



Date: June 22, 2016
To: Interested Website Design Contractors
From: Elaine M. Craig, Executive Director
Subject: Request for Quotes (RFQ) – Website Redesign (maderaworkforce.org)

REQUEST FOR QUOTE – WEBSITE DESIGN

The Madera County Workforce Investment Corporation is looking for a website design and development firm to update the look and feel of the maderaworkforce.org homepage and internal content pages. Please see the scope of work section for a more in-depth breakdown of the services requested.

ORGANIZATIONAL OVERVIEW

The Madera County Workforce Investment Corporation (MCWIC) is a 501(c)(3) tax-exempt corporation that funds and operates workforce development programs in Madera County. The organization's primary funding is allocated by the Department of Labor under the provisions of the Workforce Innovation and Opportunity Act (WIOA).

MCWIC serves as a resource for information and programs designed to serve both job seekers and businesses throughout Madera County. The organization acts as a resource to local employers for labor market information, candidate recruitment and screening, and customized business services. Job seekers can access career resources, employment opportunities, and education, training, and employment assistance.

The organization's mission is to empower and develop a highly-skilled workforce by providing specialized support and resources to customers, partners, and employers. The vision of MCWIC is to be, and be recognized as, the premiere workforce development organization in Madera County, inspiring our customers with excellent services, resulting in a skilled, high-quality workforce.

For additional information, please visit www.maderaworkforce.org.

SCOPE OF WORK

MCWIC is interested in entering into an agreement with a qualified contractor to redesign, migrate, and launch the homepage and internal content pages for maderaworkforce.org. Bidders are encouraged to visit our website to provide recommendations on how to improve design and UX.

Requirements of the redesigned site:

- Site must be responsive and interactive
- Site performance will be tested by MCWIC staff for acceptability
- Must use WordPress or other user-friendly Content Management System
- Must propose an original design; no templates
- Must be mobile-friendly (e.g. Apple, Android, mobile phones, tablets)
- No long-scrolling layouts
- Site analytics using Google or similar analytics tool
- ADA Compliant

Other items:

- MCWIC will provide or approve any photos needed for the redesign. Photos should depict local areas or buildings that are easily identifiable as being in Madera County. Contractor must stage design changes in demo site and thoroughly test for quality, and browser and device compatibility.
- All original digital files will be delivered to, and become the property of, MCWIC, and cannot be sold to any other party
- Include change order process and timelines within the proposal submitted.

Interests:

- On-line calendar in website
- Several forms that can be completed and submitted to an email address
- Website interaction with other social media channels
- Annual service for Search Engine Optimization and reputation and Content Management System security management.

DELIVERABLES

Creative brief in-person meeting

- **Target date: Week of August 15, 2016**
- Contractor should come prepared with questions, examples to discuss
- MCWIC will come prepared to discuss likes/dislikes, present examples of sites/specific elements

Finalized homepage to replace the current workforce.org

- 5 layout and design options presented in in-person meeting
- **Target date: Week of September 12, 2016**
- 5 revisions

Finalized internal content pages to replace all maderaworkforce.org pages

- 3 designs for interior pages presented at in-person meeting
- **Target date: Week of October 10, 2016**
 - left navigation +

- content
 - right navigation + content
 - content (full width)
- 3 revisions

Training session with MCWIC

- **Target date: Week of November 7, 2016**
- Demo of all plug-ins, themes, etc.
- Train in-house staff for ongoing content updates
- Any specifics to make homepage and internal content pages run smoothly post hand-off
- Leave-behind document with content management procedures

Target completion date: November 30, 2016

SUBMITTAL SCHEDULE

- RFQ Release Date: June 22, 2016
- RFQ Responses Due (electronic copy via email): July 20, 2016
- Selection and Service Agreement Start Date: August 1, 2016

Please email your quote to ecraig@maderaworkforce.org by **July 20, 2016** by 5:00 p.m. PST with the subject of the email titled "RFQ Maderaworkforce.org Redesign [name of bidder]."

All work related to this project must be completed no later than November 30, 2016.

The budget for this project may not exceed \$20,000.

QUOTE FORMAT

Bidders must submit the following information:

1. Name and contact information of the bidder and SSN or tax ID
2. Short description of the approach to this project
 - a. Technical details on how the design will be accomplished — be as detailed as possible
3. Project budget and hourly cost
4. Portfolio samples and/or links to on-line portfolio
 - a. Technical details on how the design was accomplished — be as detailed as possible
5. References (minimum of two)

EX-PARTE COMMUNICATION

All inquiries must be e-mailed directly to ecraig@maderaworkforce.org. No phone calls will be accepted. Bidders are advised that **no other MCWIC individuals are to be contacted** in this regard. No other sources of responses or clarifications are considered valid.

Bidders are strictly prohibited from contacting MCWIC staff or members of MCWIC's boards and committees, including the Board of Directors, and the Workforce Development Board, about this RFQ.

SELECTION

Quotes will be evaluated based on the following criteria:

- Description of the approach to this project
- Samples of work, including links to on-line portfolio or previous website projects
- Project budget and cost reasonableness
- References

LIMITATIONS

Right to Cancel

MCWIC reserves the right to cancel all or part of this Request for Quote at any time without prior notice. This Request for Quote does not commit MCWIC to award a contract or to pay any cost incurred in the preparation of a response to the solicitation. MCWIC reserves the right to reject any and all quotes, to accept or reject any or all items in the quotes, and to award the contract in whole or in part as deemed to be in the best interest of MCWIC. MCWIC reserves the right to negotiate with any bidder after the quote(s) are reviewed, if such action is deemed to be in the best interest of MCWIC. Such negotiation should not be viewed by any bidder as an indication of contract award.

MCWIC reserves the right to delay, amend, or reissue the RFQ at any time.

COOLING OFF PERIOD

MCWIC shall not approve or contract with, and shall reject any bid or proposal submitted by, an individual or entity who within the preceding twelve (12) months, was themselves or employs anyone who:

1. Is a current, dismissed, separated, or formerly employed person of MCWIC, and
 - a. Was employed in any position(s) of substantial responsibility in the area of service to be performed by the contract; or
 - b. Participated in any way in the negotiations, transactions, planning, arrangements, or any part of the decision making process relevant to the proposed contract/service agreement, or was or is employed in a role of substantial responsibility in the same general subject area as the proposed contract; or

- c. Is an owner, officer, principal, partner, or major shareholder of the proposed Contractor.

This prohibition will apply to any qualified person(s) leaving the employ of MCWIC, and will apply at all times during the twelve-month period beginning on the date the person left the employment of MCWIC. This policy will apply to procurements issued or contracts executed for program-related services and not to internal MCWIC operational support executed within that twelve-month period. The MCWIC may, upon a showing of special circumstances that would justify the approval of such a contract, waive this prohibition.