



Request for Proposal Website Design and Development

I. GENERAL INFORMATION

A. Organizational Background

Anne Arundel Workforce Development Corporation's (AAWDC) mission is to enhance the economic vitality of Anne Arundel County by leading the development and delivery of workforce solutions. After hearing a consistent demand for candidates with soft skills, AAWDC looked for solutions to this problem. When we could not find a solution, we developed our own soft skills/essential skills training series called, The Workplace Excellence Series.

The Workplace Excellence Series is a flexible, ten module curriculum that develops essential "soft" skills from the employer's perspective. After success of the series in Anne Arundel County, AAWDC saw a demand for the product across the country and began selling it nationally. The series is currently used in over 21 states.

B. Project Overview

The Workplace Excellence Series currently has a website at www.workplaceexcellence.net. This site was built as a temporary landing page so that the series would have a digital presence. The continued expansion of the series has caused, AAWDC to look into developing a visually appealing, easy to navigate website that will highlight the need for soft skills development and showcase the curriculum. The website will also be a place where current Workplace Excellence customers can go to access materials that supplement the training curriculum including PowerPoint presentations and pdf documents.

II. PROJECT REQUIREMENTS

The awarded contractor will need to work collaboratively with AAWDC staff to build the site map and content wireframes and AAWDC's IT consultant to complete the project. The project requirements are based on internal ideas and needs - additional features or requirements can be added into the proposal to maximize the impact of website redesign.

A. Features

AAWDC seeks to include a variety of features to increase usability of the new website. These features include:

- Social media integration
- Ability to use forms and online registration
- Newsletter opt-in through MailChimp integration
- Calendar of events featuring different categories of event types

- Search feature
- Visually appealing, interactive ability to display samples of the written curriculum
- Blog capability
- Login feature that allows current series facilitators to access additional content with multiple levels of access depending on the type of facilitator
- Discussion board capability

AAWDC is asking for the following features to be listed as possible add-ons:

- Interactive display of current organizations using the series across the U.S.

B. Technical Parameters

AAWDC requires the following technical parameters for the new website. Additional features can be added as needed.

- Google analytics integration
- Third-party sites that need integration through plug-ins such as MailChimp
- Social media sharing capability
- Search engine optimization best practices
- Mobile optimization
- Work with IT Contractor
- Number of pages anticipated and unique layouts

C. Audience/Usability Requirements

The new website will have a wide range of users requiring

- Basic usability testing
- ADA compliance – Section 508

III. TERMS AND CONDITIONS

A. General Conditions

AAWDC reserves the right to reject any and/or all proposals, in whole or in part; to make partial awards; to waive any irregularity in any quotation; to reject any proposal that shows any omissions or alterations of form, additions not requested, conditions or alternate proposals. Furthermore, AAWDC reserves the right to accept other than the lowest cost proposals and to reject any or all proposals, or parts thereof, and to make any such award as is deemed to be in the best interest of Anne Arundel County.

Contracts awarded will be paid based on milestone achievements as determined during contract negotiations.

Respondents are advised of the following conditions:

1. AAWDC will not pay for any costs incurred in the preparation of proposals in response to this solicitation.
2. AAWDC must own, or have full access to, and have the right to customize site code.

3. This solicitation does not constitute a commitment for funding, nor is it a contract.
4. Selected respondents must participate in contract negotiations with AAWDC.
5. Proposals will be exempt from disclosure until the evaluation and selection process has been completed. If a proposal contains any information that the offeror considers proprietary and does not want disclosed to the public, or used for any purpose other than evaluation of the offer, all such information must be indicated.
6. AAWDC reserves the right to negotiate the final terms of all contracts with the successful proposer. Items that may be negotiated include, but are not limited to: project budget, type and scope of services and activities, prices, etc. Proposers will be required to submit all revisions to their proposals that may result from negotiations prior to any agreement to contract.
7. The proposer certifies that it is a legally constituted organization and that, in connection with this proposal, points a, b, and c below are true.
 - a. The prices in the proposal have been arrived at independently, without consultation, communication, or agreement for the purpose of restricting competition as to any matter relating to such prices, with any other offeror or with any competition.
 - b. Unless otherwise required by law, the prices that have been quoted in the proposal have not been knowingly disclosed by the proposer, and will not knowingly be disclosed by the proposer prior to award, directly or indirectly, to any other proposer or to any competition.
 - c. No attempt has been made by the proposer to induce any other person or firm to submit, or not to submit, a proposal for the purpose of restricting competition.
8. The organization must be eligible to contract with the federal government, the State of Maryland, and Anne Arundel County, and not be subject to disbarment or suspension actions.

IV. PROPOSAL SUBMISSION

Proposals submitted which do not provide adequate responses to all sections of this solicitation will be considered non-responsive and will be disqualified from the review and selection process.

A. Submission Requirements

Narrative Guidelines

Responding organizations should ensure that proposals are prepared complying with the requested information. Emphasis should be placed on clarity of content. Submissions should include the following details:

1. Summary of anticipated steps and approach for the project
2. Timeline of project services
3. Project management of the project
4. Description of qualifications and experience
5. Two references and samples of work
6. Any training options provided for staff
7. Contact information, including phone number and email, of proposing entity and signed by an individual with authority to execute contracts on your entity's behalf.

Budget

Submission should include a detailed breakdown of the proposed costs, broken out by anticipated milestones, in addition to any suggested add-ons.

Electronic Submission

To apply electronically, e-mail copies of all proposal documents to bleonard@aawdc.org by 4:00 pm on June 5, 2017. The components of the application must be saved as either .doc, .xls, or .pdf files. Documents received in a format other than .doc, .xls., or .pdf will not be read.

B. Award Process

AAWDC is committed to ensuring a fair and open process for awarding contracts. A team of AAWDC staff, both technical and non-technical staff will review all proposals. We may request top submissions to discuss their proposals via conference call before selection is made. Decisions will be made based on cost, approach, and ability to complete the project within the desired timeframe.

Any questions should be directed to
Bekki Leonard, Communications Coordinator, bleonard@aawdc.org.