



Lake Erie West
REGIONAL COUNCIL

Request for Qualifications (RFQ)

Website Redesign, Development, and Hosting

Issue Date: June 23, 2026

Submission Due Date: July 15, 2026

Estimated Timeline (subject to change)

RFQ Released	June 23, 2026
RFQ Due Date	July 15, 2026
Short List	Week of July 20, 2026
Interviews	July 27, 2026

1. Purpose

Lake Erie West Regional Council is requesting statements of qualifications from vendors for the redesign and development of its website, including hosting options and ongoing support. Desired launch is January 2027.

2. Organization Background

Lake Erie West Regional Council is a non-partisan regional planning partnership of voluntary governmental members in northwest Ohio and southeast Michigan. The organization advances regional cooperation in transportation, water and air quality, and economic development. The current website (www.tmacog.org / www.lakeeriewest.org) operates on Craft CMS and will be replaced. The website is used by member units and the general public for a variety of needs. An easy to use website with high functionality is needed to be able to provide a variety of information to a multitude of different users.

3. Project Requirements (Defined Scope)

Core Functionality

- Responsive (mobile-friendly) website
- ADA-compliant design required
- Content management system (CMS) that allows internal staff to update content without vendor assistance and modular-like flexibility in designing pages
 - Administrators shall have the ability to add, edit, update and move menu items, affecting overall site structure and organization.
- Ability to differentiate roles and responsibilities among back-end users
- Ability to integrate with SharePoint for display of public-facing documents produced by our numerous boards and groups (agenda, minutes, etc.)
- Organize website content for easy navigation for user needs

Content & Structure

- Ability to highlight four main content areas:
 - Council of Governments
 - Regional Development
 - Environment
 - Transportation
- Sections for:
 - Success stories (text, video, podcast embedding)
 - Membership information and benefits
 - Newsletters and publications
- Multimedia support (video, audio, downloadable files)

Membership Portal (preferred)

- Password-protected member access managed through Active Directory
- User account management (registration, login, password reset)

- Ability to manage access at individual and/or organizational level
- Newsletter subscription preferences for users

Integrations

- Integration with existing membership platform (TBD), or equivalent functionality. (i.e. integration with event calendar)

Hosting

- Provide hosting options including:
 - Platform type
 - Security features
 - Backup and maintenance approach

4. Submission Requirements

Lake Erie West reserves the right to reject any or all statement of qualifications, waive or not to waive any irregularities therein and to accept the statement of qualifications considered to be in the best interest of Lake Erie West.

All statement of qualifications must be typewritten. Clarity and completeness are essential. The statement of qualifications must be signed by the individual(s) legally authorized to bind the proposing Firm.

The statement of qualification should contain, without limitation, the following information at a minimum:

1. A cover letter introducing the team that will be working on the project
2. A description of the firm's qualifications, including relevant experience, education, and certifications
 - a. Including 2-3 examples websites (preferably similar in size/function)
3. Description of how the firm would approach and manage the specific tasks described in the Project Requirements
4. A list of three (3) references for similar projects completed within the past five (5) years

Do not include:

- Detailed project proposals
- Design concepts
- Extensive narratives

5. Shortlisting Criteria

The Statement of Qualifications will be reviewed and evaluated by a Selection Committee according to the firm's relevant knowledge and experience in the elements described in the summary of services requested and the ability to undertake and complete the project in a timely manner. Specific criteria will include, but are not limited to, the following: relevance and extent of qualifications, experience, and training of personnel, knowledge of website development, and relevance and extent of similar engagements performed.

Lake Erie West reserves the right to establish a list of top ranked firms, after interviews, and invite them to submit detailed proposals and fee quotations.

6. Incurred Expenses

This RFQ does not commit Lake Erie West to award a contract, nor shall it be responsible for any cost or expense which may be incurred by the firm in preparing and submitting the details called for in this RFQ, or any cost or expense incurred by the firm prior to the execution of a contract agreement.

7. Questions

Questions concerning any portion of this RFQ shall be directed via email to Rosanna Hoelzle at hoelzle@LakeErieWest.org.

8. Delivery of Submittal

Respondents should deliver a signed digital copy via email, or a hand delivered hard copy with an electronic copy on a flash drive by 1:00 P.M. EST on July 15, 2026 to the following contact:

Rosanna Hoelzle, Chief of Staff
Lake Erie West Regional Council
300 Martin Luther King Jr Dr, Suite 300
Toledo, Ohio 43604
hoelzle@LakeErieWest.org

Responses should not be sent by facsimile or mail. Envelopes or email subject lines should be clearly marked with: RFQ: Website Redesign, Development, and Hosting "Firm Name".