

# Website Redesign and Maintenance Services RFQ

## RFQ#25RFQ-07-255

### Questions and Answers

1. Could you please advise if there are any prerequisites such as a non-disclosure agreement, pre-qualification process, or other requirements that must be completed prior to submitting our proposal?  
No. There are no prerequisites such as NDAs, pre-qualification, or pre-registration required to submit a proposal.
2. Are vendors allowed to include offshore development resources, provided all data remains securely stored and accessed only within U.S.-compliant protocols?  
No. All work and personnel associated with federally funded projects must be based within the United States, in accordance with applicable compliance guidelines.
3. Are subcontractors allowed?  
While subcontracting is not currently prohibited, WFSC will work directly with the selected vendor. If subcontractors are proposed, their roles must be clearly defined, and the awarded vendor will remain solely responsible for all project performance, communication, support, and compliance. All subcontracting relationships must be disclosed in the proposal.
4. What CMS platform (if any) is the current site built on, and does WFSC have a preference or restriction for the new build?  
The current site is built on WordPress. As stated in the RFP (see Pages 1, 2, 3, 4), WFSC requires the continued use of WordPress as the preferred CMS due to internal staff familiarity and update capabilities and are open to switching editors, provided training is included upon project completion.
5. Will WFSC provide all written content, or is the vendor expected to create/edit site copy (including for Spanish translation)?  
WFSC will provide most base content. The selected vendor is expected to assist with content organization, light editing, and ensuring the content is optimized for clarity and web readability. Spanish translation is not required, but proposals may include it as an optional service. If offered, Spanish translation must be completed by an accredited translator.
6. What is the expected level of post-launch support, maintenance, or hosting involvement after the site is delivered?  
As stated in the RFP (see Page 3), the website will be hosted on WFSC's existing Liquid Web hosting account. The expected level of maintenance and support includes 4 hours per month, with the option for additional services to be requested and billed hourly, as needed.
7. Will there be any required integration with third-party platforms (e.g., job boards, CRMs, or Workforce/State systems)?  
Yes. Potential integrations include job boards (e.g., WorkInTexas.com), state-level workforce systems, and a custom data dashboard provided by eIMPACT (a Lightcast company). Specific integration requirements will be refined during discovery and planning.
8. Will any onsite presence be required or will remote work be allowed utilizing chatrooms and video conferences for requirements sessions?  
Remote work is allowed and preferred. All discovery, planning, and training meetings can be conducted virtually through video conferencing and collaborative tools.
9. What are the payment terms?  
The terms of payment will be finalized upon contract award and negotiations. Vendors may propose a milestone-based payment schedule for consideration.
10. Do you have a budget for this project that you can share?  
WFSC does not publish an official budget, but vendors are encouraged to submit a competitive and realistic proposal that reflects the full scope of services outlined in the RFP. Proposals must not exceed \$45,000.

11. As part of the website redesign are you open to updating your brand identity as well?  
Not as part of the website redesign. However, WFSC is always open to ideas that enhance user experience and improve brand presence, so if the need arises during the project we will consider it as part of a separate RFP process.
12. Do you have current photo and video assets that can be used for this project?  
Yes. WFSC will provide existing photo and video assets for use on the new website. Additional stock imagery may be recommended by the vendor as part of the design process.
13. Could you clarify if the redesign includes changes to branding (e.g., new logo, colors, or visuals) or just the website layout?  
This redesign is focused solely on the website's layout, functionality, and accessibility. The existing WFSC logo, color palette, and brand standards will remain unchanged.
14. Is hosting to be provided on our servers or does Workforce Solutions Cameron have preferred hosting providers?  
As stated in the RFP (see Page 3), WFSC already maintains a hosting account with Liquid Web. The selected vendor will manage the website within this environment. No external hosting is required. Once contract has been awarded access will be provided to the hosting site.
15. Will training be required for your staff to use the WordPress CMS once the new site is launched?  
Yes. Training WFSC staff is an essential part of this project to ensure internal capacity for managing day-to-day website updates outside of the included monthly technical support.
16. Are there any partner organizations, like the Texas Workforce Commission, that need to be featured or integrated into the new site? – Section I.B  
Yes. WFSC is part of the statewide workforce system and partners with agencies such as the Texas Workforce Commission (TWC). Links, resources, and branding references to TWC and other regional partners may be required.
17. Is there a minimum number of years of experience or number of similar projects required to qualify?  
No specific minimum is set; however, vendors must demonstrate relevant experience through past work, particularly with public agencies, non-profits, or workforce development boards, as outlined in Section IV. Item C, Number 1, of the RFP.
18. Will additional points be awarded during evaluation for minority, disadvantaged, veteran, or women-owned businesses?  
Yes. As outlined in Section IV, Item C, Number 5, of the RFP, 5 bonus points will be awarded to certified Historically Underutilized Businesses (HUBs). Vendors are required to submit appropriate documentation to receive these points.
19. What level of detail should we provide about our technical team's skills and experience? Section I.C  
Vendors are encouraged to provide detailed information that demonstrates their competencies, qualifications, and experience, as outlined in Section IV, Item C, Number 1 of the RFP. Information about the team's skills and experience can help strengthen a proposal by illustrating the vendor's ability to deliver the full scope of services.
20. Is it mandatory to provide examples of work with non-profits or government agencies, or is it just preferred? Section I.C  
It is not mandatory, just preferred. Proposers must demonstrate the technical competence, skills, and professional judgment necessary to complete the work outlined in the RFP. As stated in the RFP, experience in website design, development, and maintenance is required, and experience with non-profit or government agencies is preferred.
21. Can we submit client references or case studies as evidence of our website design, development, and maintenance experience? Section I.C  
Yes. Proposers must submit at least 3 client references (Attachment C) and are encouraged to submit case studies that demonstrate relevant experience with website design, development, and maintenance. This aligns with Section I, Item C, and Section IV, Item C, Number 1, of the RFP, which requests evidence of past performance with similar projects, preferably with non-profit or government agencies.

22. Will you require resumes for key team members who will be working on this project?  
No. However, vendors are encouraged to provide detailed information that demonstrates their competencies, qualifications, and experience, as outlined in Section IV, Item C, Number 1 of the RFP. Information about the team's skills and experience can help strengthen a proposal by illustrating the vendor's ability to deliver the full scope of services.
23. Will you require a dedicated account manager or single point of contact throughout the project?  
Yes. WFSC requires a single, dedicated point of contact to manage communication, coordination, and oversight throughout the duration of the project.
24. Is there an estimate of how many pages and how much content will need to be migrated?  
The current website has approximately 70 pages of content, including program descriptions, forms, blog posts, and landing pages. The selected vendor will work with WFSC to identify which content will be migrated, revised, added or retired during the redesign.
25. Do you have preferred plugins for security, backups, or functionality, or should we propose best-practice options?  
Vendors should propose best-practice plugins and configurations based on their expertise. WFSC is open to recommendations, provided they meet modern standards for security, performance, and ease of use.
26. Will user acceptance testing (UAT) and training for WFSC staff be part of the scope?  
Yes. The selected vendor will facilitate user acceptance testing (UAT) prior to launch and provide training to ensure staff can manage day-to-day content updates. Training should be tailored to staff roles and CMS familiarity.
27. Are there any must-have plugins that must be supported from day one?  
No specific plugins are mandated at this time. However, essential features such as calendar integration, analytics tracking, accessibility, and security must be implemented from the start. Plugin selection should follow best practices and be clearly identified in the proposal.
28. Will we have full admin-level access to the hosting account, or will WFSC manage certain areas?  
Access permissions will be granted based on project needs. WFSC will retain ownership and administrative control of the hosting environment but will provide sufficient access for the vendor to develop, maintain, and update the site effectively.
29. Is the selected vendor responsible for providing any new hosting services, or will all hosting be handled entirely through WFSC's existing Liquid Web account?  
All hosting will be handled through WFSC's existing Liquid Web account. The selected vendor will not be required to provide separate hosting services but must be prepared to manage the site within this environment.
30. Will WFSC provide the content for the chatbot FAQs, or should we include chatbot script development in our scope?  
WFSC will provide the base content for chatbot FAQs. Vendors may propose enhancements, recommendations or user experience improvements to chatbot functionality, but content development is not required unless explicitly included as an optional service.
31. Do you prefer that the samples be for non-profits or government clients, or can they be from any industry? - Section I.F  
As stated in the RFP, experience in website design, development, and maintenance is required, and experience with non-profit or government agencies is preferred. However, additional samples from any industry can also be provided.
32. Can we include websites built by our subcontractors, or do all samples need to be projects completed by our in-house team (Prime)? - Section I.F  
Yes. Proposers must submit at least 3 client references (Attachment C) and are encouraged to submit case studies that demonstrate relevant experience with website design, development, and maintenance. These may include work completed by subcontractors, as long as the subcontractor's role is clearly identified in the proposal and will complete the work.

