# WEBSITE QUESTIONS & ANSWERS

Capital Area Michigan Works! Website Design and Development

1. **Budget Parameters** – The RFP notes a total budget of $60,000 for design and development, with hosting and maintenance costs excluded. Could you confirm whether CAMW! has established preferred annual ranges for hosting and technical support, or should vendors propose scalable options separately?

    A. *Vendors should propose options available.*

2. **Content Migration** – Will CAMW! provide standardized content from the current website for migration, or should vendors budget for restructuring, accessibility remediation, and data normalization as part of the scope?

    A. *Data migration should be included as a part of the proposal based on your proposed scope/budget. Content population should be included as a part of the proposal based on whether or not it is included in your proposed scope/budget. CAMW! will work with the selected vendor on updating graphics, etc. We do not require content writing support.*

3. **CMS Preference** – The RFP references WordPress, Drupal, or similar platforms. Does CAMW! have a preferred CMS framework, or should vendors recommend one based on scalability, accessibility, and long-term sustainability?

    A. *Vendors should propose a CMS platform that provides for ease of use and is based on long-term sustainability.*

4. **Job Board Functionality** – For the internal job posting section, should vendors assume responsibility for building a fully searchable job board with categories and filters, or will CAMW! provide an existing system to integrate?

    A. *Our goal is to have a page to post CAMW! job openings similar to our current website, [CAMW.org](CAMW.org) website, under the "About Us" tab then "Current Job Openings within CAMW!" A link from this job posting will be linked to direct an applicant to the full job opening.*

5. **Document Storage Portal** – Will CAMW! provide specifications for the secure internal portal (e.g., user roles, access levels, file types), or should vendors propose a standard framework for document storage and retrieval?

    A. *Vendors should propose a standard framework for document storage and retrieval for internal policies and procedures under password protection.*

6. **Accessibility Standards** – The RFP requires WCAG compliance. Should vendors plan for full WCAG 2.1 AA compliance at launch, or will CAMW! accept phased accessibility improvements post-launch?

    A. *CAMW! would prefer full compliance at launch, but we could make exceptions given appropriate updates that ensure we remain in compliance.*

7. **Timeline Expectations** – The RFP notes a barebones launch by June 2026. Could you clarify whether CAMW! envisions a phased rollout (landing page first, then expanded features), or a single comprehensive launch with all core functionality?

    A. *Vendors should provide core functionality at launch, unless that compromises the timeline or budget.*

8. **Evaluation Process** – The RFP mentions presentations for proposals scoring 60+. Will these presentations be conducted virtually, or should vendors anticipate in-person demonstrations in Lansing?

    A. *Presentation can be conducted virtually.*

9. Will the selected vendor be responsible for migrating all existing website content (pages, documents, media), or is CAMW expecting a content reduction and/or partial migration?

    A. *Data migration should be included as a part of the proposal based on your proposed scope/budget. Content population should be included as a part of the proposal based on whether or not it is included in your proposed scope/budget. We do not require content writing support.*

10. Does the current or future website require integration with any third-party systems (e.g., job boards, case management systems, event platforms, CRM tools, workforce databases)?

    A. *No*

11. Post-launch, will CAMW expect the vendor to be responsible for maintaining ADA compliance for <u>staff-added content, or only for the underlying site framework and templates?</u>

   A. **Yes, for the underlying site framework and templates.**

12. Does CAMW have required hosting specifications (e.g., government cloud, U.S.-based servers, specific uptime SLAs, backup frequency, disaster recovery standards)?

   A. **We expect that the website is up 99% of the time. And that backup frequency is sufficient to avoid website usage. For disaster recovery standards, CAMW! would require being back up within 48 hours.**

13. Does CAMW anticipate post-launch support and maintenance being structured as a fixed recurring service, an as-needed hourly arrangement, or another model?

   A. **Refer to page 9: Cost of project: The annual cost of maintenance and hosting would NOT be included in the $60,000 budget. This budget is only for the scope of the design and creation of the website. Vendors should propose options available for the cost of maintenance and hosting.**

14. Will CAMW provide final, approved content for all website pages, or is the selected vendor expected to assist with content rewriting, restructuring, or plain-language optimization?

   A. **CAMW! will provide content for all pages with support from the vendor on the technical specifications, if needed.**

15. Are the timelines outlined in the RFP intended to be firm contractual deadlines, or target milestones subject to refinement based on project dependencies and mutual agreement?

