

Invest Elk Grove Website Design, Hosting, and Maintenance Services

RFP Questions and Answers Addendum 2

Release Date 1/7/2025

Q1: What website is this for? <https://elkgrove.gov/departments-and-divisions/economic-development> or investelkgrove.org?

- a. This is for investelkgrove.org

Q2: Are there pricing guidelines or ranges?

- a. Funds in the amount of \$30,000 are currently budgeted. This amount is intended to cover website design and launch and the first year of hosting/maintenance. We anticipate entering into a three-year contract not to exceed \$75,000 covering the cost of three years of service. However, responses should be transparent and well justified with competitive rates and fees, adequate supporting data and a clear basis for quoted figures, demonstrating strong value. Price is a selection criterion.

Q3: Is a specific business license or business registration required to perform work under this RFP? If so, may the selected vendor obtain and provide the required license and business registration after contract award, or must it be submitted as part of the proposal?

- a. Yes, the selected consultant will need to obtain a City of Elk Grove business license and be a registered business in good standing with the CA Secretary of State. These licenses can be obtained within 14 days following notification of the City's intent to award a contract to Consultant and prior to the execution of the contract.

Q4: Are there any requirements for in-person meetings either before or after the contract is awarded? If so, how frequently are these meetings expected to occur, and would it be acceptable to conduct some or all of these meetings virtually?

- a. No, there is not a requirement for in-person meetings.

Q5: Could you please clarify whether the required ongoing technical support, maintenance, and updates can be provided remotely, or if onsite support is mandatory under this contract?

- a. No, there is no mandatory onsite support required.

Q6: Are there any preferred CMS platforms or hosting providers for Website Development?

- a. We are open to suggestions for both. For CMS, we preferred open-source platforms like WordPress or Drupal.

Q7: Are we permitted to provide references from the commercial or private sector?

- a. All references will be considered, including commercial and private sector.

Q8: Is there an estimated or anticipated budget for this RFP?

- a. Please see Q2.

Q9: What evaluation criteria and scoring methodology will be used to assess the proposals?

- a. Please see attachment B to the RFP which lists the Evaluation Criteria

Q10: Beyond the elements listed in the RFP, are there specific economic development websites (whether from other cities or organizations) that the City views as exemplary models or that capture the aesthetic and functional direction you envision for Invest Elk Grove?

- a. We are open to and encourage creative visions that showcase Elk Grove in a positive, unique, and memorable light, but have found many good example of Economic Development websites in the [IEDC Excellence Awards](#)

Q11: The RFP mentions microsities as an optional future capability. Are there specific programs or initiatives (such as Startup Elk Grove, Project Elevate, or sector-specific landing pages) that the City anticipates wanting to develop as microsities within the initial launch or shortly thereafter?

- a. We anticipate a handful of project/program specific pages as part of the initial design and launch (i.e. pages highlighting key projects or programs as part of the standard website). Microsites for projects such as Project Elevate, Startup Elk Grove, and/or Made In Elk Grove and others could occur subsequent to initial design and launch if directed and would be paid on a time & materials basis or a flat fee agreed to at that time.

Q12: Does the City have existing brand guidelines, color palettes, typography standards, or other design assets for the Invest Elk Grove brand that we should incorporate, or will brand development be part of the website design process?

- a. See addendums. The City is open to modifications to the existing guidelines and welcomes creative recommendations that would bring a modern look to the new website.

Q13: What are the City's top three priority target audiences for this website, and how should we prioritize user experience design among: startup entrepreneurs, corporate site selectors, existing businesses, developers, and workforce/talent prospects?

- a. Site selectors, existing businesses, prospective businesses.

Q14: What is the approximate volume of content (number of pages, resources, documents) that the City anticipates needing to be created or migrated during the initial website development?

- a. Approximately 10-20 pages including new pages and content needed.

Q15: Will the City provide all written content, or does the City expect the selected team to provide comprehensive copywriting services as part of the project scope?

- a. The City is looking for content migration at a minimum. Additional services and assistance, comprehensive copywriting services in coordination with staff are strongly desired, including assistance with information architecture restructuring, copy editing, and creation of new content to ensure the site is well-organized, accurate, up-to-date, and user-friendly. Proposals should thoroughly explain one-time and ongoing services that will be available. Additionally, proposals should provide examples of work that demonstrate the vendor's capabilities.

Q16: Does the City have an existing CRM system that requires integration with the website, or should the consultant recommend and implement a new CRM solution as part of this project?