33. Are we allowed to use subcontractors for parts of the project scope, including website design, development, or maintenance tasks, as long as we obtain prior written approval from the Board?  
While subcontracting is not prohibited, WFSC will work directly with the selected vendor. If subcontractors are proposed, their roles must be clearly defined. The prime vendor will remain solely responsible for all project performance, website design, development, communication, support, maintenance and compliance. All subcontracting relationships must be disclosed.
34. Does the requirement to include a minimum of 3 existing sample websites have to be satisfied exclusively by the Prime contractor's own portfolio, or may the Prime include work performed by subcontractors or partners as part of its submission?  
Proposers must submit at least 3 client references (Attachment C) and are encouraged to submit case studies that demonstrate relevant experience with website design, development, and maintenance. These may include work completed by subcontractors, as long as the subcontractor's role is clearly identified in the proposal.
35. Will the Board provide a not-to-exceed (NTE) budget amount for each contract year? - Section II.B  
Yes, a not-to-exceed budget will be outlined in the negotiated contract.
36. Is there a page limit or formatting requirement (e.g., font size, spacing) for any sections?  
As per the proposal, no page limit or formatting requirements have been specified.
37. Can the professional references be from projects completed by subcontractors, or must they be for work done exclusively by the Prime?  
References may include work completed by subcontractors, as long as the reference is familiar with the company submitting the proposal. WFSC encourages transparency and direct experience with the referenced projects.
38. Are electronic signatures acceptable?  
Yes, electronic signatures are acceptable.
39. If our team has strong experience in WordPress but limited direct experience in full website redesigns and we do not have three sample websites to submit. Would we still be considered eligible to submit a proposal?  
All vendors are welcome to submit proposals. However, experience in full website redesigns—particularly for non-profits or government agencies—is strongly preferred and will be considered during evaluation.
40. Will WFSC provide content migration support, or is the vendor fully responsible for all content transfer and formatting?  
The selected vendor will work with WFSC to identify which content will be migrated, revised, added, or retired during the redesign. Once the content has been identified, the vendor will be fully responsible for transferring and formatting the content.
41. Do you have a required project completion deadline, or is the vendor expected to propose the timeline?  
WFSC anticipates launching the new website by early 2026. Vendors should propose a realistic and detailed project timeline in their response, including key milestones.
42. How many WFSC staff will need training on website content updates and basic admin tasks?  
Approximately 3–5 staff members will require training to manage day-to-day website updates, content posting, and basic admin functions within WordPress.
43. Should the cost breakdown include any estimated travel or training costs?  
Yes. Any applicable training-related costs or optional travel expenses should be clearly itemized in your cost breakdown.
44. Are there any costs (like hosting) that WFSC will cover directly and should not be included in our pricing?  
WFSC already maintains a hosting account with Liquid Web. The selected vendor will manage the website within this environment. No external hosting is required, and this should not be included in the proposal.

45. Should we provide labor rates for each personnel (e.g., Project Manager, Developer, Designer), or is a blended average hourly rate acceptable?  
Vendors may submit either detailed labor rates by role (e.g., Designer, Developer) or a blended average rate. Please clearly label whichever structure you choose.
46. If we partner with a certified HUB as a subcontractor or joint venture partner, but our Prime entity is not HUB certified, will we still be eligible for the five HUB bonus points — or must the Prime proposer itself be HUB certified?  
No. To receive the 5 HUB bonus points, the prime proposer must be HUB-certified.
47. If we are not a HUB-certified company and not based in Texas, are we still eligible to submit a proposal for this RFP?  
Yes. All qualified vendors are eligible to submit a proposal. However, only HUB-certified prime proposers will receive bonus points.
48. Are out-of-state vendors required to carry Workers' Compensation coverage under Texas law even if they don't have employees physically working in Texas?  
No. Workers' Compensation coverage is not required for vendors who do not have employees physically working in Texas.
49. If we are located out of state, are we still required to provide a Texas State Comptroller ID number, or can we leave it blank or write N/A? – Attachment A - State Comptroller ID No.  
If your business is located outside of Texas, you may enter "N/A" on the form.
50. Does "Identification of Proposer" simply mean our company name or something else? – Attachment A  
Yes. This refers to the full legal name of the company submitting the proposal.
51. Should "Head of Organization" refer to the CEO/President/headquarters? – Attachment A  
Yes. Please list the President, CEO, or individual authorized to sign contracts on behalf of the organization.
52. Could you please confirm the process for submitting proprietary or confidential information as part of our proposal?  
Vendors should clearly label any proprietary information in their submission. WFSC will handle such materials in accordance with applicable Texas open records laws.
53. If we are an out-of-state for-profit LLC and do not conduct business in Texas, should we select the second option (not subject to franchise tax)? - Attachment F  
If you are a for-profit LLC located outside of Texas and do not conduct business in the state, select the second option on Attachment F.
54. Will this certification be required again at the time of award, or is it only needed as part of the proposal submission? - Attachment F  
No.
55. Are we required to include plugin license fees (like multilingual/chatbot tools) in our line-item pricing, or will WFSC procure them directly? – Attachment J  
Yes. Vendors should include any required license fees (e.g., chatbot or multilingual plugins) in their line-item budget unless stated otherwise.
56. Could you please confirm where we should include the detailed labor rates — should they be part of Attachment J: Budget Form, or submitted as a separate supporting document? – Attachment J  
You may include detailed labor rates either within Attachment J or as a clearly labeled separate supporting document or appendix.

57. Are we allowed to attach a labor rate table as an appendix or include it within Attachment B (Qualifications, Proposed Activities, and Costs)?  
You may include detailed labor rates either within Attachment J or as a clearly labeled separate supporting document or appendix.
58. Could you please clarify what specific information should be included in Attachment B: Qualifications, Proposed Activities and Costs?  
Attachment B should include a narrative overview of the proposer's qualifications, proposed activities (scope, methodology, timeline), and a summary of proposed costs.
59. What is your project budget? Any range to not exceed?  
WFSC does not publish an official budget. Vendors are encouraged to submit a competitive and realistic proposal that reflects the full scope of services. The total cost must not exceed \$45,000.
61. In the RFP document, Pg. 01, you have mentioned this as a Hardcopy submission (Proposals must be received in our office by 3:00 PM (CST) on August 15, 2025) and on Pg. 05, you have mentioned this as an Email submission (Proposals must be submitted electronically to [hazel.quintero@wfscameron.org](mailto:hazel.quintero@wfscameron.org)). Could you please let me know whether we need to submit by email, hard copy, or both?  
Proposals must be received electronically in our office by 3 p.m. (CST) to [hazel.quintero@wfscameron.org](mailto:hazel.quintero@wfscameron.org).
62. Who is the incumbent of this opportunity?  
There is no incumbent. This is a new contract opportunity.
63. What are the key challenges that you are looking to resolve with the current client website? Can you clarify more in detail?  
WFSC seeks to modernize its website to improve usability, mobile responsiveness, accessibility (WCAG compliance), and user experience for job seekers, employers, and partners. The current site is outdated and difficult to maintain.
64. What functionalities/tools are you looking for in your new website?  
Key features include enhanced job seeker/employer resources, integrated events calendar, blog/newsroom, multilingual support, embedded dashboards (e.g., eIMPACT by Lightcast), improved search/navigation, forms, accessibility tools, and mobile responsiveness.
65. Are there examples of existing sites you like (either within your industry or outside of it)?  
Some websites we like are <https://www.aprilford.com/>, <https://boostedusa.com/>, <https://www.capitalone.com/>, <https://pro.gofundme.com/>. These sites share key qualities we value: clean, modern visual design with strong visual hierarchy and white space; intuitive navigation and user flow that reduces friction; clear calls to action that guide users effectively; responsiveness across devices with strong mobile usability; accessibility compliance for inclusive user experience; fast loading times and streamlined performance; storytelling elements or strong branding that creates a professional, trustworthy experience. We aim to achieve a similarly modern, user-centered, and accessible experience with the redesigned WFSC website.
66. What are the measurable metrics of success for the new website?  
Success will be measured by improved site traffic and engagement, reduction in bounce rates, improved user experience, increased conversions (e.g., job seeker engagement, training program participation, employer service requests) positive user feedback, ease of staff content updates, full WCAG 2.0 AA compliance (minimum), and integration of key resources and tools.
67. What's the project timeline you are targeting (launch date, etc.)?  
WFSC anticipates launching the new website by early 2026. Vendors should propose a realistic and detailed project timeline in their response, including key milestones.

