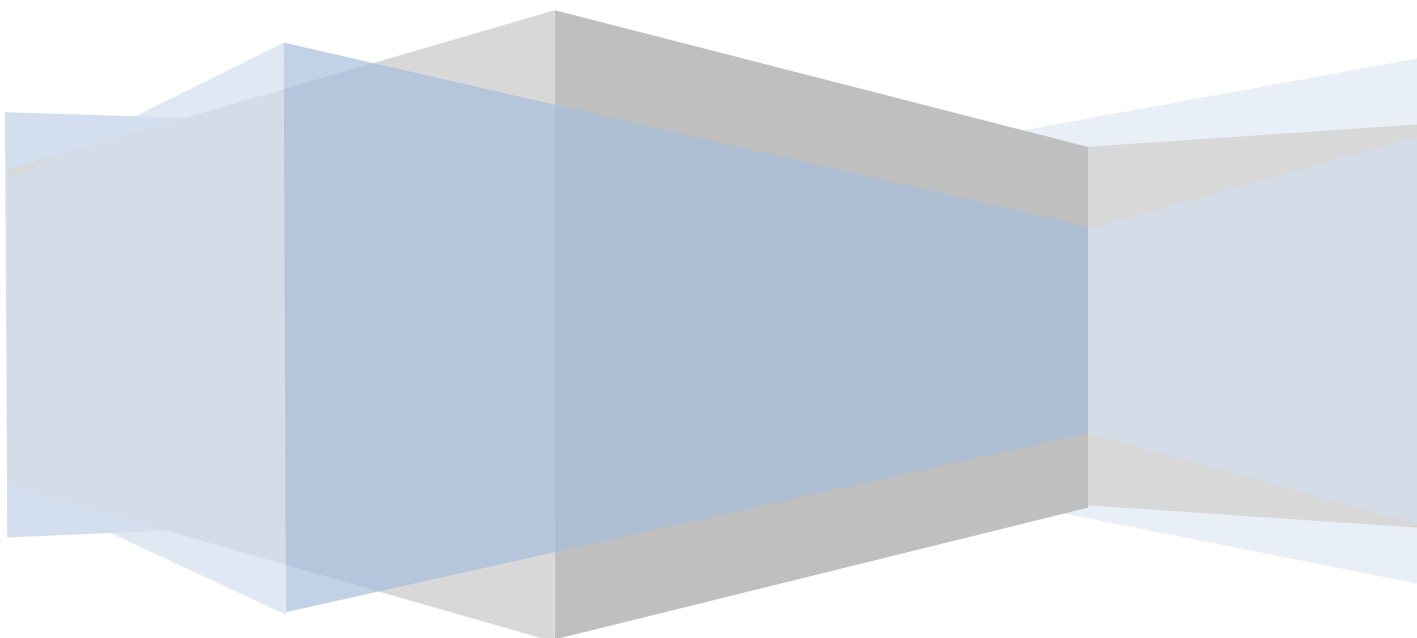


# REQUEST FOR PROPOSAL

Website Redesign and Development for the  
Dan River Region Collaborative

JANUARY 24, 2012



## **I. Summary**

The Community Foundation of the Dan River Region (CFDRR), acting on behalf of the Dan River Region Collaborative (DRRC), is accepting proposals to redesign and develop the DRRC website. This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all candidates, providing the evaluation criteria against which they will be judged.

The existing Dan River Region Collaborative website ([www.danriverrc.org](http://www.danriverrc.org)) was originally designed in 2009 and is maintained through a third-party provider, with Collaborative members having administrative privileges to make updates. The new website should be designed utilizing a platform that allows for in-house maintenance and updates.

## **II. Proposal Guidelines and Requirements**

1. This is an open and competitive process.
2. Proposals received after the 5pm (EST), February 24, 2011 deadline will not be considered for selection or review.
3. The price quote should be inclusive. If the bid excludes certain fees or charges, a detailed list of excluded fees with a complete explanation of the nature of those fees must be included.
4. This RFP does not commit the DRRC/CFDRR to award a contract or to pay for any costs incurred in the preparation of a proposal to this request, nor to be bound to contract for these services.
5. The DRRC/CFDRR reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any or all qualified sources, or to cancel in part or in its entirety this RFP.
6. The website will be owned by the Community Foundation of the Dan River Region acting on behalf of the Dan River Region Collaborative.

## **III. Background of the Dan River Region Collaborative**

The Dan River Region Collaborative was founded in 2008 to address workforce development in the Dan River Region of Virginia. Locally, the Danville Regional Foundation, The Harvest Foundation, The Community Foundation, J.T. Minnie Maude Charitable Trust, and the Virginia Tobacco Indemnification and Community

Revitalization Commission, along with regional Chambers of Commerce, Economic Development Offices, and regional Workforce Investment Boards, have joined forces to work with the National Fund for Workforce Solutions (NFWS) and are leading the charge to craft long-term workforce partnerships in support of workforce improvements across the region in identified sectors. The mission is to improve employment, training, and labor market outcomes for low-income individuals, ultimately supporting the improvement of both the quality of jobs and capacity of workers across the region.

The Community Foundation of the Dan River Region serves as the Collaborative's fiscal and authorized agent.

#### **IV. Audience of Website**

The DRRC anticipates that numerous stakeholders will have a vested interest in the information contained on the newly developed website. Primary audiences include employers who participate in the workforce partnerships, DRRC funders, regional education and training providers, local and state-elected officials, and NFWS personnel. Secondary audiences include job seekers, incumbent workers, and the general public.