- a. We currently use Blutot as our CRM and would prefer a site with CRM/web integration. Recommendations for CRMs that can be integrated into the site are also acceptable and CRM integration is flexible.

Q17: Are there specific third-party systems, databases, or tools (beyond CRM and Google Analytics) that require integration with the website (e.g., GIS mapping, property databases, demographic data sources, business directory systems)?

- a. Acquia Web Governance and Constant Contact

Q18: Does the City have preferences regarding Content Management System platform (WordPress, Drupal, proprietary systems, etc.), or is the consultant free to recommend the platform best suited to the City's needs and technical capacity?

- a. See Q6

Q19: What is the City's anticipated frequency and scope of "periodic content updates" mentioned in the RFP? Are we envisioning monthly refreshes, quarterly updates, as-needed edits, or another cadence?

- a. The City is seeking guidance from the vendor on the frequency and scope of periodic content updates. We are open to recommendations based on the vendor's capacity and best practices.

Q20: Beyond standard training, does the City anticipate needing ongoing strategic consultation on content strategy, SEO optimization, lead generation tactics, or analytics interpretation throughout the contract term?

- a. Yes.

Q21: While we understand the City seeks detailed pricing proposals, can you provide a total project budget range or "not to exceed" amount that would help ensure proposals are appropriately scaled to the City's investment parameters?

a. Please see Q2.

Q22: For the periodic updates compensation structure, does the City prefer a monthly retainer model, hourly as-needed billing, or another approach for ongoing content and maintenance services?

a. The City prefers that the agreement includes a built-in allowance for a certain amount of content updates as part of the overall contract. This ensures predictable maintenance and timely updates for minor changes. The City is open to considering different approaches for ongoing services which should be identified in your proposal.

Q23: Beyond the Notice to Proceed date of February 16, 2026, does the City have target dates for major milestones such as design approval, content completion, testing completion, and public launch?

a. The city anticipates a launch within 6 months of contract execution; proposals should include recommended approval cycles and timelines. However, the City is open to different proposed timelines that are well articulated, justified, and clearly explained.

Q24: How many review and approval cycles should we anticipate building into the timeline for major milestones (initial designs, content strategy, testing phase, etc.)?

a. See Q23

Q25: Who will comprise the City's review and approval team, and should we plan for presentations to City Council or other stakeholders beyond the Office of Economic Development staff?

a. The review team may include staff from Economic Development, IT, and our Senior Multimedia specialist. Additionally, any recommended vendor selection is expected to require City Council approval and may involve a content presentation from the selected vendor.

Q26: We noticed that the website is using GTranslate, and we assume that you are looking to keep this form of translation. Can you please confirm?

a. Yes, but we are open to other recommendations.

Q27: We assume all CMS pages and any third-party CTA links/embedded code to be implemented in the same way as they are. Please confirm or else please specify.

a. No. We require a refreshed design, updated content, and enhanced functionality across all CMS pages and any third-party CTA links or embedded code.

Q28: *“Responsive design that is easily expanded, contracted, and modified.”* Dev-Question: Can you explain what you mean by *“modified”*? The responsive design will be based on the Desktop design that is approved. Once the responsive design is provided, we need approval on that, too. Once the responsive design is approved, it will be locked for development and cannot be modified further. For any further modification in responsive design, it will be treated as a new change for which separate hours need to be approved based on the efforts evaluated for the modifications you are looking for. Please confirm if our understanding is right, OR else please explain what you are actually looking for. Thank you.

- a. Partially. We understand that once the desktop and responsive designs are approved, they will be locked for development. By “modified,” we are primarily referring to the ability to easily update and manage content (text, images, CTAs, etc.) within the approved responsive framework, not ongoing changes to the core responsive layout or design. Any future structural or layout changes can be handled as separate change requests, as needed.

Q29: *“Full desktop and mobile functionality with social media integration.”* Dev-Question: Regarding social media integration, are you looking for a social media feed (e.g., Facebook, Twitter, Instagram) to be displayed within the website? If yes, then you may need to purchase a paid third-party application for this capability.

- a. Yes, we would like options for this functionality. Any potential additional costs should be incorporated in the proposal.

Q30: *“Third-party software integration capable.”* Dev-Question: Please clarify your requirement in detail. We assume you are looking for a 3rd-party CTA link OR embedded scripts. If yes, then you will have that capability. Otherwise, please clarify your exact requirement in detail.

- a. See Q17

Q31: *“SEO optimized. • Lead generation optimized.”* Dev-Question: Please clarify your requirement in detail.

