



***REQUEST FOR PROPOSALS (RFP)  
FOR WEBSITE DEVELOPMENT & DESIGN***

*The Chicago Cook Workforce Partnership invites firms or web-developers to submit proposals for a website re-design and development of its existing site, as described in this scope of work. Please read each section carefully for information regarding the proposal and submittal instructions*

***Responses Due:  
Friday, July 22, 2016***



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## REQUEST FOR PROPOSALS (RFP) FOR WEBSITE RE-DESIGN AND DEVELOPMENT

### SECTION 1: Organization Overview

#### A. About Chicago Cook Workforce Partnership

The Chicago Cook Workforce Partnership (The Partnership) is the nation's second-largest workforce development board (WDB), administering over \$60 million in Workforce Innovation and Opportunity Act (WIOA) and private funding throughout Chicago and Cook County. Our mission is to create, promote, and effectively manage a network of workforce development organizations that:

- Designs innovative solutions to address business needs, and,
- Prepares individuals for, and connects them to, career opportunities.

Our vision is that every person has the opportunity to build a career; and every business has the talent to grow and compete in a global economy. The Partnership delivers services to both job seekers and businesses while supporting job creation and economic development across the region. The Partnership creates and supports innovative programs that allow for region-wide implementation of best practices and coordinated engagement with the region's business community in order to meet the workforce needs of employers.

As part of our communications efforts, we engage in local, regional, and national outreach to promote awareness and utilization of the public workforce system by both job seekers and businesses alike. Our website serves as a vital tool for this effort.

### SECTION 2: Purpose and Project Description

#### B. Project Description

The Partnership is requesting proposals for the redesign and development of its entire website [workforceboard.org](http://workforceboard.org). The current site houses approximately 50 static pages including RFP archives, service agency lists, press releases, videos, blogs, and a variety of other information. The website will also serve as the public-facing entry point for The Partnership's new workforce development system (specifically, a customer portal that will allow job seekers to search for jobs and upload resumes).

The purpose of our redesign is to make the site more engaging, informative, and easy to use. For example, The Partnership funds 53 workforce agencies throughout Cook County, when a customer comes to our site and wants to find a workforce agency near them they have to search through a list of 53 agencies on a table chart. The list is embedded on our website and is very cumbersome to navigate. By using a geocoding feature we could make finding our workforce centers easier and save people time to explore other pages on our website.

The Partnership is seeking assistance with the redevelopment for our website and will not require on-going service beyond the implementation of our new site. Our website manager will be responsible for daily maintenance of [workforceboard.org](http://workforceboard.org). The website should be easy to



update, load digital assets, create pages and navigate. The final product will also need to allow for seamless integration with the entry portal to The Partnership's new workforce system customer service site, Career Connect.

The contract for this project is expected to be no more than nine months but is negotiable should an extension be necessary. Your proposal should provide an outlined budget to show projected costs for site development, hosting (annual fees), initial redesign, subscription fees, and other associated costs. Applicants should include a project scope that involves a level of effort that does not exceed costs beyond the suggested timeframe. The Partnership will consider cost as a factor in its procurement decision and will be the primary "owner" of the materials and work product paid for under any contracts or awards pursuant to this RFP.

### **C. Website Redesign Goals**

The goal of our website redesign is to improve the site's conversion rates, i.e., visitor-to-lead and lead-to-customer conversions. We hope to achieve this through:

- Integrating The Partnership's strategic communications plan to guide messaging and branding recommendations for website.
- Improving the design and functionality of the website to maximize user engagement.
- Incorporating better content strategy to boost visibility and search engine optimization (SEO).
- Upgrading third-party tools to incorporate social media links, embed videos and images.

### **D. Scope of Work Outline**

Proposal should explain how you would address the following items:

1. Review of current website analytics to determine strengths and weaknesses of existing site
2. Future-proof website whenever possible for potential implementation of new features and enhancements;
3. Migrate the content and archives from existing website to the new site;
4. Develop a geo-coding feature that will allow users to find the nearest workforce development agency;
5. Site architecture that requires a minimum number of templates that can house content for Corporate Pages, Press Releases, Program Pages, Office Pages;
6. Improve blog module and forms functionality;
7. Multi-language capability for our Polish, Spanish, and Mandarin speaking audiences;
8. Adherence to WIOA and ADA web accessibility standards;
9. Redesign of the header section of the website (to include The Partnership's logo, digital assets and other current media);
10. Integrate existing Google Search feature (or alternate search feature);
11. QA and regression testing;
12. Upgrade third-party integrations with: Career Connect (customer portal for job seekers-), Constant Contact, Twitter, Facebook, LinkedIn, YouTube and DAM system (specifically embedded video and slide shows);



13. Provide training to website manager and identified staff on how to maintain the new website platform and authoring environment; and
14. Launch of website by late 2016 or early 2017.

