new features or services not currently offered?"	**Yes. As outlined in Part II.E.5, the new website should incorporate enhanced features such as interactive tools, live updates, multimedia support, improved site search, and second screen capabilities. Firms may also propose additional features in their submissions under "Offered Options."**
140	"Will the website require Single Sign-On (SSO) functionality with these platforms? If so, can you share any technical documentation, integration standards or provider names for systems you'd like to integrate?"	**Yes, please refer to Part II.E.5.d of the RFP. Integration and SSO experience is required.**
141	"New Website: Considering that the iLottery and 2nd Chance websites must maintain the same look and feel as the main website, what is the expected extent of changes or coordination required on those platforms during or after the redesign process?"	**Yes. Please refer to Parts II.E.5.d and II.B of the RFP. While the iLottery and 2nd Chance platforms are not within the redesign scope, coordination is expected to ensure a consistent look and feel. The new ctlottery.org website will establish the primary design direction, which will inform the visual alignment of those external platforms—not the other way around.**
142	"Do you have a brand guideline? If so, can you please share it and let us know how strict it is."	**CLC has brand/style guidelines that it adheres to. The selected firm will partner with CLC for guidance on the look and presentation.**
143	"Is there a brand standards guide that would be shared to provide direction for design elements? If so, would this guide be shared to any agencies selected for the presentation phase of the RFP process?"	**See response to Question #142.**
144	"Visual Style: Are there any existing brand guidelines we must strictly follow (color palettes, fonts, tone), or is there flexibility to recommend updates as part of the redesign?"	**See response to Question #142.**
145	"Does CLC have an existing brand or visual identity guide that we are expected to follow?"	**See response to Question #142.**
146	"Is there any need to deliver additional branded assets such as email signatures, letterheads, or marketing templates?"	**See response to Question #142.**
147	"Does CLC have brand standards (colors, logo, fonts, etc.) organized and documented somewhere?"	**See response to Question #142.**
148	"Aside from full WCAG 2.1 AA compliance, do you have any internal UX or accessibility benchmarks we should follow?"	**See response to Question #142.**
149	"Are there branding guidelines or assets (logos, colour schemes, typography) that we should adhere to?"	**See response to Question #142.**
150	"Can you please provide us with some references to websites/brands you like?"	**The following reference websites illustrate features that CLC considers appealing:** **https://www.mnlottery.com - For its use of video/animation.** **https://www.arizonalottery.com - For its featured games section.** **https://floridalottery.com - For its modern look, featured/new games section, and video components.** **https://www.t-mobile.com - For its visuals, immersiveness, and ease of navigation. Has multiple areas for product marketing and awreness campaigns.** **https://www.calottery.com/en - For its bright California colors, clean, modern look - evocative of the mood and California culture - and its inclusion of multimedia elements.** **https://www.marriott.com - For its visual assets that convey an efficient, sophisticated, and premium brand.** **https://innovationlabs.harvard.edu - For its clean, modern design that uses varied content sizing and incorporated quotes to guide user attention.**

151	"Are there any other sites that your team has noted as inspiration for your own website redevelopment?"	See response to Question #150.
152	"Do we have creative freedom to update visual identity elements (colors, typography, icons) as part of the UX refresh?"	Any visual identity elements will be discussed with the selected firm.
153	"Branding/Visual Identity Services: Are you seeking an optional brand refresh (logo, fonts, brand voice) as part of the proposal, or just minor adjustments to align with current branding?"	CLC is implementing a new website in its entirety. See Addendum #1 for this RFP posted under the "Public Bids (RFP, RFQ, RFI)" tab on the Supplier Opportunities page of CLC's website. CLC is open to creative recommendations that enhance the player experience while maintaining alignment with our existing brand identity. Recommendations will be discussed with the selected firm.
154	"For the iLottery and 2nd Chance portals, does CLC anticipate creating a seamless single sign-on (SSO) experience across platforms, or is the goal more visual/UX consistency?"	Consistent branding across platforms is a requirement. In addition, CLC is exploring opportunities to create a simplified and intuitive player experience, which may include implementing seamless single sign-on (SSO) functionality where feasible.
155	"It is mentioned that the site should be designed to include optimal user experience not only for desktop, tablet and mobile, but also "over-the-top/free ad-supported television and gaming consoles." How much of your current site traffic occurs on these types of devices?"	Currently, CLC does not receive site traffic from over-the-top (OTT) devices, free ad-supported television platforms, or gaming consoles. However, CLC is actively exploring innovative ways to enhance the player experience, and incorporating emerging content delivery technologies is a strategic consideration for the future.
156	"What is our involvement in updating the Second Chance website's headers and footers to conform to the new website in order to maintain UX?"	Please refer to Parts II.B and II.E.5.d of the RFP.
157	"Should we prepare a shared UI style guide that can also be applied to other CLC platforms such as the iLottery and 2nd Chance portals?"	Please refer to Parts II.B and II.E.5.d–e.
158	"Do you have existing user personas or target audience profiles to guide the UX design?"	Please refer to Part II.I of the RFP.
