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## **SEMCA/WIN WEB DEVELOPMENT AND MAINTENANCE RFP QUESTIONS AND ANSWERS OCTOBER 3, 2018**

### **RFP DISTRIBUTION**

Q: Are you currently working with an agency? Do you have an incumbent agency or someone in mind for this project?

A: This procurement is truly free and open competition. A vendor has not been pre-selected. WIN has previously worked with a web development agency that developed the current websites available, but it is unknown if this vendor will submit a proposal and if they do, they will be scored and evaluated in the same manner as all other bidders.

Q: Did you distribute this RFP to any pre-existing contacts? If so, would these contacts receive first consideration for this opportunity?

A: A list of potential web development agencies was developed prior to release of the RFP in order to increase the amount of competition and potential vendors with knowledge of the RFP. All vendors will be evaluated and scored. No potential vendors are given first or preferred consideration.

### **FOREIGN VENDOR/AGENCIES**

Q: Please confirm can we perform the task offsite/offshore?

A: Tasks can be performed offsite/offshore, however, occasional in-person meetings are expected. International travel expenses are not an allowed expense under WIN/SEMCA funding. No currency exchange will occur.

Q: Whether companies from Outside USA can apply for this? (like, from India or Canada)

A: Companies outside the USA may apply, however, occasional in-person meetings are expected. International travel expenses are not an allowed expense under WIN/SEMCA funding. No currency exchange will occur.

Q: Can foreign vendors apply for this opportunity?

A: Companies outside the USA may apply, however, occasional in-person meetings are expected. International travel expenses are not an allowed expense under WIN/SEMCA funding. No currency exchange will occur.

## SCOPE

Q: Are you looking for a complete redesign for both primary websites (SEMCA & WIN) or the scope of work only includes adding new features, modifying design at certain places, technical assistance, and etc.?

A: The SEMCA website will require a full redesign, while WIN websites will focus mainly on the addition of features, enhancement, design modification, as described in the RFP.

Q: For those websites which require a new content management system and redesigning, is content migration a part of the project scope?

A: Yes. Content migration will be necessary as recommended information architecture is developed.

Q: Are we looking to build separate sites or consolidating them into one domain with pages for each group or use a site as a base with the features and cloning it? This will affect the timeline and costs.

semca.org

WINintelligence.org

MiApprenticeship.org

MiGreenMobility.org

MiBrightFuture.org

OpportunityDetroitTech.com

AdvanceMiManufacturing.com

WINDataDashboard.com

A: Each individual website is expected to remain an independent website. Linking of websites is expected but integration of all websites onto one website is not preferred.

Q: You mention "Integration of CRM (Highrise)". Looks like the makers of Highrise is moving away in a sense not servicing new customers. Do you still want to continue with the integration or are you open to looking at another CRM system in integrating with? <https://highrisehq.com/>

A: Highrise maintenance of only existing customers is known, and WIN is open to a new CRM service. CRM vendor recommendations are appreciated and will be considered.

Q: What was the impetus, why did your organization decide to develop this site?

A: The sites currently developed are a result of multiple projects underway by SEMCA and WIN. The websites have been built to communicate or interact with the stakeholders and audiences of these projects. Please refer to the RFP and the information communicated on the sites to better understand the purpose and need of each site.

Q: Outside of what was listed in the RFP, what strategic goals is this site meant to advance?

A: The sites currently developed are a result of multiple projects underway by SEMCA and WIN. The websites have been built to communicate or interact with the stakeholders and audiences of these projects. Please refer to the RFP and the information communicated on the sites to better understand the purpose and need of each site.

Q: What are you looking for in a partner, outside of technical expertise?

A: Please refer to the RFP for partner characteristics required outside of technical expertise.

Q: We typically conduct a short needs assessment to fully understand the scope and technical requirements of a website before submitting a proposal. Are you open to this approach instead?

A: The RFP procurement process is required both for financial accountability and as part of the conditions of various funding sources that helps support this work. A needs assessment prior to proposal submittal is not allowable. A needs assessment process may take place after the procurement process has been completed, with the selected vendor.

Q: How many personnel would be required for this project? SEMCA/WIN expect the service provider to have professional staff presently in their employ who have credentials (education and/or experience) and capacity to perform the required services - Is it mandatory, can we propose any key personnel?

