

Q&A DIGEST – JULY 31, 2023

RFQ #23-001-WKS - WEBSITE DESIGN CONSULTANT

(Questions are listed in the order they were received.)

Questions	Answers
What are biggest issues or problems you're having with your current website, CMS, or setup that prompted this website design decision?	Need to clearly highlight key information and design better hierarchy to improve navigation and establish a consistent design that works across desktop and mobile. Need to improve the multi-lingual experience - the Google translate implementation is inconsistent.
What are your organization's most important broader goals with a new website (not in terms of site features/functionality, but bigger concerns like improving brand image and web presence, increased awareness, better highlight values, vision, and purpose, etc.)?	Help customers find us (awareness), increase enrollment in programs (conversions), build reputation as a trusted resource for career-development, understand and ensure equity in the customer experience and areas for improvement
Approx. how many pages and posts are there that'd need to be migrated to the new site? Do you have staff to migrate the content or would we have to do it?	We are looking to rethink the page design/structure across the entire site. Some content may be repurposed or reused, but we don't expect any pages to be migrated without significant revision. WDC and WS-SKC staff can provide content support to the vendor throughout the project, based on specific needs.
Besides common website features, will there be any custom integrations with third-party services or anything that'd require significant custom coding?	Unite Us and Google Translate. We have also been considering calendar plug-ins like WP All Import for iCal feeds.
We are a registered company in Montreal, Canada, and represent a Latin American organization with over 30 years of total experience, including more than 10 years in product development and digital platforms. Additionally, we operate 100% remotely. Can we participate in this opportunity and share our proposal?	Yes
What is the difference between the portals "WorkSourceSKC.org" and "Learning Exchange"?	WorkSourceSKC.org is the public-facing website for customers to the WorkSource Seattle-King County system. Learning Exchange is the internal intranet for WorkSource staff to share system information, receive trainings, view/post internal communications, and see contact information for other staff.

Are you willing to improve and unite both websites?	Yes
What is the current CMS used on both websites?	The platform for WorkSourceSKC.org is Squarespace, and the platform for the Learning Exchange is Totara.
Do you have plans to change the portal on a private and premium CMS or an open-source CMS?	Not sure. Open to suggestions.
Do you have any previous studies related to the scope of this portal? (e.g. Number of pages and number of visitors)	We plan to share analytics and previous audits/research with the selected vendor.
Do you have a budget for this project? How much is it?	The budget for this effort is \$50,000.
Do you have a brand book and/or key visuals which we must use in order to have visual guidelines?	Yes
Will bidders outside of Seattle-King County and Washington state receive equal consideration for this proposal?	Bidders from outside Seattle-King County and Washington state can participate in the proposal process. There are no limitations as long as the services can be successfully rendered.
Is there an incumbent for this effort? If so, can you provide the name of the incumbent? Will the incumbent be eligible to bid on this project?	No incumbent exists for this effort, and thus none will be bidding on this project.
Looking at the scope, it appears to be geared towards hiring an individual for web design. However, the sample pricing structure outlined in the 'Project Milestones and Key Deliverables' section is based on deliverables and suggests a collaborative team approach. Could you kindly clarify whether you are seeking to hire an individual or an organization?"	The RFQ is open to both individual freelancers and organizations.
What is the budget allocated for this effort?	The budget for this effort is \$50,000.
What is the place of performance for this work? Is it possible to carry out the work remotely or does it require an on-site presence?	The work is expected to be conducted remotely, allowing bidders to be located anywhere.
Is US citizenship required to work on this project or Green Card and H1 VISA holders will also be allowed to work on this project?	There are no citizenship requirements stated for this project. Green Card and H1 VISA holders are welcome to bid.
Can we submit multiple resumes?	Bidders are permitted to submit multiple resumes as part of their proposal.
Can you please confirm if we can provide the hourly rate for the individual(s) proposed instead of the deliverable-based 'Sample' payment structure provided in the RFP?	Proposals with hourly rates are acceptable, but should be presented alongside an estimated timeframe.