159	"Is there a logged in ctlottery.org experience?"	There is currently no logged-in experience on ctlottery.org. However, CLC is actively exploring opportunities to offer more personalized gaming experiences in the future, and we would like the new website to be designed with the capability to support such functionality.
160	"Does the CLC currently engage with any users of the site for feedback?"	User feedback engagement will be disussed with the selected firm.
161	"You mention potentially looking for agencies with branding services. Is CLC open to refining or extending its brand identity to better suit digital platforms?"	Yes, CLC is continually exploring ways to enhance the player experience through more optimized and engaging branding.
162	"Is the content + copy for the new website already finished and will you be able to provide it for us?"	Content for the new website will be discussed with the selected firm.
163	"Content: How much of the website content is accurate/up-to-date versus may need review? Are there any gaps or areas of new pages that need to be added within the redeveloped website?"	See response to Question #162.
164	"New Website: Will the new website version continue to use existing images, banners, and texts from the current site, or are these subject to change or replacement at any time?"	See response to Question #162.

165	"Will content be fully provided by CLC, or should vendors include content writing, content strategy, or SEO optimization services in their base proposal?"	See response to Question #162.
166	"Will the existing content be migrated to the new CMS, or is content creation part of the scope?"	See response to Question #162.
167	"Would CLC provide existing website content in order to migrate current information on the website?"	See response to Question #162.
168	"Do you have a preferred CMS (open source vs. enterprise)?"	**CLC does not have a preferred CMS platform. Proposals should recommend a secure, scalable content management system that meets the requirements outlined in Part II.E.4 of the RFP.**
169	"Is there any mandatory requirement for headless CMS (can it be commercial CONTENTSTACK or does it have to be open source (e.g Strapi)?"	See response to Question #168.
170	"Can the headless CMS be a SaaS provider?"	See response to Question #168.
171	"Does CLC have a preferred CMS platform or technology stack in mind for this project?"	See response to Question #168.
172	"Is there a preferred CMS? The terms state that CLC would own all source code. Please note that those terms would not apply to any open-source CMS or custom proprietary CMS. Would that be an issue?"	See response to Question #168.
173	"Is there a preference for a particular CMS platform (e.g., Umbraco, WordPress, Drupal), or are you open to recommendations?"	See response to Question #168.
174	"Are you open to using Drupal, an open-source content management system?"	See response to Question #168.
175	"CMS: Are you open to migrating to a modern CMS (like Headless WordPress, Contentful, Umbraco, Kentico) or would you prefer enhancing your existing custom CMS?"	See response to Question #168.
176	"New Website: Could you provide more details regarding the current CMS referenced in Part II, item D.3 of the RFP?"	See response to Question #168.
177	"New Website: A better understanding of how the existing CMS functions, its capabilities, and limitations would greatly assist us in determining whether to enhance the current system or recommend a new CMS solution that" better meets CLC's operational needs.	See response to Question #168.
178	"Are you open to the use of Xperience by Kentico in SaaS mode (hosted and managed by Kentico) as the core CMS platform?"	See response to Question #168.
179	"Can you elaborate on any preferred CMS platforms or any mandatory technology stack components?"	See response to Question #168.

180	"Is CLC open to widely adopted CMS platforms such as WordPress, Drupal, or headless CMS architectures (e.g., Strapi, Sanity)? Are there any preferred or restricted platforms?"	**See response to Question #168.**
181	"Additionally, could you share the current sitemap to help us understand the site's structure and content hierarchy?"	**The current sitemap, site's structure, and content hierarchy will be shared in collaboration with the selected firm.**
182	"Can you provide a full sitemap? This is helpful towards creating a timeline/plan"	**See response to Question #181.**
183	"Do you have a current sitemap or content inventory available for review? If not, can we assume the visible structure reflects the complete content?"	**See response to Question #181.**
184	"Can you share a complete list of every page on your current site, showing which ones are static pages, news articles, forms, or pages that embed portal content?"	**See response to Question #181.**
185	"What is the total volume and type of content (pages, text blocks, images, videos, documents) that we need to move to the new site?"	**See response to Question #181.**
186	"What types of media (images, videos, PDF documents) and files need to move to the new site, and do any of them need to meet special archive or format rules?"	**See response to Question #181.**
187	"Should we simply migrate existing templates, navigation and UI "as-is," or do you want us to budget time and effort to redesign those elements?"	**See response to Question #181.**
188	"Do you already have scripts or tools for moving content and data, and are there checks you need us to run (like testing URLs or data accuracy) after the move?"	**See response to Question #181.**
189	"What are the current challenges or limitations of the existing Cute Editor CMS?"	**Any challenges or limitations of the existing CMS will be discussed in collaboration with the selected firm. Proposals should recommend a secure, scalable content management system that meets the requirements outlined in Part II.E.4 of the RFP.**
190	"Are there any particular custom development, scripts, or integrations that need to be migrated from the current CMS over to the new CMS solution?"	**Any content migrations that are needed will be discussed in collaboration with the selected firm.**
191	"For the CheckMyNumbers features on various games, is that data management part of the site we'd be designing and building, or is it a widget from one of the 3rd party sites?"	**Check My Numbers forms should pull directly from the website database, as the winning numbers must be stored for past drawings.**
192	"Will CLC staff be responsible for ongoing content editing and publishing after launch?"	**Ongoing content editing and publishing responsibilities will be determined in collaboration with the selected firm.**
193	"The RFP notes data uploads as often as once per minute. Is real-time ingestion required, or will a caching or queuing model meet operational needs?"	**Please refer to Part II.G.1.b of the RFP. Data upload intervals of once per minute are required. Real-time ingestion is preferred for transactional and dynamic data such as draw results. Firms may propose performance-efficient alternatives with justification.**
194	"What Database are you using for this site?"	**Firms may recommend the database solution they believe best meets the needs of CLC and its players. CLC will collaborate with the selected proposer regardless of the database technology chosen.**

195	"Is there any desire to reduce the page count of the site? e.g 845 Scratch game pages"	The 845 scratch game pages are all the same page, with a game number passed as a parameter. The page content is retrieved from the database and the image for the game is displayed based on the game number.