A: It is expected that staffing information will be proposed by the bidder within the submitted proposal. Please restrict the individuals cited within your proposal to only those individuals who will be actively working on the project.

Q: For each website project, is a branding style guide available, or will designing and/or defining branding be included in each website project?

A: WIN possesses a brand style guide while SEMCA does not. SEMCA will consider brand suggestions.

Q: For each website project, will the pages and sitemap be relatively similar to their current state, or will we be reorganizing? How many pages could be added per site during the development process?

A: WIN/SEMCA expect that the pages and sitemap will be similar to the current state, but additional features indicated within the RFP should be accounted for in the proposals and any suggested changes from the bidder should also be included in the proposal.

Q: How many design options do you anticipate being offered per website project?

A: A minimum of two desktop and two mobile (tablet and phone) design options are required.

#### **PRESENTATION/TRAINING/ONGOING COMMUNICAITON**

Q: Please specify if presentation, training, and support is to be performed on-site or off-site? Can we perform through web or teleconferencing?

A: Much of the work can be done off-site or via web and teleconferencing, but occasional in-person meetings are expected. International travel expenses are not an allowed expense under WIN/SEMCA funding. No currency exchange will occur.

Q: Whether we need to come over there for meetings?

A: Much of the work can be done off-site or via web and teleconferencing, but occasional in-person meetings are expected. International travel expenses are not an allowed for reimbursement under WIN/SEMCA funding. No currency exchange will occur.

Q: Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

A: Much of the work can be done outside the USA, but occasional in-person meetings are expected. International travel expenses are not an allowed expense under WIN/SEMCA funding. No currency exchange will occur.

Q: We always travel for our clients – do you have a preference to work with someone local or are you open to considering national agencies?

A: National agencies will be considered, but occasional in-person meetings are expected. International travel expenses are not an allowed expense under WIN/SEMCA funding.

Q: Do you require onsite meetings during the project development or are remote meetings sufficient?

A: Much of the work can be done off-site and most regular touchbase meetings can be done remotely, but occasional in-person meetings are expected.

Q: Will there be a single contact person who works as the project manager for each website project, or will there be multiple project managers?

A: There will be a single point of contact for WIN/SEMCA (Tim Johnston), but Tim will draw in the individuals at WIN/SEMCA who have typically managed, maintained, or have the subject matter expertise regarding each individual site as needed.

## **BUDGET**

Q: Please specify if there is any budget for the project?

A: Budget dollars have been allocated. Following federal grant guidelines and the nature of this grant, we will not be able to disclose the dollar amount. Bidders are encouraged to submit a proposed budget to support the objectives listed in the RFP. Bidders should outline their plan and provide a cost estimate for each line item.

Q: Could you please share the budget allocated for each website? Other than the primary websites, the scope of work is not defined so I believe we need to share an early cost instead of a fixed cost for the initial websites. Kindly share your views.

A: Budget dollars have been allocated. Following federal grant guidelines and the nature of this grant, we will not be able to disclose the dollar amount. Bidders are encouraged to submit a proposed budget to support the objectives listed in the RFP. Bidders should outline their plan and provide a cost estimate for each line item. Bidders may also share an hourly rate for work with an estimated amount of time spent on each website.

Q: What is the total budget and are there budgets within each web project?

A: Budget dollars have been allocated. Following federal grant guidelines and the nature of this grant, we will not be able to disclose the dollar amount. Bidders are encouraged to submit a proposed budget to support the objectives listed in the RFP. Bidders should outline their plan and provide a cost estimate for each line item.

Q: Can you provide guidance on budget for this project—do you anticipate the budget to be more than 25k, more than 50k, or more than 100k?

A: Following federal grant guidelines and the nature of this grant, we will not be able to disclose this information. Bidders are encouraged to submit a proposed budget to support the objectives listed in the RFP. Bidders should outline their plan and provide a cost estimate for each line item.

Q: The cost to develop a website can shift based on technical requirements and level of custom design. Are you open to us proposing a range of options for the price of the website?

A: Yes, please feel free to propose a range of options with clear distinction regarding the difference in delivery for low and high ranges.

Q: A private-for-profit entity must identify profit (fees or other revenue in excess of actual costs) in their line item budget - Mentioned on page#12, Profit, is it mandatory?

A: Profit is not mandatory.

Q: Profit margins at 10%? So we state what our costs from labor and materials?

