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RESPONSE TO QUESTIONS RELATED TO ROCHESTERWORKS WEBSITE REDEVELOPMENT AND SUPPORT RFP APRIL 2024

The below constitutes RochesterWorks' response to questions received from potential bidders on the Website Redevelopment and Support RFP. Questions from between April 25, 2024-May 9, 2024. Additional questions should be directed to SCurran@rochesterworks.org. Last day to submit pre-submission questions is May 9, 2024.

QUESTION	RESPONSE
<p>Do you have an estimated/rough page count for the new site architecture? I see consolidation of a few sites into the main URL.</p>	<p>The scope of the project encompasses approximately 50 pages. This includes the integration of various web assets currently owned by RochesterWorks into the main site.</p> <p>Additionally, we have identified several subsections of the existing site that would benefit from having dedicated pages. These changes are intended to enhance navigation and accessibility by reorganizing content that is currently buried in subsections.</p>
<p>CMS Preferences: Does RWI have specific requirements or preferences for the new CMS, apart from not using Joomla? What specific functionalities or integrations should the new CMS support?</p>	<p>We are currently exploring options for a new Content Management System (CMS) and are open to suggestions. The ideal CMS should be highly flexible to accommodate our need for scalability, such as adding form pages and extra calendars as required by different programs, and be able to handle various common file types without the use of workarounds.</p> <p>Additionally, it is crucial that the CMS supports multi-user access, allowing individual staff members to update their respective sections securely with specific permissions per user login. We also prioritize a CMS with a WYSIWYG (What You See Is What You Get) interface to facilitate rapid content creation, similar to the design and functionality offered by platforms like WIX.</p>
<p>Content Migration Details: Can RWI provide details on the volume and types of content (e.g., media files, PDFs, interactive content) that need to be migrated from the youth and job-related websites?</p>	<p>The total storage utilized by our website assets currently amounts to 6.2GB. Of this, the main RochesterWorks website comprises 1GB, with the remaining 5.2GB attributed to our various subsites.</p> <p>Our website primarily hosts standard graphic formats, including JPG and PNG files, along with a</p>

	<p>range of documents in Word, Excel, and PDF formats.</p>
<p>Custom Applications: What are the specific functionalities of the custom applications that need code review or revisions? Are there existing documentation and codebase access for these applications?</p>	<p>We currently have several customized systems that utilize an older version of PHP for an Applicant Tracking System. This systems backends our Job Board, Timecard systems for our Welfare to Work system and our Youth Program. The frontends' codes are unknown. We also have a voucher system that we run internally that tracks our training vouchers that would also need to be evaluated.</p>
<p>SEO Strategy: Are there specific goals or metrics RWI aims to achieve with the new SEO strategy, such as target keywords or competitor benchmarks?</p>	<p>RochesterWorks seeks to understand how an SEO Strategy can increase utilization of the website among target populations (job seekers and businesses). Therefore, at minimum, we would wish to incorporate the following goals into this project:</p> <ol style="list-style-type: none"> 1) Increase in organic traffic to our site(s). 2) Consistent top keyword rankings in search engines, particularly with searches done in the Greater Rochester-area (we are currently succeeding in this capacity with certain common search terms, but not in others).
<p>SEO Cost: SEO is an ongoing service and although we can deploy best practices at the time of build, there is always more work to be done to improve your ranking (such as backlinking, content creation, blog optimization, and so on). Do you plan to roll this over as with the maintenance?</p>	<p>If cost-effective, RochesterWorks would be interested in rolling this into a service agreement. If it significantly increases the cost of such an agreement, responses may include this as an "add alternate" to their proposed scope of ongoing service.</p>
	<p>As an organization that administers services on behalf of state, local and federal government, RochesterWorks must be compliant with Title II of the Americans with Disabilities Act (ADA). As such, RochesterWorks' websites must comply with recent</p>

Accessibility Compliance: What specific accessibility standards (e.g., WCAG levels) must the new website meet? Are there particular tools or audits RWI prefers for testing accessibility compliance?

[guidelines published by the Department of Justice](#), which establishes the [Web Content Accessibility Guidelines \(WCAG\) Version 2.1, Level AA](#) is the technical standard for state and local governments' web content. As stated in the rule, this would not apply to archived content (ie: board minutes, technical policies) that are on the website.

While not mandated, RochesterWorks would seek opportunities – where practical - to incorporate best practices for website accessibility that are necessary for [WCAG Level AAA](#) compliance.

Additional information regarding WCAG compliance may be found in the included [Must Have WCAG Checklist](#).

RochesterWorks would seek the expertise of the consultant in selecting an auditing tool for testing accessibility compliance, examples of which may be referenced in responses to this RFP.

Performance Metrics: What specific metrics does RWI wish to track on the new website? Is there a preferred tool or platform for these analytics?