196	"Besides saving URLs and metadata, are there any special workflows or automation in your current CMS that we need to copy into the new site?"	The CMS should provide improved content management features, including approval workflows, user permissions, and scheduling tools as outlined in Part II.E.4 of the RFP.
197	"Does your current CMS support methods for exporting existing site content and assets?"	The current CMS has limited export functionality. The new CMS should support modular content, reusable components, export/import tools, and integration with forms or campaign content. Please refer to Part II.E.4 and Part II.E.5 of the RFP for detailed requirements.
198	"Is the CMS for the legacy website exclusively used for the website or does it also power any content in separate portals such as the iLottery or 2nd Chance portal?"	The existing CMS and the new website CMS are only used to manage the ctlottery.org website. The iLottery and 2nd Chance sites are maintained by different CLC service providers.
199	"Do you have any architecture diagrams that shows middleware or backend with Databases used?"	There is no middleware. The webpages and database are hosted in Microsoft Azure.
200	"Are there expectations for training internal staff on the new CMS or website functionalities?"	Yes, CLC expects the selected firm to provide CMS training and user documentation as a project deliverable, as stated in Part II.H.5 of the RFP.
201	"New Website: Are these content elements (images, banners, texts) currently stored in a database or managed in another form? They come from the existing CMS?"	Yes. Please refer to Part II.D.3 of the RFP.
202	"Content Strategy/Creation: Would you like us to propose optional new content (e.g., news posts, player spotlights, blog articles) to enhance SEO and engagement?"	Yes. Please refer to Part III.B.4.b of the RFP.
203	"Should the CMS support reusable components and drag-and-drop layout options for building campaign landing pages?"	Yes. The new CMS should be capable of supporting reusable components and offer intuitive tools such as drag-and-drop layout functionality for building campaign landing pages. Please refer to Part II.E.4 and II.E.5 of the RFP for detailed CMS requirements.
204	"Should each portal maintain its own look-and-feel, or align fully under the main site's style guide?"	There is only one website replacement in this RFP, ctlottery.org. iLottery and 2nd Chance and sports betting websites are referenced for possible single sign-on functionality, but those websites are controlled by other firms.
205	"Do all three portals require separate credentials, or must they share a single-sign-on solution (SAML, OAuth2)?"	See response to Question #204.
206	"Are there distinct SLA targets (RTO/RPO, uptime %) for each portal or a single combined SLA?"	There is only one website replacement in this RFP, ctlottery.org. SLA is expected to be 99.99%
207	"After a jackpot win, what is the end-to-end adjudication and payment process (manual review vs. automated credit), and who owns each step?"	This is an informational only website. There are no winner payments through this site.
208	"Can you provide the business rules and data formats used to validate entries (ticket-number patterns, expiration rules)?"	This is an informational only website. There are no ticket entries to this website.
209	"What is the authoritative source for retailer listings (locations, hours, holiday schedules), and how often must this data refresh?"	The authoritative source for retailer listings (locations, hours, holiday schedules) is the gaming system. CLC currently receives this data daily from the gaming system and is responsible for uploading the updated retailer information to the website using the agreed-upon method described in RFP Part II.G.1.b.

