

Website for The WorkPlace, Inc. (www.workplace.org)

Southwestern Connecticut's Regional Workforce Development Board

REQUEST FOR PROPOSAL (RFP)

WEBSITE DESIGN and DEVELOPMENT

Proposal Due Date:

Monday, November 8, 2010 at 4:00 p.m. (Eastern)

The WorkPlace, Inc.

Attn: Millie Brighindi (The WorkPlace, Inc. Website)

350 Fairfield Avenue, Suite 302

Bridgeport, CT 06604

Bidders' Conference Call:

Monday, October 18, 2010 at 12:00 p.m. (Eastern)

The WorkPlace, Inc.

Contact Millie Brighindi for call-in instructions, mbrighindi@workplace.org or 203-610-8522.

Release Date:

Monday, October 4, 2010

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SUMMARY

The WorkPlace, Inc. is soliciting proposals to design, develop, install, host, and train staff in the maintenance of a new website. The purpose of this website is to promote the services offered through The WorkPlace, Inc. in Southwestern Connecticut to job seekers, employers, partners, and contributors. The solution should incorporate the feasibility to add, at a later date, other robust tools and programming capabilities, such as Microsoft SharePoint Server. The site will be hosted by the successful bidder, or other reliable host provider recommended by the bidder, with a content management system able to be accessed and utilized by WorkPlace staff.

OBJECTIVES OF THE WORKPLACE, INC. WEBSITE (WWW.WORKPLACE.ORG)

To inform the community, customers, partners and funding entities of our services.

PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

Proposals received after 4:00 p.m. (Eastern), **November 8, 2010** will not be considered and will be discarded.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined as a separate cost. In your proposal please provide the name, address, DUNS # and EIN of the sub-contractor. The WorkPlace, Inc. will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the subcontractors you have selected. Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations. Be aware that the contract will require compliance with various federal and state terms and should be reviewed prior to submitting a bid.

The WorkPlace, Inc. is not liable for expenses incurred in the creation of this RFP.

CONTRACT TERMS

The WorkPlace, Inc. will negotiate contract terms upon selection. All contracts are subject to review by The WorkPlace, Inc. and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

PURPOSE, DESCRIPTION, AND OBJECTIVES

Purpose:

The WorkPlace, Inc. has defined a need for a website that will serve as a portal for job seekers, employers, partners, contributors, workforce information seekers and the general public to obtain information related to the services of The WorkPlace, Inc. in Southwestern Connecticut. The goal of this web-portal is to create a single access point for all interested parties. In addition to the above services, the website should be structured to add other features such as receipt of funds via credit card for items like donations, event ticket sales, and payment of services rendered.

Upon completion of the development of this site all content, coding, and graphics will become the sole property of The WorkPlace, Inc. No other licensing fees will be due or payable.

Description:

Create a flexible, informative website that is easy to maintain using a common, readily available and fully supported content management system (CMS). We must develop a friendly site that can deliver large amounts of constantly changing information to key audiences. In addition to designing a user-friendly site with an intuitive interface, the bidder must also develop a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code. It should also include a system that allows WorkPlace management to track visits or hits to home page and different areas within the website.

The WorkPlace, Inc. will maintain ultimate editorial control of content and maintenance of web content will be based on roles to control access and work flow (e.g. author, reviewer/editor, and publisher). Therefore, controls should be built in to allow for varying levels of authority.

To be effective, the Web-portal must be:

- Easy to access and navigate
- Visually attractive
- Informative and useful
- Protected and secure
- Quick to upload, operate and maintain

TIMELINE

Proposal:

- Proposers may download a copy of the RFP at The WorkPlace's website: www.workplace.org
- A Bidders Conference Call will be held on Monday, **October 18, 2010** at 12:00 p.m. (Eastern) for interested parties to make inquiries regarding this website development request. Please contact Millie Brighindi for call-in

instructions, mbrighindi@workplace.org or 203-610-8522. All respondents are asked to thoroughly read the entire RFP prior to the conference call.

- Proposals are due no later than **4:00 p.m. (Eastern), Monday, November 8, 2010.**
- Proposals will be evaluated immediately thereafter. During this time, The WorkPlace may require interviews at its office with an evaluation team of which bidders will be notified in advance.

Project:

The WorkPlace, Inc. would hope to begin work immediately upon selection of a web designer/developer. Design and Development would be concurrent with the finalization of content and links. The web developer will work collaboratively and in tandem with the brand identity and positioning firm that will be hired to re-brand The WorkPlace, Inc. Ideally, Beta tests with representative users would occur around **February 14, 2011** and the site would be fully operational by **March 4, 2011.**

BUDGET

Please provide a cost proposal to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development of the website as well as content management training to The WorkPlace staff members. Costs for hosting the site for two (2) years from the date of initiation should be detailed as a separate line item.