   A. **The timelines outlined are considered target milestones that can be finalized with the selected vendor**.

16. How many current active CMS do you have?

   A. **There should be no more than 10 users.**

17. Who is your primary audience/visitor/user?

   A. **Employers, the public, and partners in the community.**

18. Can you elaborate on what feature set, capabilities, or goal you're looking for in a chat tool or chatbot? Are you expecting to have it work fully unattended, or do you have staff that can monitor and support it on a regular schedule/basis?

   A. ***The goal of a chat tool or chatbot is to answer and have it work fully unattended, with the option to request a live staff person. This could be used to reply to simple, frequently asked questions: Hours of operation, location, basic services, and events.***

19. About the Document Storage Portal, how many documents and what frequency do you anticipate your usage to be? Tens of documents per week? Hundreds of documents per day? Thousands of documents per month?

   A. ***Standard set of program documents under a100. This portal will be used for various program staff to retrieve program-related policy/program documents.***

   a. Do you have any formal privacy or security policies or guidelines that this document storage must adhere to?

      A. ***No - all documents are informational.***

   b. What types of documents (file types) will be shared and stored?

      A. ***Excel, Word, PDFs***

   c. Are these documents expected to meet the website's accessibility standard?

      A. ***Yes***

   d. Is there a reason a commercial document sharing platform (Dropbox, Air, Google Docs, OneDrive, etc) doesn't serve this purpose?

      A. ***There have been limitations in utilizing Google to serve this purpose. Given the number of partners, they may be utilizing different systems that are not compatible with the various platforms. We are seeking a universal system.***

20. What capabilities is the Internal Job Posting feature expected to have? What separates this feature from common job board platforms like Indeed, Monster, LinkedIn, etc.?

   A. ***Our goal is to have a page to post CAMW! job openings similar to our current website, [CAMW.org](CAMW.org) website, under the "About Us" tab, then "Current Job Openings within CAMW!" A link from this job posting will be linked to direct an applicant to the full job opening.***

21. The RFP states that the content will remain largely similar to the existing CAMW! website, but that you desire to maintain a consistent tone of voice and messaging; will there be a CAMW! staff member assigned to oversee this messaging task?

    **A. Yes**

22. Could you clarify the item "Set up a generic email account for registrations/comments/surveys"? Are you expecting the selected vendor to take over hosting and management of your email? Or is this a desire to appropriately route contact form emails to different/appropriate email destinations?

    **A. CAMW! would like to request the ability to have a Google Form embedded in the website.**

23. **For proper estimation of hosting infrastructure needs, in general terms if necessary, how many public visitors does the website get per day / per month?**

    **A. CAMW! has not historically collected website analytics, including visitor traffic, to be able to share this information at this time. We would seek to do so moving forward with the selected vendor.**

24. Are there any phrases, colors, or other communications that should be considered off-limits in terms of design and messaging?

    **A. The Brand Standards document will be included on the website.**

25. What about the current site do you find unsuccessful, and what would you consider a success condition for the redesigned site?

    **A. Navigating to find information is not always user-friendly. There is duplication in various parts of the website. The backend functionality is limited and doesn't allow CAMW! to easily make updates or changes.**

    **A successful condition would address the issues above.**

26. What will be the total number of webpages in the main website, and the number of pages that need migration from the old to the new website?

    **A. CAMW! would leave this up to the vendor to propose the best solution based on their experience. There may be the ability to remove pages because of duplicative content. CAMW! will work with the selected vendor regarding the design.**

27. How many staff members will need CMS access, and what permission levels are required?

    **A. 2-Admin; up to 8 various edit content users.**

28. Training: How many staff members will need to be trained?

    **A. No more than 10.**

29. *"Small and Minority Owned Businesses, Women's Business Enterprises."* Do you want the vendor to submit applicable certificates along with the proposal or can they be shared when asked for?

    **A. The certificates can be included in the proposal and not counted toward the page limit.**

30. Are you seeking a long-term digital partner through this RFP, or is this primarily a procurement process for a defined one-time project?

    **A. A digital partner that can provide technical support when needed.**

31. Are there any passwords or access constraints we should be aware of when reviewing your current site and related systems?

    **A. No**

32. Do you have any preferences for the proposal format beyond the RFP requirements, such as a specific level of technical detail, visual examples, or budget breakdowns?