210	"Which channels (email, SMS, phone) and templates must be used for winner notifications, and who owns prize dispatch?"	**Lottery tickets purchased through retail are anonymous, so there is currently no communication to players regarding winning tickets. While winner notifications via email, SMS, or phone are not required, CLC may consider them as an optional feature in the future.**
211	"What audit-trail requirements apply per portal (login, data changes), and do you require real-time alerting on anomalous activity?"	**Audit trail should include log in/out times for all users, failed login attempts, and entries for data changes at a minimum. Real-time alerting on anomalous activity is preferred but not required.**
212	"What mechanisms or third-party services are required to detect duplicate or fraudulent entries?"	**There are no ticket entry or verification features on CLC website. Currently, the website provides a link to a separate platform where players can enter tickets for prize verification.**
213	"Are age-verification, geolocation-restriction, or responsible-gaming controls required at login or transaction time?"	**There are no controls required for CLC's website.**
214	"Will CLC provide sandbox/test environments and API credentials for each portal? What is the lead time for access?"	**CLC expects the selected firm to provide a sandbox or test environment where CLC can review progress, proposed changes, and perform testing. Lead time for access will be coordinated with the selected firm.**
215	"Is there a preference or requirement to remain hosted on Microsoft Azure, or is CLC open to alternative hosting environments?"	**Please refer to Part II.D.2 of the RFP.**
216	"What is the current hosting environment, and are there plans to maintain or change it?"	**See response to Question #215.**
217	"Hosting: Would you prefer to continue hosting on Microsoft Azure, or are you open to alternative hosting platforms we recommend?"	**See response to Question #215.**
218	"Is CLC open to continuing Microsoft Azure hosting, or are you considering vendor-hosted or SaaS-hosted alternatives?"	**See response to Question #215.**
219	"While the current website is hosted on Microsoft Azure, is CLC open to alternative hosting providers, or does the agency prefer to remain within the Azure environment for continuity or compliance purposes?"	**See response to Question #215.**
220	"Under Hosting & Infrastructure, there is mention of scheduled increases in web resources for drawings with high jackpots. Can more details be provided on how this currently works? What is the workflow, integration, frequency of updates, etc.?"	**Normal operation is Legacy Standard S3 with 5 instances. When a jackpot for Powerball or Mega Millions reached $500 million, 10 instances are scheduled in Azure from 9PM the night of the draw to 11:00 AM the next morning.**
221	"There is also mention of scheduled changes for web resources or drawings that may be related to the above question. Can more details be provided? Is there a workflow or integration with third party tool, updates made via CMS manually, or FTP sync into Azure hosting environment?"	**See response to Question #220.**
222	"Are there any traffic spikes (e.g., during jackpot events) we should account for in terms of performance?"	**See response to Question #220.**
223	"Will content migration and copywriting be handled primarily by CLC's internal teams, or should the vendor expect to contribute new content (written, visual, or multimedia)?"	**Data migration for winning numbers, payouts, remaining prizes, etc will be exported from the existing system for import into the new system. Page content/copy will be entered into the new CMS system by CLC Marketing team. Live updated data will be sent to the new site prior to go live as soon as the data upload method is configured and operational.**
224	"If content migration is required, could you provide an estimate of the number of pages to be migrated?"	**See response to Question #223.**

225	"Is content migration expected to be a one-to-one transfer, or will content be rewritten or restructured?"	See response to Question #223.
226	"Should we handle the full content migration (copy, formatting, publishing), or will CLC staff handle that using provided templates and content types?"	See response to Question #223.
227	"Is it expected that the successful bidder will migrate all historical game data (e.g., winning numbers, historical jackpots, historical winners data, etc.) and become the full-stack system to provide database and API resources that power the website's game data? If the migrated website is a backend/APIs shared by third-parties, such as CLC's mobile apps, is it also required to perform a parallel migration/integration project to ensure continuity of data to those applications?"	See response to Question #223.
228	"Hosting SLA Expectations: What uptime guarantee and resolution response time would meet your expectations (e.g., 99.9% uptime, response within 1 hour)?"	99.9% uptime; initial response and notification should be given within 15 minutes of recognition of errors/downtime.
229	"Does CLC have any restriction or opposition to the use of multitenant software services (i.e., a hosted software system that serves multiple customers) to deliver any components of the website solution?"	CLC is not opposed to multitenant services/solutions, however SLAs must still be met, regardless of the cause of any issues with the hosting solution.
230	"Is CLC email hosted separately from its website? If so, what provider is used (Google, Microsoft, etc.)?"	This is outside the scope of the RFP.
231	"What is the current average and peak monthly website traffic (sessions, pageviews)?"	Please refer to Part II.D.2 of the RFP. Azure hosting enables scaling for "drawings with high jackpots." No exact numbers. firms may propose tools to track this.
232	"If the agency contracted provides hosting for the CTLottery website, is it expected that the agency will also take over hosting and support for 2nd Chance?"	There is only one website replacement in this RFP, ctlottery.org. The iLottery, 2nd Chance, and sports betting websites are referenced for possible single sign-on functionality, but these websites are controlled by CLC service providers.
233	"With regards to "Integrate features such as live lottery updates, results, live video feeds and user engagement tools": Can you provide more details about each of these elements, how functionality currently works and what integrations or third party tools are currently in place? Including those noted below: - Check my Ticket/Numbers functionality from Keno, Powerball, Mega Millions, Cash 5, etc. - Winning numbers/payouts, number frequency - Find a retailer"	- Check my ticket, winning numbers. These must be run on the website using information stored in the database. All this information must be stored on the site, as the numbers are displayed for past drawings. - Winning numbers and payouts are uploaded by CLC after each drawing, using an agreed upon method with the firm. The firm must store this information to be used on games pages and various tools. Number frequency must be recalculated after each drawing results are uploaded. - Retailer information will be uploaded by CLC daily. The firm will provide a mechanism for a user to search for a retailer by various inputs. Examples but not limited to: zipcode, town, 'use my location' options.
