

Northwest Regional Workforce Investment Board
Website Host and Design RFP
Questions & Answers
11/17/2023

1. How many stakeholders will there be from the client-side, and will a project lead be appointed?
 - a. There will be a project leader, the NRWIB. It is unknown how many total stakeholders will be involved.
2. Can you please share a budget range for the project?
 - a. Approx \$45-50k each website, including maintenance and hosting.
3. How much content will need to be migrated from old main site to new CMS ?
 - a. There is no existing site. It's a mockup. Any data or content deemed necessary will be migrated.
4. How much of the current content is to be rewritten vs moved over vs. new content created from scratch?
 - a. All of it. Unknown size. Expect to import existing content as directed by the NRWIB staff. Your organization should be equipped to handle this migration.
5. How many web administrators does the NRWIB expect to have at launch?
 - a. Up to 5. There should ideally not be a limit on the number of Administrators the NRWIB can utilize at any time.
6. Are you open to working with a Canadian vendor ?
 - a. The NRWIB will not subcontract with any international vendors, including subcontractors utilizing international sub-subcontractors. All bidders proposing to subcontract elements of this project must fully disclose those subcontractors and their relationship to the bidder within their proposal.
7. Please describe some main pain points to your current platform.
 - a. The current platform does not exist. It is a mockup using WIX.
8. Is NRWIB open to selecting a CMS platform during planning vs. just a direct recommendation during the RFP process? (This would allow NRWIB to review more than one platform through both demos and trial accounts to ensure fit, along with clear visibility into each platform's total cost of ownership.)
 - a. The proposal should provide a clear answer to the expressed need. NRWIB is not interested in trialing or demonstrating products.
9. Is there any organizational predisposition to a specific NRWIB platform or technology stack, i.e. .NET or PHP?
 - a. Most current technologies and standards possible within budget range.
10. Are their specific Service Level requirements around uptime and resolution response times?
 - a. We expect industry standard level regarding uptime and response resolution. Proposals should include full information regarding uptime and service response capabilities.
11. Are there any social media integrations of Twitter, YouTube, Instagram, Facebook etc..
 - a. Yes. All will be expected to integrate with the website.
12. Can you please share with us all of the business platforms/ tools (CRM) that you currently use which would require integration?
 - a. None currently. Website does not exist. May need to support I-framing of state or stakeholder portals.

13. How many firms are responding?
 - a. Unknown
14. Is your current provider submitting as part of this RFP?
 - a. There is no current provider. Unknown if NRWIB's provider is submitting.
15. If not, why are you moving away from the current provider?
 - a. This is an entirely separate project.
16. Will Q&A addendums be made available to all registered vendors ?
 - a. Yes. It will be released by Friday Nov 17th and posted to the website.
17. What are the key performance indicators(KPIs) that NRWIB would like to track post-launch?
 - a. Engagement, Traffic, SEO Analytics
18. Can we review any user feedback or data as part of the UX/UI design process?
 - a. Yes.
19. Can you list all integrations?
 - a. There are no integrations at this time.
20. Will there be any new content created for the site?
 - a. The RSPs will consistently generate new content for the website. CMS should be able to support user-generated content at -will.
21. Is there a need for a content audit to identify outdated or irrelevant content?
 - a. No.
22. What types of vendors have you asked for proposals from?
 - a. Any vendor capable of designing, building, hosting and launching a website.
23. What type of vendor are you looking for to partner with? Do they need to be local? Be industry-specific? What does your "dream" vendor look like?
 - a. The RFP solicitation answers these questions.
24. In the RFP it is mentioned "A rough site has already been developed for the Manufacturing RSP, powered and secured by Wix.com." Why have you selected Wix.com as your CMS? Do you want to continue with wix.com for your manufacturing site or you are open for open-source CMS like WordPress or Drupal?
 - a. We have not selected WIX.COM as our CMS. We are not in favor of any particular platform. We want the best proposal with the best product.
25. For your Healthcare RSP website, are you looking to build this on wix.com or are you open to consider open-source CMS like WordPress or Drupal?
 - a. We have not selected WIX.COM as our CMS. We are not in favor of any particular platform. We want the best proposal with the best product.
26. Have you completed any recent branding projects, research, or discovery work such as focus groups, surveys, etc.
 - a. Nothing relevant to the RSPs or project at hand.
27. Will you provide branding and styling guidelines?
 - a. Once a vendor is awarded. Proposals should address all aspects of design, including branding and styling and processes involved with facilitating these portions of the project with the NRWIB team.
28. Whether the content writing or copy writing service is part of the RFP?
 - a. We expect to be able to create our own content. Content from the "rough" site, when applicable, should be ported over by the selected vendor.
29. Who will provide the images & videos, if any?
 - a. NRWIB/Industry Partners
30. Do you need support & maintenance service for your websites?
 - a. These should be included in the total proposal cost.