- a. The website should be SEO optimized to improve search engine visibility. We expect Google Analytics or a comparable platform to provide information on visitor acquisition and leads generated through form submissions. Additionally, vendors should outline any available lead generation technology options.

Q32: *“Google Analytics capable with regular performance reporting. • Lead generation reporting.”* Dev-Comment: Please clarify your requirement in detail.

- a. See Q31

Q33: “Integrated, hosting, maintenance, customer service, and technical support with some pacific time zone compatibility with 48-hour or less response time. • Hosting environment must be located in the United States and comply with FedRAMP security requirements. • Integrated CRM.” Dev-Question: Please clarify your requirement in detail. What CRM integration are you looking for, where, and how? Please explain in detail, along with the user journey.

a. See Q16

Q34: There are loads of data, like more than 1000 events, will you provide any API to import those events into our new system? Or will those events need to be transferred manually in our system? Can you please clarify? Thank you.

a. Please refer to investelkgrove.org not elkgrove.gov

Q35: Does the City have a preferred Content Management System (CMS), or should the Vendor recommend a platform based on the balance of budget, security, and functional complexity?

a. See Q6

Q36: Are there any critical third-party integrations required?

a. See Q17

Q37: What analytics platform is currently in use, and are there specific conversion events or key performance indicators (KPIs) that must be tracked.

a. Google Tag Manager and Google Analytics are currently in use. There are no predefined conversion events or KPIs at this time, but we are open to recommendations based on best practices.

Q38: What specific accessibility standards are required to meet, and how will compliance be verified before project sign-off?

a. Please refer to the RFP for the required accessibility standards. Prior to project sign-off, proof of compliance should be provided. Third-party accessibility testing is preferred to show true compliance with accessibility standards. Additionally, demonstrated experience and familiarity with applicable accessibility laws and regulations is highly desirable.

Q39: Should the content migration be performed on an "as-is" basis, or does the City require the vendor to assist with information architecture restructuring, copy editing, or the creation of new content?

a. See Q15

Q40: Are there any ongoing contracts, technical dependencies, or active participation requirements with the incumbent vendor that the incoming Website Coordinator should be aware of?

- a. No. Our current site was built in-house.

Q41: How many staff members will require CMS access, and what level of granularity is needed for user roles (e.g., Administrator, Editor, Contributor)?

- a. We anticipate that the CMS will require access for approximately three Administrators and three Editors. Access should include role-based permissions to ensure appropriate levels of control, with Administrators having full system access and Editors able to manage and publish content within their assigned areas.

Q42: What is the technical capacity of the City's internal team, and should training for staff users be delivered virtually, in-person, or via a "train-the-trainer" model?

- a. Training is preferred virtually or in person.

Q43: Is there an expectation for the delivery of customized technical documentation or "How-To" manuals to support internal staff in managing the website post-launch?

- a. The City prefers the delivery of "How-To" materials or customized technical documentation to support internal staff in managing the website post-launch. In addition, ongoing technical support after launch is expected to ensure smooth site operations and address any issues that may arise. The City is also open to alternative solutions that effectively meet our content management and staff needs.

Q44: Will the City provide the hosting environment, or should the Vendor recommend a solution? If the latter, are there specific requirements for Government Cloud versus Commercial Cloud environments?

- a. The vendor should recommend an appropriate hosting solution. Solution should meet all FedRAMP security requirements. The new website will use the domain invest.elkgrove.gov. City IT will manage and implement any DNS changes required for the new server.

Q45: What is the required duration and scope for post-launch technical support, and are there specific Service Level Agreements (SLAs) for critical issues?

- a. Ongoing post-launch support and maintenance are expected for the duration of the contract. Vendors should provide their proposed Service Level Agreements (SLAs).

Q46: Should the Vendor include optional multi-year maintenance or support packages beyond the initial 2026 calendar year term?

- a. Yes.

Q47: Could the City provide an estimated budget or an anticipated price range for the 2026 Website Coordinator engagement?

a. See Q2

Q48: Are there any addendums of Q&A documents published as of yet that we should be aware of?

a. All Q&A documents are available on <https://elkgrove.gov/purchasing/request-proposals-bids-rfp>

Q49: Does the Economic Development Office have a good collection of photos and/or videos that can be used in the redesign? What about case studies/success stories? (Besides the ones we saw on the current website)?

a. Yes.

Q50: Does the office currently use a standalone CRM?

a. See Q16

Q51: From a UX/UI perspective will this site be its own animal or should it be tightly tied to the City's main website?

a. The site should function as its own standalone website with a distinct look and feel, separate from the City's main website. However, it should include appropriate links back to the main city site to guide current and prospective businesses to relevant information as needed. The design should also align with the Invest Elk Grove's existing brand guidelines and Q12 (see addendums).