234	"Present CLC's website as a modern e-commerce platform with an engaging and interactive user interface. Will any ecommerce actually happen on the CLC domain?"	As of now, no.
235	"Integrations: Can you confirm if integration with the iLottery and 2nd Chance portals should include a full SSO (Single Sign-On) experience from CLC's site, or simply branding continuity and deep linking?"	As referenced in Part II.E.5.d, CLC is interested in exploring the feasibility of a Single Sign-On (SSO) experience. The specific scope and approach will be discussed in collaboration with the selected firm.
236	"What kind of SSO integration is envisioned for iLottery and 2nd Chance? Are those platforms compatible with common identity standards (e.g., SAML, OAuth)?"	CLC is open to exploring SSO integrations that utilize industry-standard identity protocols such as SAML or OAuth, subject to compatibility with the iLottery and 2nd Chance platform providers. Integration requirements and authentication methods will be evaluated further in collaboration with the selected firm.

237	"As it relates to Section E(5)(d) can the CLC please clarify the general approach to integration that is desired? For example, is it to pass an authenticated session from one website to a separate website, so that a user doesn't need to login twice, or is the intention to fully integrate external third-party features (iLottery and 2nd Chance) into a single go-forward corporate website?"	CLC's objective is to deliver a seamless user experience, and Part II.E.5.d invites firms to propose integration options including—but not limited to—SSO or unified navigation. Whether this results in session sharing, API-based handoffs, or embedded content will be explored further in collaboration with the selected firm.
238	"Is credential-level SSO integration expected between the primary CLC website and third-party platforms (e.g., IGT's iLottery, Scientific Games' 2nd Chance)? Or is UI/UX consistency across platforms the primary objective?"	Yes, CLC is interested in such SSO as the primary objective. ~~Just SSO integration.~~
239	"Single Sign On: - Does this functionality exist within the current site? - If so, which platforms are integrated (ex. Google, Facebook, or other login/account areas)? - If not: how would you envision this functionality to work and among which login account types?	There is no current SSO functionality. Such functionality would ~~Connect~~ connect to CLC's second chance and iLottery platforms.
240	"With regards to "Integrate features such as live lottery updates, results, live video feeds and user engagement tools": In addition, is there any noted changes you'd like to see with how each of these elements currently works?	CLC has no specific changes in mind. Firms are free to propose new solutions as they see fit.
241	"Will the website require secure logins, encrypted transactions, or integration with authentication systems?"	See RFP Part II.E.5.d.
242	"Integrate interactive features such as live lottery updates, results, live video feeds, and user engagement tools. Will live lottery updates, results be generated from an internal CLC system? Will it be provided via API? Can you describe what you mean by live video feeds? What is meant by user engagement tools?"	The integration of interactive features will be discussed with the selected firm.
243	"What is the technology platform of current website?"	The current website is written in .NET running on Microsoft Azure.
244	"Will the use of third party websites and integrations (ie https://www.ctilottery.org/) remain in place with the new website?"	There are currently no integrations between any of the sites listed in this RFP. See RFP Part II.E.5.d for functionality enhancements.
245	"Do you require centralized user login (SSO) between ctlottery.org, iLottery, and 2nd Chance portals? If so, is there an existing Identity Provider (e.g., Okta, Azure AD)?"	There is currently no SSO between any of these sites. The firm must propose a method of incorporating this into the sites.
246	"Will sandbox/test endpoints be provided for the iLottery, 2nd Chance, and Retailer Corner integrations?"	There is only one website replacement in this RFP, ctlottery.org. The iLottery, 2nd Chance, and sports betting websites are referenced for possible single sign-on functionality, but these websites are controlled by CLC service providers. If the selected firm chooses to have CLC host the website in Azure, then a staging site will be created for the firm to use and will be ready upon execution of the contract. See RFP Part II.D.2.
247	"Will the selected vendor be granted API access or integration documentation for IGT and Scientific Games to support deeper connection between platforms?"	API access will be discussed in collaboration with the selected firm.
248	"Could you clarify the preferred balance between visual engagement and transactional efficiency for the mobile experience?"	Visual engagement should be the priority as transactional experience is not currently possible.
249	"Does any new content/copy need to be written for the website? Will all content come from the current website and directly from CLC? Should we account for any new website content/copy?"	Yes, CLC will provide.
250	"Are there any preferred on-call staffing models (shift lengths, backup coverage)?"	CLC does not prefer a specific on-call staffing model but welcomes proposals that reflect the firm's best practices. The selected model will be refined in partnership with the selected firm to ensure reliable and timely support coverage.

251	"Who at CLC will own and approve the SLA and escalation framework, and what is the process for future updates?"	CLC will work collaboratively with the selected firm to establish appropriate governance protocols.