68. How many pages are on your website?  
The current website has approximately 70 pages of content, including program descriptions, forms, blog posts, and landing pages.
69. Is there any on-site work, or could it be fully remote?  
Remote work is allowed and preferred. All planning, review, and training sessions may be conducted virtually.
70. Can we use subcontractors to bid on this RFP?  
While subcontracting is not prohibited, WFSC will work directly with the selected vendor. If subcontractors are proposed, their roles must be clearly defined. The prime vendor will remain solely responsible for all project performance, communication, support, and compliance. All subcontracting relationships must be disclosed.
71. Can you list websites/applications that you wish to integrate with the envisaged website?  
Potential integrations may include WorkInTexas.com, eIMPACT (Lightcast dashboard tool), event calendar tools, accessibility/compliance plugins, Google Analytics and Spanish translation plugin. Additional integration needs may be identified during discovery.
72. Can you elaborate on the vision or long-term strategic goals for the new WFSC website beyond the immediate redesign?  
The long-term vision is to create an intuitive, dynamic, accessible platform that supports workforce development across the county. The site should improve the digital experience for all users, support ongoing self-service for job seekers and employers, and align with WFSC's mission of economic mobility and workforce connection.
73. Are you seeking to consolidate information from all six WFSC partner sites into this platform, or will each maintain its own independent site?  
No. Each WFSC partner or workforce board in Texas maintains its own independent site. This redesign is focused solely on Workforce Solutions Cameron's primary public-facing website.
74. Could you prioritize or rank the primary audiences (e.g., donors, researchers, policy makers, media, grantees) to better guide the UX?  
Primary audiences—without rank—include job seekers, employers, partners and service providers, youth and students, local stakeholders, public at large, and media outlets.
75. Will the new website need to align with WFN's brand guidelines, or should the vendor develop a new identity specifically for WFSC?  
The redesign will follow WFSC's existing brand. This RFP does not address rebranding. However, vendors may suggest design updates within the existing visual identity to improve clarity and modernize the user experience.
76. Are there any websites (in or outside your sector) that you admire and would like to emulate in terms of design or functionality?  
Some websites we like are <https://www.aprilford.com/>, <https://boostedusa.com/>, <https://www.capitalone.com/>, <https://pro.gofundme.com/>. These sites share key qualities we value: clean, modern visual design with strong visual hierarchy and white space; intuitive navigation and user flow that reduces friction; clear calls to action that guide users effectively; responsiveness across devices with strong mobile usability; accessibility compliance for inclusive user experience; fast loading times and streamlined performance; storytelling elements or strong branding that creates a professional, trustworthy experience. We aim to achieve a similarly modern, user-centered, and accessible experience with the redesigned WFSC website.
77. How many rounds of design feedback and revisions will be allowed or expected?  
Vendors should propose a reasonable number of design review and revision rounds as part of their project plan. As part of the design phase, vendors are expected to present multiple layout or template options for review. WFSC reserves the right to request additional revisions to ensure the final product aligns with branding, usability, and accessibility goals. The exact number and structure of revision rounds will be finalized collaboratively during project planning.

78. Will WFSC provide final approved content, or will the vendor be responsible for writing, editing, or migrating existing content?  
WFSC will approve final approved content. The selected vendor is expected to assist with content organization, light editing, and ensuring the content is optimized for clarity and web readability. They will work with WFSC to identify which content will be migrated, revised, added, or retired during the redesign.
79. What CMS platforms are preferred or currently in use? Is a headless CMS under consideration, or do you prefer traditional systems like WordPress?  
WFSC currently uses and will continue to use WordPress, as stated in the RFP. Headless CMS platforms are not under consideration for this project.
80. Will the site require rich storytelling features such as interactive data visualization, embedded videos, or timelines?  
Yes, the site may incorporate interactive features such as videos, data dashboards (e.g., eIMPACT), and event timelines to enhance storytelling and user engagement. Vendors may propose appropriate tools and plugins.
81. Will the site need to integrate with any CRM, email marketing platforms (e.g., Mailchimp, Salesforce), or donation/payment gateways?  
Not at this time.
82. Do you require a robust internal search function with filtering/tagging capabilities?  
Yes. The redesigned site should include an enhanced internal search that supports filtering, tagging, and easy navigation.
83. Should the website be compliant with WCAG 2.1 AA or 2.2? Will WFSC require a formal accessibility audit/report?  
Workforce Solutions Cameron (WFSC) requires that the redesigned website comply with WCAG 2.0 AA standards at a minimum. Vendors are strongly encouraged to propose enhancements aligned with WCAG 2.1, 2.2, or AAA-level features that promote greater inclusivity and usability—particularly for users of assistive technologies. In addition, WFSC supports alignment with Texas DIR accessibility guidelines and Section 508 standards, where applicable. While a formal accessibility audit or third-party validation is not required, it is highly recommended to ensure the site meets or exceeds accessibility expectations prior to launch.
84. Is the selected vendor expected to host the website? If not, will the hosting provider be designated by WFSC?  
WFSC already maintains a hosting account with Liquid Web. The selected vendor will manage the website within this environment. No external hosting is required, and this should not be included in the proposal.
85. Is there a budget ceiling or range that vendors should keep in mind when proposing optional features or support packages?  
Yes. The proposal shall not exceed \$45,000. Optional features may be proposed but should be clearly separated as add-ons.
86. Are there any hard deadlines (e.g., events, grant cycles, press releases) that the new site must go live before?  
WFSC anticipates a launch in early 2026. There are no fixed public event deadlines, but an efficient timeline is desired to support outreach and new programming.
87. How often will stakeholder feedback be required throughout the design/development lifecycle? Will a core working group be designated?  
Yes. A small internal working group will serve as the primary stakeholder team. Feedback will be collected at key phases (e.g., design, development, pre-launch), and vendors should build in at least 3–4 checkpoints for collaborative input.
88. How many administrators/editors will require training, and should it be delivered live, recorded, or both?  
Approximately 3–5 staff will need training. Training may be delivered live (virtually) and recorded.
89. Is WFSC looking for a long-term support/maintenance partner, or just post-launch bug support?  
WFSC is seeking a vendor to support maintenance for 2–5 years, including ongoing technical support and updates. Proposals should outline short- and long-term support options.

61. Can you clarify the volume, format, and condition of existing content to be migrated? Are there legacy systems, media libraries, or archived content we need to account for?  
Content is currently stored in WordPress, with media libraries containing documents, PDFs, photos, and videos. There are no external legacy systems involved. WFSC will assist in identifying priority content for migration or revision.
90. Do you have specific user personas, stakeholder journey maps, or performance goals (e.g., bounce rate, conversion benchmarks) that should guide the redesign?  
Not formally documented. However, vendors should focus on improved user navigation, accessibility, mobile experience, and engagement metrics (e.g., reduced bounce rates, increased resource access, and form submissions).
91. Is there a required compliance level for accessibility (e.g., WCAG 2.1 AA)? Do you expect third-party validation of compliance?  
Workforce Solutions Cameron (WFSC) requires that the redesigned website comply with WCAG 2.0 AA standards at a minimum. Vendors are strongly encouraged to propose enhancements aligned with WCAG 2.1, 2.2, or AAA-level features that promote greater inclusivity and usability—particularly for users of assistive technologies. In addition, WFSC supports alignment with Texas DIR accessibility guidelines and Section 508 standards, where applicable. While a formal accessibility audit or third-party validation is not required, it is highly recommended to ensure the site meets or exceeds accessibility expectations prior to launch.
92. Are there any third-party tools, services, or integrations that the website needs to connect with? If so, do you have any specific security, performance, or technical requirements we should know about for those connections?  
Yes. Known integrations include eIMPACT (Lightcast dashboard) and state-level workforce tools. Vendors should ensure all integrations meet security and compliance requirements (e.g., SSL, uptime, compatibility).
93. Is there a central digital strategy or shared service model across Workforce Solutions regional boards (e.g., Capital Area, Cameron, Alamo, etc.)?  
No formal shared service model exists. Each board operates independently but may reference similar best practices or state guidance.
94. Does the Texas Workforce Commission or another umbrella body influence or guide these regional website efforts?  
WFSC maintains autonomy over its website but will align with any TWC requirements or templates where applicable.
95. Are there standardized branding, content, accessibility, or reporting requirements across entities?  
No strict standardization exists, but workforce boards generally align on accessibility, plain language, and public transparency. Vendors may review other workforce board websites for reference.
96. Is the Cameron board open to collaboration or cost-sharing with other Workforce regions?  
This RFP is specific to Workforce Solutions Cameron only. Cost-sharing or collaboration with other regions is not anticipated under this project.
97. Can you provide the total number of existing pages, documents, and media files to be migrated?  
The current website contains approximately 70 pages of content, plus a collection of media files and downloadable forms.
98. The RFP mentions preferred experience with non-profit or government agencies, Are vendors required to submit only those, or can relevant private sector projects also be included?  
Relevant private sector projects may be included in your proposal. However, WFSC prefers experience with government or nonprofit organizations due to the nature of our services and compliance requirements.
99. Will WFSC provide support with content review or rewriting during the redesign process? If so, please clarify the level of involvement expected from WFSC (e.g., internal SME review, rewriting specific sections, approving revised content)  
Yes. WFSC will lead final content approval and provide subject matter expertise. The selected vendor will assist with content organization, light editing, and web readability optimization. WFSC will identify content for revision, migration, or retirement in collaboration with the vendor during the discovery and design phases.

