



Request for Proposals  
Workforce Innovation & Opportunity Act Website Design  
Responses to Questions Received  
*Updated 7/11/24 (new questions in italics)*

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

The proposer should operate in the United States. The proposer's specific location or headquarters will not solely impact the award. However, the proposer is expected to comply with all requirements outlined in E. Technical Qualifications of the Request for Proposals (RFP) that includes but is not limited to, "If a corporation, limited liability company, or limited partnership, certification that it is registered with the Secretary of State of the State of California and in good standing." In addition, strongest responders will have demonstrated past experience serving workforce board clients.

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

In-person meetings will be determined at contract negotiations.

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

As stated in the RFP, the proposer should include a scope of services that meets the diverse needs of residents and employers operating in the NOVAworks region. The region encompasses the Silicon Valley cities of Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara and Sunnyvale, and the County of San Mateo in California.

4. Can we submit the proposals via email?

As stated in the RFP, proposals are due by 3:00 p.m. PST on July 24, 2024 and must be submitted to the following email address: [rftorelease@novaworks.org](mailto:rftorelease@novaworks.org).

5. Is there an incumbent? Will they be bidding?

There is no incumbent.

6. Is there any preference for local vendors?

The proposer's specific location or headquarters will not solely impact the award. However, the proposer is expected to comply with all requirements outlined in E. Technical Qualifications of the Request for Proposals (RFP) that includes but is not limited to, "If a corporation, limited liability company, or limited partnership, certification that it is registered with the Secretary of State of the State of California and in good standing." In addition, strongest responders will have demonstrated past

experience serving workforce board clients. Also, the proposer should include a scope of services that meets the diverse needs of residents and employers operating in the NOVAworks region. The region encompasses the Silicon Valley cities of Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara and Sunnyvale, and the County of San Mateo in California.

7. What is your current annual spend on CMS, hosting, and related support?

NOVAworks uses various CMS systems for various purposes, which would be shared as needed. The systems are managed internally.

8. Who built the current websites - your internal team or a vendor?

If it was a vendor, who was it?

If you used an outside vendor, how much did you spend on the implementation of your current sites?

NOVAworks' internal team developed the website.

9. Is there an organizational preference for open source vs. a proprietary CMS?

If open source is a consideration, is there a preference for a specific CMS (i.e., Drupal, WordPress)?

What is the current CMS?

NOVAworks uses both open source and proprietary CMS based on content. There is no preference. We are relying on proposer's expertise and guidance for recommendations.

10. What are some things you DO like about your current CMS?

The RFP describes the elements that are requested and desired in the website design project in II. Scope of Services, A. Scope of Work for Task 1. Content Organization and Strategy, User Experience, Visual Design, Technical Features, and Quality Assurance, Task 2. and Task 3.

11. What shortcomings of the current CMS do you hope to remedy with this effort? What are some things you DO NOT like about your current CMS?

The RFP describes the elements that are requested in the website design project in II. Scope of Services, A. Scope of Work for Content Organization and Strategy, User Experience, Visual Design, Technical Features, and Quality Assurance, Task 2. and Task 3.

12. Are there multi-lingual requirements? Is Google Translate or similar sufficient?

There are no multi-lingual requirements specified in the RFP.

13. What sets firm/org apart from the alternatives? Who/what are the primary alternatives?

The RFP describes the federal Workforce Innovation and Opportunity Act (WIOA) system in which NOVAworks operates under I. Introduction.

14. How many levels of users are needed?

The RFP describes the User Experience requirements under II. Scope of Services, A. Scope of Work, Task 1b.

15. Can you provide information on your workflow needs?

This information is not available.

16. Is there a need for a document library?

Yes, there may be a need for a document library.

17. Does search need to index the contents of pdf/Doc files?

Yes, the search will need to index the contents of pdf/doc files.

18. Does the site search need to index content from other domains?

Yes, the site search may need to index content from other domains.

19. Will single-sign-on be used to control administrative access to the site? If yes, please elaborate.

This will be discussed during contract negotiations. We are relying on proposer's expertise and guidance for recommendations.