252	"What escalation hierarchy (roles, contacts, notification protocols) is required for after-hours incidents?"	Escalation hierarchies and notification protocols will be finalized in collaboration with the selected firm. CLC encourages firms to include a proposed escalation framework in their response for evaluation purposes.
253	"24/7 Support: Would you like continuous (real-time) uptime monitoring, or are hourly/daily scans acceptable for post-launch maintenance?"	Firms are encouraged to propose their standard uptime monitoring protocols, including available options for real-time or periodic scans. CLC will collaborate with the selected firm to determine the appropriate level of monitoring based on risk, cost, and performance needs.
254	"Should the website support player self-management features (e.g., notification preferences, self-exclusion requests, account linking)?"	No, such features are not necessry.
255	"Should the vendor propose detailed SLA metrics and escalation procedures, or will CLC provide predefined SLAs?"	SLA metrics and escalation procedures will be discussed with the selected firm.
256	"Could you specify the SLA thresholds (max response and resolution times) expected for each incident severity under 24/7 support?"	Specific SLA thresholds for response and resolution times will be discussed and finalized in collaboration with the selected firm during contract negotiations.
257	"What cadence and format of support-performance reporting (monthly dashboards, quarterly reviews) does CLC require?"	Support-performance reporting expectations, including cadence and format, will be discussed in collaboration with the selected firm.
258	"Is there any creative support needed to make this platform mobile friendly/responsive or update the design or branding elements to match that of the new CT Lottery site?"	The website must be responsive, mobile-first focussed, and follow CLC branding.
259	"Which ticketing or monitoring platform does CLC currently use (ServiceNow, JIRA), and must we integrate into it?"	There is no current ticketing platform. There are several pages that can be called to get statuses from specific functions. (i.e. last successful run date/time). CLC monitoring system calls these to monitor the website content.
260	"Regarding support for videos, animations and infographics: Are there any specific animations or infographics that need to be created or updated for the redeveloped website? If so, please provide more details including links to existing elements."	This depends on the design of the website. For example, existing scratch game images must be included, but the current size may not fit well into the new design. The images from the existing website will be given to the selected firm.
261	"Are there blackout periods for portal maintenance we must honor?"	Firms must avoid draw times (1:45 PM - 3:00PM ET and 10:00 PM - midnight ET)
262	"Content Migration: Do you expect the winning vendor to rewrite/optimize existing content for SEO, or is it strictly a technical migration task?"	This is more More of a technical migration task; but the ability to help with optimizing existing content for SEO would be welcomed.
263	"Is SEO migration a priority (i.e., preservation of current rankings, metadata, and URL structures)?"	Yes, SEO migration is a priority.
264	"Analytics: Are there currently any tools being used for website tracking? (Examples: Google Analytics) Are there any specific metrics used in reporting to help determine successful site engagement or marketing campaigns?	CLC currently uses Google Analytics to capture basic website usage statistics. Firms are encouraged to describe the analytics platform(s) they are most proficient with, along with any metrics or data that can assist in evaluating site engagement and marketing effectiveness, as part of their proposals.
265	"Analytics Platform: Are you currently using Google Analytics (GA4) or another platform for tracking?"	See response to Question #264.

266	"Do you have a preferred analytics platform (Google Analytics, Adobe Analytics), or should we recommend one?"	**See response to Question #264.**
267	"How many site visitors are there per month?"	**Views for March, 2025 include:** **- Page Views: 4.1 million** **- Events: 6.8 million (includes user clicks for ajax calls)** **- Active users: 633k**
268	"What is the current monthly traffic volume on the website?"	**See response to Question #267.**
269	"Any analytics on user traffic and concurrency on current website usage?"	**See response to Question #267.**
270	"What third-party systems or services (e.g., payment gateways, CRM systems, analytics tools) need to be integrated with the new website? Are there existing APIs or data feeds that the new website must consume or interact with?"	**The website will not query other sites or APIs directly for data. There may be API calls needed for cross site SSO functionality. There are pixels and javascript that sends data to Google Analytics and various marketing firms. The new website must produce an RSS feed for winning numbers, an API call for jackpots, and an API call to feed the digital menu boards at retail. CLC is responsible for uploading data to the site using the agreed upon method. Please refer to Part II.G.1.b of the RFP.**
271	"Does the website require any external integrations other than iLottery, 2nd Chance, and analytics?"	**See response to Question #270.**
272	"Which third-party platforms will the website need to integrate with (e.g., IGT, Scientific Games), and which integration methods does CLC prefer (e.g., API, SFTP)?"	**See response to Question #270.**
273	"Aside from iLottery and 2nd Chance, are there other external systems the new website must integrate with (e.g., CRM, job boards, email systems)?"	**See response to Question #270.**