A: Yes, costs for labor and materials should be described in the budget submitted in your proposal.

### **RISK ASSESSMENT**

Q: Please confirm RISK ASSESSMENT QUESTIONNAIRE submission is mandatory? Its contain some company financial confidential information?

A: The Risk assessment questionnaire is mandatory.

### **REFERENCES**

Q: Please specify if any private firm experience and past performance be considered for this project? Can we submit three reference with any combination?

A: Please refer to page 6 of the RFP. Any combination of references is acceptable.

### **START/END DATE**

Q: What is the approximate start date of this project?

A: The expected start date is October 17, 2018, as referenced in the RFP.

Q: there any planned start date and end date for the project? Will work on all websites start simultaneously or is there a priority-based listing?

A: As stated on the first page of the RFP, the expected work period is October 17, 2018 through October 16, 2019. Through the contracting process, it will be assessed if an option can be added that would allow for the renewal of contracts for additional years after this initial time period. Work on websites is expected to be staggered, with some sites needing immediate attention and others having a later timeline. Deadlines for various sites will often align with grant of funding timelines.

### **HARDWARE, CERTIFICATION REQUIREMENT**

Q: Please specify if there any hardware requirement?

A: Bidder shall use sufficient hardware to ensure load times of less than 200ms.

Q: Please specify if there any license or certification is require?

A: Bidder shall be well versed and compliant with all E-commerce laws and regulations required to integrate the services into the sites. Bidder shall propose build and maintain a Payment Card Industry Data Security Standard compliant service.

Q: What traffic are you expecting on each website, this will help us to share the best suggestions for the hosting services?

A: SEMCA.org – between 9 – 11GB per Month. WIN Visitors 659 (30 day avg) and 19,779 (30 day total). Win Bandwidth 1.04 GB (30 day avg) and 31.3 GB (30 day total). We are seeking recommendations for hosting, storage, plugins, backups and security.

Q: Can you please share your bandwidth consumption and how much hard drive space do you want for the website?

A: SEMCA.org – between 9 – 11GB per Month / 500GB. WIN Visitors 659 (30 day avg) and 19,779 (30 day total). Win Bandwidth 1.04 GB (30 day avg) and 31.3 GB (30 day total). We are seeking recommendations for hosting, storage, plugins, backups and security.

Q: How much storage and traffic is the current site using? So we can get a sense of what level of hosting and management is needed.

A: SEMCA.org – between 9 – 11GB per Month / 500GB. WIN Visitors 659 (30 day avg) and 19,779 (30 day total). Win Bandwidth 1.04 GB (30 day avg) and 31.3 GB (30 day total). We are seeking recommendations for hosting, storage, plugins, backups and security.

### **SUBMITTING PROPOSAL**

Q: Can we submit the proposals via email?

A: Refer to page 2 of the RFP under “Delivery Method for submitting proposals.”

### **CONTENT MANAGEMENT SYSTEM (CMS), ECOMMERCE, DONATIONS, EVENT REGISTRATION**

Q: Whether SEMCA/WIN prefer to migrate their all websites to a more robust CMS like Drupal or would like to stick to the current platform?

A: SEMCA.org is a custom HTML site that will require a migration / conversion to a new platform. No platform preference as long as it is an industry standard the bidder can support that allows staff to update content. WIN would want to keep existing WordPress platforms, but are open to vendor suggestions if cost savings and other efficiency is expected with a switch.

Q: Which payment gateway would you prefer to integrate for donations and event registrations over the site?

A: WIN/SEMCA is expecting the vendor to propose a gateway for the e-commerce work listed.

Q: Could you please share more information about the e-commerce platform that needs to be integrated into the websites? Is the platform any third-party service or do we need to develop that from scratch and integrate it into the website?

A: It is expected that the responses to this RFP will include proposed solutions to provide an e-commerce platform, whether it be a third-party service, off the shelf software product, or from-scratch solution.

Q: Will the same e-commerce platform be integrated into one or both websites? Will all e-commerce platforms be interconnected in any way?

A: One e-commerce platform can support both sites.

Q: SEMCA Website: We understand that you also want to update the content management system of SEMCA website, do you have a preference for a certain CMS? We are planning to use the Drupal Content Management System. From a technical perspective, do you have any concerns if the site is developed using Drupal?

A: No platform preference as long as it is an industry standard the bidder can support that allows staff to update content.