20. Can you provide usage data, or estimate expected traffic to the site?

The users for the site will include internal staff, job seeker customers, employer customers, community partners and the public.

21. Do you need a contractual SLA for hosting (more expensive) or a best-effort SLA based on a 99.9% historical uptime (less costly)?

This will be discussed during contract negotiations. We are relying on proposer's expertise and guidance for recommendations.

22. Are there granular levels of permissions needed where certain people should only have access to certain sites? Or, even certain areas of sites?

The website(s) are expected to be accessible to the public. However, it is possible there may be limited access to certain areas, and we are relying on proposer's expertise and guidance for recommendations.

23. Where is the CMS/website currently hosted?

Are you open to a cloud-based CMS?

If yes, do you have an existing relationship with a cloud provider like AWS, Azure, etc?

NOVAworks' current CMS/website is hosted by the cloud-based service Digital Ocean.

24. What is it about your current hosting setup that is making you seek a PaaS offering?

As stated in the RFP, NOVAworks is embarking on a complete redesign of its primary website and creating and launching a new, unique website for the NOVAworks Foundation. NOVAworks' current website has approximately 90 pages of content, which can be significantly reduced with a thoughtful organization strategy. The new websites will provide an improved user experience and increase engagement with individuals and businesses seeking services and strategic partnerships with NOVAworks. We are relying on proposer's expertise and guidance for recommendations.

25. Are there any security standards required for your CMS platform? i.e. HIPAA, PCI, SOCII, Fedramp, etc?

As stated in the RFP, II. Scope of Services, A. Scope of Work, Task 1d. Technical Features, proposer will be expected to implement robust security measures to protect the website from cyber threats. We are relying on proposer's expertise and guidance for recommendations.

26. Do you experience frequent surges of traffic that impact performance at critical times?

NOVAworks has not experienced frequent surges of traffic that impact performance.

27. Have you dealt with any security issues or malicious traffic on your sites like DDoS attacks, SQL injections, etc? If so, what was the impact? Are you using anything for CDN or WAF currently?

No significant security issues have been experienced.

28. Do you require 24/7 support access in the case of critical (site availability) issues?

24/7 support access will not be required.

29. Would you describe the existing content as structured, with consistent separation of content and code?

There is no consistent separation of content and code.

30. Are tables used for layout in the existing content?

Yes, tables can be used for layout of existing content.

31. What percentage of the current content is obsolete and won't be migrated to the new site?

As stated in the RFP, under II. Scope of Services, A. Scope of Work, Task 1 a. Content Organization and Strategy, proposer will be expected to audit NOVAworks' existing website content and service delivery processes to identify site structure and content needs.

32. What is your plan for editing/creating content during the redesign?

As stated in the RFP, under II. Scope of Services A. Scope of Work, Task 1 a. Content Organization and Strategy, proposer will be expected to collaborate with the NOVAworks team on new content development. Edit and optimize website copy provided by NOVAworks to improve readability, engagement, and search engine visibility. We are relying on proposer's expertise and guidance for recommendations.

33. Do you expect copywriting or editing services as part of engagement?

As stated in the RFP, under II. Scope of Services A. Scope of Work, Task 1a. Content Organization and Strategy, proposer will be expected to collaborate with the NOVAworks team on new content development. Edit and optimize website copy provided by NOVAworks to improve readability, engagement, and search engine visibility.

34. Can you provide examples of sites that are good models for what you want? How detailed are the existing branding guidelines?

There are no examples available. As stated in the RFP under II. Scope of Services, A. Scope of Work, Task 1c. Visual Design, proposer will be expected to incorporate NOVAworks' newly developed brand identity. Strongest responders will have demonstrated past experience serving workforce board clients.

35. Please confirm that one design theme will carry across the entire site. If we need sub-themes of any type please verify.

As stated in the RFP, under II. Scope of Services, A. Scope of Work, proposers will be expected to develop and launch a website for NOVAworks incorporating, at a minimum, the elements described. This may entail more than one design theme.