Q52: Can you share the existing brand guidelines mentioned in the RFP with us at this point?

a. Yes, see addendums and Q12

Q53: Do you have any preference for the Content Management System for the new site?

a. See Q6

Q54: From a marketing perspective, what specific opportunities does the office see for 2026 and how do you foresee going after them?

a. Targeting innovation and arts-driven sectors

In 2026, we are especially interested in attracting and supporting innovation-based businesses and businesses within the arts and creative economy sectors. Our marketing efforts will require web content that clearly communicates Elk Grove's value proposition to these audiences, highlights available resources and paces, and showcases success stories that resonate with innovators and creatives.

b. Using the website as a business attraction and storytelling tool

We see the website as more than an informational platform, it should function as a marketing engine. In 2026, we want to better leverage the site to tell Elk Grove's economic story through dynamic content, visuals, and sector-specific landing pages tailored to site selectors, brokers, executives, and entrepreneur audiences.

c. Data collection and analytics to guide strategy

A major opportunity for 2026 is improving our ability to understand who is engaging with Elk Grove online and how. We are interested in a website that can collect meaningful data on visitors, such as traffic sources, user behavior, sector interest, and geographic reach, while remaining accessible and user-friendly. This data will help us refine campaigns, prioritize outreach, and measure the effectiveness of our marketing efforts.

d. Integration with broader marketing efforts

In 2026, we anticipate tighter integration between the website and digital campaigns, social media, and email marketing. A flexible and scalable website will allow us to quickly launch campaigns, promote emerging initiatives, and align messaging across platforms.

e. Future-ready and adaptable design

As Elk Grove continues to grow, we see value in a website that is built to evolve, one that can accommodate new initiatives, pilot programs, and sector-specific strategies without requiring a complete overhaul. This flexibility will be critical as our focus on innovation and the arts continues to expand.

Overall, in 2026 we envision our website as a central marketing and intelligence hub, one that not only promotes Elk Grove, but actively supports economic development goals by attracting innovative, creative, and lasting businesses, amplifying local talent, and providing actionable data to inform decision-making.

Q55: Can you tell us about 2-3 recent wins the City has had as well as a few losses? In both cases please share some insights as to what the main positive and negative drivers were on those deals.

- a. Recent wins include Project Elevate, the Arts and Creative Economy Strategy, Grant Line Business Park, 2025 Outstanding Local Streets and Roads Project Awards, and ALLDATA's long-term commitment to Elk Grove.

Q56: Are there parts of your current Eco Dev process that you feel are cumbersome and could benefit from automation of some sort? Please be as specific as possible with your use cases.

- a. Our current process relies solely on manual updates by our developer, which is time-consuming and inefficient. We require a CMS that allows for easier content management, including the ability to schedule content in advance is also preferred.

Q57: What role do you see AI playing in your processes in the future.

- a. The City is interested in exploring potential uses of AI to enhance its processes. We welcome vendor recommendations in proposals regarding feasible AI applications that could improve efficiency, content management, or user experience, while aligning with industry best practices.

Q58: What are some of the major pain points or limitations you feel with the current website/ CMS?

- a. See Q56

Q59: Do you currently have an electronic communication platform in place for email and/or text messaging to residents?

- a. Yes, the City currently uses Constant Contact as its electronic communication platform for email messaging. The City does not currently have text messaging capabilities for these purposes.

Q60: How many active web site administrators does The Office have today and will that change going forward?

- a. The Office currently has one active website administrator. Moving forward, we would like all team members to have the ability to make minor content updates themselves or easily coordinate with the developer for minor changes, while maintaining proper role-based permissions.

Q61: Is there a budget or budget range established for the project?

- a. See Q2

Q62: Can you tell us what the City spent on the current "invest" website and how much it pays for hosting/maintenance currently?

- a. The current website was built and is hosted in-house.

Q63: Is there an existing brand guideline or design system?

- a. See addendums on <https://elkgrove.gov/purchasing/request-proposals-bids-rfp>

Q64: What are the content that we need to retain and what need to be changed?

- a. The City is seeking a completely new and redesigned website. Some content from the existing website is still relevant and can be used as the basis for new design and copy.

