

Request for Information: #2021-002
Living Wage Initiative
Questions and Answers

1. Who is the LWI point person managing the relationship with the selected partner?
Answer: Dana Harrison
2. Is a committee or an individual involved in the review and decision-making process of the selected marketing partner's branding, website and collateral work?
If a committee, who makes up the committee?
Answer: Committee comprised of EmployIndy staff and external steering committee members
3. Based on your experience with this project to-date, what challenges do you envision?
Answer: LWI can be a politicized concept. This should be positioned as a value add to the business community to benefit their bottom line while providing living wages to residents.
4. With respect to defining the certification and if able to share more detail, what type of activities are likely to be included? For instance, online or in-person trainings, online tests, document submissions, etc.?
Answer: Criteria is being finalized. However, certification will be the result of an online application and verification of the criteria.
5. Please rank your highest website priorities for the following with 1 being most important and 4 being least important: Speed to completion, implementing Beta user feedback, creating easy-to-use functionality, design / look.
Answer: 1. speed to completion 2. Design 3. functionality 4. implementing beta
6. Can you define the timing request comparing the 6-8 week timetable versus the 6 month timetable for website development?
Answer: Since this project has a shortened timeline for the completion of Phase 1, how will your organization approach this differently than a similar project with a less condensed timeline?
7. What donor software platform does EmployIndy currently use or plan to use?
Answer: The EmployIndy website currently facilitates payment using OneCause
8. Is the \$30K-\$35K budget for both Phase 1 and Phase 2?
Answer: Yes, the budget is total for both phases.
9. What do you envision might change with the website based on learnings from the Beta effort?
Answer: Branding adjustments, co-branding with EmployIndy, adjustments to the value prop, announcements of certified partners
10. Are prospective employers the sole audience, or are you also hoping to generate public interest in the LWI to put pressure on employers? If there are multiple audiences, how would you prioritize them? (e.g., 1) Employers; 2) ?...)
Answer: Primary audience is businesses community. Secondary audience would be job seekers. Third would be consumers/public interest.

11. Other than the feasibility study, is there additional audience research we may use to inform the creation of a brand/ website/ collateral?

Answer: No other local information but access to other benchmark cities who have a similar initiative. Orange County, NC and Just Economics (Asheville, NC) are best examples, although they lead with a humanitarian/social justice case rather than a business case.

12. For the imagery you wish to have provided, are you seeking stock photography or custom photography? (Or perhaps you are open to either?)

Answer: We are open to either stock or custom photography. Please note we have limited custom photography on file.

13. Is your team handling the development/programming of the website after the strategy and wire framing? If so, is this what is planned for the July timeframe? If not, what platform and restrictions [if any] will need to be followed for website development?

Answer: The partnering marketing organization will also handle the development/programming of the website. This includes coordinating an official launch date where they will make the website live. A user-friendly platform (WYSIWYG) such as WordPress or a drag and drop website builder should be used.

14. The RFI mentions imagery for the website, is this the full execution of the different pages or just elements for the pages?

Answer: The partnering marketing organization will also handle the development/programming of the website. This includes building out pages/elements and coordinating an official launch date where they will make the website live.

15. Just for a deeper understanding of the initiative, it states that \$18/hr with employee-based health care and \$22/hr without. Where do those who work for an employer who offers them healthcare but they decline? [This could be due to spouse plan, parents plan/age, etc.] Does this group still fall under the \$18/hr?

Answer: Yes this will still remain at \$18/hr

16. On the Phase 2 section it references - "One-page introductions for work force development sites and job coaches" - can you let me know roughly how many sites and job coaches there are?

Answer: It is one cohesive document describing workforce development and LWI that will be provided to the sites. The site/job coach number is not relevant in this case.