36. Please confirm that the awarded vendor will primarily work remotely, with regular web conference meetings as needed.

In-person meetings will be determined at contract negotiations.

37. Please describe the internal team who will be responsible for the website post-launch (developers, non-tech users, etc)

As stated in the RFP, II. Scope of Services, A. Scope of Work describes the required services that include Task 3: Technical Support. The "training sessions for a small team of NOVA staff" referenced in the RFP will be discussed during contract negotiations. NOVA staff involved with post-launch support may include a combination of people with and without technical website experience.

38. Do different teams/departments manage their own sites? Or does one team own all web work?

One team does the web work.

39. We are a US company with some remote team members working from outside of the US. Is there any restriction on their ability to contribute to the project?

As stated in the RFP, the proposer should include a scope of services that meets the diverse needs of residents and employers operating in the NOVAworks region. The region encompasses the Silicon Valley cities of Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara and Sunnyvale, and the County of San Mateo in California.

40. How do you envision the relationship with the developer post-launch? Do you need a maintenance contract to keep sites patched and secure?

As stated in the RFP, up to \$49,000 of funds will be available, as a one-time cost, for total contracted website design services. This will include II. Scope of Services, A. Scope of Work that includes Task 3: Technical Support.

41. Content Strategy and Organization:

Could you provide more details on the existing content and service delivery processes that need auditing? Are there specific sections that require more focus or complete overhaul?

As stated in the RFP, the proposer will be expected to audit NOVAworks' existing website content and service delivery processes to identify site structure and content needs. There are no specific sections that will require more focus than another. NOVAworks is embarking on a complete redesign of its primary website and creating and launching a new, unique website for the NOVAworks Foundation. NOVAworks current website has approximately 90 pages of content, which can be significantly reduced with a thoughtful organization strategy. We are relying on proposer's expertise and guidance for recommendations.

42. User Experience Research:

Do you have any existing user personas or target audience data that we can use for designing the user interface?

We do not have any existing user personas development at this time. The target audience will include job seeker customers, employer customers, community partners, and the

public. We have some customer demographic information and subject matter expertise that can be shared during contract negotiations and project implementation.

43. Are there any specific pain points or user feedback from the current website that should be addressed in the new design?

The Request for Proposals (RFP) describes the elements that are requested and desired in the website design project in II. Scope of Services, A. Scope of work for Task 1. Content Organization and Strategy, User Experience, Visual Design, Technical Features, and Quality Assurance, Task 2. and Task 3. Strongest responders will have demonstrated past experience serving workforce board clients.

44. Visual Design and Brand Identity:

Are there any preferred design styles or examples of websites that align with your vision for NOVAworks?

We do not wish to provide examples that will steer the creativity of the proposals. As stated in the RFP under II. Scope of Services, A. Scope of Work, Task 1c. Visual Design, proposer will be expected to incorporate NOVAworks' newly developed brand identity. This brand identity is in development at this time and will be available during contract negotiations. This may also entail more than one design theme. Strongest responders will have demonstrated past experience serving workforce board clients. As stated in the RFP, proposers should include a minimum of three (3) samples of previous work, similar in scope and size to this project. Samples should include a description of the project's scope, goals and objectives, timeline, and budget.

45. Technical Features and Integrations:

Are there any preferred third-party tools or services that you have in mind for integration (e.g., specific analytics platforms, social media plugins)?

As stated in the RFP, proposers are expected to suggest and integrate into the website, pending approval from NOVAworks, any useful third-party tools and services such as analytics platforms, social media plugins, calendar/scheduling tools, forms, surveys, search and/or chat features, etc. that will enhance the user experience and NOVAworks' internal processes. We are relying on the proposer's expertise and guidance for recommendations.

46. What are the key performance indicators (KPIs) that you consider most important for monitoring the website's performance post-launch?

This will be discussed during contract negotiations and project implementation.

47. Accessibility Requirements:

Will you require ongoing accessibility audits post-launch to ensure continuous compliance?

No, we will not be requiring ongoing accessibility audits post-launch.

