



REQUEST FOR PROPOSALS (RFP)
FOR WEBSITE SERVICES

Release Date: August 22, 2018
Revision Date: September 11, 2018

Submission Deadline: October 2, 2018, 5 pm ET

Capital Workforce Partners
One Union Place
Hartford, CT 06103

www.capitalworkforce.org

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I. Purpose of this Solicitation

Capital Workforce Partners (CWP) is seeking a qualified web design and/or web development vendor to develop a new, redesigned website, improved web presence, business analytics, ongoing site maintenance, and a redesigned logo. The vendor will be responsible for the activities and outcomes detailed in the Scope of Services.

CWP objectives are to:

- Determine short and long-term workforce needs and priorities.
- Lead, coordinate and broker resources and services to address these priorities.
- Link with regional businesses, elected officials and service providers in building a demand-driven regional workforce system.

Providing resources to customers requires leveraging multiple marketing and communications tactics, including but not limited to social media, and public engagement programs. All of these efforts direct our target audiences—prospective visitors, previous visitors, residents and businesses of the North Central Region of CT, to visit www.capitalworkforce.org for information.

To this end, CWP requires development of a website that can support integrated marketing campaigns that embody the breadth of diversity of CWP as a resource and communicate the value of CWP to the audiences outlined above.

Key objectives for the website are to create a positive user experience with visual appeal, making it simple for site visitors to find and share information. Our goal is to elevate the level of engagement, increase repeat visits, drive signups for e-newsletters, and increase overall site traffic. We want a website that is adaptable and that provides innovative tools that will allow us to effectively compete in today’s digital space.

For more information about Capital Workforce Partners, please visit www.capitalworkforce.org.

Solicitation Timeline

August 22, 2018	RFP posted
September 5, 2018	Deadline for questions to be submitted via email
September 11, 2018	Q & A posted at www.capitalworkforce.org
September 11, 2018	Revised RFP posted
October 2, 2018 5:00pm ET	Submission deadline
October 8 - 12, 2018	Optional interviews, as needed
October 31, 2018	Vendor selection and notification

See Attachment A for complete General Conditions, Terms & Solicitation Provisions.

II. Background

Capital Workforce Partners (CWP) is a private, non-profit corporation. Under the mandate of federal legislation, the Workforce Innovation and Opportunity Act of 2014 (WIOA), the Governor of Connecticut, along with the Local Elected Officials (LEOs) for the North Central Region, has designated CWP as the regional workforce development board and administrator for the North Central Region encompassing 37 central Connecticut (CT) municipalities. CWP administers WIOA programs in the North Central Region in compliance with WIOA Section 107 and 20 CFR Parts 679 through 681.

As a regional Workforce Development Board, CWP coordinates comprehensive programs through private and public partner organizations to assist job seekers and employers in achieving their goals. These programs and initiatives are critical in developing a skilled, educated and vital workforce in Connecticut.

CWP's mission is to leverage public and private resources to produce skilled workers for a competitive regional economy. CWP strives to implement and coordinate an effective Workforce Development System that creates economic and employment partnerships among service providers, job seekers and employers in a way that enhances the economic vitality of all.

CWP is governed by a Board of Directors and Local Elected Officials (LEOs) for the North Central Region, working through the Local Elected Official Consortium, consisting of 37 chief elected officials in the North Central Region. A majority of the CWP Board of Directors' members represent private sector businesses.

The North Central Region includes the following 37 towns and cities:

Andover	East Granby	Granby	Plymouth	Suffield
Avon	East Hartford	Hartford	Rocky Hill	Tolland
Berlin	East Windsor	Hebron	Simsbury	Vernon
Bloomfield	Ellington	Manchester	Somers	West Hartford
Bolton	Enfield	Marlborough	South Windsor	Wethersfield
Bristol	Farmington	New Britain	Southington	Windsor
Burlington	Glastonbury	Newington	Stafford	Windsor Locks
Canton	Plainville			

III. Scope of Services

The scope of services will include assistance with linkage and alignment of CWP's social media accounts, marketing tools, and digital platforms, as well as digital marketing of CWP's events and programs coupled with coverage and promotion through social media channels, and support to updated branding and marketing features of the website.