100. Will Spanish translations be provided by WFSC, or is the vendor responsible for translation setup and content?  
No translation services are required as part of this project. WFSC is seeking plugin-based multilingual functionality (e.g., WPML or similar). Translations may be managed internally or contracted separately. Vendors may recommend tools or workflows that enable future multilingual support.
101. Are there preferred plugins for calendar, booking, and chatbot functionality, or should the vendor recommend suitable options?  
There are no fixed plugin requirements. Vendors may recommend best-practice WordPress plugins for calendar, booking (e.g., Microsoft Office 365 integration), and chatbot features (preferably plugin-based with AI or helpdesk-style options). Final tools will be selected in collaboration with WFSC during development.
102. Which social media platforms should be integrated, and are there preferred methods (e.g., embed feed, link only)?  
Social media integration should include Facebook, X (Twitter), Instagram, LinkedIn, etc. Vendors may propose embedded feeds, follow/share buttons, or other approaches. WFSC is open to recommendations based on best practices for accessibility and user engagement.
103. What level of detail is expected in the quarterly maintenance and Google Analytics reports?  
Reports should include a summary of plugin/core updates and patches applied, accessibility scans or key findings (if available), performance metrics such as uptime and load time, security monitoring highlights, and analytics snapshots (e.g., user behavior, traffic trends, bounce rate, top pages). Vendors may propose formats and KPIs tailored to workforce board goals and usability.
104. Will the vendor be responsible for training internal WFSC staff on using and managing the WordPress CMS post-launch? If yes, should this be delivered virtually or on-site, and for how many staff?  
Yes. The selected vendor will be responsible for training WFSC staff to manage the site post-launch. Training can be delivered virtually and should include hands-on demonstrations. Approximately 3–5 staff will require training. Recorded materials or reference guides are encouraged.
105. Is the State Comptroller ID mandatory for submitting this proposal?  
Only if you are based in Texas.
106. Are any specific certifications, registrations, or licenses required to submit this proposal?  
No certifications or licenses are required at the time of proposal submission. However, WFSC encourages proposers to demonstrate relevant technical credentials or past performance where applicable.
107. The RFP mentions support for managing and optimizing API integrations. What external systems or APIs (if any) does the website currently integrate with or plan to integrate in the future?  
Currently, the most common integration is with Formstack, which is used for various forms (e.g., event RSVPs, job fair registration). Additional potential integrations may include Microsoft Office 365 (e.g., for calendar/scheduling tools) or other third-party services identified during discovery. The site is not expected to have complex custom APIs at this time, but vendors should plan for best practices in integration and performance optimization.
108. Should the vendor include setup and configuration of Google Analytics 4 (GA4) and/or Google Tag Manager as part of the scope? Does WFSC already have accounts for these tools?  
Yes. The selected vendor should include setup and configuration of Google Analytics 4 (GA4) and may recommend whether Google Tag Manager should also be implemented. WFSC has not actively used analytics tools in recent years and may need assistance confirming or reestablishing account access.

109. Will the selected vendor be granted admin access to WFSC's Liquid Web account or only access to the WordPress environment? Are there any constraints (e.g., PHP version, storage limits, staging vs. production access) we should consider when planning deployment?  
WFSC will provide access to the WordPress environment hosted on WFSC's existing Liquid Web account. Full administrative access to the WordPress instance will be granted. Access to the broader Liquid Web hosting account may be granted on a case-by-case basis as needed, and vendors may recommend staging and production setup best practices. Specific hosting environment details (e.g., PHP version, available resources) can be confirmed during onboarding or discovery.
110. Has WFSC already selected or licensed a chatbot platform? If so, please specify the vendor, licensing tier, and any existing knowledge-base assets.  
WFSC has not yet selected or licensed a chatbot platform. Vendors may propose a solution that meets the requirements outlined in the RFP, including 24/7 support capabilities.
111. If no platform has been chosen, would WFSC prefer the vendor to recommend solutions, build a custom bot, or integrate an existing third-party product?  
WFSC welcomes vendor recommendations. Proposals may include integration with a third-party chatbot, a custom-built bot, or a hybrid solution, provided the platform meets accessibility, performance, and user experience expectations.
112. The RFP cites Spanish support. WFSC anticipate adding other languages now or future phases? If yes, please list priority languages.  
WFSC is requesting multi-language plugin support to allow future translation capabilities. At this time, no additional languages beyond Spanish are planned, but the site should be structured to support additional languages in future phases, if needed.
113. Approximately how many existing pages or posts require translation per language?  
WFSC is not requesting translation services at this time. However, the selected vendor must implement a multi-language plugin that can accommodate future content translation if needed.
114. What translation workflow does WFSC prefer: in-house staff, external LSP, or vendor-managed translators  
Translation services are not within the scope of this RFP. A multi-language plugin should be included to allow WFSC to manage translations internally or externally in the future.
115. Who will be responsible for translating any new or SEO-optimized content created during the redesign?  
No translation services are required as part of this scope. WFSC is seeking plugin-based functionality that enables future multilingual support. However, if translation is recommended for SEO purposes, the vendor may provide guidance, and WFSC may manage it internally, through a qualified third party, or by contracting separately.
116. Should the CMS deploy a translation-management plugin (e.g., WPML, Polylang) or connect to an external TMS via API?  
Vendors may propose translation-management plugins based on best practices and compatibility with WordPress.
117. RFP requests a "content audit and optimization" - Can WFSC provide a current sitemap and total count of URLs, documents, and media assets?  
The current website contains approximately 70 pages. A detailed sitemap and asset inventory can be provided to the selected vendor as part of the discovery phase. <https://www.wfscameron.org/sitemap/>
118. After content gaps and redundancies are identified, who will approve removals, rewrites, and redirects?  
WFSC will make final decisions regarding content changes. The selected vendor will provide recommendations and documentation to support WFSC's approval process.
119. Does WFSC have existing SEO keyword research, or should the vendor conduct fresh research and mapping?  
WFSC does not have existing SEO keyword research. Vendors should plan to conduct fresh SEO research and keyword mapping. WFSC welcomes recommendations to improve visibility and search performance.

120. What KPIs (e.g., organic traffic, bounce rate, Goal completions) will define content success post-launch?  
WFSC anticipates using KPIs such as page engagement, time on site, bounce rate reduction, increased resource downloads, and improved event/job post visibility. Vendors may recommend additional success metrics.
121. Please share average daily sessions, monthly sessions, and seasonal peaks for the past 12 months (Google Analytics or similar).  
WFSC has not actively used Google Analytics or other tracking tools in recent years. As part of this redesign, the selected vendor must implement modern analytics tools to track and monitor site usage, which will inform future optimization and performance improvements.
122. Are there any high-traffic legacy pages or file downloads that require special migration planning?  
WFSC will identify any possible high-value or high-traffic assets in collaboration with the selected vendor to ensure these are prioritized during migration.
123. Beyond Administrator and Editor, what additional WordPress roles currently exist (e.g., Authenticated user access, Approver, Job Manager etc) and what tasks do they perform?  
Currently, WFSC uses standard WordPress roles, primarily Administrators and Editors. Vendors may propose role customizations to support improved workflow, content approvals, or job/event management.
124. Is single sign-on (SSO) with organizational Microsoft 365 or another IdP desired for administrative users?  
SSO is not required at this time, but vendors may propose SSO functionality as an optional feature.
125. WFSC uses a Formstack sub-domain (workforcesolutionscameron.formstack.com). Which existing forms (employment applications, event RSVPs, etc.) must be embedded or integrated into the new site?  
Forms related to hiring events, customer service, job applications, and contact requests will need to be embedded or linked. Specific forms will be confirmed during the discovery phase.
126. Or do you want to build all the forms with in the new website and move out of Formstack?  
WFSC is currently using Formstack but is open to evaluating alternatives if cost-effective, accessible, and user-friendly options are proposed.
127. Should submissions remain inside Formstack, or must data be passed back to WordPress?  
Submissions may remain in Formstack. Direct integration with WordPress is not required, but streamlined user experience is expected.
128. The RFP specifies WordPress CMS. Is WFSC open to proposals suggesting alternate open-source CMSs (e.g., Drupal) if they meet requirements, or is WordPress mandatory?  
WordPress is the required CMS, as stated in the RFP. This ensures continuity and usability by WFSC staff.
129. Will WFSC consider migrating hosting to a managed WordPress platform (e.g., WP Engine) if it provides better SLA and security, or must hosting remain with Liquid Web?  
WFSC currently hosts with Liquid Web and intends to retain that hosting environment. Vendors should not propose alternate hosting platforms.
130. Please list any third-party systems that require integration  
Key third-party tools include: WorkInTexas.com, eIMPACT (Lightcast data dashboards), Formstack, and other integrations may be identified during discovery.
61. Are there legacy APIs or SOAP services that the current site consumes which must be replicated?  
None are currently identified. Any such requirements will be reviewed during the discovery phase.

131. Beyond WCAG 2.0 AA & Section 508 compliance, are there state-specific accessibility mandates (Texas DIR, etc.) we must follow?  
Workforce Solutions Cameron (WFSC) requires that the redesigned website comply with WCAG 2.0 AA standards at a minimum. Vendors are strongly encouraged to propose enhancements aligned with WCAG 2.1, 2.2, or AAA-level features that promote greater inclusivity and usability—particularly for users of assistive technologies. In addition, WFSC supports alignment with Texas DIR accessibility guidelines and Section 508 standards, where applicable. While a formal accessibility audit or third-party validation is not required, it is highly recommended to ensure the site meets or exceeds accessibility expectations prior to launch.
132. Will vendors receive staging and production parity environments within Liquid Web, or must we provision these?  
WFSC will work with the selected vendor to establish staging and production environments. Vendors should identify technical needs during onboarding.
133. Should quarterly maintenance reports include Core Web Vitals, accessibility scans, and security penetration-test summaries in addition to plugin/core update logs  
Yes. Reports should include plugins and core updates, uptime monitoring, Core Web Vitals, accessibility health checks, and basic security summaries. No security penetration-test summaries are required.
134. How many staff members require CMS author training, and what is their technical proficiency?  
WFSC anticipates training 3–5 staff members with varying levels of technical experience. Training should be tailored to enable daily content updates and basic troubleshooting.
135. Is there any specific budget allocated for this project? If yes, could you please share the value.  
WFSC has not publicly disclosed an official budget. Vendors are encouraged to submit realistic and competitive proposals. Responses must not exceed \$45,000.
136. What is your preferred project location? - Offshore, Onshore, Onsite or Hybrid  
All work must be performed by U.S.-based personnel. Offshore work is not permitted due to federal funding compliance. Onsite presence is not required; remote collaboration is preferred.
61. Can you provide an estimated budget range for the website redesign and ongoing maintenance services?  
WFSC has not publicly disclosed an official budget. Vendors are encouraged to submit realistic and competitive proposals. Responses must not exceed \$45,000.
137. What are the primary reasons for undertaking a website redesign at this time? Are there specific challenges with the current website?  
The current website has not undergone a major redesign in over a decade. It no longer reflects modern design standards or user expectations. Key challenges include outdated navigation, limited mobile optimization, lack of advanced search, accessibility gaps, and difficulty maintaining content.
138. Are there any critical pain points or areas of improvement that should be addressed in the new design?  
Yes. Pain points include outdated content structure and layout, inconsistent user experience across devices, limited accessibility features, inefficient manual workflows (e.g., event publishing, job postings), lack of robust search and multilingual support, these will be addressed during the discovery phase.
139. Can you provide any user research or feedback collected from the community, particularly from residents, businesses, or job seekers, to inform the design process?  
User feedback from internal stakeholders and partners has not been collected. Additional user insights may be gathered during the discovery phase. Vendors are welcome to propose user-centered research methods as part of their approach.