    **A. No**

33. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

    **A. CAMW! will select the prospective contractor based on the evaluation criteria in the RFP.**

34. Would you need any copywriting or content migration services?

    **A. Content migration should be included as a part of the proposal based on whether or not it is included in your proposed scope/budget. We do not require content writing support.**

**35.** Would you need any original or stock videography or photography?

   **A. No**

**36.** Would you require hosting, dns or ssl services?

   **A. This should be included as a part of the proposal based on your proposed scope/budget. See RFP Section E, #8: Cost of project.**

**37.** Is there a CMS that you have a preference for over the other?

   **A. No**

**38.** What CMS platform do you use currently?

   **A. Drupal**

**39.** How much content do you currently have on your website?

   **A. Please see the current website: www.camw.org**

**40.** Insurance Requirement:
   a) The RFP does not specify insurance coverages or limits. Please confirm whether CAMW requires specific insurance coverage(s) and, if so, the minimum limits? Is there a possibility to negotiate the insurance coverage(s) based on the bidder's existing coverage(s).

   **A. There is no required or specific insurance coverage needed at this time. If needed, this will be addressed when the final vendor is selected.**

**41.** Cyber / Data Security Coverage:
   a) Given the scope includes hosting, SSL, encryption, secure authentication, and data protection standards, considering RFP is silent, will CAMW require Cyber Liability insurance, and if so, what minimum limit (per occurrence and in aggregate)?

   **A. There is no required or specific insurance coverage needed at this time. If needed, this will be addressed when the final vendor is selected.**

42. Hosting Location
    a) If the vendor provides hosting, does CAMW! require the website to be hosted in the United States/Michigan, **or is international hosting acceptable, provided security and performance requirements are met?**

    > **A:  CAMW! will select the prospective contractor based on the evaluation criteria in the RFP.**

43. Should the job board integrate with any existing HR or workforce systems, or be standalone?

    > **A. Our goal is to have a page to post CAMW! job openings similar to our current website, CAMW.org website, under the "About Us" tab, then "Current Job Openings within CAMW!" A link from this job posting will be embedded to direct an applicant to the full job opening.**

44. Should the chatbot be informational only, or transactional (forms, job queries, referrals)?

    > **A. The chatbot will be informational only.**

45. Are there legacy content items, documents, or media that must be excluded or archived (not migrated)?

    > **A. Not at this time.**

46. Will the current vendor actively support migration, or is access-only expected?

    > **A. Plan on access-only. A plan will be determined with the selected vendor.**

47. Do you currently work with a web design/development/hosting agency?

    > **A. Yes**

48. Under Design & Development, you mention "Select a cohesive color palette and typography that aligns with our brand identity." Are you looking to refresh the current brand or primarily incorporate secondary/additional assets into the website, as West Michigan Works! has done?

    > **A. The current Brand Standards will be used and are included on the website with the questions.**

**49.** In an effort to provide you with detailed information while meeting your desire for a narrative response of 10 pages (including items 1-9), are we able to submit an appendix with supporting information?

> *A. Yes*

**50.** Do you have up-to-date photo and video assets that can be used for this project?

> *A. Yes*

**51**. Has any stakeholder or community engagement been completed that pertains to this project?

> *A. No*

**52**. How will the approval process be handled for the project? Is it solely the Capital Area staff, or is there a steering committee/board that will be signing off on project milestones?

> *A. Capital Area Michigan Works! CEO will have final approval of the project. However, there will be a handful of CAMW! Staff involved in the project.*

**53.** Are there any pages or sections of the current website that CAMW! already know be retired, consolidated, or significantly reworked?

> *A. CAMW! will work with the selected vendor to identify duplication of information and where consolidation or rework is needed.*

**54**. Will CAMW! provide updated content for launch, or should vendors assume light content editing and restructuring as part of the scope?

> *A. CAMW! will provide current and updated content. However, minimal content editing and restructuring may need to be provided.*

**55**. Are there existing integrations or third-party tools on the current site that must be maintained or replaced?

> *A. No*

**56**. Are there existing analytics or heat-mapping data that should inform the proposed sitemap and user journeys?

> *A. CAMW! has not historically collected website analytics, including visitors, traffic, or heat-mapping, to be able to share this information at this time. We would seek to do so moving forward with the selected vendor.*

**57**. Will job postings be managed entirely within the CMS, or should the site integrate with an existing job system? For example, links out to listings on Indeed.

> **A. *Our goal is to have a page to post CAMW! job openings similar to our current website, [CAMW.org](CAMW.org) website, under the "About Us" tab, then "Current Job Openings within CAMW!"  A link from this job posting will be embedded to direct an applicant to the full job opening.***

## 58. Document Storage Portal Page – Secure Internal Upload Area

a) After documents are uploaded to the secure portal, will they automatically populate on a public-facing page, or will there be a review/approval workflow?

> **A. *We expect that CAMW! Staff will be posting documents. No, there will not be a public-facing page or a need for review/approval.***

b) How do you anticipate these documents being used once uploaded?

