

Similar questions came in from multiple agencies, in those instances the questions were combined below for simplicity. The Q&A period is concluded and no further questions will be taken for this RFQ.

1. Any workflows to be built?

The successful respondent will be responsible for assisting staff with creating appropriate workflows.

2. Any documents to be managed?

CCLBA staff will manage site content and documents.

3. Will you consider a LAMP or LEMP stack for the website?

CCLBA is looking for the respondent to supply information of this.

4. Do you have specific hosting requirements?

No, the CCLBA is looking for guidance on this through the RFQ process.

5. Are out of State/County firms able to apply?

Yes

6. Can you indicate your budget range for this project?

The budget for the logo design is \$500 and the current budget for the website is \$2,500.00; however it may be increased, but is unlikely to exceed \$8,000.00.

7. Are you looking for password protected or members only sections for your website?

Not at this time.

8. How many hard copies of our proposal would you like each respondent to submit? Can the proposal be submitted electronically?

Three hard copies of your proposal must be submitted by 3:00 pm on Tuesday, February 17, 2015. Copies must be in a clearly marked sealed envelope; each envelope shall be marked with the proposal number, proposal name, due date, and respondent's name. Electronic submissions are prohibited.

9. How many individual people does this section of the site need to accommodate (Question referencing Scope of Work 2b)?

The CCLBA currently has a seven member board, three full time staff, and general counsel. All names would need to be listed on the site, and we may add additional staff or interns over time.

10. Does the meeting information section of the website need to connect with any existing time management or scheduling software (Question referencing Scope of Work 2c)?

Not at this time, the CCLBA would like to post PDF documents in the section and meeting location information.

11. What is the total number of documents and what format are documents in (Question referencing Scope of Work 2d)?

The majority of documents would be in PDF format and the CCLBA currently has fewer than five to post, but this may increase over time.

12. Is the Q & A area meant to be interactive or static such as a FAQ page?

RFQ responses shall include information regarding both options, but at a minimum, interested parties must be able to send an email inquiry to the general CCLBA email.

13. What qualifies as “promotion”? Informing and educating? Will advertising be needed? Is there required performance metrics?

Promotion means that our site comes up first or near the top when our name is entered into a search engine. Advertising may be needed at a later date, but is not scheduled at this point. There are not required performance metrics.

14. Is there a search engine optimization or Search Engine Marketing plan in place?

Not specifically for the CCLBA.

15. Does CCLBA have any defined SEO or traffic goals in place?

No, this is our first attempt at building a more interactive website.

16. Regarding the interactive area of the website, to whom will the CCLBA limit access to properties and what type of information will you limit ((Question referencing Scope of Work 2hi)?

The CCLBA will limit properties available for sale on line because not all properties are available at any given time, and some have restrictions upon them. We will not release our full property inventory and want to use the site to advertise those that are available through programs.

17. Does the CCLBA seek assistance incorporating the logo into various uses (e.g shirts, yard signs, vehicles) or strictly development of the logo and incorporation into the website, brochure, and fact sheets?

CCLBA staff will incorporate the new logo into various uses; therefore, the format needs to be usable and in a color scheme which allows it to be used in a variety of formats.

18. Is this a new site for the CCLBA? Does the CCLBA have a separate and current website from Calhoun County? What language is the current site built in?

While the CCLBA has a sub site on the Calhoun County website, this site should be considered new for all purposes as it will be separate from the County’s site. The language of the current

site is not applicable. Our current website can be found here: http://www.calhouncountymi.gov/government/treasurers_office/calhoun_county_land_bank_authority/

19. Will the CCLBA need professional photography services for the website?

Not at this time.

20. Will all content be provided or will content development and/or copy writing services be needed?

Staff has developed much of the content; however, some assistance may be needed to assist with creating the CCLBA brand.

21. When will the project need to be completed?

Proposed work plans with timelines to accomplish the work shall be submitted by each respondent. The CCLBA is eager to construct and launch the website.

22. Who will review the proposals and make the decision?

A committee consisting of CCLBA staff and the Calhoun County Purchasing Department will review the proposals and make the decision. If necessary, CCLBA Board of Directors input will be sought.