140. Will there be any additional content, such as job postings or events, that will need to be included in the redesign that is not currently on the existing website?  
Yes, hiring events, and training programs are displayed. Vendors should expect to build templates or modules that support future content growth and dynamic content publishing.
141. What are the specific accessibility goals and expected WCAG 2.0 AA compliance measures for the website redesign?  
Workforce Solutions Cameron (WFSC) requires that the redesigned website comply with WCAG 2.0 AA standards at a minimum. Vendors are strongly encouraged to propose enhancements aligned with WCAG 2.1, 2.2, or AAA-level features that promote greater inclusivity and usability—particularly for users of assistive technologies. In addition, WFSC supports alignment with Texas DIR accessibility guidelines and Section 508 standards, where applicable. While a formal accessibility audit or third-party validation is not required, it is highly recommended to ensure the site meets or exceeds accessibility expectations prior to launch.
142. How often do you anticipate needing maintenance and content updates once the site is live?  
The selected vendor will provide 4 hours of monthly technical support and maintenance, including plugin updates, performance monitoring, and minor troubleshooting. Additional support may be requested on an as-needed basis.
143. Will WFSC staff be responsible for maintaining content after the site launch, or should ongoing content management be part of the vendor’s responsibilities?  
WFSC staff will manage day-to-day content updates after launch. The vendor will provide initial training and support as needed. Proposals may include optional pricing for additional content support during the maintenance period.
144. Are there any external systems or third-party services that the website needs to integrate?  
Yes, key integrations may include: Formstack (forms and event registrations), Microsoft Office 365 (calendar/booking), Google Maps, and Lightcast. Vendors should also ensure compatibility with common tools like Google Analytics (or other KPIs platforms), translation plugins, and chatbot solutions.
145. Could you elaborate on the expectations for training WFSC staff to use and maintain the website after its launch?  
Yes. Training should include how to update content, manage plugins, monitor basic performance, and ensure accessibility. At least 3–5 staff will need hands-on training, and the option for recorded or written materials is appreciated.
146. What is the desired timeline for completing the website redesign?  
Target launch is early 2026. A detailed timeline should be proposed by the vendor based on discovery, design, development, and testing phases.
147. Can you provide an estimate of the total number of pages and key content sections on the current website?  
The current website has approximately 70 pages of content, including program descriptions, forms, blog posts, and landing pages.
148. Who is the current vendor managing the WFSC website?  
There is no current vendor managing the website. All content and technical maintenance have been handled internally.
149. What is the workflow for the posting of upcoming hiring events and the creation of the Jobs Now PDF? Is this a manual publishing process, or is there any sort of automation involved? If it is a manual publishing process, how does Workforce Solutions find out about things like hiring events, and/or is there any opportunity for employers to be able to submit directly?  
Currently, the Jobs Now PDF and event postings are created and updated manually. WFSC receives information from staff, partner organizations, and employers. WFSC is open to exploring improved workflows or partial automation solutions that streamline data intake, formatting, or posting.

150. Is Workforce Solutions open to enhancing its offerings as relates to the Career Planning and Career Discovery aspects of the site?  
Yes. WFSC is open to enhancements that improve the user experience related to career exploration, occupational pathways, and job readiness. Proposals may include recommended tools, features, or navigation strategies to support this.
151. Please provide some clarity with regards to the following: "A chatbot that handles customer inquiries around the clock, providing immediate support regardless of time zone or business hours (plugin)." Is this envisioned as an AI chatbot, or more of a helpdesk style chatbot with pre-defined questions and responses?  
WFSC envisions a chatbot capable of answering FAQs around the clock through pre-defined Q&A. AI functionality is not required, but vendors may propose AI-based tools as an optional enhancement if they improve user experience and accessibility.
152. With regards to "Define KPIs for content effectiveness and recommend tools for analytics and personalization", is there a specific level of personalization that is envisioned? For example, is there a desire for constituents to be able to create accounts? Or is this just more general personalization, for example related to attributes that can be gathered from cookies/user behavior/IP addresses, etc?  
WFSC is not seeking account-based logins or user profiles at this time. Personalization may include general tailoring based on user behavior, geography, or device. Vendors may recommend lightweight personalization tools that improve navigation and engagement.
153. Is there an incumbent, possibly the vendor that built the existing site?  
There is no current incumbent vendor.
154. Are there any metrics you can share that you hope to see improve as a result of site improvement efforts? (For example, time on page, increased overall traffic, repeat visitors, etc.)  
WFSC aims to improve site usability, increase overall traffic, reduce bounce rates, and boost engagement such as time on page and return visits. Specific baseline metrics and goals will be shared with the selected vendor during the discovery phase to inform design and functionality decisions.
155. What were the primary concerns about the existing site that led to the timing of this RFP?  
The current website is outdated in design and structure. WFSC aims to improve accessibility, mobile responsiveness, search functionality, and overall user experience, while ensuring compliance with accessibility standards and security best practices.
156. Is there a target budget or fixed budget cap for this initiative that Workforce Solutions would be willing to share?  
WFSC has not published a specific budget. Proposals should be realistic and competitive for the scope described in the RFP. Total cost must not exceed \$45,000.
157. Will WFSC provide access to existing content, including the old source code, images, videos, and links, for migration and redesign purposes?  
Yes. WFSC will provide access to all available content and digital assets needed for the migration and redesign. This includes current site files, media, documents, and any other relevant materials.
158. Can you confirm that the new website must be built on WordPress CMS and that alternative platforms will not be considered?  
Yes. As stated throughout the RFP, WordPress is the required CMS due to internal team familiarity and ease of content updates. Alternative platforms will not be considered.
159. The system is currently hosted on Liquid Web. Is this hosting solution cloud-based?  
WFSC's Liquid Web hosting solution includes cloud-based capabilities. Additional specifications can be shared with the selected vendor if needed for planning.

160. If not, does WFSC plan to migrate to a scalable cloud infrastructure in the future?  
WFSC is open to recommendations to improve scalability and performance. At this time, the hosting environment with Liquid Web meets WFSC's current needs but can be revisited if future scalability demands change.
161. Do you currently have a staging environment in place, or should the vendor set one up for development and testing?  
The selected vendor will be expected to create and manage a staging environment within WFSC's Liquid Web hosting account for development, testing, and approvals.
162. To confirm, the deliverables mention "mobile-first and responsive design" - this refers to a single website that adapts to all screen sizes (mobile, tablet, desktop), and does not include mobile app development. Is that correct?  
Yes, that is correct. The website must be mobile-first and fully responsive across devices. Mobile app development is not part of this scope.
163. Regarding the scope of "Ongoing Support & Maintenance," does WFSC have a preferred process or Service Level Agreement (SLA) expectations?  
WFSC expects reasonable and timely responsiveness for both regular and urgent requests. Specific SLAs will be discussed and finalized during contract negotiations with the selected vendor.
164. If not, would you like the vendor to propose best practices?  
Yes. Vendors are encouraged to propose support models and best practices that ensure timely communication and technical reliability.
165. Does WFSC have any in-house technical staff who will share responsibilities for maintenance?  
WFSC staff will manage basic day-to-day content updates. The selected vendor will be responsible for more technical aspects of maintenance, updates, and support.
166. Do you expect the chatbot to be AI-powered or rule-based with pre-written scripts?  
WFSC is open to plugin-based solutions that may include AI functionality. For example, the ability to upload documents or content that the AI can draw from to answer questions is desirable. Vendors may recommend the best approach based on capabilities and cost.
167. Should the chatbot include a handoff option to human agents if it cannot resolve a query?  
Yes, a handoff feature to direct users to live assistance or provide contact options is preferred when the chatbot cannot resolve an inquiry. Specific details and best practices can be discussed during the discovery process.
168. Who will be responsible for updating the chatbot's content and knowledge base (WFSC staff vs. vendor)?  
Workforce Solutions Cameron County (WFSC) will maintain ownership and oversight of the chatbot content and knowledge base. The selected vendor will assist with the initial setup and implementation and provide support and guidance for updates as needed during the maintenance period. Ongoing support for chatbot updates may be included as part of the vendor's monthly maintenance services.
169. Should the chatbot support multiple languages, such as English and Spanish?  
WFSC is not requiring translation services. However, multi-language functionality through plugins should be supported to enable Spanish and other language expansion in the future.
170. Do you have preferred WordPress chatbot plugins (e.g., Tidio, WPBot, Crisp, Drift, Intercom)?  
No specific plugins are currently preferred. Vendors may propose plugin-based chatbot tools that align with project needs and integration capabilities.
171. Should the chatbot integrate with other WFSC tools or platforms (e.g., calendar, booking system)?  
WFSC is open to chatbot integration with select tools, such as the events calendar or basic information systems, where feasible. Vendors may propose integration opportunities that enhance the user experience.