## E. Submission Information

Please be sure that your proposal is organized into the following sections and includes the following items:

- **Cover Sheet & Table of Contents**– Prepare a cover sheet (Attachment A), which identifies the consultant, provides contact information, date of submission, and project name, and a Table of Contents.
- **Section A** – Describe your approach to the project, including a comprehensive overview about how you will help The Partnership achieve its website redesign and development. The project proposal should include recommendations for both a CMS and host provider.
- **Section B** – Provide a detailed work plan for completing the project activities and producing project deliverables with specific action steps and a timetable for completion. Please include work samples.
- **Section C** - Discuss the proposed staffing structure for the project, including (a) the number and qualifications of personnel that the consultant proposes to make available to complete the work, (b) the manner in which they will be utilized, (c) how they will operate within the proposed organization structure; (d) specify the amount of time each of the key personnel will commit to the project; (e) provide resumes of key project staff, detailing their technical skills, experience and education.
- **Section D** – Discuss your company’s background, experience and financial condition. Identify relevant experience and a capability to provide requested services. References must describe nature of project, engagement with consultant and outcomes achieved.
- **Section E** - The budget should demonstrate how the total project cost was determined, costs must be reasonable, and a proposed payment schedule should be provided. Periodic payments will be based on the completion of project activities and The Partnership’s acceptance of deliverables. Provide an estimate only for the total cost of this project, including the firm's fees and any and all additional expenses.
- **Section F** - Please explain if the respondent, any of its proposed subcontractors or any partners in a joint venture are certified as a minority-owned (MBE), women-owned (WBE), or person with disability-owned business enterprise (BEPD). Provide proof of certification from a state or local government. Nonprofit agencies and institutions of higher learning may demonstrate MBE/WBE/BEPD controls if a majority of their board and/or senior staff members are minorities, women, **or** people with disabilities. Nonprofits may submit a list of board members and/or senior staff, including name, title, and race, gender, and disability status in lieu of MBE/WBE/BEPD certification.



## SECTION 3: Experience and Qualifications

### F. Experience and qualifications

The respondent must submit a narrative description of its relevant experience. This narrative cannot exceed two pages and must address the following:

- The number of years of relevant experience.
- A brief description of experience in the field.
- Number of employees (if applicable)
- A description of resources (personnel) currently available in-house to provide the required services
- A description of any plans to outsource/subcontract the services.

### G. Client References

- Submit three client references including the following information:
  - Client Name
  - Job/Project Name(s) and dates and nature of service
  - Contact Person Name
  - Contact Person phone number and email address
- The Partnership reserves the right to also obtain and consider other past performance information from contacts outside and within The Partnership.

### H. Fiscal Review

The Partnership will review proposal budgets and reserves the right to review and request further information regarding the respondent's financial situation, if not sufficiently outlined in the submitted proposals. The Partnership reserves the right to assess the risk posed by any recent, current or potential litigation, court action, investigation, audit, bankruptcy, receivership, financial insolvency, merger, acquisition, or other event that might affect an organization's ability to operate the requested program.

## SECTION 4: Evaluation, Rubric & Procurement Timeline

### I. Proposal Review and Evaluation Process

A team of reviewers, which may include staff members and outside experts, will evaluate applications. A respondent's failure to submit a complete proposal or to respond in whole or in part to RFP requirements may cause the Partnership to deem the proposal non-responsive and thus ineligible for review.

### J. Past Performance Review

Through this process, The Partnership will review a respondent's performance on any previous and/or existing projects, as well as check references submitted by previous clients. Financial performance along with budgets will be evaluated. The review team will perform an in-depth evaluation of all responsive proposals based upon the criteria herein. Prior to its final funding decision, The Partnership may also: 1) meet with representatives of the responding entity to discuss the proposed timeline and budget; 2) identify and/or negotiate project or budget



changes the responding entity must make as a condition of funding; and/or 3) identify other documentation the entity must provide as a condition of funding.

### **K. Evaluation Criteria**

The Partnership is not required to contract with the entity receiving the highest average score as a result of the proposal review process. Proposals evaluated with an average score below 70 of a possible 100 points will not be considered. Proposals that do not meet minimum standards will be considered non-responsive. The Partnership reserves the right to contract with any respondent that falls within the acceptable point range.

All proposals will be scored according to the evaluation criteria and rank ordered from highest to lowest score. A recommended funding level will be determined based on a number of factors including overall ranking of proposal rating score, the availability of funds, the number of applications submitted, geographic factors, reasonable unit cost as determined by the Partnership, the need for the proposed services, and past performance.