The initial period of performance will be November 2018 through June 30, 2019, with the option for ongoing maintenance services through June 30, 2021.

Proposals should include a review of the existing site, www.capitalworkforce.org, recommendations for converting the existing site to a new site, and a timeline for completing the work. We are open to considering multiple options, including development phasing, if such alternative approaches will best allow us to complete the project. Specific attention should be given to an initial scoping of a redesigned logo and marketing features to be incorporated into the new web-design.

Proposers must demonstrate a proven history of strategic and highly effective website development. Proposers must also have experience integrating technologies supporting email marketing, content management and site analytics.

Proposers will be expected to work in collaboration with CWP's internal team and its agency partners, including a minimum of two on-site meetings in Hartford, CT, to provide planning around digital marketing, creative services, and media services related to the web redesign.

Proposer shall provide a proposal, in accordance with the terms and conditions set forth herein, to provide website design, development and launch, with services that include, but are not limited to:

- 1) A project plan and budget, including timeline, cost per major activity for the entire scope of work, allowing for input from the internal CWP team. The proposals must be submitted on a "not to exceed" fixed fee basis, to cover development and launch of the website, with 60 days of minor adjustments at no additional cost outside of the fixed fee.
- 2) Terms for ongoing maintenance at an hourly rate.
- 3) Development of a strategic plan for organizing content around experiences that inspire, inform and drive action. This includes development of personas for target audience segments and use of these personas to further define site experiences and desired content.
- 4) Redesign of www.capitalworkforce.org to create a delightful and uncomplicated experience that includes (but is not limited to) the following features, elements and functionality:
 - a. Intuitive and attractive design that incorporates Universal Design principles
 - b. Clean, contemporary design and flow
 - c. Easy and intuitive navigation that does not require multiple clicks to reach a desired page
 - d. Mobile-responsive web design
 - e. Balance between simplicity and relevant information
 - f. Support of high-resolution media (images and video)
 - g. Facilitate an updated CWP brand style consistent with the new website
 - h. Consumer experience-led user interface that groups and presents information in a logical manner and requires no more than three levels of "scrolling" for the user to find desired information
 - i. Fast-loading pages designed with a balance of text and graphics such that each page loads in 4 seconds or less on the average computer
 - j. No long-scrolling layouts
 - k. Easily launched options to accommodate users with disabilities
 - l. Open-source Content Management Strategy that is instinctive, easy to use, supports the features and functionality outlined below, and can be updated easily by the internal website administrator
 - m. Image rich with use of captivating photos and videos
 - n. Can display changing photographs and video content on the homepage and other landing pages
 - o. Has functionality to support slideshows and carousels
 - p. Meets ADA standards of compliance
 - q. Displays correctly in all major browsers
 - r. Displays time-sensitive, accessible information (e.g., Top 10 experiences, partner deals) on the home page and other landing pages
 - s. Integrates with multimedia marketing campaigns, including paid media, native advertising, social media advertising, online and onsite activations and public

- engagement programs
- t. Considers SEO as part of website design, development and maintenance
- u. Utilizes best-in-class search functionality
- v. Features a detailed website map in the footer
- w. Employs analytics integration including visitor trends, page views, web traffic analysis, path analysis, entry and exit pages, length of stay, browsers, and platforms, as well as gathering email addresses, areas of interest and demographics information
- x. Able to provide multi-language support, if needed
- y. Website must be safe and secure using HTTPS
- z. Site design and CMS must allow for easy changes to site navigation, images, listings and overall content
- aa. Location listings inclusive of the American Job Centers and CWP services
 - i. Interactive map of locations with ability to enter address and find closest location
 - ii. Ability to hover over points on map and see pop up or click out to subpage with details such as list of services, partners on site, hours, public transportation information
 - iii. Listing of American Job Centers with same information that is in the map
- bb. Event calendar
 - i. One calendar of workshops and events that can be filtered and sorted by location, event type, etc.
 - ii. Ability for web visitors to RSVP for events through third-party application such as Eventbrite
- cc. Ability to create forms that can be filled out and submitted online
- dd. Contact form with ability to choose subject, directing inquiry to relevant inbox
- ee. Integration with CWP social media feeds: Facebook, Twitter, LinkedIn

IV. Implementation Plan

The proposal should include a plan, timeline and budget for each phase of work.