SCOPE & GUIDELINES

1. Create a portal for job seekers, employers, partners, contributors, workforce information seekers and the general public to obtain information related to the comprehensive training programs and services of The WorkPlace, Inc. The selected vendor will be able to handle all site design, development, and production, and to assist in building awareness and usage of the site upon launch. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after the initial launch. The project should also include providing content management training to staff.

DESIGN

- Website information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.
- Create new logo and new design elements.
- Visually Appealing – The site must have an attractive mix of text and graphics.
- Consistent Design – Each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.

DEVELOPMENT GUIDELINES

The Website designed by the successful bidder must meet the following criteria:

- Create a content management system that will permit non-technical staff to instantly update website content on specific pages. Provide training on content management system to staff.
- Convert existing content to new website.
- Development of web pages to accommodate the proposed navigation scheme.
- Provide necessary software and licenses to maintain site internally or externally, as decided by The WorkPlace, Inc.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Support calendar of activities offered through The WorkPlace, Inc.
- Provide the ability to gather data for surveys and feedback.
- Provide intranet capability
- Provide secure FTP site
- Provide a system for delivering online content, providing accessibility for remote staff.
- Provide the capability of various security levels for staff.
- Provide training and all necessary support to permit easy use by staff.
- Project Management – An assigned project manager will be made available to present information and coordinate with WorkPlace staff, including a reasonable number of meetings to present design and development solutions.
- Once the website has been completed and accepted by The WorkPlace, the website design and all of its contents, software and architecture become property of The WorkPlace, Inc.

PRELIMINARY CONTENT OUTLINE/SITE MAP

The following is a draft content outline or site map (subject to change during the website development process). It must be refined and more elements may be added during the website development process.

Home
About Us
Programs
WorkPlace Consulting
Workforce Information
Partners
Employers
Contributors
Job Seekers
RFPs
Resources & Links
Contact Us
Site Map

Home

- WorkPlace Logo
- Search Feature
- Language (Google Translate)
- Basic ADA Compliance (increase/decrease font)
- Calendar
- Intro Video (introducing WorkPlace)
- Hot Buttons
 - Programs
 - Workforce Information
 - Partners
 - Contributors
- News/Events

About Us

- What we do
- Who we serve
- Mission
- Board of Directors
- Planning Process
- Staff (names/phone/fax #'s)
- Directions
 - Link to Yahoo/Google maps
- Corporate & Foundation Donors

Programs

TRAINING PROGRAMS

- Business
 - Incumbent Worker Training (IWT)
 - Jobs First Employment Services (JFES)
 - National Emergency Grant-Finance/Insurance (NEG)
- Construction & Environmental
 - Brownfields Job Training
 - Jobs Funnel
 - YouthBuild
- Foreclosure
 - Mortgage Crisis Job Training Program – Foreclosures (MCJTP)
- Green
 - Brownfields Job Training
 - Green Capacity Building Green-Up YouthBuild Program
 - Green Up
 - Pathways Out Of Poverty
 - Veterans Workforce Investment Program (VWIP)

- CT-NY America Works Initiative
 - Weatherization
- Health/Science
 - STEM – Science/Technology/Engineering/Math
 - CT-NY America Works Initiative
- Mature Workers (55+)
 - MaturityWorks for Business
 - MaturityWorks for Childcare
- People with Disabilities
 - DiversityWorks
 - Projects With Industry (PWI)
- Veterans
 - Veterans Workforce Investment Program (VWIP)
 - Incarcerated Veterans Training Program (IVTP)
- Youth/Young Adults
 - Career Connections
 - Link search for jobs
 - Events calendar
 - Success stories
 - Registered Apprenticeship Program
 - YouthBuild
 - YouthWorks

SUPPORT PROGRAMS

- Career Connections
 - Link to search for jobs
 - Events calendars
 - Success stories
- CTWorks Career Coach
- Dress for Success Mid-Fairfield County
- JPMorgan Chase Job Start
- People To Jobs
- Workforce Investment Act (WIA) Adult and Dislocated Worker
- WorkPlace Scholarships
 - Success stories/testimonials

ARCHIVED PROGRAMS

- WIRED
- IFS
- Teleworktools.org

WORKPLACE CONSULTING

- Consulting
 - BlueGreen Research Institute link to www.bluegreenresearch.org

Workforce Information

- Labor Market Information
 - Occupational Data
 - Industry Data
 - Income and Wage Data
- Map of WorkPlace region
- Publications

Partners

- Staffing agencies
- Government Agencies (Federal, State, Local)
- Regional Business Organizations, and
- Employers
- General Information

Employers

- What we do for employers
- Link to programs
- Link to Database of Work-Ready Participants external host?