172. Should the chatbot log and report conversations to track FAQs and usage patterns?  
Yes. The chatbot should include basic logging and reporting features to monitor usage trends, identify common inquiries, and inform ongoing improvements.
173. Are there any branding, tone-of-voice, or style guidelines the chatbot must follow?  
The chatbot should align with WFSC's overall brand tone—professional, supportive, and accessible. If necessary, WFSC will provide guidance on tone and style during implementation.
174. Can you clarify the desired project timeline? Is there a proposed launch date for the new site?  
WFSC anticipates launching the new website by early 2026. Vendors should propose a realistic and detailed project timeline in their response, including key milestones.
175. While I'm sure you can't share too much detail, it would really help to have some kind of expected budget range for the project. We've built nonprofit websites for \$20K, \$200K, and everything in between, so knowing which ballpark we're in would be helpful.  
WFSC has not publicly disclosed an official budget. Vendors are encouraged to submit realistic and competitive proposals. Responses must not exceed \$45,000.
176. You mentioned hosting on Liquid Web -- is that a requirement going forward, or are you open to other hosting options?  
WFSC currently maintains a hosting account with Liquid Web and intends to continue using this environment. At this time, external hosting services are not required.
177. Are there elements of the site that need to integrate with other systems? (For example, the QR code on this job fair page points to a Formstack registration form -- anything else like that?)  
Yes, WFSC uses Formstack for some forms, such as hiring event registrations. While full integration is not required, vendors should ensure that embedded forms or linked workflows (e.g., Formstack, Office 365 calendars) continue to function as part of the redesigned site.
178. Scope of Work, Section I, E, p.2 – Will the vendor be responsible for maintaining the existing website during the transitional period?  
WFSC does not anticipate requiring maintenance of the existing website during the redesign. However, if transitional maintenance becomes necessary, this can be discussed with the selected vendor.
179. What version of WordPress is currently running, and when was it last updated?  
The current site is running WordPress Version 6.8.2 and it was last updated in 2025. The selected vendor will need to assess and plan for full migration to a current, secure environment.
180. Which plugins and themes are installed, and are they regularly updated?  
A full inventory of plugins and themes can be shared with the selected vendor. Updates have not been consistent, and the redesign will involve reassessing and replacing outdated tools where needed.
181. How are pages built within the existing site (i.e., classic editor, visual page builders, custom templates, etc.)  
The existing site uses a mix of classic editor and basic templates and Cornerstone CMS.
182. Will the vendor be responsible for resolution of existing technical debt prior to the launch of the redesigned site?  
Yes. The selected vendor will be expected to address outdated plugins, themes, and other legacy issues as part of the redesign and relaunch process.
183. What is the timeline for handover of the existing site from the current maintainer to the new vendor?  
There is no current vendor under contract. Handover will occur at project kickoff, and access will be coordinated with WFSC's internal team.

184. Scope of Work, Section I, E, p. 2 - Is there an existing inventory of plugins used on the current website, and can WFSC provide this information prior to submission to better inform our plugin assessment and maintenance plan?  
A complete inventory will be shared with the selected vendor during the discovery phase. Proposers may submit a general plugin strategy based on best practices.
185. Deliverables, Section I, E, p. 3 – Can Workforce Solutions Cameron provide a range for the expected number of content pages on the new site?  
The current site has approximately 70 content pages. The final count will be refined during discovery, and the selected vendor will assist with auditing and restructuring content as needed.
186. Deliverables, Section I, E, p. 3 – Would Workforce Solutions Cameron be open to the use of paid plugins to extend WordPress functionality in ways that deliver value to the site?  
Yes. Paid plugins may be proposed if they provide added value, functionality, or performance enhancements. All proposed paid plugins must be clearly identified with associated licensing costs.
187. Deliverables, Section I, E, p. 3 – Does Workforce Solutions Cameron have a requirement or preference for how pages and content will be built/ managed on the new site (e.g. block editor, visual page builders, custom code/ templates, custom fields/ blocks + templates).  
WFSC prefers a user-friendly, intuitive content editing experience within WordPress that supports block-based editing. Vendors may recommend best-practice configurations, including visual builders or custom templates, as long as they remain manageable for non-technical staff.
188. Deliverables, Section I, E, p. 3 – Can Workforce Solutions Cameron provide a list of third-party API integrations?  
Potential integrations may include WorkInTexas.com, eIMPACT (Lightcast), Formstack, calendar plugins, and analytics tools. Additional third-party integrations may be defined during the discovery phase.
189. Deliverables, Section I, E, p. 3 – Will the new site need to expose any custom API endpoints for use by other sites or services?  
Not at this time. However, WFSC is open to discussing this during the discovery phase if needs arise.
190. Deliverables, Section I, E, p. 3 - Could WFSC clarify expectations for the "advanced search" feature? Does the advanced search need to support document content searches, filtered searches, or specific types of metadata?  
Yes. Advanced search should support filtered results based on categories, tags, document types, and potentially include document content indexing. Vendors are encouraged to recommend optimal approaches.
191. Deliverables, Section I, E, p. 3 - Does WFSC have an established visual identity or brand guidelines the vendor must follow, or will developing/updating visual standards be part of this project?  
WFSC has existing brand standards, including logo, colors, and tone. The vendor will be expected to align design with these guidelines. A visual refresh may occur through the redesign but is not a required scope item.
192. Deliverables, Section I, E, p. 3 - Will WFSC provide copy/content, or will the vendor be responsible for copywriting or substantial editing to fit new design templates?  
WFSC will provide most base content. The selected vendor will assist with content organization, light editing, and web-optimized formatting. Final content approvals rest with WFSC.
193. Deliverables, Section I, E, p. 3 - Are there existing templates or layouts WFSC intends to preserve from the current website, or will all design elements require a complete refresh?  
This project will involve a full redesign. Existing layouts do not need to be preserved. Vendors may recommend improved layouts and templates.

194. Ongoing Support and Maintenance, Section I, E, p. 4 - Could WFSC specify the response time expectations for both regular and urgent CMS support requests?  
Response time expectations may be outlined in the final contract. Vendors may propose best-practice SLA terms, including turnaround times for urgent (e.g., 2 to 4 hours) and standard requests (e.g., 2–3 business days).
195. Technical Approach and Methodology, Section IV, C, p. 6-7 - Can WFSC share details regarding current traffic volume, peak usage times, or website analytics to inform hosting and performance optimization recommendations?  
WFSC has not actively used Google Analytics or other traffic analysis tools in recent years. Vendors should design for scalable, accessible performance, and traffic analysis will be reestablished post-launch.
196. General. If this is existing work, could you please share the incumbent?  
There is no incumbent vendor currently managing the site.
197. General. Is there a NTE budget for this work?  
WFSC does not publish an official budget, but vendors are encouraged to submit a competitive and realistic proposal that reflects the full scope of services outlined in the RFP. Proposals must not exceed \$45,000.
198. Do you have any maximum budget limit for this project?  
Proposals must not exceed \$45,000.
199. Will hosting be a part of the contract?  
No. WFSC already maintains a hosting account with Liquid Web. Hosting should not be included in the proposal costs.
200. Could you please detail your specific requirements for mobile responsiveness?  
The site must be fully responsive and mobile-first, functioning seamlessly across modern devices (smartphones, tablets, desktops). No mobile app development is included in the scope.
201. What is your preferred method for communication and collaboration throughout the discovery phase? Please specify if you utilize specific platforms (e.g., Slack, Microsoft Teams, email) and your expectations regarding responsiveness and availability.  
WFSC is flexible but commonly uses email, Microsoft Teams, and Zoom. Vendors should be responsive and propose collaboration tools that support effective remote communication.
202. We understand the importance of maintaining a competitive process. Nevertheless, even a rough budget ceiling or range for one-time costs would enable us to shape a scope that aligns more closely with your expectations and delivers the most relevant value. This type of budget guidance facilitates clearer and more useful comparisons among proposals.  
WFSC does not publish an official budget, but vendors are encouraged to submit a competitive and realistic proposal that reflects the full scope of services outlined in the RFP. Proposals must not exceed \$45,000.
203. What other websites do you like, and can you briefly explain why?  
Additional examples may be shared during the discovery phase.
204. How many content editors do you anticipate and what are their roles within your agency?  
Approximately 3–5 content editors will require access. Roles include updating event calendars, posting job announcements, managing blog/news content, and general content maintenance.
205. Do you have an in-house WordPress webmaster or developer? If so, what will their role be on the project?  
WFSC has limited internal WordPress knowledge. Staff will be trained to manage day-to-day content updates, while technical issues, development, and updates will fall to the selected vendor.