### **L. Criteria Point Value**

The maximum points any proposal can receive are 100. A review team will evaluate proposals according to the following criteria:

**Cover Sheet** – The consultant followed instructions in structuring the proposal and preparing a cover sheet. **Maximum points: 0**

**Section A** – The consultant’s response to this section reflects an understanding of the scope of the project, specific activities to be completed, and deliverables to be produced. **Maximum points: 10**

**Section B** – The consultant’s work plan address all project activities, identify specific action steps supporting each of the activities, and specifies reasonable time frames for completion. **Maximum points: 25**

**Section C** – The consultant’s proposed organization and staffing identifies personnel possessing skills and experience related to project tasks to be performed; the organization/management structure and time commitment of staff resources support completion of project activities and preparation of deliverables. **Maximum points: 20**

**Section D** – The consultant’s background, experience and financial condition reflects relevant experience and a capability to provide requested services; references must indicate that their experience with the consultant has been positive. **Maximum points: 25**

**Section E** – The budget is sufficiently detailed to show how the total project cost was determined, costs appear to be reasonable, and a proposed payment schedule was provided which identifies periodic payments based on the completion of project activities and The Partnership’s acceptance of deliverables. **Maximum points: 20**



Each proposal will be assigned a point value based on an average of all individual reviewer scores. Proposals will then be ranked based on average scores. The Partnership will request consultants to make oral presentations prior to a final selection.

**M. Limitations**

The Partnership shall not pay for any costs incurred by the applicant agencies in the completion of this RFP. Submission of an RFP does **NOT**, in any way, obligate The Partnership to award a contract. The Partnership reserves the right to accept or reject any applications, to negotiate with all qualified sources, or to cancel in part or in its entirety this RFP, if it is in the best interest of The Partnership to do so. The Partnership may require successful applicants to participate in contract negotiations prior to contract finalization. The Partnership shall reserve the right to terminate, with or without cause, any contract entered into as a result of this RFP process.

**N. Disclaimers**

All contracts awarded by The Partnership, pursuant to this RFP, are contingent upon the availability of funds. Respondents are liable for any and all costs incurred prior to final authorization by the WIB and the execution of a contract with The Partnership.

The Partnership also reserves the right to:

- Rescind an award and/or reallocate the funding to another applicant should the successful respondent fail to execute its grant agreement in a timely fashion;
- Increase funding levels for any or all delegate agencies selected pursuant to this RFP, if additional funds become available, based on delegate agency performance, effectiveness and other details;
- Change and amend as necessary its policies or procedures governing the delivery or scope of services described herein;
- Perform an assessment of the risk that any recent, current, or potential litigation, court action, investigation, audit, bankruptcy, receivership, financial insolvency, merger, acquisition, or other event might have on an organization’s ability to operate a proposed program.

**O. Notice of Award**

Respondents will be notified by mail as to their award status. Unsuccessful respondents who wish to obtain information on the evaluation of their proposal should submit a written request to this effect to The Partnership’s Chief Administrative Officer/General Counsel at [websiteRFP@workforceboard.org](mailto:websiteRFP@workforceboard.org). Unsuccessful respondents are encouraged to re-apply for future opportunities.

**P. Procurement Timeline**

*All dates subject to change*

Event	Date
RFP release	July 1, 2016
RFP questions due	July 8, 2016
Responses to questions posted	July 11, 2016
Proposal due date	July 22, 2016
Invitations to selected candidates to present	July 25, 2016
Finalist Presentations	July 27, 2016



Anticipated decision and selection	August 1, 2016
Anticipated commencement date of work	August 15, 2016

\*Respondents are responsible for checking The Partnership’s website for updates on timelines or RFP changes.

**SECTION 6: Submittal Requirements**

**Q. Submittal**

All Requests for **Proposals must be submitted by 4:00 PM, Friday, July 22, 2016.** Information session(s) which will provide an overview of the RFP’s and allow for questions regarding the application process will be held on July 8<sup>th</sup> **from 9:30 a.m.-11:30 a.m. via conference call (641) 715-3200 code: 329270#.** Any questions regarding this RFP should be sent via email to [websiterfp@workforceboard.org](mailto:websiterfp@workforceboard.org). The Partnership requires five (5) copies with one original signature and one electronic copy. Please put to the attention of:

Dunni T. Cosey Gay, Communications Director  
Chicago Cook Workforce Partnership  
69 W. Washington Suite 2680  
Chicago, IL 60602

**SECTION 7: Protest Procedures to Resolve Procurement Disputes**

**R. Procurement Disputes**

All protests to resolve disputes concerning this RFP shall be submitted in writing, must specify in detail the grounds of the protest, the facts and evidence in support thereof, and the remedy sought. The written protest must be delivered to The Partnership (c/o Illona Sheffey-Rawlings, General Counsel, [illona.sheffey-rawlings@workforceboard.org](mailto:illona.sheffey-rawlings@workforceboard.org)) within the time limits provided below. In the absence of a timely and properly submitted written protest, no party responding to this RFP shall be eligible for any remedy.

Please submit protest to The Partnership no later than five (5) calendar days following release of the staff recommendation. The Partnership shall resolve any protest based upon the written protest and any oral and written response thereto provided by The Partnership staff before, or in conjunction with, The Partnership’s consideration of the application and the staff recommendation. Resolution of the protest shall be deemed final.

**SECTION 8: Modification of Contracts**

**S. Modification of Contracts**

The Partnership may unilaterally modify any contract awarded pursuant to this RFP upon written notice to the contractor if consultant fails to meet performance and service expectations set forth in the contract.