Q: Michigan Alliance for Greater Mobility Advancement: We understand that you also want to update the content management system of the website, do you have a preference for a certain CMS? We are planning to use the Drupal Content Management System. From a technical perspective, do you have any concerns if the site is developed using Drupal?

A: MAGMA is built on Wordpress and we expect it to stay the same. MAGMA is open to vendor suggestions if cost savings and other efficiency is expected with a switch.

Q: In the list of websites managed/owned by SEMCA & WIN, the last line states "Additional partner and initiative sites". How many more sites are there other than the listed ones? Can you please share the URL as well as the tasks we need to perform for these websites?

A: [www.advancemimanufacturing.org](http://www.advancemimanufacturing.org) – no tasks expected at this time. It is anticipated any work on additional sites would be covered by an hourly rate identified within the proposal.

Q: On the Event calendar integration and maintenance, is there a specific calendar system you would like to be integrated with (Ex. Exchange, Gmail, etc.)?

A: WIN uses a Microsoft 365 exchange. Semca.org uses a gmail calendar.

Q: Is SEMCA/WIN looking for monthly SEO optimization services as well as initial SEO setup?

A: This can be included as an additional service with separate monthly or annual cost.

Q: For event calendar maintenance, do you intend to have a staff member or intern update events on a regular basis, or will this be handled by the web development agency as they are notified of new events and changes to events?

A: It is anticipated that a staff member at WIN/SEMCA would update events on a regular basis.

Q: For the MiApprenticeship.org ROI calculator, will this be a single calculation form, or could this have the potential to break into other forms / pages with different types of calculations? How many estimated inputs will be included into the final algorithm?

A: The ROI calculator has already been developed and can be viewed at <https://miapprenticeship.org/roi-calculator/>. We expect to keep the miapprenticeship website url and the ROI calculator contained within it. The final algorithm for the ROI calculator has approximately 4 inputs in various forms: wage, cost, productivity and hours. However, those inputs appear multiple times in the algorithm for the ROI calculation.

Q: For MiGreenMobility.org, are membership dues intended to be handled according to a monthly, annual, or other time schedule? Are payments for courses a one-time charge, or are they handled on a subscription basis?

A: Annual basis, to be invoiced by SEMCA/MAGMA.

Q: Which payment processing gateways are intended to be used with each website? Do you intend to accept payment via check?

A: Vendor recommendations for payment processing gateways are requested. Payments will be accepted by check.

Q: For MI Bright Future, will registration be on an annual or permanent membership basis? Is there an intent to integrate e-commerce in the future to handle automatic membership payments?

A: Registration is on a permanent basis, with annual check-in to make sure the account is still active and that WIN has the appropriate contact people listed for a particular organization. There are no membership payments associated with MI Bright Future at this time, so e-commerce would not be needed for anything to do with registration or membership. E-commerce may be of interest in the future to handle sponsorship payments, but this is not a current need.

Q: For WIN's Data Dashboard, is the data live data collected and updated via API / database methodology, or is it charts and graphs that are graphic design elements only? If it is handled via API or database, what type of connections and data handling is required?

A: WIN does not import data using an API system. Instead, all current workforce data is uploaded by WIN staff members using the portal on the backend of the dashboard. This access would need to remain open and be maintained by the new vendor, enabling WIN to continue to update the dashboard data. The graphics are custom graphics that are coded into the dashboard and the code would also need to be maintained, updated and enhanced when needed by the new vendor. The selected vendor would be expected to provide guidance and oversight related to the data handling for customized geographies (making sure coded formulas are correct, graphics display properly, etc.).

Q: How is HighRise used by SEMCA/WIN, and do you plan to integrate it with the website as well as Constant Contact and MailChimp?

A: Highrise is the WIN CRM platform. It is currently integrated with Constant Contact and MailChip via PieSync. RFP respondents should recommend their solutions in the bid response.

Q: Do you have current Google Analytics accounts for each of these websites that will need to be migrated?

A: Semca.org – yes, WIN and related websites- yes

Q: Will you be displaying any on-site advertisements such as Google Adwords or another advertisement methodology?

A: Google Adwords or other advertisement methodology is not expected.

Q: Are there any user accounts or elements of dynamic user data that will need to be migrated to the new websites?

A: The only user accounts are WordPress admin accounts associated with each website.