206. What is your current annual budget for hosting and support? Who do you contract with to manage hosting at Liquid Web and provide your ongoing support?  
WFSC maintains a hosting account directly with Liquid Web. There is no existing support contract in place. This RFP seeks to establish a vendor relationship to provide ongoing support and maintenance.
207. What was the total budget for your current website's 2017 one-time design and development? Who are the vendor(s) who performed these services?  
The total budget for 2017 one-time design and development was \$19,950.00. The vendor that performed these services was Viva Media Group.
208. What challenges or limitations with the current website or vendor support have had the greatest impact on your team's ability to meet your website goals?  
Current challenges include an outdated layout, poor mobile responsiveness, lack of accessibility features, limited interactivity, and inefficient content management experience. WFSC also seeks more flexibility in content workflows and automation.
209. How satisfied have you been with the performance and collaboration of your current website team, and what qualities are you hoping to gain or prioritize in a new partner?  
WFSC does not currently have a contracted website team. WFSC is looking to establish a vendor partnership that exhibits proactive communication, clear project management, innovative solutions, and a deep understanding of workforce and public sector digital needs.
210. What aspects of your current website and vendor support have worked well—and where have there been opportunities for improvement?  
The site has served as a basic informational resource since 2017, but support limitations, user experience challenges, and lack of integrations have limited its effectiveness. The redesign is intended to significantly improve functionality, overall structure, and engagement.
211. Is there an existing creative or branding partner you anticipate we would collaborate with during this engagement?  
No. There is no existing creative or branding partner. All design and branding enhancements will be managed between WFSC and the selected vendor.
212. Do you have brand or web style guides you can share with us? If not, does this scope of work include developing a new brand or style guide?  
WFSC does not currently have a formal brand or web style guide beyond existing logo files and general visual preferences. Development of a brand or web style guide is not within the current RFP scope, which focuses on website redesign and maintenance. However, the selected vendor may provide recommendations or create visual consistency during the redesign process as long as it follows our branding guidelines.
213. On average, how many visitors does the website receive each month?  
We do not have reliable analytics data at this time. The selected vendor will be expected to implement and configure appropriate tracking tools, such as Google Analytics, as part of the redesign.
214. On average, how many page views does the website have each month?  
As above, this data is currently unavailable. Gathering performance metrics is expected to be part of the project's discovery and optimization phase.
215. How many GB of storage will the server require?  
Current usage is estimated at under 100 GB, primarily consisting of web content, forms, PDFs, and basic media. Storage requirements may increase modestly based on content migration and redesign features but are expected to remain moderate. Liquid Web currently provides flexible hosting resources.

216. How many content pages does your website have?  
The current site includes approximately 70 pages of content. This includes service descriptions, forms, landing pages, and program information. A content audit and review will determine what is carried over, revised, or removed.
217. What is your uptime requirement (e.g., 99.9%, 99.95%, or 99.99%)? Does this requirement need to be backed by an SLA?  
WFSC expects high availability and reliability for the website. A 99.9% uptime is preferred. While no SLA is specified in the RFP, vendors are encouraged to propose SLA standards as part of their support offering.
218. Will your staff require ongoing support provided after business hours? If so, is it required 24/5 or 24/7?  
No after-hours support is required at this time. Monthly maintenance and support (up to 4 hours) are expected during normal business hours unless otherwise discussed. However, in the event of an emergency (e.g., site outage or natural disaster), the selected vendor should be available to provide timely assistance.
219. What communication channels will your staff need for ongoing support (e.g, chat, email tickets, phone)?  
Email, phone and chat are all acceptable forms of support communications.
220. Section 1E, first bullet: "Migrate existing content": Should the selected agency partner assume that WFSC will produce new content or simply migrate the existing content?  
WFSC will provide final content. The selected vendor is expected to assist with organizing, optimizing, and migrating approved content, which may include a mix of existing, edited, and new material.
221. It appears that ~90 pages of general content currently exist on the current site, excluding all event pages and URLs. Does this estimate look correct? If not, how many pages & posts currently exist?  
The current website has approximately 70 pages of content, including program descriptions, forms, blog posts, and landing pages.
222. Does WFSC plan to add or reduce any content?  
Yes. WFSC intends to revise the existing site structure and may add, consolidate, or retire content to improve user experience and alignment with current needs.
223. What kind of content changes the most frequently on the site? How often is it updated?  
Hiring events, news announcements, board agendas, flyers, banners, and program updates are among the most frequently updated content. Updates may occur weekly or as needed.
224. Who currently manages content changes on the website? Is it one person, multiple content owners, etc?  
WFSC content changes are currently managed in-house by one or more staff members with basic WordPress access. Training is requested to empower more staff to manage day-to-day changes.
225. Will WFSC provide all net new content OR is the selected agency expected to provide copywriting services as part of this response too? If the latter, how many pages (roughly) does WFSC anticipate will need to be written?  
WFSC will provide final content but requests support from the selected vendor with organizing, editing for clarity, and improving readability. Copywriting is not required, but light editing is expected.
226. Section 1F. Deliverables: Chatbot - Will WFSC provide their preferred chatbot, or is the selected agency expected to find, program, and install the chatbot?  
WFSC prefers a plugin-based solution. The selected vendor should recommend, install, and configure the chatbot, including setup and training.
227. Booking or appointment schedule - Need more information here, please. Does WFSC have a preferred plugin they'd like to use? If not, what functionality is required/expected here? Where should it live on the site? What audience is it for? What is the expected/desired experience? Does it need to integrate with any other tools?  
WFSC is open to plugin-based solutions that allow job seekers or employers to schedule appointments. Simplicity, calendar integration (e.g., Outlook), and internal management capabilities are preferred. No specific plugin has been chosen.

228. Multi-language. Safe to assume that AI or machine-translated Spanish content is acceptable? Would WFSC like the ability to update the auto-generated translations? Would WFSC like the ability to send different content out for human review/quality assurance?  
WFSC is only requesting plugin-based multilingual functionality (e.g., WPML, Polylang, etc.). No translation services are required. WFSC may review or edit translations as needed. Human review may be pursued independently if required for SEO or clarity.
229. Calendar of Hiring Events. How many events happen per month on average? What plugin is currently being used for the events calendar, and is it meeting WFSC's current needs? If not, is WFSC looking for a list view, calendar view, or both?  
There are typically 5–15 events per month. The current event system is limited. WFSC prefers a flexible plugin that supports both calendar and list views with improved filtering and user interaction.
230. Does the calendar need to handle one-time & recurring events?  
Yes. Support for both one-time and recurring events is preferred.
231. Will WFSC need the ability for events to have detail pages?  
Yes. Larger or high-profile events will require their own dedicated detail pages with relevant information such as location, registration links, and descriptions. The need for detail pages for smaller or routine events will be determined during the discovery phase.
232. What tool will WFSC use for reservations?  
No specific tool is currently in place for scheduling meetings at the one-stop centers. WFSC is open to vendor recommendations and may consider integration with Microsoft Office 365 (Outlook) or other plugin-based scheduling tools to support calendar-based appointment booking.
233. Is it safe to assume that any old events do not need to be migrated?  
Yes. Only upcoming and future events will be migrated or entered into the new system. Past events will not be carried over.
234. Social Media. What social media feeds is WFSC considering.  
WFSC would like to feature feeds or links from platforms such as Facebook, Instagram, and LinkedIn. A plugin or widget-based integration that displays recent posts or activities is acceptable.
235. SLAs: Load Time & Website Speed Assessments. What is expected here as part of an SLA?  
The vendor should propose standard performance targets for load times (e.g., under 3 seconds for key pages) and suggest optimization best practices. Ongoing performance assessments may be included in maintenance reports.
236. Section II D: Project Budget: What budget has been allocated to this project? Is there a "not to exceed" budget that can be disclosed to ensure that agencies don't waste WFSC's time?  
Proposals must not exceed \$45,000.
237. General Questions. Will WFSC be responsible for creating the required video transcripts required for WCAG AA compliance or will the selected agency be responsible for them? If agency, how many video transcripts are needed? Current YouTube.com videos live here.  
WFSC will provide existing transcripts when available. If additional transcription is required for new video content produced during the redesign, the vendor may include this as an optional service in the proposal for WFSC to consider.
238. How many agencies/organizations submitted questions to the RFP?  
Eighteen vendors have submitted questions for the Website Redesign and Maintenance Services RFP.

