



REQUEST FOR PROPOSALS: WEBSITE REDESIGN

Proposal Due Date February 21, 2018

PURPOSE

Child Care Aware of Washington is accepting proposals to redesign and develop our website.

Our current website runs on Plone and is maintained both internally and by a contracted developer. It is hosted by Six Feet Up. We have a licensing agreement with Child Care Aware of America, which dictates our logo and primary/secondary color palettes.

We want to partner with a developer to build a new site that offers an excellent user experience, is state-of-the-art and visually compelling, is interactive, easy to navigate, is mobile-friendly, and optimizes SEO.

ABOUT OUR ORGANIZATION

Child Care Aware of Washington is part of the early learning system in Washington State. We are a non-profit organization with six regional offices that connects families to high-quality child care, supports child care providers in improving quality, provides scholarships for early learning professionals, and advocates for children and families.

In addition to the core services described above, we are expanding our efforts in fund development; shared business services for child care providers; support for family, friend and neighbor care givers; and business engagement. Our website is the primary conduit for linking those we serve and other audiences to these programs. We want to highlight on our home page our advocacy activities, our leadership conference, and other time sensitive content in compelling ways.

We want our website redesign to feature and reinforce our brand and key messages while better serving our diverse audiences and programs.

We will migrate the majority of our content to the new site and add content sections described below:

<http://wa.childcareaware.org/>

SCOPE OF WORK

1. Establish a website redesign process and timeline in coordination with CCA of WA project director
 - a. Propose a stakeholder input mechanism during the design process and for the life of the redesigned site

2. Reimagine Child Care Aware of Washington's online presence
 - a. Visually and graphically represent our mission and primary messages
 - b. Incorporate the organization's strategic plan initiatives into the website
 - i. Add Employer Engagement section
 - ii. Add Shared Services marketing section
 - c. Provide clear and accessible paths to established and in-development stand-alone sites that are part of our brand but in distinct locations:
 - i. Family Center child care search (we desire a more prominent link)
 - ii. CCA of WA field staff statewide (240 users); we currently use Schoolology
 - iii. Elevate Early Learning Conference registration
 - iv. Shared Services customers (link to stand alone site; not yet purchased)
3. Revisit the site platform, architecture and navigation to ensure ease of use for, and effectiveness with, users
 - a. Advise on CMS products and site hosting; we currently use Plone and would like best practices and options for ease of maintenance for internal staff
 - i. Propose a maintenance process for design, navigation and content that allows for a blend of internal staff capacity and contracted services
 - b. Intuitive navigation, a comprehensive site search, and programmed for SEO
 - c. Welcoming and accessible site for multiple language users: English, Spanish, Somali and Russian. Provide guidance on industry best practices for translated content.
 - d. Provide document management system that easily categorizes all documents in available languages
 - e. Ensure the new design is mobile friendly and accessible to all visitors, and is ADA compliant
 - f. Better integrate the website with our social media (Facebook, Twitter, Instagram, Pinterest, LinkedIn)
 - g. Add interactive maps, more dynamic interaction with our data products such as county reports, and other interactive elements to increase site usage
 - h. Allow for growth into e-commerce and other areas (we do not currently have this functionality but may in the future)
4. Reposition the organization as a fund development entity by incorporating individual and corporate fundraising mechanisms throughout the site

BUDGET

Propose a budget adequate for the scope of work stated above; if you offer a non-profit rate please note. Proposals will be solicited from multiple vendors, however project cost is only one of many criteria.

ELIGIBILITY

Selection criteria will include but not be limited to the following:

- Demonstrates an understanding of our objectives and our audiences
- Quality portfolio of website design and development projects
- Experience working with non-profit organizations

- Innovative and helps us explore new ways of reaching our audiences
- Knowledge of web standards, usability and accessibility
- Ability to meet projected timeframe with a dedicated project manager and/or professional team
- Training for CCA of WA staff in content management
- References from clients
- Cost

PROPOSAL REQUIREMENTS

Proposals should address the following areas in order to be considered:

- A brief description of why you are interested in this project
- An overview of your development process and your approach for a project of this size and type
- A proposed project timeline
- Clearly itemized pricing and a total cost for this project based on the scope of work
- Pricing for ongoing support after project completion
- An introduction to your team that would be working on the project and their qualifications
- A portfolio of related work from the last three years
- Reference contact information for at least three clients from the last two years

RIGHT TO REJECT PROPOSALS

CCA of WA reserves the right to reject any and all proposals submitted and to request additional information from any or all bidders. Any award may be made without discussion of proposals received and proposals should be submitted initially on the most favorable terms, from a price and technical standpoint. Any award made will be made to the contractor who, in the opinion of client organizations, is best qualified. The costs of proposal preparation should be borne by each bidder.

DISCLOSURE OF INFORMATION

In the event a proposal includes information which the bidder does not want disclosed to the public or used by CCA of WA for any purpose other than evaluation of this proposal, the Bidder must mark or reference each sheet of data to be restricted.

CONTRACT NEGOTIATION AND AWARD

Upon completion of the evaluation of the offeror's proposals and negotiation, the CEO of CCA of WA, with the consent of the Board of Trustees, shall award the contract to that responsible bidder whose offer is the most advantageous to CCA of WA.

RESERVATIONS AND STIPULATIONS

CCA of WA reserves the right to cancel any contract, if, in their opinions, there has been a failure by the firm to adequately perform in accordance with the stipulations of this Request for Proposal. The organization further reserves the right to cancel any contract in the event there is any attempt by the firm to impose upon the organization, products or workmanship which are, in the opinion of the client organization, of an unacceptable quality. Any action taken in pursuance of this latter stipulation shall not affect or impair any rights or claim of the CCA of WA to damages for the breach of any covenants of the contract by the firm.

CONVENANT AGAINST CONTINGENT FEES

The firm warrants that no person or selling agency has been employed or retained to solicit or secure this contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, excepting bona fide employees, or bona fide established commercial or selling agencies maintained by the firm for the purpose of securing business. For violation of this warranty, CCA of WA shall have the right to terminate or suspend their respective contracts without liability or in their discretion to deduct from the contract price or consideration, the full amount of such commission, percentage, brokerage, or contingent fee.

NON-DISCRIMINATION

CCA of WA does not discriminate on the basis of age, race, national origin, sex, sexual orientation or handicapped status in admission or access to, or treatment or employment in, its programs and activities, and expects its auditors to similarly meet these standards.

EXPECTED TIME PERIOD FOR CONTRACT

We would like to launch the new site within three months of an executed contract.

KEY DATES - PRELIMINARY	
Request for Proposal Released	February 5, 2018
Deadline for Proposals	February 21, 2018
Projected Award Date	February 26, 2018
Projected Project Start	March 5, 2018

PROPOSAL INSTRUCTIONS

Complete proposals must be received by Wednesday, February 21, 2018 by 5:00 pm PST. Submit all questions, and proposals in PDF form, via email to:

Michel Nelson

Community Engagement Director

michel@wa.childcareaware.org

(253) 533-6798