RochesterWorks would work with the consultant on identifying performance metrics. However, it would be interested in understanding, at minimum:

- 1) **Number of site visits** to the primary site (rochesterworks.org), and visits to individual pages on the site.
- 2) **Traffic Sources** where our website traffic is originating, whether from search engines, social media, referral sites, direct visits, and/or other mediums where the general link or links to specific pages on the primary site might be featured.
- 3) **User behavior** including session duration, average number of page visits, and (if possible) navigation patterns to allow RW to assess functionality. For instance, if a user visits links to a

	<p>specific program page on the site, do they browse other programs on other pages.</p> <p>4) Site Searches on www.Rochesterworks.org.</p> <p>We do not have a preferred platform for these analytics and would welcome the consultant's recommendation.</p>
<p>Current Vendor: Is the current website vendor or relationship invited to bid in this project? Why or why not?</p>	<p>There are no restrictions to responding to this RFP.</p>
<p>Do we need to quote hosting?</p>	<p>Yes, hosting services are required for the project; however, we prefer to manage the hosting internally to maintain direct oversight and control.</p>
<p>In order to properly quote hosting (if needed):</p> <p>a. Can you provide the number of page views per month, currently, for the sites?</p> <p>b. What is the average bandwidth usage per month?</p> <p>c. Can you provide current storage requirements for both database and files?</p>	<p>a. We average 41471 per month. Average taken from a 12 month period.</p> <p>b. We don't have a way to measure bandwidth with our current hosting that we are aware of.</p> <p>c. File total is 6.2GB, databases are listed as 729.4MB.</p>

What 3rd-party integrations are included, aside from the sites listed in Attachment "A"?

Attachment "A" of the RFP includes the 3rd Party involved with the project.

Are there existing branding guidelines?

Yes, there are some existing branding guidelines.

How many people will be administering content?

Less than 10.

Who supports the current site?

RochesterWorks Technology Department and our current vendor.

Approx. how many hours per month on average has been required of the current vendor for past support of the supplemental applications?

The vendor has stated approximately 25 hours per month for maintenance and bug fixes.

Is the current vendor available to address questions and provide relevant source code for the existing systems?

As we evaluate our ongoing business needs, we're inquiring about the availability of our current vendor to address any questions and provide relevant source code for our existing systems.

In regards to hosting, will systems need to be migrated away from the current hosting provider in order to assume support responsibilities from the current vendor?

Yes the systems will need to be migrated to a new hosting platform. Whatever platform will work best for our needs, should be billed directly to RochesterWorks and we should control the hosting.

Beyond the planned support of existing systems, is RochesterWorks expecting to budget for the replacement or redevelopment of one or more supplemental systems (if a review determines that replacement would best meet organizational needs)?

Beyond the planned support of existing systems, RochesterWorks has not budgeted for the replacement or redevelopment of any supplemental systems during the current fiscal year. Our current focus remains on maintaining and supporting our existing infrastructure. We will evaluate potential replacements or enhancements based on organizational needs as they evolve. Any future considerations for system upgrades will be addressed in subsequent planning and budgeting phases.

For forms, does the CMS have to handle the ability to create and store form submissions? Or can this be handled by a third-party application (ex. jotform.com or typeform.com)?

For basic forms like contact inquiries, the CMS should suffice in handling them. However, for more complex forms, we would explore alternative options such as JotForms.

Is it expected that the vendor will migrate all content over to the new CMS?

Most likely if this would prove to be the most efficient method.

For the separate sites that you would like merged into the new one can you give an estimate on how many pages would need to be migrated? Are there any unique features that would have to be migrated as well (ex. Login, Calendar, Blog)?

The separate sites currently are just informational front ends that link to our customized backend sites, These sites would be very basic and to or 3 pages at the most.

Will the calendar pull event information from a third-party source? Or would you manage events in the CMS backend? Are there any new features you would like added to the new site?

Currently, the calendars do not pull from other sources. There is not a need to pull in for outside sources but we do need the ability to link to external sources.

Would it be ok to use a third-party plugin to handle accessibility (ex. <https://accessibe.com>)?

We are open to considering this as an option.

http://www.rocyourjob.org/ This doesn't seem to be working. We did find this link from the main site https://jobboard.rochesterworks.org/. Not sure if they are the same site just forwarded?

***Typo in RFP:** ".org" should be ".com" for this.

The correct URL for ROC Your Job is:
<https://rocyourjob.com/>.

The correct URL for ROC Summer Youth Employment is <https://rocsummeryouth.com/>.

Should https://jobboard.rochesterworks.org/ also be considered as well? This appears to be a custom Azure application?

No, the job board site should not also be considered. We don't know which app was used for the job board.

https://rocsummeryouth.com/ links to a separate application site https://apply.rocsummeryouth.com/user/login. Should we just consider bringing in the information pages from https://rocsummeryouth.com/ to the https://www.rochesterworks.org/ website? Or do we need to consider the application process as well? If yes, we'll need to see how that process works.