> **A.   For reference for use by CAMW! Staff and subrecipients.**

c) What is the expected process after submission (e.g., review, categorization, publishing, archiving)?

> **A. *Categorization and archiving.***

d) Should uploaded documents be embeddable within public-facing pages, or accessed only through a document library?

> **A. *No. Accessed only under password protection for the document library.***

e) Are there specific access controls or permission levels required for different user groups?

> **A. *Yes***

## 59. AI / Chat Box Functionality

a) Should the AI index only website content, a document repository, or a combination of both?

> **A. *A combination of both.***

b) Is the primary goal to provide an interactive conversational experience, or to generate summaries and surface relevant information?

> **A. *Generate summaries and surface relevant information.***

c) Are there specific user actions the AI should drive (e.g., directing users to forms, encouraging service sign-ups, answering FAQs, etc.)?

   *A. Answering Frequently Asked Questions.*

d) Will the AI serve public users, internal users, or both?

   *A. Public users*.

## 60. Clarification on Page Limits & Attachments

a) May items such as the cover page, table of contents, compliance matrix/checklist, and assumptions be excluded from the ten (10) page narrative limit?

   *A. Yes*

b) May team resumes be included in an appendix?

   *A. Yes*

c) Can required reference letters be submitted as separate attachments, or must they be included within the main proposal document?

   *A. Yes, separate attachments.*

## 61. Clarification on Reference Requirements

The RFP requests within Section E., Bid Requirements:

- Under Item 1: Contact information for three (3) references demonstrating experience providing website development and/or redesign services.
- Under Item 7: Sample websites and three (3) references for projects completed within the last three (3) years.

To ensure compliance, could you please confirm:

a) May the same three references be used to satisfy both Item 1 and Item 7 or combined, provided they meet the stated criteria, and to save page count?

>    ### A. Yes, you may use the same three references as long as they meet the stated criteria. The references can be excluded from the page count.

b) Do all references need to be from projects completed within the last three (3) years, or only those submitted under Item 7?

>    ### A. Only #7.

c) For the reference letters that are required, must they also be from projects completed within the last three (3) years?

>    ### A. No

**62.** Are there any specific custom features or functionality you envision for the website beyond what is outlined in the RFP?

>    ### A. Not at this time.

**63**. Are there additional content types, page elements, or future features/plugins you anticipate incorporating over time?

>    ### A. There's always a possibility, but not currently.

**64**. The current website appears to be built in Drupal. Do you have a preferred content management system moving forward?

>    ### A. No

**65.** Are there specific hosting requirements or expectations we should be aware of (e.g., performance, security, compliance, or vendor preferences)?

>    ### A. The RFP has the requirements or expectations for performance. If not stated in the RFP, the vendor should recommend items based on their experience.

**66.** What platform is currently used for email hosting?

>    ### A. Google

**67.** What do you plan to achieve with the AI Chat Bot or AI feature? What are the goals of it?

>    ### A. The goal of a chat tool or chatbot is to answer and have it work fully unattended, with the option to request a live staff person. This could be used to reply to simple, frequently asked questions: Hours of operation, location, basic services, and events.

**68.** For the search, is this a site-wide search? Or are you wanting a dynamic search component that can be specified on what it is searching for, the specific page/type? Or both?

**A. Yes, both.**

**69.** On the secure file page, is the only purpose to upload and see documents? Are the files used anywhere else? How do they get displayed?

> **A. The purpose is to upload and see documents, but not for public usage. The documents are not used anywhere else on the website. The files would be uploaded by CAMW! staff.**

**70.** Are there different levels of secure file-wise, in terms of different permission groups?

> **A. Yes, there will be different permission groups.**

**71.** For the job board, what categories and filters are you looking to have?

> **A. Our goal is to have a page to post CAMW! job openings similar to our current website, CAMW.org website, under the "About Us" tab, then "Current Job Openings within CAMW!"**

**72.** For backups, what level are you looking to have? Once a day for 7 days, once a month for 6 months, or a mix of multiple, etc?

> **A. It would depend on how often updates are done and when content is changed. Content change is not done very often, maybe 2-3 times a year.**

**73.** For hosting, are you looking to have your own VPS? Or do you have a preference?

> **A. No. The selected vendor should have full control of hosting.**

**74.** Do you have any additional security or privacy requirements with your hosting/system that aren't listed in the RFP?

