

Website Development and Maintenance RFP – Vendor Questions and Answers

Date updated: 12/17/2025

These questions and answers are provided for clarification only and become part of the official RFP record. All vendors should review this document to ensure complete understanding of the RFP requirements.

Question 1:

Section I.B states that vendors must be “legally authorized to conduct business in the State of Michigan.” We are a Kentucky-based LLC in good standing. Can out-of-state vendors submit, or is Michigan registration required? If registration is required, can it occur after contract award?

Answer:

Out-of-state vendors are welcome to submit proposals. The awarded vendor must be eligible to conduct business with government entities, including being in good standing in the Federal SAM.gov system prior to contracting.

Question 2:

Does the 10-page proposal limit include graphics and screenshots, or just written content?

Answer:

The 10-page limit applies to the core proposal and includes graphics. Vendors may include additional samples, case studies, or portfolio materials in an appendix that does not count toward the 10-page limit.

Question 3:

Can the required monthly meetings be conducted remotely via Zoom or Google Meet?

Answer:

Yes. Monthly meetings may be conducted remotely via Teams, Zoom, Google Meet, or a similar platform.

Question 4:

Is the WDB providing hosting, or should we include hosting proposals and costs?

Answer:

Please include your recommended hosting options and associated costs in your proposal. As noted in the RFP, the WDB reserves the right to select the hosting provider of its choice.

Question 5:

What specific data flows are required between website forms and Salesforce?

Answer:

At minimum, website form submissions must populate into Salesforce with basic field mapping for standard contact information. Additional flows or automations can be defined with the selected vendor.

Question 6:

Who is your current website vendor, and what platform are they using? Are you open to WordPress?

Answer:

Our current vendor is Emberly Digital, and the website is built on WordPress. We are open to WordPress or other platforms that meet our requirements for security, accessibility, sustainability, and ease of staff updates.

Question 7:

Can you provide a current page count to help estimate the content migration scope?

Answer:

The current website includes approximately 80–85 static pages and around 75–80 published posts, for an estimated total of 150–165 URLs. A full content audit will be completed by the selected vendor as part of the project.

Question 8:

What level of authentication is required for the employee portal (password-protected vs. system integration)?

Answer:

A basic password-protected portal meets our current needs. There is no requirement for single sign-on or deeper system integration at this time.

Question 9:

For the job board, do you envision manual staff entry or integration with an external job posting system?

Answer:

Job postings are currently added manually by staff. We are open to vendor recommendations for improving workflow, but integration with external job posting systems is not required.

Question 10:

What is the expected start date and timeline for the project?

Answer:

The new contract is expected to begin on May 1, 2026, following the completion of the current maintenance contract with Emberly Digital. Limited planning or transition meetings may occur in April 2026 to support knowledge transfer and project preparation. If a new vendor is selected, a brief overlap (up to one month) may be coordinated to ensure a smooth handoff. The goal is to have the new website launched as early as possible within the contract period, with additional refinements completed during the first 6–9 months, followed by ongoing maintenance and updates.

Question 11:

Can you share details about authenticated or restricted areas, such as the employee portal?

Answer:

The current website includes a password-protected employee portal that allows internal staff to submit event information and marketing requests. The portal uses role-based access controls. Some users have administrative access to make full updates, while others have limited permissions for viewing or minor edits. Single Sign-On (SSO) integration is not required.

Question 12:

How many forms currently exist, and what is the expected submission volume?

Answer:

There are about 10 active forms on the website. Submission volume is high, as forms are used for daily customer check-ins at four career centers, event registrations, and interest inquiries.

Question 13:

What job board and event functionality is required?

Answer:

Job Board: Staff manually add job postings. No external job feed integrations are required, but recommendations for workflow improvements are welcome. Events: The events module supports registration forms with email and SMS confirmations and reminders. Events are managed directly through the CMS and do not sync to Salesforce or mailing lists.

Question 14:

What are the training expectations for staff?

Answer:

The selected vendor should train approximately 4–6 staff members. Training can be virtual; written documentation and video recordings of sessions are preferred.