

Fresno Regional Workforce Development Board
Web Design Services
Request for Proposals
Questions and Answers

The following questions/comments/responses are in no particular order.

1. Page 12, C Paragraph 2
“...for attracting/informing/targeting specific groups or populations.” Does mean something other than links to various organizations (stakeholders) social media postings?
Yes. This includes design elements that are visually appealing and draw the user into a greater desire to learn more about the services/programs.
2. Page 13, D.5
What constitutes “easy integration of social media accounts”?
Does this infer something other than including active links to a variety of social media accounts?
It does infer something other than active links. We are open to design suggestions such as imbedded content from the sites IF they add to the user’s experience.
3. Page 13, E.1.c
Can we get more details on Eligibility and Demographics required for WIOA?
This content is on the current website, valleybuild.net. This would be carried over to the new site.
4. Page 13, E.2
Does this mean the registered contacts will be recruited for training, and to keep the list of recruits and produce reports?
Registration on the website is for potential training participants, so yes to the first part of the question. We would like to be able to produce lists ourselves by either accessing a secure report on the website, or having the ability to access the data directly to extract the data needed into a list that we would distribute. The data would need to be retained in the platform for future analysis if needed.
5. Page 13, E.5.f
What does MC3 (Requirements & Certifications earned) mean? Can we see a sample?
MC3 is Multi-Craft Core curriculum. This is just informational content that would be provided for integration into the website as proposed. We do not have a sample at this time.
6. Page 13, E.5.g
Again, what does ValleyBuild NOW (Requirements & Certifications earned) mean? Can we see a sample?
ValleyBuild NOW is a brand for our all-female cohorts of training. They attend the same training as previously mentioned (MC3). No, we have no samples at this time.

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7. Will you rely on the developer to update content, or do you need the ability to make content updates through the website?

We are open to both possibilities or even a combination. It is understood that sometimes creative content cannot be managed in a conventional content management system. We do have staff who have the skills to change coded content so it is also a possibility that we are provided access to the site to implement minor text changes and such. Please propose the solution that best fits the proposed site design and platform programming.

8. What type of social media integration do you need?
- a. Do we just need links to social media or are we expected to export certain content onto social media platforms?

Please see the answer to question 2 above. We don't expect to be exporting content from this site to our social media platforms.

9. What type of reports for the recruitment lists are you looking for?
- a. Will it just be lists of registered users?
- b. Will you need direct access to the database?

We currently pull weekly lists of new registrations. This list is provided to the various areas that are recruiting for upcoming training cohorts.

We would like to be able to do ad-hoc analysis of registrations. There are multiple ways that could be accomplished, i.e. database access or data export capabilities. An example of this use is in the answer to question 11.

10. Do you need the website to integrate with any third-party providers or APIs not listed in the RFP requirements?
- a. Not including Google Analytics, UserWay, or social media accounts as these are expected based on the RFP requirements.

There are no additional third-party providers or APIs at this time.

11. Do you have a current number, or expected number of active daily users on the site?
- a. This would include your staff using the site and estimates for user registrations.

There has been an average of 98 registrations per month between July of 2021 and January of 2023. This comes out to less than 5 a day. There are 2 or 3 staff who would need access.

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12. Is it possible to get access to the current site?

- a. This will help determine if there is any complex logic on the backend to replicate (admin panel).

We will schedule a Zoom Webinar for those who would like to see the website and ask questions. The webinar will only to review the current website that is available to the public, staff login screens, registration screens, and to ask any additional questions.