48. Proposal Submission and Evaluation:

Could you clarify the format and extent of the itemized budget you expect? Should it include both initial development and ongoing maintenance costs?

There is no specific format required. However, as stated in the RFP, IV. Proposal Instructions and Format, A. Proposal Work Plan/Requirements, 2. Budget, please include a detailed and itemized budget to deliver the services in your proposal submission. All costs proposed to be charged must be necessary, reasonable, allocable and allowable under the Workforce Innovation and Opportunity Act. In addition, as stated in the RFP, III. RFP Process Information, Review and Rating of Proposals, 3., the funding requested will be reviewed according to the degree to which it accounts for all tasks and elements specified in Section II. Scope of Work. It will also be reviewed for accuracy and completeness...Up to \$49,000 of funds will be available, as a one-time cost, for total contracted website design services. This includes Task 3. Technical Support under II. Scope of Services, A. Scope of Work, provide technical support and maintenance of the websites for a specified period to address any issues that may arise post-launch. There will be no ongoing maintenance requirements after that. Ongoing maintenance will be addressed internally.

49. *Will this new website need to integrate with any outside databases or CRMs?*

No, the website will not need to integrate with any outside databases or CRMs.

50. *What CMS is the current website built on? Is there a desire to change to a different CMS?*

NOVAworks uses various CMS systems for various purposes, which would be shared as needed. NOVAworks' current CMS/website is hosted by the cloud-based service Digital Ocean. At this time, there are no plans to change this; however, we are relying on proposer's expertise and guidance for recommendations.

51. *Will this be programmatic migration or manual migration? If manual, who is responsible for manual migration?*

This will be determined during contract negotiations and project implementation.

52. *For the NOVAworks Foundation site, will it be on a separate subdomain or domain or just another path inside main domain.com/somepath?*

The NOVAworks Foundation website will be a separate domain.

53. *Will this be themed differently than the main site? How many elements would be changing?*

As stated in the RFP, under II. Scope of Services, A. Scope of Work, proposers will be expected to develop and launch a website for NOVAworks incorporating, at a minimum, the elements described. The Foundation's site, as with NOVAworks' main site, will be expected to incorporate a newly developed brand identity. This brand identity is in



development at this time and will be available during contract negotiations. This may entail more than one design theme. We are relying on proposer's expertise and guidance for recommendations.

*54. Will there be any content that will be shared between sites?*

Some content may be shared between sites; however, it will be limited. We are relying on proposer's expertise and guidance for recommendations.

*55. Will there be any users that will be shared between sites?*

There may be some users shared between sites; however, it will be limited.

*56. Will there be a different menu from site to site?*

There will be a different menu from site to site. We are relying on proposer's expertise and guidance for recommendations.

*57. Will there be an overarching system that manages these separate sites?*

There is not expected to be an overarching system that manages these separate sites.

*58. Will the site need to be bi/multilingual?*

There are no multi-lingual requirements specified in the RFP.

*59. Can you expand on the motivation for the project? Was there a particular turning point? A change in vision? Somebody had a great idea and we're going with it?*

As stated in the RFP, NOVAworks is embarking on a complete redesign of its primary website and creating and launching a new, unique website for the NOVAworks Foundation. NOVAworks' current website has approximately 90 pages of content, which can be significantly reduced with a thoughtful organization strategy. The new websites will provide an improved user experience and increase engagement with individuals and businesses seeking services and strategic partnerships with NOVAworks. We are relying on proposer's expertise and guidance for recommendations.

*60. Who are the people that will be actively involved in the project and the decision making process? Is this being overseen by a particular department or a particular person?*

The website design project will be overseen by the NOVAworks department. Staff will be assigned to this project that will be discussed during contract negotiations and project implementation.