> **A. No. All information on the website is public knowledge.**

**75.** For the GDPR requirement, is the website/your services something operating within the European Economic Zone/EU?

> **A. No. The website is for pubic informational purposes only.**

**76.** Do you need assistance with a Privacy Policy or Terms of Service as well?

> **A. No.**

**77.** What is the current user base size of the website?

> **A. Up to 10 users**.

**78.** For the CMS, you mention WordPress and Drupal directly. Is one of those two preferences over the other?

> **A. No**

**79.** Is the CMS required to have available plugins?

      ***A. Not at this time. CAMW! will work with the selected vendor.***

**80.** How many publicly available PDFs/Documents do you have on the site available for download? Do you need help making these accessible?

      ***A. Upwards of 50 documents/PDFs. Yes***

**81.** Where do you currently host email through? Or are you looking to move to a new service/host with us?

      ***A. Google. CAMW! will not be moving the email hosting.***

**82.** Are users able to register themselves?

      ***A. No***

**83.** For adding/removing users, do you want bulk options as well?

      ***A. Not Necessarily.***

**84.** Will all photos, graphics, and videos be provided by CAMW! for the website?

      ***A. Yes***

      a)"Visual Assets: Integrate high-quality images, graphics, and videos that enhance the user experience and convey our brand identity. Ensure all visual content is relevant, appropriately sourced, and optimized for fast loading times."

**85**. Will all written content for the website be provided by CAMW! or is the contracted agency expected to produce new or reworked written content?

      ***A. CAMW! will provide all written content.***

**86**. Is CAMW! able to provide data and metrics on current website traffic, specifically in regards to mobile vs. desktop visits?

      ***A. CAMW! has not historically collected website analytics, including visitors, traffic, or heat-mapping, to be able to share this information at this time. We would seek to do so moving forward with the selected vendor.***

**87.** Will CAMW! host the website or is the contracted agency responsible for hosting?

      ***A. CAMW will not host the website. In your proposal, vendors should include monthly web hosting costs (preferably provided by a contracted vendor or recommendation of an external hosting provider).***

**88.** Does CAMW! have an existing or preferred service for a chatbot / AI bot or will the contracted agency be responsible for providing the recommendation?

**A. The vendor should provide the recommendation to incorporate a chatbot/AI bot.**

**89.** What level of security is needed for document storage? Is an unlisted, password-protected page sufficient, or is a more robustly secure system required?

   a. "Document Storage Portal Page – Provide a secure internal page where staff and subrecipients can upload policies, forms, etc."

     **A. A password-protected page is sufficient.**

**90.** Does the current CAMW website utilize any third-party tools?

   If "yes" which ones are relevant to the new website?
   If "yes", are the third-party tools included in the website budget numbers?

     **A. No**

**91**. What best five (5) best attributes of your current website?

   a. According to the staff? **A. Serves multiple customers, an abundance of information complies with federal and state requirements, is visually appealing, and allows for posting public-facing documents**.

   b. According to general users? **A survey has not been conducted to seek this information.**

**92**. What are the five (5) biggest opportunities for improvement with the current site?

   c. According to the staff? **Removal of duplication, better navigation, increased ability for back-end updates, user-friendly, and updating of graphics/photos.**

   d. According to general users? **A survey has not been conducted to seek this information.**

**93. Will you coordinate the introductions and initial sessions with the current website vendor, setting up a smooth transition for migration and integration?**

     **A. Yes, CAMW! Will set up the introductions.**

**94**. Please explain the issues and or the opportunities for improvement with the current CMS system.

     **A. Current limitation with back-end content updates, limited ability to make updates with the current Drupal version.**

**95**. Out of the above list, what would the CAMW staff collectively say is the number one issue or concern, and why?

     **A. The back-end functionality. CAMW! depends on the current vendor to make any changes or add users.**

**96**. How many defined user roles will there be for the CAMW staff to access the site's backend or Admin area?

>  *A.  10*

**97**. Will any outside parties or individuals need a secure area in the back of the website, or will it just be CAMW staff? If there will be others, please explain.

>  *A.  No, only CAMW!*

**98**. Will a branding guideline be provided? And if so, what attributes are defined in it?

>  *A.  Yes. The Brand Standards will be posted on the website along with the questions and answers.*

**99**. Is the Job Board section mentioned in the RFP a public-facing job board that staff will post to? Or is it an internal-facing job board?

>  *A.  An internal job board.*

**100.** What functionality besides posting positions will the job board need?

>  *A.  None*

**101**. For the necessary team meetings between the awarded vendor and the CAMW staff, what is the preference of CAMW – in person, virtual, or a combination, depending on the tasks?

>  *A.  A combination of virtual and in-person.*