Can the work be performed from an offshore location, such as India?	There is a possibility that work can be performed from an offshore location, as the project is remote-based.
Are there any existing platforms, like a Salesforce CRM or similar, that need to be used for collecting customer feedback?	No, but WorkSource statewide is planning to adopt Salesforce in the next few years, so it would be good to design with that in mind.
Re: Ability to host dynamic content such as a local job board - Is the intention to leverage a third-party tool for this or design and develop a custom solution directly in the website?	We are still in the exploration stage of a local job board, so the request is mainly to allow for the flexibility in the future.
For the Intranet, can you describe the existing content that will need to be loaded into it? Is it categorized? Do you have staff members that can facilitate some aspects of the content migration / loading?	The content in the intranet is described in the RFQ and is quoted here: "1) Repository of system information (program requirements, supporting documentation, system onboarding materials); 2) Trainings (live and recorded) and registration for upcoming trainings; 3) System-wide communications hub (an announcement page or message board); 4) Roster of WS-SKC staff (contact info, organization, affiliated programs)." Staff can assist with migration of existing content.
Are you looking to use WordPress for both the new public-facing website and the intranet?	Not necessarily. WordPress was only identified as the most likely platform for the public-facing website. We are open to suggestions for the intranet.
How many languages will the new public site need to be translated into / designed for?	At least 15 languages. Given our current resources and potential limitations, we are focused on improvements to our current Google translate integration, or creating targeted landing pages for high-demand languages
How many stakeholders will be approving deliverables like wireframes and designs?	2-3 stakeholders
Is the intranet an English-only project?	Yes
How firm are the project milestones listed in the RFP?	The milestones are given as an example to guide project proposal and scope.
What is driving the launch date(s)?	The launch dates and milestones are mainly intended to guide scope.
Can the Intranet launch later than the public-facing website?	Yes
What is your budget range for this project?	The budget for this effort is \$50,000.
How does budget factor into the rating criteria?	Budget will be evaluated as part of the proposed approach to the project, and will be considered alongside scope and the experience of the applicant.
Would a Washington, D.C. firm be considered eligible for this project?	Yes

<p>Can we request that we are notified prior to contact with provided references so we can give them proper notification to expect an inquiry?</p>	<p>The WDC will contact references after an initial interview, which we will confirm with you during the interview process.</p>
<p>Is there a site or sites that you admire that would be good for the selected vendor to be aware of? If so, please specify what you like about the site(s)</p>	<p>Please see the website for WorkSource Pierce for one good example of what we are hoping to build. Please note job board, calendar, and content for job seekers and employers. https://worksource-pierce.org/</p>
<p>Can you elaborate on how you see the work responsibilities being broken down between WDC and WS-SKC and the selected vendor?</p>	<p>WDC Comms is the main point of contact for approving stages of the work and managing the overall project. WS-SKC provides insight into customer use-cases. The selected vendor handles the web design and advises on best practices, soliciting guidance and content support from WDC and WS-SKC, who will work collaboratively to support the vendor throughout the project.</p>
<p>Are you looking for the selected vendor to provide hosting for either or both sites?</p>	<p>No</p>
<p>Would the selected vendor be working from established defined brand guidelines to help guide the design effort?</p>	<p>Yes</p>
<p>How many pages from each site do you expect will need to be migrated to the new site(s)?</p>	<p>We are looking to rethink the page design/structure across the entire site. Some content may be repurposed or reused, but we don't expect any pages to be migrated without significant revision. WDC and WS-SKC staff can provide content support to the vendor throughout the project, based on specific needs.</p>
<p>What are your defined success metrics for each site?</p>	<p>For WorkSourceSKC.org, we monitor a range of typical metrics to gain insights into our audience, including overall page traffic, SERP referrals, site search keywords, and device/OS/browser usage. We would like to increase traffic to conversion pages (sign ups, locations, etc.), increase mobile usage, and decrease bounce rate from the home page. For the internal Learning Exchange, we don't have the ability to track analytics on the current platform, but we would like to increase utilization by staff and gain the ability to track analytics.</p>
<p>Based on the timing of answers to questions, is it possible to extend the proposal deadline by one week?</p>	<p>Given the level of interest in this RFQ, we are extending the deadline for submission by one week, to August 4, 2023.</p>

