

RFQ Frequently Askes Questions and Answers

General Questions:

1. Are you open to selecting a firm from outside of Lehigh Valley? (We are located in Harrisburg.)

Yes.

2. Would any preference be given to a firm that provides communications and social media management, graphic design, and website services as integrated services?

Each response will be rated individually.

3. Does WBLV currently have a brand style guide?

Yes.

Website Design, Development, and Maintenance:

1. Are both websites expected to be fully redesigned from the ground up, or is one or both intended as a refresh or enhancement of the existing WordPress sites?

WBLV is looking to redesign both websites but it interested in exploring different option with either redesigning them from the ground up or refreshing/enhancing the existing WordPress sites.

2. Is content migration expected to cover all existing content from both sites, or will the WBLV provide guidance on priority pages and content to be migrated?

Yes, we would like to cover all existing content from both sites but may prioritize which content would need to be mitigated first.

3. Will PA CareerLink® branding guidelines and style assets be provided to the selected vendor prior to the start of work, and is WordPress an acceptable CMS platform for both sites?

Yes, PA CareerLink® branding guidelines will be provided to the selected vendor prior to the start of work. WordPress is an acceptable CMS platform but we are willing to explore other options.

4. Are the two websites expected to be designed and launched simultaneously, or is a phased approach - with one site launching before the other - acceptable?

A phased approach would be acceptable.

5. Is there an approved budget range or ceiling for this contract that vendors should be aware of when preparing their quotes?

Please submit a detailed budget and budget narrative, including one-time project costs, optional services and associated costs, and ongoing maintenance or hosting fees.

6. Offshore Vendor Eligibility – Are vendors outside the U.S. eligible to participate if they meet all project and contractual requirements?

We will consider all responses received.

7. Mandatory Identification Details – Are SAM, DUNS, and Federal ID numbers mandatory at the time of submission, particularly for offshore firms?

Yes.

8. Compliance Requirements – Are there specific federal, state, or insurance compliance obligations (under WIOA funding) required at submission or contract award?

Required contract clauses and insurance or proof you are insurable when your response is submitted.

9. Virtual Participation – Is virtual participation acceptable if discussions or presentations are required during the evaluation process?

Yes, however, accessibility and the ability to confer during US working hours will be required of any provider.

10. International Experience – Is relevant experience with international or non-U.S. public-sector and non-profit organizations considered acceptable.

With respect to international experience if we cannot give credit for what we cannot verify and to the extent that there are extra costs for international calling and communications these will be considered when reviewing the response.

11. Is WordPress the preferred CMS for the new sites?

WordPress is an acceptable CMS platform but we are willing to explore other options.

12. Is a target timeframe already established for launch of the new sites?

This would be negotiated with the selected vendor.

13. Are the new sites required to be developed and launched simultaneously? Or may they be completed and launched separately?

A phased approach would be acceptable.

14. What third-party integrations do the sites require?

Currently, a 3rd-party site security, Solid Security Pro (SolidWP), is used.

15. Is there an expected budget range or a not-to-exceed amount for the one-time project costs?

Please submit a detailed budget and budget narrative, including one-time project costs, optional services and associated costs, and ongoing maintenance or hosting fees.

16. Could you let us know what the budget is for this work?

Please submit a detailed budget and budget narrative, including one-time project costs, optional services and associated costs, and ongoing maintenance or hosting fees.

17. 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, Hawaii, Michigan, Virginia, Colorado and Wyoming?

We will consider all responses received.

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

Yes.

19. Would you need any original or stock videography or photography?

Yes, but we also will have our own images and/or video to use.

20. Would you require hosting, DNS, or SSL services?

Yes.

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

No.

22. What CMS platform do you use currently?

WordPress.

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

Visit www.lvwib.org and www.careerlinkehighvalley.org to view the content on our websites.

24. Is there an anticipated budget range or maximum contract value for this engagement? The RFQ does not include a published budget, and knowing the range would help us scope our proposal appropriately.

Please submit a detailed budget and budget narrative, including one-time project costs, optional services and associated costs, and ongoing maintenance or hosting fees.

25. Is there a preference for or requirement to work with a Pennsylvania-based vendor, or is this open to vendors located outside of PA?

We will consider all responses received.

26. What WordPress theme or page builder is currently in use on lvwib.org and careerlinkehighvalley.org? Understanding the existing build will help us assess the migration and redesign scope.

Not available.

27. Does the cover page SAM # field indicate that an active SAM.gov registration is required for award, or is it informational?

Yes.

