



# Stearns County Soil & Water Conservation District

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## Stearns County SWCD Rebranding RFP Question & Answer Responses

**Q: To what extent the “website template” is to be delivered as? Are you just looking for a static overall design?**

A: We are open to proposals. In general, we envision the website template(s) to be static but draw on dynamic content through the content management system (eg. WIX).

**Q: Will in person meetings be required?**

A: An in-person meeting is required for the kick-off. Future meetings may be held virtually or in-person depending on the preference of the selected contractor.

**Q: How many meetings to expect before we get too far into the process?**

A: An in-person meeting is required for the kick-off. The intention is for the initial meeting provide sufficient guidance for the contractor to get underway.

**Q: Are you set on Wix as your platform? Are you open to WordPress?**

A: WIX is the preferred platform due to integration with our store and other services as well as staff knowledge of how to maintain and update content using that platform. However, we are open to other options based on proposals received.

**Q: Are you set on hosting and maintaining the website yourself? Are you open to other options?**

A: Stearns County SWCD will continue to manage its own domain and hosting services. Ongoing maintenance should be included in the platform such that minimal activity is required.

**Q: Do you have a set number of on-site discussions?**

A: An in-person meeting is required for the kick-off. Future meetings may be held virtually or in-person depending on the preference of the selected contractor.

**Q: Where will the on-site discussions be held?**

A: All in-person discussions will take place at the Stearns Conservation District office in Waite Park, MN. Our conference room is accessible and is equipped with presentation technology.

**Q: Are these open to the public, or closed meetings?**

A: Meetings between SWCD staff and the contractor are closed meetings. Any item brought to the SWCD Board (such as interim guidance or final approvals) will be presented in a meeting open to the public.

**Q: Do you need our team to provide any content, or just the template/design?**

A: This RFP only includes development of the template/design. The SWCD will create and add content using the website platform (eg. WIX).

**Q: You mention main page, sub-pages, and content pages in the template request, but don't specifically mention the eCommerce portion (i.e. tree sales), Event Calendar portion, Careers, or other specialty sections. Are there specific important pieces to include in the template pages to provide the best, most cohesive experience?**

A: Each of the sections should utilize a consistent template with unique content (whether static or dynamic through a content management system) to be added by SWCD staff. The templates should have clear navigation, consistent design, and well-organized content areas to ensure a cohesive user experience.

**Q: Are you open to third-party software to fulfill Accessibility or Translation needs?**

A: While we acknowledge the potential of third-party software and its capabilities and are open to those tools, we'd prefer to prioritize exploring what is available through the selected platform, such as WIX, and their integration possibilities.

**Q: What level of Accessibility standards do you need to meet?**

A: Web Content Accessibility Guidelines 2.0 and Section 508 of the Rehabilitation Act of 1973. Following these guidelines will make content more accessible to a wider range of people with disabilities, including accommodations for blindness and low vision, deafness and hearing loss, limited movement, speech disabilities, photosensitivity, and combinations of these, and some accommodation for learning disabilities and cognitive limitations. These guidelines address accessibility of web content on desktops, laptops, tablets, and mobile devices.

**Q: Do you have any public relations needs in regards to Mapping systems like Google Business Profile, Bing Places for Business, Apple Business Connect? Any PR needs in regards to social media or email marketing/newsletters?**

A: No, these services are not included in this RFP.

**Q: Will answers to these, and other firms, questions be posted online in a repository? If so, please provide a link.**

A: All responses will be documented and available for public review on the Stearns Conservation District's website at [www.StearnsCountySWCD.net/RFP](http://www.StearnsCountySWCD.net/RFP). Additionally, all interested parties will be emailed a copy of the questions and answers.

**Q: Is the development process for the website going to involve creating an entirely new template, or are we integrating it into an existing one?**

A: The final template should reflect the new branding developed as part of this RFP. Integration with existing content on the current WIX website, especially the Store pages, is preferred.

**Q: Are you planning to oversee the website launch, or do you prefer to delegate this responsibility to your partner of choice?**

A: Staff delegated to the rebrand project will oversee the website launch.

**Q: Will you provide the written content, or would you require assistance in generating copy for the website?**

A: Content will be provided.

**Q: Do you envision having a sitemap to facilitate navigation and organization of content on the website?**

A: A sitemap could be beneficial to help navigate our website easily and help users find what they are looking for quickly. If included, it should be dynamic such that additional pages and/or navigation menu options (created by the SWCD) are listed.

**Q: Are you considering exploring alternative web platforms aside from the current one, such as WordPress, to meet your needs?**

A: WIX is the preferred platform. Changing to any other platform would be weighed against the additional staff training and effort required to successfully maintain and update the website.

**Q: Are you open to incorporating new branding colors, or do you prefer to maintain consistency within your existing color scheme?**

A: The new logo does not need to incorporate the current logo colors.

**Q: Are you interested in developing a tagline to communicate your brand's message?**

A: Tagline development is not included in this RFP. A new mission statement, *Support voluntary conservation actions to preserve and enhance Stearns County's natural resources*, has been adopted which will be incorporated as necessary and guide future communications development.

**Q: In addition to your main logo, would you like to create a distinctive 75<sup>th</sup> logo or mark to acknowledge this significant achievement?**

A: A separate 75<sup>th</sup> anniversary logo is not included in this RFP. The new logo itself will be used to mark the anniversary.

**Q: When considering the application of your logo, what would be the optimal maximum size you envision for its usage across various mediums and platforms?**

A: Logo should be in vector format for scalability. Vector formatting should be provided for all versions (full-color, grayscale, outline, and black & white).

**Q: Similarly, what would be the smallest acceptable size for your logo's application, ensuring its legibility and visual impact remain intact?**

A: Logo should be in vector format for scalability. Vector formatting should be provided for all versions (full-color, grayscale, outline, and black & white).

**Q: Is your request for proposal (RFP) linked to or associated with any specific grant program?**

A: This rebranding project is not tied to any specific grant funding programs.

**Q: Do you have any intended budget guidelines that you can share?**

A: The SWCD board has authorized funding for the project. Budget will be based on proposals received.