274	"Can you supply a list of existing APIs or third-party services that the website must integrate with?"	**See response to Question #270.**
275	"Mobile-first Strategy: Are there particular device types or OS platforms (e.g., Android, iOS, tablets) that deserve extra focus based on your user analytics?"	**Device Types** **Mobile-73.9%** **Desktop-23.5%** **Tablet-2.6%** **O/S-Visits** **iOS-50.40%** **Android-26.05%** **Windows-14.08%** **Macintosh-7.83%**
276	"Can you provide any analytics data to help respondents understand traffic trends, user behavior, and site performance?"	**See responses to Questions #267 and #275.**
277	"If web hosting is a requirement for post-launch support, can we get a snapshot of monthly metrics (visits/month, bandwidth/month)?"	**See responses to Questions #267 and #275.**

278	"What is the current peak daily traffic on the website in a 30-day period? current monthly traffic"	**Daily peak hours are 2:00 PM ET and 11:00 PM ET, with highest volume around 2:00 PM ET.** **- Average peak: 45k hits/hour.** **- Jackpot that runs over $800 million will vastly increase the 11:00 PM ET hits-.**
279	"What are your current and expected peak numbers of users on the site at the same time (for example, when a big jackpot is drawn)?"	**See response to Question #278.**
280	"Which payment gateways/merchant processors are certified, and can you share daily/peak transaction forecasts to size the integration?"	**There are no transactions processed through this website.** **See question #278 for peak transactions.**
281	"Are the back end web services going to be changed?"	**See RFP Part II.E.8.a.**
282	"Can AWS be used to host the frontend?"	**See response to Question #281.**
283	"Can we use AWS for any other tier? middleware, backend etc."	**See response to Question #281.**
284	"For hosting, does CLC lean toward Azure retention or vendor-managed solutions with 24/7 SLAs?"	**See response to Question #281.**
285	"What analytics platform is currently in use, and should the vendor plan for migration or enhancement of existing analytics tools (e.g., Google Analytics GA4)?"	**Current analytics platforms and any related migration or enhancement needs will be reviewed and finalized in collaboration with the selected firm; no significant migration issues are anticipated.**
286	"Are there specific analytics tools or KPIs you prioritize for tracking post-launch performance?"	**CLC will collaborate with the selected firm on specific analytic tools or KPI's for tracking post-launch performance. Firms may recommend specific analytic tools or KPI's in their proposal.**
287	"Would you like real-time dashboards for reporting on visitor behavior, lottery play engagement, and portal transitions?"	**Yes, CLC would like such dashboards.**
288	"Should the new website provide integration hooks for campaign tools, email marketing platforms, or analytics tools currently in use?"	**The current website utilizes pixels and javascript tracking for various marketing initiatives. Proposers may recommend specific integration tools or platforms in their proposal.**
289	"Is there any existing research on your users – demographics, preferences, what they are looking for in an experience?"	**There is no existing research.**
290	"How many forms exist on the current website, and how frequently are they used?"	**The existing forms on CLC's website include Contact Us (Player, Retailer, Become A Retailer), Search Engine, Check My Numbers (each draw game), Winning Numbers (each draw game), Scratch Games page (Filter and Search), Find Retailer. All forms are used daily.**
291	"Beyond on-site SEO and basic analytics tracking, would you like us to manage off-page SEO activities (backlinking, social signals) after launch?"	**Yes, off-page SEO activities (backlinking) should be managed after launch.**
292	"Should we take on ongoing SEO work and analytics reporting post-launch?"	**firms may propose ongoing SEO services and analytics reporting as part of their post-launch support. If included, please provide detailed pricing and scope of services in your proposal.**

293	"What types of user data will the website collect and store?"	The new site should be capable of supporting future data collection methods as needed and will be discussed in collaboration with the selected firm.
294	"Can you provide examples in regards to future capability for supporting second screen experiences including synchronized content or interactive features? examples?"	1) Watching a live televised drawing while having the CT Lottery/App/Website/iLottery platform open on your phone. The numbers update in real time on the mobile device and can inform you of wins/2nd chance opportunities or market other lottery products. 2) Using a CT Lottery/iLottery OTT experience app on a connected streaming device to interact with lottery games using a smartphone as a HID. 3) Watching a sporting event and using the CT Lottery/App/Website/Mobile Experience to complement what is happening in real time and drive traffic to lottery products. 4) Interacting directly with players through live-streamed CT Lottery events. Example: https://www.youtube.com/watch?v=DGpVbCqSPXI ; https://www.youtube.com/watch?v=ssWZhHBeNVQ 5) https://www.exmachinagroup.com/case-study/the-voice
295	"Do players currently log in to ctlottery.org to access any personalized features? If not, is this functionality expected in the future?"	There is currently no player login to the ctlottery.org website. See RFP Part II.E.5.d for SSO experience.
296	"What KPIs (page views, conversion rates, etc.) are required in regular traffic reports?"	Total web visits; unique visitors; breakdown of traffic sources (organic, paid social, direct, etc.), new vs. returning users; average time on site; pages per session
297	"Is there any new functionality that is not in the current website and not mentioned in the RFP that we should account for?"	Pop up messaging.
298	"For "future second-screen experiences," can you share target latency or synchronization requirements, or relevant API specifications?"	Exploring second-screen experiences that stay in sync within 100–200 ms of the live stream, especially for key moments like lottery draws. Potential for low-latency HLS, WebSockets, and timestamped event APIs to trigger real-time companion content across second screen devices.
299	"Is ctlottery.org the website domain?"	ctlottery.org is the current webite.
300	"The RSS feed for winning numbers, I assume these are good examples of what your team needs to update on a daily basis. There are 9 items in that list, is that the total of games that get updated each week?"	Winning numbers, payouts, scratch game information and jackpots will be updated constantly, as often as once per minute using the ageed upon method of data upload to the website. These data points are often incorporated into pages with static content, and will depend on the design proposed.
301	"It is not clear whether new design means we can re-write app. Also we would like to use micro-frontends for site areas. Is there anything we need to know about how the app is using technology now that can effect our strategy? It looks like it is using jQuery, HTML, Goggle? Anything else?"	The firm is responsible for creating the website with whatever coding language they choose. The website will display data from a firm controlled database. The website will not query other sites or APIs directly for data. There may be API calls needed for cross site SSO functionality. There are pixels and javascript that sends data to Google Analytics and various marketing firms. CLC is responsible for uploading data to the site using the agreed upon method from RFP Part II.G.1.b.
302	"Does the marketing or IT staff currently supporting the site have any specific requirements or "wish list" of changes/functionality they would like to see incorporated into a new website?"	Integration of social feeds; animation/interactive content; Steve/team to look at as well.
303	"Will you need audit trails or activity logs, and do you have any requirements for data archiving or purging?"	Winning numbers and payouts are not purged, and for many games go back as far as 01/01/2000. The firm will continue to store and display winning numbers for the extent of the contract.
304	"Will CLC provide structured data feeds or APIs for game results, retailer info, etc., or should we plan to build those?"	The selected firm is responsible for creating the entirety of the website, including RSS feeds, and API feed for jackpot amounts for other firms to query.

305	"Which login methods do you prefer (email/password, one-time passcodes, social login)?"	IT would prefer some form of MFA, with a checkbox to allow the user to avoid further MFA for X period of time.
306	"What user data do you need to store (personal details, ticket history, payment records)?"	There are no ticket transactions through the ctlottery.org website. For any SSO integrations, the firm should not need to store any user data.
307	"What features should the site's admin panel include (for example, user management, draw controls, game updates, content editing)?"	The admin panel/CMS system must include CLC user management (not player management), and content editing, along with any other tools necessary to maintain the data for website.
308	"Is age verification required at sign-up?"	There is no user sign up on CLC's website.
309	"How do they currently upload lottery results, and will they expect us to keep the same system?"	Winning numbers, payouts, scratch game information and jackpots will be updated constantly, as often as once per minute using the ageed upon method of data upload to the website. Please refer to Part II.G.1.b of the RFP.
310	"For every automated data upload (draw results, entry data, retailer info), which file formats (XML, JSON, CSV), update schedules, and IP addresses will we need to handle?"	Data file formats are currently .CSV, however CLC will work with the selected firm to agree upon a standard format for data uploads. Please refer to Part II.G.1.b of the RFP
311	"Do you require role-based access control (RBAC) for the admin interface?"	Role based access for CLC users would be preferred, but not a requirement. Firms should propose whatever method for user access that they prefer that will meet requirements of assigning various access rights to each user.
312	"Do you require multi-factor authentication (MFA)?"	The website currently has an authenticated area for CMS users to update content. CLC user logins should have some form of MFA, with a checkbox to allow the user to avoid further MFA for X period of time.
313	"Do you need the system to generate invoices or receipts for transactions?"	There are no transactions performed on CLC's website.
314	"Do you have any rules about which Microsoft Azure data centers or regions we must use, or where data must stay for legal reasons?"	CLC data must reside within the borders of the United States.
315	"Do you have an XML sitemap available for review?"	Not in XML format. There is a link on the ctlottery.org footer for the Site Map.
316	"Besides the mandated vulnerability assessments and penetration tests, are there external compliance frameworks or certifications (SOC 2, PCI DSS) we must meet?"	There are no transactions performed on CLC's website, and no credit card or PII. It is the responsibility of the firm to build a secure website and ensure that all requirements for CT State Agencies are fullfilled.
317	"Do you prefer specific mapping APIs or geospatial services (Google Maps vs. Azure Maps) for the "Find a Retailer" feature?"	Mapping APIs are more inline with what the current website displays (https://ctlottery.org/WhereToPlay), however, the firm may propose any design that is easy to use for players and displays the necessary information and mapping/direction integrations.
318	"Are there any known limitations or technical requirements from third-party partners (IGT, Scientific Games) that the vendor should anticipate?"	The new website may need to display content and information from third-party partners such as International Game Technology, Scientific Games, Fanatics and the like; any technical requirements or limitations will be discussed with the selected firm during project planning.
319	"Are there any features other than the live lottery results that aren't mentioned in the proposal we should be made aware of for development?"	The current website displays draw animation for the KENO drawings. This is a highly used page.