Contributors

- Annual Contributors List
- How to contribute
- WorkPlace – online donation form Dress for Success – online donation form external host
- WorkPlace Scholarships
 - Testimonials

Job Seekers

- What we do for job seekers
- Link to ctworks.org
- Youth

RFPs (Request for Proposals)

- Request form to be placed on the RFP distribution list
- Current RFPs posted

* Most current RFP should be at top

Resources and Links

- Search for jobs
 - Link to www.ctworksSW.org online job posting page
- Resume Database

- 3rd party to house
- Labor Market Information
- ARRA Projects
- Publications
 - Newsletters
 - The WorkPlace Inc.'s Community Audit and Needs Assessment
- Calendar
- Forms that can be printed (pre-app, brochures, PDFs)
- Links
 - Other Workforce Investment Boards
- FAQs

Additional Information

- Disclaimer
- Privacy Statement
- Equal Opportunity

SPECIAL REQUESTS

Current site transferred in its entirety over to the new content management system.

Dynamic Feature Functionality -> Video, Audio, Marquee, Flash & Side Bars

Search Feature Functionality

General Calendar Functionality

Site Tour

Site Map

Forms to be filled out on site and info captured in a database

Feedback Survey

Secure Site link Password Protected Functionality

SITE SPECIFICATIONS

The WorkPlace, Inc. encourages creativity in the proposals submitted; however, there are certain requirements for the Website project. Your proposal must account for all of these requirements.

- Site must be compatible with popular browsers, including but not limited to Microsoft Internet Explorer, Opera, Firefox by Mozilla, Crazy Brower and Netscape versions 4.0 and higher.
- Website must not require plug-ins as a default.
- Meets ADA Requirements – The site should be developed to meet all federally mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.
- Site must be built in accordance to the Web Content Accessibility Guidelines 1.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
- Fast Loading Pages – The Website must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer (using a 56K modem).

TESTING

Testing of site on all applicable platforms to ensure website works as promised.

DELIVERY

Delivery and uploading of site to client for internal hosting, to an outside third party, or hosting by consultant (to be determined).

MARKETING

The WorkPlace will require assistance in registering the completed site with all major search engines.

QUALIFICATIONS

- List the five Websites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Provide examples of 3 logos your firm has created.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce the Website.
- Provide a company profile, length of time in business, and core competencies/areas of focus.
- How many full-time staff does your firm employ?
- Briefly estimate the percentage of your Web staff that would end of working on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten Web designers and developers, the percentage would be 50%.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan.
- Provide estimate of time frame for completion.
- Address any differences from the "ideal" project timeline describe on page 4.
- Describe your experience in producing websites involving business development, training, employment, or education focused projects.
- Address hosting costs of the site.

EVALUATION CRITERIA

The following criteria will form the basis upon which THE WORKPLACE, INC. will evaluate proposals. Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.

SUBMISSION INSTRUCTIONS

The mandatory criteria must be met and include: Five (5) hard copies of your proposal and one (1) soft copy on CD-ROM or flash drive must be received no later than **4:00PM (Eastern), November 8, 2010.**

Deliver proposals to the attention of:

The WorkPlace, Inc.
Attention: Millie Brighindi (The WorkPlace, Inc. Website)
350 Fairfield Avenue, Suite 302
Bridgeport, CT 06604

FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal: Length and Font Size: Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications, and budget should not exceed 20 pages.

Cover Sheet

Signed by the person or persons authorized to sign on behalf of the company.

Proposal

Proposed Solution

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted.

Qualifications

Provide the information requested as outlined on Page 10 of this RFP.

Budget and Fees

Please complete the two forms attached for the Fee Proposal Form and the Fee Proposal Narrative. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate fee-for-service format.

The WorkPlace, Inc. Website COVER SHEET

Name of Company: _____

EIN: _____ DUNS # _____

Years in Operation _____

Mailing Address: _____

Contact Person: _____ Phone (____) _____

Fax (____) _____ Email: _____

Website address _____

Proposed Project Cost _____

Signature of Authorized Representative

Date

Typed Name of Authorized Representative

Title of Authorized Representative

Fee Proposal Form

NAME OF RESPONDENT:		
BUDGET TOTAL:		
BUDGET CATEGORY	DESCRIPTION	PROPOSED AMOUNT
PERSONNEL		
NON-PERSONNEL EXPENDITURES		
CONTRACTUAL SERVICES		
OTHER		
TOTAL		\$

Fee Proposal Narrative

Please provide a concise explanation of how each budget line item was calculated.

Examples:

PERSONNEL

Ex. Principal: 100 hours x \$30/hour = \$3,000

NON-PERSONNEL EXPENDITURES

Ex. Travel: 100 miles x 0.45/mile = \$45

CONTRACTUAL SERVICES

Ex. XYZ Consultant: 12 hours @ \$50/hour = \$600

OTHER

Explain the purpose of these funds.