- Q65: Is City anticipating the new website to remain a single-page format, like the current site or open to the multipage website as well?**
- a. The City would like to move away from the current single-page format and is open to a multipage website structure to better organize content and improve user experience.
- Q66: Is there an estimated number of pages or content volume expected to be migrated or rewritten?**
- a. See Q14.
- Q67: Will the City provide materials (economic data, program details) for content development, if needed?**
- a. Yes.
- Q68: Does the City have a preferred CMS, or is the Consultant expected to recommend one?**
- a. See Q6.
- Q69: Are there reference websites the city considers benchmarks or aspirational examples?**
- a. See Q10
- Q70: Are there any target launch windows, or milestones the city is working toward? What is the current CMS or platform used for the existing Invest Elk Grove website?**
- a. See Q24 and Q6. There is no current CMS, it is a manually updated website.
- Q71: Are there any known pain points or limitations with the current CMS (e.g., content updates, security, integrations, performance)?**
- a. See Q56.
- Q72: Does the City have any preferred or restricted CMS platforms, or are proposers encouraged to recommend the most suitable solution?**
- a. See C6.
- Q73: Is there an estimated budget range or not-to-exceed amount allocated for this project, including design, hosting, and maintenance?**
- a. See Q2
- Q74: Is there an incumbent vendor currently providing website design, hosting, or maintenance services for Invest Elk Grove?**
- a. No.
- Q75: Can the City clarify whether the FedRAMP requirement refers to using a FedRAMP-authorized hosting provider or general alignment with FedRAMP security controls?**

- a. Both. The hosting provider should be FedRAMP-authorized, and the solution should align with FedRAMP security controls.

Q76: Is migration of existing website content anticipated, and approximately how much content should proposers plan to transition?

- a. Yes, migration of the existing website content is anticipated. Proposers should plan to transition all current content to the new site. Please make sure you are referring to the investelkgrove.org for content.

Q77: How does the City currently define or measure success for the Invest Elk Grove website (e.g., leads, inquiries, engagement metrics)?

- a. We do not currently measure success of the website. We anticipate using industry standard best practices to do so upon launch of the new website. This will be a subject of discussion with the selected consultant. We encourage respondents to identify preferred performance metrics in their proposal.

Q78: Where can we access the City's procurement or bid portal for this RFP, if applicable?

- a. <https://elkgrove.gov/purchasing/request-proposals-bids-rfp>

Q79: Have any questions & answers or addenda been released to date, and if so, where are they posted?

- a. See addendums

Q80: Can you please confirm that the proposal due date remains January 12, 2026 at 4:00 PM Pacific Time?

- a. Yes.

Q81: Is there a pre-approved budget range?

- a. See Q2

Q82: There is both mention of a flat rate price and hourly rates. Could you provide clarification as to which parts of the proposal you'd like to be calculated as a flat rate vs. hourly? For example, how do you want us to split up maintenance costs? If there are unforeseen needs post-launch - would you prefer us to provide an hourly rate for those needs? Or is the expectation to have a flat rate for all maintenance over the next year post-launch? Same question for training, ADA audits, additional requested third party integrations, etc.

- a. See Q75 and Q2 and Q17 and Q38

Q83: Are ongoing updates baked into the initial project flat rate?

- a. See Q2

- Q84: Is there a preference on status between sole proprietorship vs. LLC etc.?**
a. No.
- Q85: Do maintenance fees include hosting/services? Assuming yes.**
a. Yes, all price considerations should be included in the proposal.
- Q86: Who's currently maintaining and hosting the website? And is there desire for continuity or would the City like us to provide a recommendation as part of the contract?**
a. See Q40 & Q62 & Q6
- Q87: Is there a desire to migrate existing content and add updates? Or would you like us to make a recommendation as part of the contract?**
a. See Q15
- Q88: Will the City provide content inventory? (e.g. content for migration, logos, pictures)**
a. Yes.
- Q89: What is the existing CRM? Does the City wish to continue using it? How many users will be using the CRM?**
a. See Q16. We currently have three users for this platform. This may increase in the future.
- Q90: Can the City provide a list of current/wanted third-party integrations?**
a. See Q17
- Q91: How often does the City expect to update the website post-launch?**
a. See Q19
- Q92: Are there known required interactive features? If not, we will provide recommendations during the contract.**
a. We will look to vendors for recommendations on interactive features, including recommendations for forms or application submittal.
- Q93: What is the expectation for the City on timeline for providing feedback/approvals throughout the contract? Our launch timeline will be dependent on the length of time needed for feedback loops.**
a. See Q23
- Q94: FedRAMP: do we need to use FedRAMP authorized-platforms or is meeting their security requirements enough?**
a. See Q75