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**Request for Qualifications (RFQ)**

***for***

**2023 Health Career Academy Website Design & Development**

**Release Date: Friday May 12th, 2023**

**Bidder’s Conference: Thursday May 25th, 2023**

**10:00 a.m. EST**

**Submission Date: Friday June 2nd, 2023**

**12:00 p.m. EST**

Equal Opportunity/Affirmative Action Employer/Program

Auxiliary aids and services are available upon request to individuals with disabilities.

This document was supported by funds from the Connecticut Department of Labor.

# GENERAL INFORMATION

## Purpose

The WorkPlace is requesting quotes for the design, development and hosting of a new website for the Health Career Academy (HCA). The purpose of the website is to promote the services offered through the HCA on a state-wide basis. The site will be hosted by the successful bidder, or another reliable host provider recommended by the bidder, with a content management system able to be accessed and utilized by WorkPlace and partner staff.

Upon completion of the development of the site all content, coding, and graphics will become the sole property of The WorkPlace.

## Period of Performance

Upon selection of a bidder, The WorkPlace will enter into a contract to begin work. The contract shall begin in the summer of the 2023 year (June, July or August).

## Eligible Bidders

All public or private not-for-profit corporations, local education agencies, governmental units, public agencies, or private-for-profit corporations properly organized in accordance with State and Federal law and in business for at least 1 year may submit a proposal for funding. Minority and women-owned and operated businesses are encouraged to submit a proposal.

Each bidder is advised that The WorkPlace shall hold the selected bidder accountable for effectively and efficiently managing and delivering the project described in this RFQ.

## Ineligible Bidders

A vendor would not be considered if it:

* + It is currently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation by action of any governmental agency;
  + It owes delinquent Federal and/or State taxes;
  + It owes delinquent Unemployment Insurance taxes;
  + It has existing contracts with any governmental entity that are suspended or otherwise not in good standing;
  + It had previous contracts with any governmental entity terminated for cause;
  + It has not complied with an official order of any government agency to repay disallowed costs incurred during its conduct of projects or services.

The WorkPlace, in its discretion, may determine there is good and just cause not to consider the submitted quote.

## SECTION III – SCOPE OF SERVICES – Healthcareeracademy.org

The WorkPlace is seeking proposals from organizations to design, build, and launch an innovative, user-friendly website to engage jobseekers and employers as well as enhance their experience with the Health Career Academy website, Healthcareeracademy.org. The objective of the website is to create a dynamic tool that provides constant access to educational and employment resources.

The WorkPlace has identified the following essential components and features that must be included in the project design:

## Design

* 1. User-friendly design that provides a consistent user experience.
  2. The text, graphics, and overall layout of the website must be visually appealing and engaging.
  3. Website information architecture, graphic look and feel, user navigation, homepage and main navigation templates for each of the main navigation links.
  4. 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. Stock photographs can be procured through accounts owned by The WorkPlace
  5. The website must 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.
  6. Inclusion of mico-interactions such as gradient color changes or pop of color with mouse/icon movement.
  7. Consideration for current website design trends such as kinetic typography, color gradients, broken grids, overlapping text and images, cinemographs, and more.
  8. Mobile-first design with thumb-friendly navigation preferred.
  9. The website must meet all federally mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.
  10. The website will incorporate a chatbot.
  11. Copywriting services should be included to optimize content for search engines.
  12. The selected provider will be expected to provide 3 sample website designs at the start of the project.

## Functionality

* 1. Standard system navigation, including search capabilities using keywords or phrasing that will identify content contained throughout the site.
  2. Development of web pages to accommodate the proposed navigation scheme.
  3. Support an interactive calendar of events offered by the HCA with the capability for users to sign up or register for classes or events. For example: <https://bit.ly/FOCUSRegistration>.
  4. Support registration/enrollment processes for workshops offered through each HCA location.
  5. Ability to complete forms on the website with information captured in a database.
  6. Ability to post assessments, quizzes, polls, surveys and applications.
  7. Content management system using WordPress platform that will permit non- technical staff to instantly update website content on specific pages.
  8. Software and licenses necessary to maintain site internally or externally, as decided by The WorkPlace.
  9. Provide training and all necessary support to permit easy use by staff.
  10. Include a site search feature.
  11. Content can be available in multiple languages.
  12. Embedded social media content.
  13. Ability to register/sign-up for notices and communications.

## Administrative Requirements

* 1. Multiple security levels for staff.
  2. Compatibility with multiple browsers.
  3. Compatibility with all HTML-enabled mobile devices.
  4. Email addresses, email message design, event calendar, system defaults.
  5. Administrator accounts allowing staff to create customer accounts, create privilege groups, change group settings, archive records and restore records.
  6. Content management system using the WordPress platform that will permit non- technical staff to instantly update website content on specific pages.
  7. Software and licenses necessary to maintain site internally or externally, as decided by The WorkPlace.
  8. Ability to collect and aggregate system usage reports and analytics.
  9. Website must not require plug-ins as a default.
  10. Allow for customized keywords and metatags for each page and subpage.

## Additional Requirements

* 1. The selected bidder must assign a project manager that will be made available to present information and coordinate with WorkPlace staff, including a reasonable number of meetings to present design and development solutions.
  2. All aspects of the design and development must be approved by The WorkPlace. The website will be subject to testing on all applicable platforms prior to launch.

# SECTION IV – SUBMISSION AND REVIEW PROCESS

## Bidder’s Conference

The WorkPlace will conduct a bidders’ conference on May 25th, 2023, at 10:00 a.m. EST via Zoom.

## Meeting Link: <https://us06web.zoom.us/j/84930346148>

**Conference Code:** **849 3034 6148**

During the bidders' conference, The WorkPlace staff will answer questions regarding this RFQ. It is important that bidders ***thoroughly*** read the entire RFQ prior to the bidders’ conference. All interested bidders are strongly encouraged to attend the conference as ***The WorkPlace staff will not be allowed to answer questions about the RFQ after the bidders’ conference*** (unless the questions pertain specifically to the technical aspects of the RFQ or the RFQ format).

All bidders are asked to **RSVP your intention to participate on the call to Katherine Krueger at** [**kkrueger@workplace.org**](mailto:kkrueger@workplace.org) **or (203) 418-2348.** Questions regarding the RFQ may be made, **in writing**, to [kkrueger@workplace.org](mailto:kkrueger@workplace.org) prior to the day of the bidders’ conference. The WorkPlace will publish the questions and answers following the conference.

## Submission Format and Requirements

Interested vendors must submit the information listed below to be considered. All information must be provided and complete to receive consideration. In place of a cover letter, complete the enclosed Cover Sheet with the response to this RFQ.

Submissions must contain the following sections in the order indicated:

## Cover Sheet (Attachment A)

* + 1. **Proposal Narrative**
       1. Provide a company profile, length of time in business, core competencies/ areas of focus, and the number of full-time staff you employ
       2. Summary of the bidder’s background and description of relevant experience. Please include:

List five websites your company has produced that best reflect your work and relevancy to this project. Briefly list the role your company played in each project. The URL should be submitted. Only live sites will qualify during evaluation.

Three references, including the name of the reference, contact information, brief description of work performed and date of the completed project.

* + - 1. Describe the structure of the team that will be assigned to this project and the role of each individual. Provide biographies of key individuals involved in the project.
      2. Describe your approach to the design requirements identified in section III of this document. If possible, reference examples in sample websites provided.
      3. Describe your approach to the functionality requirements identified in section III of this document. If possible, reference examples in sample websites provided.
      4. Estimate the percentage of your web staff that will contribute to the project relative to your entire staff (using full time equivalents). For example, if you will use five web designers and developers on the project and you have ten staff total, the percentage would be 50%.
      5. Describe your company’s project management process.
      6. Provide the details of any applicable hardware/software vendor partnerships.
      7. State your testing and support plan.

## Budget

* + - 1. The budget must encompass all design, copywriting production, and software acquisitions necessary for development of the website as well as content management training to staff of The WorkPlace. Costs for hosting the site for one year from the date of initiation should be detailed as a separate line item.
      2. Total cost for the project should be indicated on the Cover Sheet referenced above.

The document should be formatted with 12-point font, one-inch margins and double-spaced text. Submissions should not exceed 10 pages in length, including the cover sheet, proposal narrative and budget form. No extraneous documents or attachments should be submitted. Submissions must include an electronic copy on a thumb drive or a link to a Dropbox or other similar means.

The WorkPlace reserves the right to reject nonconforming submissions without review.

## Timeline

The mandatory criteria must be met and include: Five (5) hard copies of your proposal.

Deliver proposals to the attention of:

The WorkPlace

Attention: Katherine Krueger

RFQ – Health Career Academy Website Design & Development 1000 Lafayette Boulevard, 5th Floor

Bridgeport, CT 06604

The deadline for all submissions is **Friday, June 2nd, 2023, at 12:00 p.m. EST**. **Late submissions will NOT be accepted.**

## Selection Criteria

Selection will be based upon:

* 1. **Quality of Submission**: the quality of the response, as evidenced, for example, by the completeness and responsiveness to the requested information, clarity, readability and thoroughness of the statement. There must be a demonstrated understanding of the project’s objectives and goals.
  2. **Project Design**: extent to which submission meets the needs of The WorkPlace and demonstrates the ability to successfully complete the objectives of this RFQ.
  3. **Cost Effectiveness**: the demonstrated ability to complete the entirety of the project scope at a reasonable and competitive cost.
  4. **Record of Past Performance**: evidence of prior experience with 3 examples of related projects.

## Contract Award

A contract may be awarded based on submissions received, without discussion of such submissions with the bidders. Each offer should, therefore, be submitted in the most favorable terms, from a price and technical standpoint. The WorkPlace reserves the right to request additional data, oral discussion, or presentation in support of the original submission. The final award of a contract shall be contingent upon:

* Successful negotiation of a contract;
* Acceptance by the bidder of the contract terms and conditions;
* Satisfactory verification of past performance and systems (e.g., financial), where applicable; and
* Availability of funding.

## Contract Negotiation

The amount approved by The WorkPlace will be a maximum funding level. The WorkPlace staff will meet with the selected bidder to finalize funding and project design. Staff will notify the selected bidder of any modifications that are required to their original submission to ensure that it meets the required contract format. The selected bidders are expected to comply with all requested revisions in a timely manner so that the contract may be executed without delay. Only after authorized representatives of the selected bidder and The WorkPlace have signed the contract may any payments be made.



## RFQ for Health Career Academy Website Design and Development- Attachment A

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| **Vendor Information Cover Sheet** | | |
| **Name** |  | |
| **Address** |  | |
| **Federal EIN #** |  | |
| **U.I. #** |  | |
| **DUNS #** |  | |
| **Contact Person** | **Name** |  |
| **Title** |  |
| **Telephone #** |  |
| **Fax #** |  |
| **Email** |  |
| *Please provide a brief description of your organization.* | | |

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**Project Quote**

**1 Year Site Hosting Quote**

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*Signature of Authorized Representative Date*

*Name and Title of Authorized Representative*