<p>Who would you consider to be in your competitive set for your competitive analysis?</p>	<p>WorkSource Pierce, WorkSource Spokane, WorkSource Portland Metro, San Diego Workforce Partnership, Boston Private Industry Council, Chicago Cook Workforce Partnership</p>
<p>In your RFP your priorities include: “Streamlined customer flow and call to action” Do you already have core user journeys and calls to action in mind and if so, what are they?</p>	<p>We are still developing core user journeys and call-to-actions. At this time, our user flow/CTA for job seekers is to direct them to sign up for services online or visit a physical location. For employers, our CTA is to complete an Employer Inquiry (sign up to be contacted).</p>
<p>How many languages are you looking to support, which ones, and are you looking for translation across your whole site or just key content?</p>	<p>At least 15 languages. Given our current resources and potential limitations, we are focused on improvements to our current Google translate integration, or creating targeted landing pages for high-demand languages</p>
<p>Have you done internal stakeholder research for your intranet site?</p>	<p>Yes</p>
<p>Have you done user research to get to your list of priorities for the public facing website?</p>	<p>No - in planning phase</p>
<p>Do you already have a content strategy as far as new themes or buckets for publishing content? If so, how was that obtained? (ie internal stakeholder decision or user research etc.)</p>	<p>In development with stakeholders, with planned user research</p>
<p>Did you already migrate to Google Analytics 4? Do you have an interest in migrating to GA4? Do you currently track things in Analytics If so, what do you track? Are you looking to continue to track these same metrics or are you interested in tracking new things?</p>	<p>Yes we already migrated to GA4. We are underutilizing Google Analytics capabilities, but mainly track overall page traffic, SERP referrals, site search keywords, and device/OS/browser usage. We would like to increase traffic to conversion pages (sign ups, locations, etc.), increase mobile usage, and decrease bounce rate from the home page. We are interested in any metric that can give us insight to ways we can improve services.</p>
<p>We see that the current site is built on Squarespace and the RFP has a preference for Wordpress. Are you open to other CMS options, like Drupal? How has the editing experience been for your internal team on Squarespace? Any pain points we should be aware of in scoping the new editing experience?</p>	<p>Yes we are open to different CMS options. Squarespace editing has been very easy (the main advantage of the platform), but we've run into technical limitations with how to build in needed 3rd-party integrations</p>
<p>How aligned should the new site be with the WorkSourceWa.org visual look and feel? Are there brand guidelines or existing digital styles we could follow?</p>	<p>WorkSourceWA is also undergoing a redesign, so this project doesn't need to be closely aligned with WorkSourceWA's current design. There are brand guidelines we will provide,</p>

	and additional context we will provide the selected vendor to WorkSourceWA's expected future design.
What's driving your timeline? Are there any initiatives happening that this project is dependent on or related to?	The proposed timeline is primarily to give guidance to overall scope of the project.
Do you have a budget range you're able to share with us? For transparency, our website redesigns generally start around 130k, and increase based on complexity. Is this within a competitive range?	The budget is \$50,000.
Do you have any third party integrations you know that will be needed on the new site?	Unite Us and Google Translate. We have also been considering calendar plug-ins like WP All Import for iCal feeds.
The proposal format does not provide any information requested for "B. Proposed Approach" specified in the evaluation criteria. Could WDC elaborate more about the information required as part of the proposal for the Proposed Approach?	<p>In the "Proposed Approach" section, we are interested in understanding your strategy and process to accomplish the scope of work outlined. This should encompass the entirety of the project, from initial assessments to final implementation. A strong approach will be clear, comprehensive, and show a deep understanding of the project's needs and goals.</p> <p>The approach should cover your initial methods for assessing the needs and requirements for the new website (WorkSourceSKC.org) and how you will identify priorities for the project. Next, you should discuss your plan for the redesign. Your approach should not only describe the "what" but also the "how." We are interested in understanding your methodologies, tools, and techniques. Importantly, your proposed approach should be aligned with our goals and priorities, as outlined in the "Scope of Work & Core Responsibilities" section.</p>