31. Do you have any particular proposal format in which vendors need to respond?
 - a. No. Ideally you will submit in PDF format. As for the proposal format itself, that is up to you.
32. What is the budget of the project?
 - a. Approx \$45-50k for each website, over 2 years, including maintenance and support.
33. Is website hosting a part of the scope?
 - a. Yes

Additional Questions received post-bidders conference:

1. Do you have inspiration sites we can use for this project
 - a. Prospective bidders are expected to do their own research on the Regional Sector Partnership model and to identify sites for inspiration.
2. During the bidders conference, it sounded like each site is completely independent. Leveraging a common base design, feature set and template structure would create efficiencies. Each site would have a unique navigation and page layout but using the same core set of components from a shared component library. Please re-confirm each site will have a separate strategy, design and development process.
 - a. Confirmed.
3. What is the timeline on the RFP process and the project as a whole?
 - a. We expect the Bidder to outline a timeline for delivery. Our preference is ASAP.
4. While the exact number of stakeholders is not known, do you have a list of key groups that should be included in the discovery process? I.e. The NRWIB, employers, employees, universities, etc.
 - a. No. This will be determined upon award.
5. Who approves provides final approval for deliverables such as the navigation, logo and website design. Is there an individual, a steering committee, etc...
 - a. The NRWIB along with its respective regional sector partnership industry partners will provide final approval for all project deliverables.
6. The company is based in California but uses out of country contractors. Any restraints on this approach?
 - a. The NRWIB will not subcontract with any international vendors, including subcontractors utilizing international sub-subcontractors. All bidders proposing to subcontract elements of this project must fully disclose those subcontractors and their relationship to the bidder within their proposal.
7. The preference is to use React with Javascript/Typescript for web app, and React
 - a. The NRWIB has no preference in this regard.
8. They would prefer to use native with Javascript / Typescript for mobile app. Backend with Python, and maybe also Django.
 - a. The NRWIB has no preference in this regard.
9. No .NET.
 - a. The domain must be a .COM
10. Could you provide more detailed profiles of your primary target audiences, including healthcare and manufacturing employers, job seekers, and the youth population?
 - a. Healthcare and Manufacturing Employers ARE the target audience to start with, however, we may incorporate a portion of the website that will target jobseekers and youth in the future. This should not be ruled out for plans later down the line.

11. Regarding the Manufacturing RSP site, what specific areas do you feel are currently underperforming or need significant improvement?
 - a. It doesn't exist currently.
12. How often do you plan to update the website content, and who will be responsible for these updates?
 - a. Very frequently. Minimum once a week. NRWIB will determine responsibility.
13. Can you provide more detailed specifications or examples for the forums page, networking features, and interactive map functionalities you're envisioning?
 - a. No. We expect the bidder to showcase their capabilities in providing for these functionalities and environments. We have no preference or specific examples to provide. We do have an example of that interactive map we're envisioning. The Southwest's manufacturing RSP website contains that map: [Map - Southwest CT Manufacturing Partnership \(ctmakesit.com\)](http://ctmakesit.com)
14. Do you have any specific design preferences or brand guidelines, such as colors, fonts, and imagery, for the website and RSP logos?
 - a. This will be determined post-award and is expected to be part of the "design" engagement process with the NRWIB. There is a draft logo of the Manufacturing RSP already in use, however, nothing has been copyrighted as of yet.
15. What key performance indicators will you use to measure the success of the new websites?
 - a. This will be determined post-award and is expected to be part of the "design" engagement process with the NRWIB.
16. If allowed, what is the budget range allocated for this project?
 - a. See previous answer.
17. Are there any specific deadlines or milestones we should be aware of, particularly in relation to events or program launches?
 - a. See previous answer. Bidder should provide timeline.
18. Are there specific accessibility standards or legal compliances that the websites need to adhere to?
 - a. See previous answer. ADA Compliant.
19. Do the new websites need to integrate with any of your current systems or databases?
 - a. See previous answer. Not at this time.
20. Do you have specific goals or strategies in mind for SEO?
 - a. See previous answer. We expect the bidder to outline potential strategies.
21. Are there particular features or functionalities you want to prioritize for mobile users?
 - a. Ease of Use, Accessibility, ADA Compliance
22. How many rounds of feedback and revisions do you expect during the design and development phases?
 - a. As many as it takes to accomplish our goals.
23. What level of ongoing support, maintenance, or training do you anticipate needing after the website launch?
 - a. Full Hosting and Maintenance Support, as well as onboarding training.
24. Aside from logo design for both the manufacturing and healthcare sites, will you need add'l branding items designed such as business card, letterhead, envelope, email signature, brochure, or other collateral materials?
 - a. No.
25. For the content and copywriting portion, are you looking for more user guidance and direction on messaging as opposed to an SEO content strategy, or both?