*61. Have you ever worked with any Canadian vendors? If not, are you opposed to the idea? Are there any potential funding issues that may make this impossible?*

The proposer should operate in the United States. The proposer's specific location or headquarters will not solely impact the award. However, the proposer is expected to comply with all requirements outlined in E. Technical Qualifications of the Request for Proposals (RFP) that includes but is not limited to, "If a corporation, limited liability company, or limited partnership, certification that it is registered with the Secretary of State of the State of California and in good standing." In addition, strongest responders will have demonstrated past experience serving workforce board clients. Also, the proposer should include a scope of services that meets the diverse needs of residents and employers operating in the NOVAworks region. The region encompasses the Silicon Valley cities of Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara and Sunnyvale, and the County of San Mateo in California. In-person meetings for this project will be determined during contract negotiations and project implementation.

*62. There are two routes to be taken, Templated Design or Custom Design. Custom design takes much longer, and can add a lot of expense to the project, whereas (assuming we stick with WordPress) there are thousands of great templates to start from. With a template in hand, we can then do changes and edits to personalize it for your company. Is that an option for this project, or are you committed to a full custom graphic design process?*

As stated in the RFP, under II. Scope of Services, A. Scope of Work, proposers will be expected to develop and launch a website for NOVAworks incorporating, at a minimum, the elements described. We are relying on proposer's expertise and guidance for recommendations.

*63. Do you have a CMS in mind? Wordpress, Drupal, etc?*

NOVAworks uses various CMS systems for various purposes, which would be shared as needed. NOVAworks' current CMS/website is hosted by the cloud-based service Digital Ocean.

*64. Are you looking to stay with your current host, or are you open to alternatives?*

At this time, there are no plans to change the current host; however, we are relying on proposer's expertise and guidance for recommendations.

*65. Do you use any specific third-party platforms today that you are hoping to integrate with the website?*

As stated in the RFP, proposers are expected to suggest and integrate into the website, pending approval from NOVAworks, any useful third-party tools and services such as analytics platforms, social media plugins, calendar/scheduling tools, forms, surveys, search and/or chat features, etc. that will enhance the user experience and NOVAworks'

internal processes. We are relying on the proposer's expertise and guidance for recommendations.

*66. Will the smaller, separate site use the same design elements and templates as the main website? Or will it need it's own unique design?*

As stated in the RFP, under II. Scope of Services, A. Scope of Work, proposers will be expected to develop and launch a website for NOVAworks incorporating, at a minimum, the elements described. This may entail more than one design element within each site and across the two sites. We are relying on the proposer's expertise and guidance for recommendations.

*67. Do you have a preference for a CMS platform? (such as WordPress, Drupal, etc.)*

NOVAworks uses various CMS systems for various purposes, which would be shared as needed. NOVAworks' current CMS/website is hosted by the cloud-based service Digital Ocean. At this time, there are no plans to change the current host; however, we are relying on proposer's expertise and guidance for recommendations.

*68. What key calls-to-action or interactions will users take on the website?*

At this time, there are no decisions about what calls-to-action or interactions will be implemented on the website. We are relying on the proposer's expertise and guidance for recommendations.

*69. Will content migration be part of the scope of this project for the chosen vendor? If so, can you provide an estimate of the number of website pages, posts, and/or documents that will need to be migrated?*

This will be determined during contract negotiations and project implementation.

*70. What is the ideal timeline for the completion of this project?*

We are relying on the proposer's expertise and guidance for recommendations.

*71. What qualities have worked well or made a project successful with past vendor partners?*

This will be discussed during contract negotiations and project implementation.

*72. Is there an incumbent bidder on this project?*

There is no incumbent bidder.

*73. Is there a preference for local vendors?*

The proposer's specific location or headquarters will not solely impact the award. However, the proposer is expected to comply with all requirements outlined in E.

Technical Qualifications of the Request for Proposals (RFP) that includes but is not limited to, "If a corporation, limited liability company, or limited partnership, certification that it is registered with the Secretary of State of the State of California and in good standing." In addition, strongest responders will have demonstrated past experience serving workforce board clients. Also, the proposer should include a scope of services that meets the diverse needs of residents and employers operating in the NOVAworks region. The region encompasses the Silicon Valley cities of Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara and Sunnyvale, and the County of San Mateo in California.

**Reminder: *The deadline to submit questions has now closed.***