#### **V. Qualifications**

1. List up to five websites your firm has produced that best reflect your work and relevancy to this project. The URL should be included. Only sites that are live will qualify during evaluation.
2. Provide current reference information for up to three former or current clients.
3. Briefly describe your organization's capacity to produce the DRRC website (i.e. staff, software, etc.)
4. Include a timeline for the completion of this project, assuming a March 23, 2012 award date. A negotiated timeline will be part of the contractual agreement.

## VI. Evaluation Criteria

*The following criteria will be used by the Steering Committee of the Dan River Region Collaborative to evaluate proposals:*

1. Proposal Presentation – Proposals must follow all instructions and include required information requested within the RFP. The information should be presented in a clear, logical, and organized manner.
2. Attention to Needs of the DRRC – Particular attention given to the fact that the website will be maintained by DRRC-appointed communications professionals who must have the ability to apply edits and maintain the website in-house.
3. Aesthetic Capabilities – Prior work demonstrates ability to produce aesthetically pleasing, innovative, and user friendly interfaces to maximize engagement of viewers.
4. Overall Experience – Candidate’s references and past projects demonstrate capability to fill requests of the redesign for DRRC with professional and dependable service.
5. Quote and Pricing – Quote for redesign is reasonable and appropriate and within the budget of the DRRC.
6. Timeline – The proposal must include a realistic and detailed timeline. The goal of DRRC is to have the website fully functioning by June 15, 2012.
7. Updating the Site – A detailed description of how the site can be maintained by DRRC communications professionals including a description of the website elements that can and cannot be edited without accessing source code.
8. Common Theme – The design should provide a consistent, aesthetically pleasing appearance to all sections and pages of the site.
9. ListServ capabilities – Visitors to the site should have the ability to sign up to an email distribution list.
10. Blogging/Portal Capabilities – The development should allow for the creation of 5 distinct portals to be accessed by password so that partners can share information through a blog-like format.
11. Understanding of SEO – The proposal should include strategies of the design to capitalize on search engine optimization as well as steps that should be taken in the maintenance of the site to optimize the search results for DRRC.

*The selection committee will also consider the following site specifications:*

1. Site must be compatible with Internet Explorer, Firefox, and Safari browsers (latest versions of each).
2. Website must not require plug-ins as a default.
3. Meets ADA Requirements – The site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.
4. Site must be built in accordance to the Web Content Accessibility Guidelines 2.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
5. Fast Loading Pages – The website must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer.
6. The site should detect mobile browsers.

## **VII. Purpose, Vision, and Elements of Website**

### Purpose

The Dan River Region Collaborative currently has a web presence that is somewhat outdated and does not allow for an interactive and user-friendly experience. Upon completion of the website, the DRRC will assume full responsibility for website content maintenance. The re-engineered site should allow for updates and edits without directly accessing source code. All content, including coding and graphics, will become the sole property of the Dan River Region Collaborative/Community Foundation of the Dan River Region.

### Vision

The re-engineered DRRC website should effectively translate the purpose of the organization, highlight news featuring the organization, and act as a resource for businesses served by the organization.

The website must be intuitive, informative, secure for users, and quick to load and operate.

Specifically, DRRC would like the website to allow members to sign in with a password to a minimum of five (5) distinct and separate portals where information can be exchanged among specific partnerships supported by DRRC. These partnerships include:

- Healthcare
- Energy
- Information Technology
- Advanced Manufacturing
- Education & Training

### Elements

The newly designed website must include the following elements:

- Online registration for events
- Ability to link to social media outlets (Facebook, Twitter, LinkedIn, etc.)
- Ability to sign up for newsletters and partnership listservs
- Ability to view quarterly newsletter
- Password-secured portals for a minimum of five partnerships
- Separate public pages/dropdowns for each of the partnerships
- Pages/dropdowns for regional data, links to partners, DRRC evaluation/metrics, and grant opportunities
- Main page with quick links, drop down menus, and recent news

The design should incorporate a color scheme that compliments the current logo (see RFP title page).

## **VIII. Timeline**

Proposal Deadline	5pm, February 24, 2012
Applicants Selected for Presentation	March 5, 2012
Presentations to Steering Committee	March 19, 2012
Final Selection	March 21, 2012
Contract Awarded	March 23, 2012
Presentation of draft website	May 21, 2012
Final website completed/LIVE	June 15, 2012

## **IX. Budget**

The price quote should be broken into sections based on the project elements. Anticipated hours and billable hourly rate should be included for each element. The budget must include anticipated travel and meetings with DRRC leadership as necessary.

## **X. Submitting Proposals**

Interested parties should submit the proposal no later than 5:00pm (EST), February 24, 2012 to Julie Brown, DRRC Project Director. Acceptable methods of delivery include:

A. Mail submission to:

Julie J. Brown  
Dan River Region Collaborative  
PO Box 11716  
Danville, VA 24543

B. Email submission with PDF attachment to:

[juliebrown@gmail.com](mailto:juliebrown@gmail.com)

Proposals are limited to ten (10) pages and MUST include the following:

1. Qualifications and Company Profile– Provide information as outlined in section 5 of the RFP.
2. Proposal Narrative – A proposal that features the way in which your proposed redesign of the Dan River Region Collaborative’s website. The proposal should address the evaluation criteria as outlined in section 6 of the RFP.
3. Preliminary timeline for completion of the redesign as outlined in section 8 as well as the desired elements outlined in section 7 of the RFP.
4. Projected total cost for the redesign as well as projected costs for future updates/projects as outlined in section 9 of the RFP.

Please contact Julie Brown, DRRC Project Director, by email at [juliebrown@gmail.com](mailto:juliebrown@gmail.com) or by phone at (434) 836-5674 with any questions regarding this RFP.