



CAPITAL WORKFORCE PARTNERS  
ONE UNION PLACE  
HARTFORD, CT 06103

REQUEST FOR PROPOSALS (RFP)

WEB DESIGN / WEB DEVELOPMENT  
INITIAL PERIOD OF PERFORMANCE:  
December 11, 2023 – JUNE 30, 2024

ISSUED  
October 16, 2023

Initial Period of Performance  
December 11, 2023 – June 30, 2025

TIMELINE

RFP Released	October 16, 2023
Deadline for Written Questions	October 30, 2023
Q & A Published	November 6, 2023
Submission Deadline	November 22, 2023
Notification of Award	December 8, 2023

# Capital Workforce Partners | Request for Proposals (RFP)

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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 two (2) new websites with associated digital presence, business analytics, and ongoing site maintenance. The vendor will be responsible for the activities and outcomes detailed in the Scope of Services.

CWP currently maintains an organizational website at [www.capitalworkforce.org](http://www.capitalworkforce.org), and requires two additional websites to support two of the Regional Sector Partnerships (RSP) co-convened by CWP in the North Central Region of Connecticut. RSPs are one of CWP's primary strategies to engage businesses and industry stakeholders in specific sectors within the North Central region. To this end, CWP requires development of websites that can support integrated marketing campaigns that embody the breadth of diversity of CWP and the RSP(s) as a resource, highlight the benefits of RSP participation and impact, and communicate the value of CWP and the RSP(s) to the audiences outlined above.

Key objectives for the websites 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 business participation in RSP activities, and increase overall site traffic. We want websites that are adaptable and that provide innovative tools that will allow us to effectively compete in today's digital space and meet the needs of RSP stakeholders. The two websites can follow a common overall structure, provided that there is ample capability to design each website according to the specifications of CWP and RSP stakeholders.

## II. Background

### **Capital Workforce Partners - the Regional Workforce Development Board for North Central Connecticut**

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 Chief Elected Officials (CEOs) 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.

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 Chief Elected Officials (CEOs) for the North Central Region, working through the Local Chief 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 Connecticut towns and cities:

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

### **Regional Sector Partnerships – Business-led, Community-supported**

In support of its organizational mission, CWP co-convenes multiple Regional Sector Partnerships (RSP), which comprise business representatives, training and education providers, government entities, community organizations, and other stakeholders in a given industry sector. RSPs are business-led and community-supported partnerships with common objectives for strengthening regional industry vitality, with an emphasis on talent pipeline development and related workforce and economic development priorities.

This RFP relates to the design, development, launch, and maintenance of websites for both the Capital Area Tech Partnership (CATP) and the Capital Area Healthcare Partnership (CAHP), which are RSPs representing the IT/Tech and Healthcare sectors, respectively, in the Greater Hartford region. Each RSP is governed by a steering committee of industry representatives and supports a membership of companies and sector stakeholders including training and education providers, community-based organizations, government representatives, and other entities. The two websites should be designed with business and industry representatives as the primary audience but with accessibility for all of the RSP membership groups within the respective RSPs.

As business-led partnerships, the RSPs maintain brands and identities that are distinct but aligned to CWP. Both RSP websites should adhere to a common overall aesthetic that relates to CWP's organizational digital presence, but with abundant sector-specificity and unique content within each website pertaining to the distinct goals, functions, and membership of the two RSPs. Each website should be developed with input and guidance from the RSP membership and leadership groups, in addition to CWP staff.

### III. Solicitation Timeline

RFP Issued	October 16, 2023
Deadline for written questions	October 30, 2023
Q & A Published	November 6, 2023
Submission Deadline	November 22, 2023
Notification of Award	December 8, 2023

Questions regarding this RFP must be submitted in writing via email to [rfp@capitalworkforce.org](mailto:rfp@capitalworkforce.org) with the subject line “Website RFP Question”. CWP staff will not respond individually to questions; responses will be sent to all vendors that requested the RFP on November 6, 2023.

**The deadline for proposal submissions is 5 p.m. Eastern time on November 22, 2023. Proposers are responsible for ensuring delivery of their proposal to [rfp@capitalworkforce.org](mailto:rfp@capitalworkforce.org). The maximum file size that can be submitted via email is 20MB. CWP will provide an alternative submission method to proposers that request assistance by 12 noon on November 21, 2023.**

### IV. Funding

The contract will be funded through CWP’s Good Jobs Challenge grant funding through the Connecticut Office of Workforce Strategy (OWS) and the United States Economic Development Administration (EDA). CWP anticipates awarding an allocation of \$60,000 to \$90,000. The amount of the contract award will be based on the anticipated service delivery schedule. CWP reserves the right to purchase other services with other federal, state of CT or private funds.