239. Who is currently managing the website server, security updates, etc? If it's an incumbent agency/organization, are they invited/allowed to participate in this RFP?  
The website is currently self-managed by WFSC. There is no incumbent vendor, and no party is excluded from participating in this RFP.
240. Will WFSC provide one central point of contact to manage the WFSC's project deliverables & communication? If so, who will it be? Have they managed a project like this before? If not, what is the plan?  
Yes, WFSC will assign a designated project contact to manage communication and project oversight. This individual has experience managing complex vendor relationships and will work closely with internal stakeholders and the selected vendor.
241. Will the selected agency be allowed to use GSuite, where needed, to collect/share assets & information?  
Yes, the selected agency may propose GSuite or another cloud-based tool for collaboration, provided it meets WFSC's security and privacy standards. Although Microsoft Teams is preferred.
242. Will any extra preference/points be given to: Local agencies? Texas agencies? DIR-approved agencies?  
Only certified HUB vendors (Historically Underutilized Businesses) are eligible for the 5 bonus points specified in the RFP. No additional bonus points are given for local, Texas-based, or DIR-approved vendors.
243. Hosting. Does WFSC's Liquid Web account have a development & staging server available?  
The selected vendor will be expected to create and manage a staging environment within WFSC's Liquid Web hosting account for development, testing, and approvals.
244. Is WFSC expecting the selected agency to send WFSC IT the website files so that IT can add to Liquid Web account OR will the select agency have access to push the new site live?  
Yes, the selected vendor will be granted access to manage and deploy the new website within WFSC's Liquid Web environment.
245. Will the selected agency be responsible for updating the DNS for launch or will agency need to coordinate with WFSC IT?  
The selected vendor will coordinate with WFSC IT to implement DNS updates as part of the launch process.
246. Could you please clarify the expected type of communication for the chatbot (text-only, voice, multimedia, or AI-generated responses), and whether it should support handover to human agents or function fully autonomously?  
The chatbot should primarily offer text-based responses and may include AI-generated answers or pre-scripted flows. A handoff feature to human agents (via email/form submission) is encouraged if the chatbot cannot resolve an inquiry.
247. What are the top three business outcomes you expect from the redesign (e.g., lower call-center volume, higher program-application completions, brand perception)?  
WFSC aims to (1) improve user experience and content accessibility, (2) increase engagement with job seekers and employers, and (3) reduce unnecessary inquiries by providing better self-service tools and navigation.
248. Are there hard dates tied to funding, board meetings, or regulatory reporting that the launch must hit?  
There are no hard external deadlines at this time, but WFSC is targeting by early 2026 to align with program cycles and internal milestones.
249. Do we have existing user-journey maps, personas, or analytics that reveal pain points we should prioritize?  
Formal user-journey maps or personas are not currently in place. However, general audience priorities and improvement goals will be shared with the selected vendor during discovery.
250. Roughly how many pages, posts, media files, or document types exist today—and who will inventory, update, and clean them?  
The current site has approximately 70 content pages, not including media and documents. WFSC will work with the selected vendor to review, audit, clean, and migrate content as part of the redesign.

251. Beyond WCAG 2.0 AA, do you require AAA checkpoints or specialized testing with assistive-technology users?  
Workforce Solutions Cameron (WFSC) requires that the redesigned website comply with WCAG 2.0 AA standards at a minimum. Vendors are strongly encouraged to propose enhancements aligned with WCAG 2.1, 2.2, or AAA-level features that promote greater inclusivity and usability—particularly for users of assistive technologies. In addition, WFSC supports alignment with Texas DIR accessibility guidelines and Section 508 standards, where applicable. While a formal accessibility audit or third-party validation is not required, it is highly recommended to ensure the site meets or exceeds accessibility expectations prior to launch.
252. Are there existing brand guidelines, fonts, color-contrast ratios, or photography standards to follow?  
WFSC has branding guidelines, including logo, colors, and fonts. The selected vendor may be asked to expand or refine these visual standards during the redesign process to comply with website requirements.
253. For the chatbot, what questions must it answer, how will escalation to humans work, and do you have a preferred vendor?  
The chatbot should address FAQs related to job seeker services, events, and resources. Escalation can occur via form submission or routing to email. No specific vendor has been selected; plugin-based solutions with AI capabilities are preferred.
254. For the booking/scheduler, what systems (e.g., Outlook 365, Calendly) must it sync with?  
There is no current integration. WFSC is open to plugin-based solutions that support scheduling functionality. Integration with Outlook 365 would be preferred but not required.
255. Does the calendar of events originate in another system?  
The calendar is a third-party vendor plugin. Events are currently entered manually on the website. WFSC is open to improving this process.
256. Are there any custom API integrations?  
Not currently, but WFSC may explore integration options during future phases if needed.
257. Can you share server specs, including PHP version, database limits, and the CDN/firewall setup inside Liquid Web?  
The hosting environment is managed by Liquid Web. Exact specs can be shared with the selected vendor after the contract has been awarded. WFSC expects vendor recommendations for optimizing performance and security.
258. Is the intention that the build will lead to longer term maintenance, or is it a build with capacity building for internal management?  
Both. WFSC seeks a vendor for the full redesign and optional maintenance (2–5 years) but also intends to maintain basic day-to-day updates in-house.
259. Besides the features mentioned, are there any other third-party systems or APIs that the new website will need to integrate with (e.g., a jobs database, a learning management system, or a CRM)?  
No immediate integrations are required, but WFSC may explore this in future phases. Vendors may suggest plugin-based solutions if relevant.
260. Could you please specify the current hosting plan with [Liquid Web](#) (e.g., VPS, Dedicated, Managed WordPress)? Will we be granted full administrative/SSH access to the hosting environment to optimize it for performance and security? Apart from this we can also provide hosting services.  
WFSC's hosting plan is a managed WordPress account with Liquid Web. Full details and access levels will be discussed with the selected vendor during onboarding.

261. Your current website is using WordPress, so version of WordPress used will be very old thus we need to confirm whether approximately how many pages, posts, and documents (e.g., PDFs) will need to be migrated to the new site?  
CASE 1: We can try first to upgrade your current website on WordPress, but that can originate other conflicts like: compatibility issues with themes, plugins, etc... .  
CASE 2: In this we will be making the site as a complete new and migrating all the content from the older site.  
A full rebuild is expected due to outdated plugins, content, and structure.
262. For exactly what purpose you want this booking system, as this will help us to tailor our solution accordingly.  
The booking system should support appointment scheduling with different programs for job seekers. Flexibility, ease of use, and optional calendar integration are desired.
263. Will you be providing translated content or should we provide separate professional translation services?  
No translation services are required. WFSC is seeking plugin-based multilingual support and will manage content internally or through separate vendors if needed.
264. Is there any specific security related policies other than standard web security practices that must be followed and need to be kept in mind while developing the website  
Vendors must follow industry-standard web security practices. WFSC may request additional safeguards based on hosting configuration and plugin use.
265. Beyond the deliverables listed, what is the single most important outcome you hope to achieve with this new website? How will WFSC measure the success of this project one year after launch (e.g., increased appointment bookings, reduced phone inquiries, higher user engagement)?  
Improved user experience and accessibility for job seekers, employers and stakeholders. Success will be measured through increased engagement and reduced service bottlenecks.
266. The RFP mentions the final amount will be negotiated based on available funds. To help us propose the most effective solution, could you provide an approximate budget range for the initial website redesign and a separate range for the annual maintenance contract?  
Proposals for initial website redesign must not exceed \$45,000. There is no budget range for the annual maintenance at this time.
267. Looking beyond this initial redesign, are there any future features or phases envisioned for the website in the next 2-3 years? (e.g., a full job board, online courses).  
Yes.
268. Budget: Could you share a budget or range of acceptable costs for the project? (e.g. \$50k-100k, \$100-250k, \$250k+).  
Proposals must not exceed \$45,000.
269. Timeline: Do you have a set, or hoped-for, timeline for completing the project?  
WFSC anticipates launching the new website by early 2026. Vendors should propose a realistic and detailed project timeline in their response, including key milestones.
270. Data Integrations: Can you describe any external integrations more complex than an iFrame or embed code? (e.g. API integrations, data integrations, third-party services.)  
Not at this time. Most data is embedded or linked. Future API integrations may be explored.
271. Remote work: Can we assume that most of the work may be conducted remotely, without a need for in-person meetings?  
We are open to travel as needed and/or required.  
Yes, remote work is preferred. All meetings and collaboration can be conducted virtually.

272. Support: The RFP references "up to 4 hours per month" of support. Are you hoping to do this on an "as needed" basis, or should we plan on a dedicated number of hours per month?  
The monthly support allocation is 4 hours. Vendors may propose whether unused hours can roll over to the following month. Additionally, vendors are encouraged to include their hourly rates for work beyond the included 4 hours, in case WFSC requires additional support.
273. Existing content: Do you wish to keep or migrate all existing content to the new site build "as is", or do you plan to review, edit and/or cut any unused or outdated content beforehand?  
No. Content will be reviewed, updated, and organized in collaboration with WFSC during redesign.
274. Budget: Could you share a budget or range of acceptable costs for the project? (e.g. \$50k-100k, \$100-250k, \$250k+).  
Proposals must not exceed \$45,000.
275. Timeline: Do you have a set, or hoped-for, timeline for completing the project?  
WFSC anticipates launching the new website by early 2026. Vendors should propose a realistic and detailed project timeline in their response, including key milestones.
276. Data Integrations: Can you describe any external integrations more complex than an iFrame or embed code? (e.g. API integrations, data integrations, third-party services.)  
Primarily embed-based. No complex integrations currently required.
277. Remote work: Can we assume that most of the work may be conducted remotely, without a need for in-person meetings?  
We are open to travel as needed and/or required.  
Yes, fully remote work is acceptable.
278. Support: The RFP references "up to 4 hours per month" of support. Are you hoping to do this on an "as needed" basis, or should we plan on a dedicated number of hours per month?  
The monthly support allocation is 4 hours. Vendors may propose whether unused hours can roll over to the following month. Additionally, vendors are encouraged to include their hourly rates for work beyond the included 4 hours, in case WFSC requires additional support.
279. Existing content: Do you wish to keep or migrate all existing content to the new site build "as is", or do you plan to review, edit and/or cut any unused or outdated content beforehand?  
Content will be reviewed, updated, and streamlined. Migration will be selective based on this review.