Phase 1: Website Process Engineering, Design Development, Implementation and Rollout

- 1) Evaluate current website, with input from CWP team
- 2) Recommend new design for approval by CWP team, to include:
 - a. E-newsletter signup
 - b. Ability to upload photos for approval by site admin and ability to remove photos
 - c. Content hub for downloadable materials
 - d. News media hub
 - e. Contact us forms
- 3) Build the website based on the approved design
- 4) Populate with existing content and images, and new content provided by CWP
- 5) Develop any and all templates needed for staff to easily update web content
- 6) Collaborate with CWP's team and agency partners to ensure alignment with planned integrated marketing campaign efforts
- 7) Complete all other work necessary to develop and fully test the website
- 8) Ensure website is fully operational
- 9) Conduct consumer user testing prior to launch
- 10) Provide training to a minimum of three CWP team members on site administration

- 11) Hosting recommendation: Provide suggestions on the best website hosting opportunity, either third-party or by proposer
- 12) Other: Any other additional items not listed above, enumerated in the earlier sections of the RFP, to provide a fully operational website

CWP will:

- Deliver content for integration into new site
- Maintain current URL address

Phase 2: Support and Maintenance Services

Provide up to two years of website support and maintenance from the date the new website launches, including performance and load testing to ensure that the website meets predefined performance and load testing metrics.

V. Narrative Specifications

The proposal narrative must address all of the items listed under A, B, and C of this section.

A. Capabilities and Experience

- 1) Describe the services provided by your organization and identify your core capabilities.
- 2) Describe relevant experience in web design for non-profit organizations, and provide contact information for references at up to three of those non-profits on Attachment D.
- 3) Detail your project management experience.
- 4) Identify staff to be assigned to the project, and describe their qualifications, including credentials, certifications and experience.
- 5) Provide three examples of similar projects completed by your organization, including web addresses and contact information for individuals who will provide references.
- 6) List the software and other technology that will be used on this project.

B. Approach and Project Plan

- 1) What is your approach to understanding a new client's business and beginning work on a new account?
- 2) Explain your methodology and planning process for website development.
- 3) Describe the proposed Content Management System.
- 4) How will you gather feedback from users?
- 5) Detail the technical requirements and systematic implementation. Be as detailed as possible.
- 6) How will you assist with updated branding and marketing features for the website?
- 7) How do you typically measure the results and successes of your web development?
- 8) Outline analytical metrics that will be integrated into the website and provide examples.
- 9) Provide your timeline for completing each phase of the project

C. Budget

- 1) Provide the fixed fee for Phase 2 of the project as outlined in section III.
- 2) Provide the hourly rate, the estimated number of hours per month, and total estimated cost for Phase 2 of the project as outlined in section III.
- 3) Explain how you arrived at the fee for each phase of the project.

VI. Proposal Submission Requirements

Five (5) hard copies of the proposal must be submitted, one containing original signatures, no later than 5:00 p.m. EST, October 2, 2018. One electronic copy of the proposal must be submitted via email.

Proposals should be addressed as follows:

Alex Johnson
President & CEO
Capital Workforce Partners, Inc.
One Union Place,
Hartford, CT 06103

Proposals must be emailed to sgomes@capitalworkforce.org.

Only proposals received on time, in both hard copy and electronic format, will be considered. It is the responsibility of the proposer to verify that the proposal is received by CWP by deadline.