28. Will finalists have an opportunity to present their approach or participate in a discovery conversation prior to selection? Thank you for the time and consideration.

Not at this time.

29. What are the primary goals driving this initiative at this time? Are there specific challenges with the current websites you're aiming to address?

We want to redesign the current websites and explore available options to enhance while providing accessible, customer friendly websites.

30. While we understand the selected vendor will conduct a full inventory and audit, are there any existing estimates of site size or known areas of complexity (such as large document libraries or legacy content)?

Not at this time.

31. Are there any known accessibility issues or prior audits that should be considered as part of this project?

No.

32. Are there any required integrations or functionality that should be included in the new websites (ex: job boards, third-party tools, or reporting systems)?

If selected, this would be discussed during the negotiation process.

33. Is there a preference to remain on WordPress, or are you open to alternative CMS platforms?

No, we are open to alternative CMS platforms.

34. Do you have any existing hosting requirements, constraints, or preferred environments that vendors should account for? Additionally, can you share any available information on current or expected website traffic (ex: average monthly users), to help inform appropriate hosting recommendations?

We do have budget considerations that should be taken into account when recommending hosting solutions. Our website experiences higher traffic during campaign periods, so we would need a solution that can accommodate occasional spikes in usage. Website traffic in a course of a year is about 8,000.00.

35. How many internal stakeholders will be involved in content review and approvals throughout the project?

The number of stakeholders is dependent on the number of quotes received.

Communication and Social Media Management:

1. How many newsletters are typically produced annually?

We are currently not producing newsletters and expect the selected firm to support the development of a quarterly newsletter.

2. Digital only or print?

Digital.

3. Can you provide a sample?

We do not have one to provide a sample of.

4. How many press releases are typically produced annually?

This depends on the grant announcements, new hiring, etc. We would suggest plan on 12.

5. Is there an expected budget range or a not-to-exceed amount for the initial one-year term?

Please submit a detailed budget and budget narrative, including one-time project costs, optional services and associated costs, and ongoing maintenance or hosting fees.

6. Can you please quantify the number of social platforms expected to be managed, numbers of posts per month, and number of newsletters per month?

There are 2 main websites, 4 Facebook pages, 2 LinkedIn accounts, 2 Instagram accounts. The newsletter would be 1 monthly newsletter but, due to program changes, new funding opportunities, and other activities, it is difficult to determine the volume of posts per month.

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

We will consider all responses received.

8. Whether we need to come over there for meetings?

We will consider all responses received.

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

We will consider all responses received.

10. Can we submit the proposals via email?

Yes.

Graphic Design:

1. What is the average volume of new flyers, brochures or reports produced annually?

Due to program changes, new funding opportunities, and other activities, it is difficult to determine the volume of new flyers, brochures, or reports produced annually. Respondents are encouraged to include in their response, their charges for the creation of a new flyer, brochure and/or report.

For "redesign of existing materials," what assets currently need updating?

Our team would work with the selected provider for input and updates on existing materials.

1. We typically prepare proposals as designed PDFs. Would it be acceptable to submit a designed PDF along with a simplified Microsoft Word version for compliance, or is a fully formatted Word document required.

Please submit a PDF and fully formatted Word document.

2. Can you provide an estimate of the anticipated volume of work (e.g., number of projects or monthly/annual budget range)?

Due to program changes, new funding opportunities, and other activities, it is difficult to determine the volume of work. Respondents are encouraged to include in their response, their charges for the creation of a new material.

3. Will a single vendor be selected for all services, and will work be assigned on an as-needed basis or through defined scopes?

The WBLV is looking for a single entity to provide services.

4. Can you share how proposals will be evaluated (e.g., weighting of price vs. experience vs. responsiveness)?

Not available.

5. What does the typical review and approval process look like on your end (number of stakeholders, rounds of feedback, etc.)?

Not available.

6. Could you please clarify the insurance requirements for this RFQ, including any minimum coverage types and limits?

Not available.

7. If the final submission files exceed standard email size limits, would it be acceptable to include a secure Dropbox or Google Drive link to access the full PDF submission?

Yes.

Videography:

1. Can you please quantify (or estimate) the number of expected filming days (events, other testimonials/interviews, etc) and the number of deliverables so that a comprehensive retainer budget can be put together with bulk discounts? Or if you don't have specifics in mind, are you just looking for hourly/day rates for filming and editing various types of content rather than an all-in cost for the year?

Due to program changes, new funding opportunities, and other activities, it is difficult to determine the expected filming days and exact number of deliverables. Provide the budget information requested in the RFQ and, if possible, you may provide an estimated quote for a retainer budget.