- a. We expect bidders to outline the benefits of either approach, so that the NRWIB can determine the most suitable level of engagement required.
26. The color theme for both websites are to be identical?
- a. No, not identical. They are different websites and will have separate design processes/stages, however, we encourage synchronicity amongst the two websites and logos, as they are both regional sector partnerships.
27. Both the websites would have different designs but identical features?
- a. No. The websites will have different designs and different features, depending on needs identified during the design/build phase, but synchronicity amongst the two as they are both Northwest regional sector partnerships is encouraged.
28. The same domain would be used for both the websites or are they going to be 2 different domains?
- a. 2 separate domains.
29. It was mentioned that <https://www.nrwib.org/> is a sample of the website that has been created for review. However, the main concern that arises is for which website in particular it is for. Is it for the Healthcare website or the Manufacturing website?
- a. This is NOT a sample site. This is the NRWIB's primary website. It is not related to this project. The new websites will contain a resource tab that will link the RSP websites to other partner websites, including the NRWIB's website.
30. Please distinguish between the job designation of the 5 admins that you require so we can have different credentials and access rights accordingly?
- a. Bidder should detail within its proposal how administrative permissions are handled. We expect to be able to assign and re-assign these permissions AT WILL.
31. The payment terms and medium, please specify.
- a. Payment shall be considered timely if made by the NRWIB within thirty (30) days after receipt of properly completed invoices (as determined by the NRWIB). Payment shall be sent via Check to the address designated by the SUBCONTRACTOR. **SUBCONTRACTOR shall submit invoices by 5th of each month** and shall include a brief executive summary of work/services performed/rendered during the invoice period and the signature of the SUBCONTRACTOR executor of the Agreement. Invoices submitted shall bill for "services completed through the end of the billing period" (per month).
32. Can you specify the user groups and number of users accessing the website?
- a. See previous Answers / Bidders Conference Video
33. Are there any existing systems or databases the website needs to integrate?
- a. See previous Answers / Bidders Conference Video
34. Can you specify the list of data sources that shall feed the new system?
- a. None.
35. Do you expect the site to have any role-based controls?
- a. See previous Answers / Bidders Conference Video
36. What is the total number of anticipated pages the site would have?
- a. See previous Answers / Bidders Conference Video
37. Do you have any preference for Content Management Systems (Drupal, WordPress, etc.)?
- a. No. See previous Answers.
38. Can you please specify the 3rd party software/ applications that need to be integrated with the website?
- a. None. See previous Answers.

39. What is your preferred hosting service provider (AWS or Azure)?
a. No preference. See previous Answers.
40. Do you expect the vendor to perform data cleansing activities?
a. The Bidder should identify the value of these services in their proposal.
41. Do you expect the vendor to update content on the final site?
a. Not after project completion except as may be necessary on a maintenance basis.
42. Do you expect the vendor to migrate any existing content and files to the new site? If yes, please explain.
a. See previous Answers.
43. Can you please provide the response format and the evaluation criteria for this RFP?
a. Responses should be submitted via PDF per RFP instructions. Evaluation Criteria will be based on the conditions of the RFP and Bidders satisfactory ability to meet them.
44. Do you expect the vendor to perform any tasks on-site, or can all work be performed remotely?
a. No. We do not expect any performance of "tasks on site"
45. Do you expect the vendor to provide ongoing support and maintenance post-implementation?
a. Absolutely. See previous answer.
46. Is the project funded? Do you have any not-to-exceed budget for this project?
a. See previous Answers / Bidders Conference Video. Funded via Federal Contract.
47. Do you expect this project to be a fixed-bid or time & material-based contract?
a. Fixed Bid
48. What is the desired timeline for the completion of this project?
a. ASAP. Bidders should propose the project timeline.
49. What is the anticipated project go-live date and tenure?
a. 2024