At a minimum, proposals must include:

- 1) Cover page, signed by the authorized representative of the proposing organization.
- 2) Assurances page, signed by the authorized representative of the proposing organization.
- 3) Table of Contents; all pages must be numbered.
- 4) Executive Summary: a statement of your understanding of the work to be done, and your approach to completing the work, limited to two pages.
- 5) Full Project Plan and Budget
- 6) Narrative responsive to items V. A - C

VII. Evaluation Criteria

Only proposals deemed responsive to the requirements of this solicitation will be scored and considered for award. Proposals that do not meet the following criteria will be not be considered:

- 1) Proposal received by the deadline of October 2, 2018 by 5 pm EST.
- 2) Proposal follows the specified format, including original signatures on one hard copy.
- 3) Proposal is complete, including responses to all questions, with contact information for references.

Responsive proposals will be scored based upon the following components, with 100 total points possible:

- Relevant Experience, based on work samples and references: 30 points
- Staff Qualifications: 20 points
- Plan and timeline for web design, development, and launch: 25 points
- Cost: 25 points

CWP may, at its discretion, request presentations by, or meetings with, any or all proposers, to demonstrate capacity or clarify the content of their proposals. However, CWP reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standpoints.

CWP anticipates awarding the contract to the proposer with the highest total points.

The successful proposer will be required to attend a meeting with the CWP Development Committee to discuss the proposal and answer any questions.

Attachment A: General Conditions, Terms & Solicitation Provisions

The release of this RFP does not constitute an acceptance of any offer, nor does such release in any way obligate CWP to execute a contract with any respondent. CWP reserves the right to accept any offers on the basis of the general conditions set forth in this RFP, and to evaluate all accepted proposals on the criteria in this RFP. Before preparing proposals, respondents should note that:

- a. CWP will not pay for any expenses incurred prior to the execution of a contract and will not be liable for any cost incurred in the preparation of proposals or negotiation of contracts, including the costs of printing, copying, travel or staff compensation.
- b. All proposals in their entirety will become the property of CWP upon submission.
- c. Proposals may be withdrawn by written notice. Withdrawals will be accepted any time up to execution of a contract.
- d. The award of a contract for any proposed service is contingent upon:
 - Favorable evaluation of the proposal in relation to other proposals;
 - Approval of the proposal by CWP; and
 - Successful negotiation of any changes required by CWP.
- e. CWP reserves the right to negotiate the final terms of all contracts with successful respondents. Items that may be negotiated include, but are not limited to, type and scope of services, costs and prices, schedules and timelines.
- f. CWP also reserves the right to accept any proposal as submitted for contract award without substantive negotiation of offered terms, services or costs. Therefore, respondents are advised to propose their most favorable terms initially.
- g. CWP is responsible for final review and evaluation of proposals, and selection of vendors, and reserves the right not to fund any or all proposals. Proposals must be complete and must follow the format outlined in this RFP.
- h. By submission of the proposal, the respondent certifies that in connection with this proposal:
 - The costs in the proposal have been arrived at independently without consultation, communication or agreement, for the purpose of restricting competition as to any matter relating to such costs with any other respondent or with any competition;
 - Unless otherwise required by law, the costs which have been quoted in the proposal have not been knowingly disclosed by the respondent, and will not be disclosed by the respondent, prior to award directly or indirectly to any other respondent or to any competition;
 - No attempt has been made by the respondent to induce any other person or firm to submit or not submit a proposal for the purpose of restricting competition; and
 - The respondent shall agree that no employee, member/partner, either paid or unpaid which shall also include immediate family members of the aforementioned, shall engage in any CWP activity relating to the participation, selection, award or administration of contracts supported by Federal/State/City/Private funds.
- i. Person[s] signing the proposal certifies that person[s] in the proposer's organization who is legally responsible within that organization for the decision to offer the proposal has not participated, and will not participate, in any action contrary to Section h above.
- j. Proposals will be received and maintained consistent with applicable Connecticut open records laws. Due regard will be given to the protection of proprietary information contained in all proposals received. However, respondents should be aware that all materials associated with this procurement are subject to the terms of the Freedom of Information Act, the Privacy Act and all rules, regulations and interpretations resulting there from.