23. Who or what agency currently handles past and current graphic design?

We do not have an active relationship with any agency, though our original logo was designed in 2007 and the designer is not relevant to this request.

24. Does the CCLBA have a preferred content management system for the website (e.g. Wordpress, Joomla, Drupal, etc)? Is there a preferred technology for the site?

No, CCLBA staff expects respondents to provide this information and supporting information for its proposal.

25. Does the CCLBA have a domain name for the site, if not who will be responsible for securing domain name(s)?

CCLBA will work with selected contractor to secure a domain name.

26. How many staff members/user roles will manage the website and need content management training?

CCLBA has three permanent staff people, and while all will need training it is likely that one will be the primary content manager.

27. How many user roles do you anticipate needed for this site, and how many users do you anticipate having for each role? Are there any specific roles open to the public to register an account? Is there a defined workflow for any/all of your content for each role?

CCLBA has three people on staff and want to manage our content in house and use the site to better connect with interested parties. We have not defined user roles, and while all staff will need training, it is likely that we will have one staff member who consistently manages the content. At this time, there is no need for the public to be able to register.

28. Regarding future services, is there a specific time frame you want quoted for the additional services?

Generally, through 2015.

29. Is there a number of different print ad designs the CCLBA has in mind?

Not at this time, but we realize that this will be a necessary service as we move forward and begin to promote our programs. An example of a print ad would be a spring ad to promote our Side Lot Program or our Neighborhood Mow & Maintenance Program.

30. Is there a number of promotional brochures the CCLBA has in mind? Will you be supplying the copy for these and looking for design only?

One to three brochures will be needed depending on price and content. The CCLBA intends to supply the content and work with the selected contractor on the design, layout and any revisions to content; minor editorial services may be needed so that our documents begin to brand the CCLBA.

31. Regarding integration with eProperty Plus:

- a. **By having the ability to link to the CCLBA's eProperty Plus database, does this mean that there will be a link that takes users to a separate eProperty Plus page where the for-sale inventory will be listed? Will this be similar to the Kalamazoo County Land Bank (KCLBA) webpage? Or does the CCLBA have a backend database where the website will connect to and display all the properties in the database?**

Contractor will need to supply a link to take users to a separate eProperty Plus data where certain properties will be accessible to interested parties. CCLBA staff will control which properties are shown on the website through internal controls on the eProperty site.

Please see the KCLBA example:

<http://www.kalamazoolandbank.org/2013/03/search-for-properties/>

- b. **The eProperty Plus system has the ability to submit applications electronically, will the CCLBA eProperty Plus page be its own page as on the KCLB website? Will applications belong to the website or will they be embedded through an html snippet through eProperty Plus or are they intended to be functionally shared with eProperty Plus (eProperty)?**

Eventually, all applications will be submitted through the eProperty site and linked with specific links to eProperty; however, all applications may not be available in eProperty when the website goes live. This is dependent on the timeline for project completion and staff's ability to finalize new applications in eProperty. For those applications which may not be initially available in eProperty, staff would like interested parties to submit applications and supporting documentation through the website via an email link or similar method. Please note, applications submitted through eProperty Plus will be managed through that system and the successful contractor will be responsible for creating a space/page for a link.

Applications that would need to be available include: Side Lot Program; Transform This Home; Neighborhood Mow and Maintenance; and Adopt-A-Lot.

Please see the KCLBA example:

<http://www.kalamazoolandbank.org/2013/10/apply-for-a-property/>

c. Are you looking for vendor guidance on integrating with eProperty Plus and can you provide any internal controls for integration?

We are not looking for vendor guidance on this issue, and internal controls are not needed at this time because vendor is only responsible for providing a space and ability to link with eProperty. Please see the two questions directly above.

32. For press releases, will you supply the basic content and expect a full fledged press release in return? Do you want a press release format to be developed so that recipient of releases can come to expect a certain regularity of how information will come to them? Will you send out the releases and use it on your new website?

Yes, we will supply basic content for use and will expect a full length release in return. A standardization of release style and content would be ideal. Releases would be sent out via email to the appropriate agencies and included on our website.