### V. Scope of Services

The scope of services will include alignment of the two new websites with CWP’s existing digital presence, including the [www.capitalworkforce.org](http://www.capitalworkforce.org) site, as well as other marketing tools, social media, and digital platforms.

The initial period of performance will be December 11, 2023 through June 30, 2025.

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 and industry 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 design.

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 for each website, and cost per major activity for the entire scope of work, allowing for input from the internal CWP team and RSP stakeholders. 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.

The design of the websites should create a delightful and uncomplicated experience that includes, but is not limited to, the following features, elements, and functionality:

- 1) Intuitive and attractive design that incorporates Universal Design principles;
- 2) Clean, contemporary design and flow;
- 3) Easy and intuitive navigation that does not require multiple clicks to reach a desired page;
- 4) Mobile-responsive web design;
- 5) Balance between simplicity and relevant information;
- 6) Support of high-resolution media (images and video);
- 7) 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;
- 8) 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;
- 9) No long-scrolling layouts;
- 10) Easily launched options to accommodate users with disabilities;
- 11) 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;
- 12) Image rich with use of captivating photos and videos;
- 13) Can display changing photographs and video content on the homepage and other landing pages;
- 14) Has functionality to support slideshows and carousels;
- 15) Has functionality to support searchable inventories or databases;
- 16) Meets ADA standards of compliance;
- 17) Displays correctly in all major browsers;
- 18) Displays time-sensitive, accessible information (e.g., Top 10 experiences, partner deals) on the home page and other landing pages;

- 19) Integrates with multimedia marketing campaigns, including paid media, native advertising, social media advertising, online and onsite activations and public engagement programs;
- 20) Considers SEO as part of website design, development, and maintenance;
- 21) Utilizes best-in-class search functionality;
- 22) Features a detailed website map in the footer;
- 23) 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;
- 24) Able to provide multi-language support, if needed;
- 25) Website must be safe and secure using HTTPS;
- 26) Site design and CMS must allow for easy changes to site navigation, images, listings, and overall content;
- 27) 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 applications such as Eventbrite.
- 28) Ability to create forms that can be filled out and submitted online;
- 29) Contact form with ability to choose subject, directing inquiry to relevant inbox;
- 30) Integration with RSP social media feeds: LinkedIn.

## VI. Implementation Plan

The proposal should include a plan and timeline for each website, and the fixed fee for each phase of work.

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

- 1) Recommend design for approval by CWP team and RSP stakeholders, 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.
- 2) Build the websites based on the approved design, including through phased development approaches that allow for feedback and revisions from CWP staff and RSP stakeholders;
- 3) Populate with existing content and images, and new content provided by CWP and RSP stakeholders;
- 4) Develop any and all templates needed for CWP staff to easily update web content;
- 5) Collaborate with CWP's team and agency partners to ensure alignment with planned integrated marketing campaign efforts;
- 6) Complete all other work necessary to develop and fully test the website;

- 7) Ensure website is fully operational;
- 8) Conduct consumer user testing prior to launch;
- 9) Provide training to a minimum of three CWP team members on site administration;
- 10) Hosting recommendation: Provide suggestions on the best website hosting opportunity, either third-party or by proposer;
- 11) Other: Any other additional items not listed above, enumerated in the earlier sections of the RFP, to provide a fully operational website.

CWP will:

- 1) Deliver content for integration into new site;
- 2) Provide support to RSP branding, marketing, recruitment, and outreach activities and strategies that align with the RSP website.

## **Phase 2: Support and Maintenance Services**

Vendor will provide website support and maintenance from the date(s) the new websites launch, including performance and load testing to ensure that the websites meet predefined performance and load testing metrics, through the end of the contract period.

## **VII. Narrative Specifications**

In addition to responses to Section VI, the application must include answers to every question in the order presented below. Please provide a complete response to each question.

### **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 three of those non-profits where similar projects have been completed by your organization on Attachment C. Experience with the public workforce system is desirable.
- 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) 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 and schedule of deliverables for Phase 1 of the project as outlined in section VI.
- 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 VI.
- 3) Explain how you arrived at the fee for each phase of the project.

### VIII. Cost Structure

Contractor will receive payment in accordance with the schedule of deliverables, upon approval of the deliverables by CWP and receipt of an invoice in the format prescribed by CWP.

### IX. Application Assembly and Delivery Instructions

Applications will be submitted electronically to [rfp@capitalworkforce.org](mailto:rfp@capitalworkforce.org). The narrative should be single-spaced, in 12-point font with 1-inch margins, formatted for 8 ½ x 11-inch pages with the page number in the footer.