- k. Any respondent awarded funds to provide services will be required to deliver professional quality services, maintain proper administrative and fiscal controls, and submit timely reports as required. CWP must ensure that contracts are administered with safeguards against fraud and abuse. Contractor will not discriminate against, deny benefits to, or deny employment to, any person on the grounds of race, color, national origin, religion, age, sex, disability, genetic information, marital status, ancestry, sexual orientation, or political affiliation or belief.
- l. Proposers must consider CWP and CT DOL's Conflict of Interest policy and disclose any conflict of interest or the appearance thereof by completing the disclosure section of the Proposal Cover Sheet. The conflict of interest policy states *"No member of any Board shall cast a vote on the provision of services by that member or organization which that member directly represents, or vote on any matter, which would provide direct financial benefit to that member. There will be no vendor representation on Board committees that make funding recommendations. Board members who have vendor affiliations must disqualify themselves from any Board funding discussions and/or votes. This includes direct and indirect affiliation."* Additionally, Committee and Board members who are vendors are excluded from the development of the solicitation statement of work and the development of the evaluation and selection criteria.
- m. Respondents are encouraged to read this entire RFP before preparing and submitting a proposal. Proposals that do not follow the general format, do not include all the minimum requirements specified including the required documentation and certifications in this RFP, and/or are not submitted by the due date and time will not be considered for funding.

Attachment B: Proposal Cover Page

Capital Workforce Partners

Web Development RFP: Due Date: October 2, 2018 5:00 pm

Name of Organization:

Mailing Address:

Contact Person Information

Name:

Title:

Phone:

Email:

Organizational Status

Private Non-Profit Corporation

Private For-Profit Corporation

Government

Other: (specify)

Years in Operation:

Proposed Costs:

Phase 1: \$

Phase 2: \$

Disclosure of Financial or Other Relationship with the CWP Board Members or Staff:

Please Identify Names and Title Below (add an additional sheet if necessary). Check here if none:

Name(s) & Title(s) of individual(s) with relationship with CWP Board/Staff Member:

To the best of my knowledge and belief, all information in this application is true and correct, the submission has been duly authorized by the governing body of the applicant, and the applicant will comply with the attached assurances if the assistance is awarded.

Signature of Authorized Representative

Date

Name of Authorized Representative:

Title of Authorized Representative:

ATTACHMENT C: ASSURANCES

I recognize that I must give assurance for each item below. If I cannot, this proposal will be automatically rejected. The assurances are:

1. I am authorized by my Board of Directors, Trustees, other legally qualified officer, or as the owner of this agency or business, to submit this application.
2. We are not currently on any Federal, State of Connecticut, or local Debarment List.
3. We will provide records to show that we are fiscally solvent, if needed.
4. We will maintain insurance coverage at the levels required by CWP throughout the performance period.
5. We have all of the fiscal controls and accounting procedures needed to ensure that public/private funds will be used as required by law and contract.
6. We will meet all applicable Federal, State, and local compliance requirements. These include, but are not limited to:
 - Records accurately reflect actual performance.
 - Maintain confidentiality of records and protecting Personally Identifiable Information, as required.
 - Report financial, participant, and performance data, as required.
 - Comply with federal OMB Uniform Guidance at 2 CFR, Chapter I, Chapter II, Part 200, et al.
 - Comply with Federal and State non-discrimination provisions.
 - Meet requirements of Section 504 of the *Rehabilitation Act of 1973*.
 - Meet requirements of the *Americans with Disabilities Act of 1990*.
 - Meet all applicable labor law, including Child Labor Law standards.
 - Ensure organization is a Drug Free Workplace.
 - Ensure that contract funds will not be used to lobby.
 - Enforce zero tolerance for violence in the workplace.

I hereby assure that all of the above are true.

Name:

Title:

Signature

Date

Attachment D: Reference List

1. Name of Organization:

Type of Organization: Private non-profit Private for-profit company Public Agency

Web address:

Contact person name:

Telephone number:

Email Address:

2. Name of Organization:

Type of Organization: Private non-profit Private for-profit company Public Agency

Web address:

Contact person name:

Telephone number:

Email Address:

3. Name of Organization:

Type of Organization: Private non-profit Private for-profit company Public Agency

Web address:

Contact person name:

Telephone number:

Email Address: