



WEBSITE REDESIGN

REQUEST FOR PROPOSAL RFP #13-1

This document constitutes a Request for Proposals (RFP), to be received from qualified organizations to perform the Scope of Work set forth herein. Offerors are strongly encouraged to carefully read the entire request for proposals.

REQUEST OVERVIEW

Experience Works is requesting proposals from qualified and recognized website development and design firms for the purpose of restructuring and redesigning its website, located at www.experienceworks.org, and to implement an organization wide Content Management System (CMS), as specified in this Request for Proposal (RFP).

Questions or clarifications related to this RFP may be directed to:

Verna Tyree
verna_tyree@experienceworks.org
Procurement Manager
Experience Works, Inc.

ABOUT EXPERIENCE WORKS, INC.

Experience Works, Inc., (formerly Green Thumb, Inc.) was established in the District of Columbia in October 1965, as a Domestic Non-Profit Organization under IRS Code 501(c) (3). The Organization is also registered as a Foreign Corporation in most states including the Commonwealth of Puerto Rico and as a Charitable Organization in all states. The Organization's Federal Identification Number is 52-0817955 and is exempt from sales tax in many states. (States Sales tax exemption certificates are available upon request.)

EW is one of the nation's leaders in the field of older workers training and employment. As a National Human Services Organization, it serves more than 30,000 seniors annually through a dedicated network of 325 staff blanketing the rural counties where it is authorized to operate. For more information, please visit our website at www.experienceworks.org.

Nearly 99% of annual revenue is obtained through grant funding from the US Department of Labor (“DOL”) and state government grants and contracts in 30 states and the Commonwealth of Puerto Rico. These funds are used to operate the Senior Community Service Employment Program (“SCSEP”). Other revenue is also raised through fundraising initiatives in the areas where EW operates. The expected revenue for 2012 is approximately \$120 million.

As the recipient of Federal funds awarded directly and indirectly through pass-through entities, EW is obligated to ensure that all funds are used prudently in support of its mission and in full compliance with Federal Grant Management requirements. EW satisfies this responsibility by periodically reviewing services received from all vendors and seeking competitive proposals to maintain compliance with federal awards procurement requirements.

PURPOSE OF THE REQUEST FOR PROPOSAL

Experience Works, Inc., is seeking an outside, independent organization to perform the activities listed below. The remainder of this document provides additional information that will allow a service provider to understand the scope of the effort and develop a proposal in the format desired by Experience Works, Inc.

We anticipate work will commence in October 2012 and be completed (site will go live) by March 2013. A major milestone includes three design directions/concepts for homepage and secondary-level pages with demonstration of functionality by November 2012. The proposal must include an upkeep and maintenance plan.

The goals of the newly redesigned website:

- A redesigned, interactive website that engages external audiences such as host agencies, employers, participants, policymakers, and media, and uses new and social media in a graphically appealing and engaging manner to convey the latest information on older workers and the activities of Experience Works.
- A single online presence where the above audiences can access content and functionalities that are specific to each audience.
- Integration with current the current CRM system that is Salesforce.
- An assessment of how the website interacts with an employee Intranet that includes such functionalities as time entry.

- Interactive features should include the consideration of social media platforms that will allow users to exchange information and would also drive website traffic. Social media platforms should also have the objective of allowing EW to market its programs and communicate its messages.
- Experience Works audiences will have targeted content such as such as education and news content and events listings.
- All data submission (registrations, information requests, purchases, donations, etc.) will be integrated into and accessible by a single Customer Relationship Management (CRM) system. Experience Works currently uses Salesforce.
- The ability to seek, accept, and track donations and other e-commerce transactions in the same CRM
- Search Engine Optimization will be included in the development of the site. The proposal should also include a plan for continued SEO.
- Desired functionality
 - CMS software that is nonproprietary and to be used by non-technical staff
 - Search function for PDF, video, and other content in addition to relevant web pages
 - Printer friendly pages
 - Mobile friendly version or adaptable website
 - Password protected area for uses that includes audience specific information (integrated with a CRM), calendar of events, and other interactive elements.
 - E-newsletter capability or the ability to complement existing CRM with an external direct mail program such as Constant Contact, Magnet Mail, Mail Chimp, etc.
 - ADA compliant
 - Integration of analytics program such as Google analytics

PROJECT OBJECTIVE/GOALS

Experience Works, Inc., plans to redesign its homepage and subsequent secondary-level pages to provide effective information architecture and design that addresses the information needs of the various identified key audiences. Key external audiences include host agencies, employers, policymakers, media, and participants.

PROPOSALS SHOULD INCLUDE:

An executive summary that states how the proposal meets Experience Works' website redevelopment project objectives, as well as the following components in the following order:

- 1) **Company information.** History of the organization and principals. Profile of the company today – including number of employees, indication of financial stability and any other relevant information.
- 2) **Background information on staff** who will be assigned to this project, including their credentials and relevant accomplishments.
- 3) **Description, URLs, and references of nonprofit organization websites** you have redesigned or other relevant website redesign experience;
- 4) **Describe your strategic approach** to the project and all of its individual elements (research and discovery, site architecture, navigation, design, testing, implementation, training, etc.).
- 5) **Describe how the project would be organized** and executed.
- 6) **Include timeline for all deliverables**, divided into phases of implementation.
- 7) **Pricing**
 - a) Provide detailed pricing information on all aspects of the project, including as many a la carte options as possible.
 - b) Provide suggestions on how Experience Works, Inc., can maximize its financial resources in connection with the project. Vendor shall also offer suggestions on ways in which Experience Works can save money with regards to actual internet technology solutions.
 - c) Project fees and requested payment schedule. Detail associated costs e.g., travel, that are not included in this fee quote.
 - d) Other costs: Indicate whether you foresee any additional costs.
 - e) Sample contract

PROPOSAL SUBMISSION

Award of the contract resulting from this RFP will be based upon the most responsive vendor whose offer is the most advantageous to Experience Works, Inc., in terms of cost, functionality, and other factors as specified elsewhere in this RFP.

The vendor will confine its submission to those matters sufficient to define its proposal, and to provide an adequate basis for the Institute's evaluation of the Vendor's proposal. Experience Works, Inc., reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential vendor
- Accept other than the lowest-priced offer
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and award more than one contract for various aspects of the project.

TECHNICAL REQUIREMENTS

Achieve cross-platform and cross-browser compatibility. Pages that require client-side technologies must uploaded gracefully with no loss of functionality.

DELIVERABLES

It is expected that at various points throughout this project the vendor will produce the following tangible documents, files, or services:

Strategic Planning and Analysis

- Project plan with timeline
- Site audit describing the strengths and weaknesses of the current website and suggesting what content can be used from the current site and how that content will be migrated.
- Assessment of goals, audiences, existing technologies, functional requirements, and development of a preliminary strategic plan and timeline

Design and Site Architecture

- Three design directions/concepts for homepage and secondary-level pages with demonstration of functionality
- Technical and implementation specifications
- One alternative low-bandwidth version of the homepage that is for rural audiences that constitute an important constituency.

Detailed Design and Content

- Test plan, including tests with identified key audiences
- Detailed design and coding

Content Development

- Detailed plan for gathering information, photos, and other assets (maps, graphics, charts, etc.) and an estimate for copywriting needs.
- The plan must also address how Experience Works staff can be a part of the content development process and the most cost effective manner to gather such content.

Site Development

- Finished site with all templates, source code
- Technical documentation
- Custom programming (Flash files, etc.)
- Usability test plan

Testing and Training

- Maintenance training and documentation
- Implementation
- Migration plan of current content to new website and costs associated with such migrations plan

Maintenance and Upkeep Plan

- Plan for text content updates
- Design update plan with template, etc.
- Archive and recovery plan

TIMELINE FOR SELECTION AND WORK COMPLETION

September 12, 2012—RFP issue date:

September 19, 2012—Submission of intent to bid to Verna Tyree

September 21, 2012—Submission of Questions from Offerors in Writing Only to Verna Tyree

September 28, 2012—Response to Questions released to all Offerors

October 5—Submission of Proposals to Verna Tyree

October 15, 2012—Finalist Meetings that week at Experience Works

October 19, 2012—Final decision announced and Offerors Notified

October 24, 2012—Initiate work:

November 30, 2012—Prototypes

March 30, 2013—Website goes live to public

SELECTION FACTORS

Experience Works, Inc. is soliciting bids from a select number of firms and will make a final choice based on:

- Strength of the work plan. Selected vendor will submit a concise, articulated work plan that addresses the goals and deliverables noted below. The plan needs to describe the process and account management that will be followed after redesign.

- Experience with similar scale projects. Demonstrated ability to incorporate appeal to multiple audiences in a coordinated manner.
- Demonstrated ability to work with a non-technical client team. Experience Works, Inc., has no in-house technical staff.
- Demonstrated expertise in the areas of visual design, information architecture and technical considerations. Strong grounding in customer experience and delivering user-centric design.
- Credentials of the staff to be assigned to the project.
- Proposed timeline or schedule, demonstration of how the vendor will achieve this schedule, and the requirements to complete the project in this estimated timeframe.
- Previous experience working with nonprofits is desired.
- Total costs – professional fees and additional expenses.

SELECTION PROCESS

Upon completion of the initial review and evaluation of the proposals, selected vendors will be invited to present and discuss their proposals at the offices of Experience Works in Arlington, VA. The presentations, limited to two hours, will provide an opportunity for vendors to clarify and update their proposals. One vendor will be chosen to work with Experience Works, Inc., unless Experience Works feels none of the vendors is fully qualified.

Costs for developing the proposals and any activities prior to contract award are the responsibility of the vendor. Experience Works will not provide reimbursement for such costs.

ENGAGEMENT TERM

The website redesign project will cover approximately 6 months. Ongoing website support is part of the request for proposal and must be clearly articulated in the proposal.

SOURCE FILES

All files used to create pages, templates, images, or other elements associated with this project shall be delivered prior to project completion. This includes, but is not limited to, the following types of files: HTML, PHP, Javascript, CSS, Microsoft Word, PDF, Photoshop, TIFF, JPEG, and Flash.

INTELLECTUAL PROPERTY RIGHTS

All copyright and other intellectual property rights in the project deliverables shall be assigned to Experience Works, Inc., prior to project completion. Exception will be made for third party, commercial, or open software.

DOCUMENTATION

- Documentation file(s) explaining all delivered elements
- Code that is well commented with references to separate documentation
- PSD files containing notes with references to separate documentation
- Style guide outlining proper display of content
- Documents to be used for training

CONTRACTUAL TERMS AND CONDITIONS

The following clauses must be included in all Experience Works contracts of \$5,000 or more unless otherwise noted:

- Contractual provisions or conditions that allow for administrative, contractual, or legal remedies when a contractor violates or breaches the contract terms, and provide for such remedial actions as may be appropriate.
- A provision to terminate for cause and convenience and the basis for settlement. In addition, such contracts shall describe conditions under which the contract may be terminated for default as well as conditions where the contract may be terminated because of circumstances beyond the control of the contractor
- A provision allowing Federal access to any books, documents, papers and records the contractor has that are related to a specific Federal program for auditing purposes.
- A provision stating that the contractor will abide by the record retention requirements.
- A provision for the evaluation of the timeliness and satisfaction of service delivery.
- Equal Employment Opportunity - All contracts, when funded in whole or part by Federal funds (either directly or indirectly), must contain a provision requiring compliance with E.O. 11246, "Equal Employment Opportunity," as amended by E.O. 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and as supplemented by regulations at 41 CFR part 60, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor."
- Byrd Anti-Lobbying Amendment (31 U.S.C. 1352) - Contracts for an amount above \$100,000, when funded in whole or part by Federal funds (either directly or indirectly), must include a certification by the contracting parties that they have not and will not use Federal funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of

Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. 1352. It further requires disclosure of any lobbying with non-Federal funds that takes place in connection with obtaining any Federal award.

RESERVATION OF RIGHTS

Experience Works reserves the right to amend this RFP, to cancel this RFP, and/or to make no award under this RFP. Experience Works reserves its right to eliminate an offer at any time for any reason. Experience Works reserves the right to make a full or partial award in response to this RFP.

At any time prior to the deadline for submission of bids, Experience Works may amend the Offering Documents by issuing addenda.

Any addendum issued shall be part of the Offering Documents and shall be communicated in writing to all who have obtained the Offering Documents directly from Experience Works, Inc.

To give prospective Vendors reasonable time in which to take an addendum into account in preparing their bids, Experience Works may, at its discretion, extend the deadline for the submission of offers.

NOTE: Any proposal received at the designated location after the required time and date specified for receipt shall be considered late and non-responsive. Any late proposals will not be evaluated for award.

CONFIDENTIALITY

This document contains Experience Works proprietary and confidential information. The information contained in this document may not be published, disclosed or used for any purpose other than to prepare for this Request for Proposal (RFP), without the prior written consent of Experience Works, Inc.

Disclaimer: Completing and submitting this RFP does not imply a contract with Experience Works.