We need to consider migrating the information pages to the main RW website. At this point, RochesterWorks has not budgeted funds to replace or develop the supplemental applications.

Custom applications in Attachment "A". Who currently manages these, is it a developer in house or a 3rd party company?

Both. It depends on the level of support needed for the specific application or ask.

There seem to be several applications that have a login, are these all connected in some way or do users have separate logins to each site/application?

Users have separate logins to each site/application.

Do you have any preference about the technology stack for the redevelopment of the primary website?

We are currently exploring options for a new Content Management System (CMS) and are open to suggestions. The ideal CMS should be highly flexible to accommodate our need for scalability, such as adding form pages and extra calendars as required by different programs, and be able to handle various common file types without the use of workarounds. Additionally, it is crucial that the CMS supports multi-user access, allowing individual staff members to update their respective sections securely with specific permissions per user login. We also prioritize a CMS with a WYSIWYG (What You See Is What You Get) interface to facilitate rapid content creation, similar to the design and functionality offered by platforms like WIX.

Could you please provide details about the current hosting environment for your systems, including any use of cloud services, and do you have any preferences regarding hosting for the redesigned website and ongoing support for the applications?

We currently host our systems on a LAMP (Linux, Apache, MySQL, PHP) platform. While we are open to exploring other hosting platforms that may offer enhanced performance, security, or features, it is crucial for us to maintain control over the final hosting decision to ensure it aligns with our operational needs and security policies. We welcome your expert recommendations on potential hosting solutions, and we would like to discuss the advantages and potential impacts of different hosting options during the decision-making process.

We are keen on fostering collaboration between our design team and yours during the redesign process. Could you please clarify if your team would be available for collaborative design sessions or reviews during the development process? Additionally, do you have specific design preferences or concepts in mind, or would you prefer our team to generate design proposals for your review and confirmation?

Yes, the design team would be available some for collaborative design sessions and reviews during the development process. While we have some preferences and concepts to share, we welcome design proposals generated by your team for consideration as well.

Regarding the ongoing support component, could you elaborate on the expected level of involvement and frequency of support needed beyond the initial redevelopment phase?

Our organization currently lacks in-house programming expertise; however, we are capable of providing basic technical support. For the ongoing support component post-redevelopment, we anticipate the need for professional assistance primarily with bug fixes and occasional enhancements. We estimate requiring such support once to twice a year. This support would be crucial to ensure the smooth operation and continuous improvement of our website and applications. We are interested in understanding the types of support plans you offer that would cater to our needs for occasional but critical technical assistance.

Do you have any expectations regarding response times or service level agreements (SLAs) for ongoing support requests?

For our SLA expectations, we aim to align with current industry standards to ensure both efficiency and satisfaction in our support interactions. Specifically, we anticipate: **Immediate Response:** For critical issues, we expect a response within 1 hour of reporting. This rapid response is crucial for minimizing downtime and addressing urgent needs effectively **Standard Response:** For non-critical support requests, a response within 24 hours is acceptable, ensuring that even less urgent matters are acknowledged and planned promptly.

For the ongoing support of our website and applications, our preferred model is ad-hoc, which allows us to request assistance as issues arise. This

The ongoing support of 24 months, is this a retainer-based support model or an ad-hoc support arrangement for addressing issues as they arise?

approach aligns with our current need for support primarily with bug fixes and enhancements, which we anticipate will be necessary approximately once to twice a year. However, we are open to considering a retainer model if it offers clear financial advantages or efficiency gains. We would appreciate a detailed comparison of the costs and benefits associated with both models, to ensure that we choose the most effective and economical option for our needs.

Would you prefer the code review to focus on security, performance, maintainability, or other specific aspects?

The code review for our website and applications will primarily focus on security, given the sensitive nature of the personally identifiable information (PII) we handle. This emphasis is essential not only for protecting our users' data but also for ensuring compliance with the New York State SHIELD Act, which sets forth rigorous data security requirements. In addition to security, the code review will assess whether our codebase adheres to modern standards of coding and system architecture. This includes evaluating the efficiency of our systems to ensure they are running at peak performance. Such thorough review practices will help mitigate risks, enhance system reliability, and ensure our infrastructure is robust against both current and emerging security threats.

Could you please provide guidance on the timeline for conducting code reviews for the supplementary applications?

*We are in the process of determining a potential timeline and will add our response when available.

We currently do not have formal documentation for our secondary applications. However, we

Do you have any existing documentation of secondary applications?

recognize the importance of understanding these systems thoroughly for effective redevelopment and ongoing support. To facilitate this, we are prepared to organize meetings with the power users of each application. These users are well-acquainted with how the systems operate and can provide comprehensive insights into their functionalities and the specific needs of our operations. This approach will ensure that the redevelopment team has a clear understanding of the requirements and can tailor the solutions to meet our organizational needs effectively.