The application should be assembled in this order:

1. Attachment A - cover page
2. Attachment B - Certifications, signed electronically or in blue ink.
3. Narrative
4. Implementation Plan
5. Attachment C – reference list

Please use affirmative language (will, shall) in the narrative.

CWP will NOT pay for any expenses incurred prior to the execution of a contract or formal Letter of Award. Applications may be withdrawn by written notice. Withdrawals will be accepted at any time up to execution of a contract.

***Applications must be received by 5:00 p.m. Eastern time on November 22<sup>nd</sup>, 2023.***

***Applications received after the deadline will be rejected and returned to the sender.***

### X. Evaluation Criteria

Primary consideration in the selection of service providers considers whether the organization has:

- A satisfactory record of integrity, business ethics and fiscal accountability;
- The necessary organization, experience, accounting, and operational controls;
- The technical skills to perform the work; and

- Adequate financial resources or the ability to obtain them.

Applications will be rated according to the following criteria:

	<u>Point Value</u>
Previous/Relevant Experience, based on work samples and references	30
Implementation Plan	25
Staff Qualifications	20
<u>Cost</u>	<u>25</u>
<b>TOTAL</b>	<b>100 points</b>

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.

#### **XI. 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 applications on the criteria in this RFP. Before preparing applications, 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 applications or negotiation of contracts, including the costs of printing, copying, travel or staff compensation.
- b. All applications in their entirety will become the property of CWP upon submission.
- c. Applications 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 application in relation to other applications;
  - Approval of the application 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 the successful respondent. Items that may be negotiated include, but are not limited to: type and scope of services, costs and prices.
- f. CWP also reserves the right to accept any application 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 applications and selection of a vendor and reserves the right not to fund any or all applications. Applications must be complete and must follow the format outlined in this RFP.
- h. By submission of the application, the respondent certifies that in connection with this application:
  - The costs in the application 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 application 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 an application 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. Applications 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 applications 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.
- j. Respondents are encouraged to read this entire RFP before preparing and submitting an application. Applications 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 A: Proposal Cover Sheet

**Capital Workforce Partners**  
**Website Design and Development Request for**  
**Proposals**  
**Due Date: November 22, 2023 - 5:00 pm EST**



Name of Proposer Organization:

Proposer Organization FEIN:

### Contact Person Information

Name:

Title:

Telephone:

Email Address:

### Organization Status

Public Non-Profit Corporation

Private For-Profit Corporation

Government

Other: (specify) \_\_\_\_\_

### Proposer Location (headquarters)

Street:

City:

State:

Zip:

### Amount Requested

## ATTACHMENT B - CERTIFICATIONS

On behalf of the proposing organization named on Attachment A (Proposer)

Proposer Name:

1. The individual signing certifies that they are authorized to submit this proposal and to sign contracts on behalf of the Proposer listed on Attachment A.
2. The individual signing certifies that all information in this proposal is true and correct, the document has been duly authorized by the governing body of the Proposer, and the Proposer will comply with the attached assurances if a contract is awarded.
3. The individual signing certifies that they have read and understand all the information in this Request for Proposal.
4. The individual signing certifies that the proposer is not currently on any Federal, State of Connecticut, or local Debarment List.
5. The individual signing certifies that the proposer has not had a contract terminated for cause by any State of Connecticut government entity.
6. The individual signing certifies that any financial or other relationships with CWP Board Members or Staff are disclosed below. Check here if there are none:

**Disclosures:** List the name and title of each person that has a relationship with a CWP Board or staff member and list the name and role of the person associated with CWP or Board member.

**Name and title of Proposer's staff or board member** who has or who's immediate family member or partner has a relationship with CWP Board or staff member.

**Name of the CWP board or staff member** and nature of the relationship (e.g., spouse, parent, child, sibling).

**Name, Title**

**Name, Relationship**

1.

1.

2.

2.

3.

3.

4.

4.

**I hereby attest that these certifications and disclosures are true. If I cannot, this proposal will be automatically rejected.**

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print name of Authorized Representative

\_\_\_\_\_  
Title of Authorized Representative

## ATTACHMENT C: Website Design and Development Services Request for Proposal Reference List

Proposer must provide three references that will be contacted directly by CWP staff. The references should be able to provide information on the proposer's website design, development, digital presence, business analytics, and/or ongoing site maintenance similar to the services solicited by CWP in this RFP. The references should have experience with the proposer during the past two years.

1. Organization Name:

Contact Person Name and Title:

Contact Person Telephone:

Contact Person Email:

2. Organization Name:

Contact Person Name and Title:

Contact Person Telephone:

Contact Person Email:

3. Organization Name:

Contact Person Name and Title:

Contact Person Telephone:

Contact Person Email: