



## **REQUEST FOR PROPOSALS: WEBSITE DEVELOPMENT**

### **Background and Intent**

Career Street (CS) began as a project of the Erie Regional Chamber and Growth Partnership. Its mission is to develop a more prepared workforce by arranging interactions between employers and educators, helping businesses inform how the workforce is prepared.

After initial success, the program incorporated as a 501c3 and began independent operations. The foundation of the project included developing a website for participating schools to discover career experience opportunities offered by employers, connecting students with local businesses.

The web development platform and content management system originally used for the CS website are no longer sufficient for modern web standards or for the growth of the organization. In addition, CS is pursuing a new model that will necessitate a website with far greater functionality. CS is requesting proposals for the redesign of the website according to the modern web standards, the growth of the organization, and the new functionality required, as specified in this document.

In particular, the new design should accommodate CS's expansion into a new, multi-regional model. Thus far, CS has only operated in Erie County. Based on CS's success, communities in the tristate area have expressed an interest in licensing CS's brand and model to operate independent regional offices. The new website should present CS as a national brand and model, available for communities to license and adopt with the core organization's support. Each community would have a sub-page for their region, but would share a combined database. Junior Achievement, an organization with a similar educational mission, provides a respectable example of the front-end functionality CS would like to provide.

### **Proposal and Contractor Qualification Package Requirements**

Each contractor is requested to submit the following information:

1. Proposal Cover Letter  
Return of the proposal with a cover letter.
2. Firm Overview  
A description of the firm including organizational structure, other business affiliations, number and location of offices, number of years in business, and total number of professional staff.
3. Product Proposal  
A summary of the technologies to be used in creating a final product. The proposal must account for the need to edit and expand the platform. Create a brand and design that captures the mission of CS in a style appealing to our target partners and participating students. Provide a timeline with milestones. Recommend additions or alterations
4. Exceptions  
Summary of any specifications, requirements, terms and conditions, and provisions in the RFP that the contractor will not conform to.

5. Authorization  
The contractor's proposal shall identify the individual(s) having authority to contractually bind the contractor's company. It shall also name the person to be contacted both during the period of evaluation of proposals and execution. This information is to include the name, title, address, e-mail address, and telephone number of this individual. Signature of authorized officer of the contractor, with names of each person signing typed or printed below the signature.
6. Client List  
Provide links or other examples of similar work performed for review. The contractor must also disclose any similar clients that may be deemed a conflict of interest to CS.
7. Proposed Cost  
Proposed project cost should be presented as a firm, not to exceed figure. The firm should also list any potential reimbursable expenses and the rate reimbursables are charged to the client.
9. Other  
Other such information as the contractor deems pertinent for consideration by Career Street.

## **Site Structure**

The initial home page of the site should be an introduction to the mission, model, and successes of CS in various communities. The new homepage is meant to promote the CS model as a program that regions can adopt to improve workforce preparation in their own communities. It should 1) invite interested communities to learn about and consider deploying the CS model and 2) clearly direct current CS directors to login and access the programming options for their region.

The home site should guide visitors to identify the CS office in their region. It should take them to a subordinate site where they can access specific information about their region's office and available programs. The only current regional office will be Erie, PA, the home office of CS. By structuring the Erie office as a regional office co-equal in appearance to future regions, the subordinate site for Erie can act as an example of how future locations can expect their own site to look, function, and relate to the umbrella brand.

All regional subordinate sites should share a single CS database of employers, educators, events, and metrics.

## Site Structure continued

### The Home Site will require:

- Homepage
  - Introduction to the mission, model, and successes of CS
  - Invitation for the participation of employers and of educational institutions
  - Redirect for visitors to learn about or launch a CS in their region
- About Career Street
- Summary of CS programs

### Subordinate Sites will require:

- Homepage
  - Content and information related to the particular community
- About
  - Content introducing CS generically as well as the specific staff and board of the particular region
- Experiences
  - The searchable database of available experiences in a region
- Employers
  - The list of employers offering experiences; experiences should be searchable by employer
- Organizations
  - The list of organizations offering experiences; experiences should be searchable by organization
- Educators
- Ability for visitors to register an account which can view, sign up for, and create potential student experiences

### Overall requirements are:

- Ongoing SEO management
- Responsive design for mobile
- ADA WCAG 2.0 AA compliance or better
- Ability to deploy Regional pages for each of the Subordinate Sites (This can start out being deployed by the Vendor, but would like to bring in-house when staff support is available)
- Ability to embed videos (some experiences may be virtual)
- Easily searchable experience database, refined by distance, student capacity, video, etc.
- Secure scalable CMS
- Post-launch maintenance and management options and pricing

## Design

Redesigning the website is an opportunity for CS to redesign our brand. All proposals should include the development of new brand guidelines. The new website should adhere to those brand guidelines. The brand should include a new logo, official colors, and fonts. The website should include a /brand page for easily providing instructions to new offices on how the brand should be utilized.

The design of the website should anticipate mobile usage, but most users are likely to access CS through a desktop. The imagery should capture the breadth of businesses committed to providing first hand experiences to students and showcase students enthusiastically enjoying interactions with employers.

## **Content**

Much of the textual content describing the CS program can be revised from the current site. The content of the main site will need to describe the mission and generic programmatic activity of CS. The content on the regional site (Erie) will need to describe the specific staff, partners, and programs of that particular location. New photography will be necessary for CS staff and Board members. Stock imagery for classrooms, lectures, student groups, etc. is acceptable.

## **Maintenance and Hosting**

- Include a hosting plan and costs in the bid.
- Include a 12-month maintenance and support plan in the bid.
- Provide for a recurring 12-month renewal at the completion of the initial 12-month period.

## **Timelines & Milestones**

Project Timeline:

- Discovery Meeting
- Site Map Development
- Site Design
- Site Development
- Content Migration
- Database Migration
- Content Management System Setup & Training
- Quality Assurance Testing
- Final Review by Career Street
- Launch
- Post-Launch Diagnostics

## **Other Helpful Information**

The following are important determinants in the selection of a digital marketing agency for this project:

- Technical Proficiency – Ability to understand all component technologies involved.
- Proactive Partners – we are looking for a firm that understands our needs and makes recommendations based on their technical expertise to improve our user's experience.
- Communication – CS will have a single point of contact and prefers to have a single point of contact (project manager) with the chosen agency. We expect regular status updates.
- No Outsourcing Development – We expect the work to be done in house by our chosen partner.
- Subject Experience – Relevant experience with a similar project specifically, our marketing goals, or our organization's mission are all helpful.
- Flexibility and Extensibility of the Proposed Solution – The addition of new pages and new functionality will be required over the life of this site. Preference will be given to solutions that enable content editors to create without additional technical resources.

## **RFP Submission Process**

- Bid process starts on 06/01/2017
- Questions must be submitted by end of day on 06/02/2017
- Questions will be answered by 06/03/2017
- This RFP is due by end of day on 06/04/2017 and must be sent to [jpontzer@careerstreeterie.org](mailto:jpontzer@careerstreeterie.org)
- Meetings with Vendors will be Scheduled the week of 06/05/2017
- Vendor/Partner Selection will be by end of day on 06/06/2017

## **TERMS AND CONDITIONS**

- By participating in this bid process, the contractor agrees that it accepts all terms and conditions of the RFP. The terms and conditions of this RFP will supersede any future contract language unless agreed upon by both parties.
- Termination - Career Street reserves the right to terminate the agreement if the supplier fails to meet the requirements of the agreement. Examples: Failure to meet schedules and requirements, lack of responsiveness to requests, and the inability to maintain pricing commitments as submitted in the agreement.
- The successful bidder must be able to meet all requirements of the agreement.
- The RFP creates no contractual obligations.
- Proposals submitted will become part of a binding agreement by the supplier.
- Career Street reserves the right to enter into competitive negotiations between the bid participants to further specify and structure proposed terms and conditions.
- Career Street, at its sole discretion, reserves the right to reject any and all proposals.
- Venue - The contract and the rights and obligations of the parties shall be governed by and construed in accordance with the laws of the Commonwealth of Pennsylvania. The contractor agrees that any litigation, action or proceeding arising out of this contract, shall be instituted in a state court located in Pennsylvania.
- Equal Opportunity - In the execution of this contract, the contractor and all subcontractors agree not to discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status or gender expression, national origin or citizenship status, age, disability or veteran's status.
- Harassment – Career Street is committed to providing positive experiences for all students, partners, and staff. Harassment, of any kind, whether intentional or not, undermines the quality of the educational and working atmospheres. Career Street has a legal and ethical responsibility to ensure that all students and employees can learn and work in an environment free of harassment. Any form of harassment could result in termination of the contract without advanced notice.
- Force Majeure - If, because of riots, war, public emergency or calamity, fire, earthquake, Acts of God, government restriction, labor disturbance or strike, business operation of Career Street shall be interrupted or stopped, performance of this contract, with the exception of monies already due and owing shall be suspended and excused to the extent commensurate with such interfering occurrence, and the expiration date of the contract may be extended for a period of time equal to the time that such default in performance is excused.
- Indemnification – The awarded contractor must agree to indemnify and hold harmless the Career Street from claims, suits, actions, damages, and costs of every name and description, arising out of or resulting from the awarded contractor's performance of the contract; negligence of Career Street, vandalism, and acts of God excepted.
- Compliance Law – The Contractor shall comply with all applicable federal, state, and local laws.

- Licenses, Certifications, Fees - The Contractor shall obtain, at its own cost and expense, all necessary licenses, professional certifications and permits and shall assume the responsibility for and pay all applicable fees and all other taxes, which are now or may be imposed in the future by any governmental authority arising out of the conduct of the contractor's business.
- The Contractor shall comply with all applicable local, state and federal government regulations related to the employment, compensation, and payment of personnel and shall abide by all rules and regulations with regard to the employment of minors.
- The Contractor will not subcontract all or any substantial part of the contract without prior written approval of Career Street. All subcontractors will be required to abide by the same terms and conditions of the contract. In the event a subcontractor is used, the Contractor will be responsible for all acts and omissions of its subcontractors and of the persons directly or indirectly employed by them.
- The term of the agreement can be extended with mutual acceptance by both parties.
- The failure of either the Contractor or Career Street to insist upon the strict enforcement of any of the terms and conditions of this contract shall not be construed as a waiver or relinquishment for the future of any such term or condition, and shall be and shall remain in full force and effect.
- If any provision of the contract is found to be invalid, such invalidations will not be construed to invalidate the entire contract.
- Either party to the contract may make a written request for a review of its provisions and terms at any time and may agree to amend or revise any or all provisions and terms. All such mutually agreed upon adjustments must be in writing, signed by the authorized representative of both parties, and the contract amended to include the same.
- Contractor must have experienced fully trained and qualified personnel to perform the services offered and/or provided throughout the duration of the contract.

## **Liabilities and Reserved Rights**

Any costs incurred in the preparation of any proposal are the responsibility of the supplier. Career Street will, at its discretion, award the agreement to the responsible supplier that submits the proposal that best fits and complies with the RFP. Career Street, at its sole discretion, reserves the right to reject any or all proposals received or waive minor defects, irregularities, or information therein.

All information submitted by Career Street to the supplier is considered "Confidential" and is not to be divulged to anyone without written approval from an authorized representative. This would also include any subcontracting by the supplier to other companies. It is the responsibility of the supplier that all subcontractors follow the same confidentiality agreements. The supplier must identify any subcontractors they intend to use. The choice of the subcontractors is subject to the approval of Career Street.

## **Insurance Terms and Conditions**

The Contractor is required to maintain commercial general liability, workers compensation and Evidence of professional liability is also required. A certificate of insurance must be provided evidencing the above insurance, additional insured status and waiver of subrogation.

## **Contact Information**

Submit Questions and Completed Proposals to:

Jennifer Nygaard Pontzer, Executive Director

[jpontzer@careerstreeterie.org](mailto:jpontzer@careerstreeterie.org)

8500 Oliver Road | Erie, PA 16509-4699 | 814.464.8614