

FY27 Invitation to Present Questions & Answers

- 1. For Phase 1, should vendors focus primarily on brand foundation, accessibility audit, discovery, stakeholder engagement, brand strategy, and content strategy — or should any design/development work also be included in the initial \$25,000 phase?**

Phase 1 focus is primarily on brand foundation, accessibility audit, discovery, stakeholder engagement, brand strategy, and content strategy.

- 2. Since the initial contract is for Phase 1 only, should vendors still provide a full proposed approach and estimated pricing for Phases 2 and 3 as future work?**

Yes. Although the initial contract, if awarded, is solely for Phase 1, we are requesting proposals and budgets that include all phases. Phases 2 and 3 would be an expansion of the initial contract, should Family League choose to continue.

- 3. Regarding the budget: the RFQ references an initial award of up to \$35,000 and an additional \$25,000 allocation for Phases 2-3. Should we assume the total potential project value is up to \$60,000 across all phases?**

Yes, the initial contract will be for up to \$25,000 for Phase 1 only. Should additional funding be available and Family League chooses to continue the project, an amendment for an additional \$35,000 (total contract value not to exceed \$60,000) will be issued.

- 4. For Phase 1, is the intent to modernize and refine the existing brand while retaining the current logo, or should we also include the creation of a new logo?**

We are open to collaborative and creative ideas around a new logo to complement the new brand strategy, as well as building on the existing log, which has served us well.

- 5. For Phase 2, should agencies assume responsibility for drafting new website copy, or will Family League provide the majority of content for optimization and migration?**

Family League will provide the majority of content.

- 6. For Phase 3, it mentions authentic imagery showcasing Baltimore communities. Our agency does not provide photography or onsite services directly. Would Family League permit these services to be subcontracted locally, with subcontractors formally onboarded upon award?**

The vendor should plan to design the site to incorporate existing authentic imagery from Fami

- 7. What platform is the current Family League website built on, and is there a preferred CMS for the redesigned site?**

WordPress

8. **Are there any specific technical priorities or constraints you'd like vendors to pay special attention to in Phase 1 beyond WCAG 2.1AA, CMS ease of use, and content structure?**

Not for Phase 1, but for Phase 2. The applicant must provide a proposed solution architecture describing the public website, stakeholder portal, identity provider, dashboard platform, APIs, and databases. The response must identify all third-party products, plugins, subscriptions, licensing costs, data flows, dependencies, and areas of custom development.

9. **Approximately how many pages, posts, resources, reports, and media assets should vendors assume for content audit, restructuring, or migration?**

Family League site has 45 published pages but the future site structure will be dependent on the outcomes from Phase 1.

10. **How much copywriting support should vendors assume is needed for the new website versus content being provided by Family League?**

The majority of content will be provided by Family League.

11. **For the brand refresh, is Family League looking for a light digital identity refresh, or a more comprehensive update to messaging, typography, color, visual system, and brand guidelines?**

A more comprehensive update to messaging, typography, color, visual system, and brand guidelines.

12. **Are there specific audience journeys that are highest priority for the new site — community partners, funders, families, stakeholders, program participants, or another audience?**

Community Partners, Funders, and Stakeholders which includes Baltimore Families and Program Participants

13. **For ECAC website hosting, what platform is the site currently built on, and are there known maintenance, security, performance, or support issues vendors should account for?**

The ECAC website is currently built on WordPress. At this time, there are no known maintenance, security, performance, or support issues that vendors need to account for beyond normal website management, however, the vendor should be prepared to do their own assessment. Vendors should be aware that the project budget is fixed as outlined in the RFQ, and proposals should account for any anticipated migration, maintenance, or related costs within that budget.

- 14. The RFQ requests one year of hosting for the ECAC site. Should agencies also propose optional multi-year hosting packages or limit proposals strictly to the one-year term.**

Applicants should limit their proposal to the one-year term identified in the RFQ. If additional terms or renewals are approved, it will be handled via Family League's amendment and/or renewal policies and procedures.

- 15. Are there required hosting, security, backup, accessibility monitoring, or uptime standards for either the Family League site or ECAC site?**

Family League site has a 5-year subscription with GoDaddy for WordPress Managed Hosting, security, and backups.

- 16. What analytics or performance metrics would be most useful after launch — traffic, engagement, conversions, partner inquiries, donations, newsletter signups, or other goals?**

Traffic, engagement, and donations

- 17. Will selected vendors be expected to provide photography, source imagery, or simply design the site to incorporate existing authentic imagery from Family League and its partners?**

Simply design the site to incorporate existing authentic imagery from Family League and its partners.

- 18. The eligibility section requires a Certificate of Good Standing from the State of Maryland. For agencies headquartered outside Maryland, is registration in Maryland mandatory at submission, or can this be obtained upon award.**

The Maryland Certificate of Good Standing is an application requirement that cannot be waived. The application will not pass Technical Review without this document.

- 19. Who will be responsible for maintaining content after launch, and how many staff members should be trained on the CMS?**

Family League will be responsible for maintaining content with the training needed for approximately 5-6 staff members.