



WASHINGTON STATE COMMUNITY ACTION PARTNERSHIP

WSCAP works to build healthy communities and eliminate poverty through a unified network of Community Action Agencies across Washington State.

REQUEST FOR PROPOSALS: Web Developer and Website Redesign

The Washington State Community Action Partnership (WSCAP) is seeking proposals from qualified consultants/firms/individuals ("consultant") to develop a new website with a target budget of \$15,000. A consultant with demonstrated experience in developing websites for social services/nonprofit sector clients is preferred. WSCAP strives to ensure equity, diversity, and inclusion principles in our procurement processes. Submissions to this RFP from businesses run by women, people of color, LGBTQ people, and/or veterans are highly encouraged!

ABOUT Washington State Community Action Partnership

Established in 1993, WSCAP is the membership organization for the 30 Washington State Community Action Agencies (CAAs), which serve all 39 Washington counties. Twenty-six of the agencies are private not-for-profit organizations and four are within county or city governmental organizations. These agencies provide vital human services to low-income individuals, families and those in need. Nearly a million people benefit from these services each year. WSCAP membership's theory of change is to stabilize people and families in crisis, equip them to exit poverty and work in the community to create pathways out of poverty. The 30 Washington CAAs are major employers in their communities. Member CAAs provide a wide variety of services and receive federal, state, and local funding.

For more information see: www.wapartnership.org

Scope of Work

Our current website is a custom-built product that was developed about 10 years ago and has since become stale, difficult to navigate, and extremely difficult to update. The public facing side will engage users with the latest news and elevate the legacy of Community Action, while quickly connecting people with the help they need in their local community. The member side of the website will be a hub for approximately 2,000 Community Action staff to access training and technical assistance and allow member-side users to connect and share with their peers. The developer will be responsible for the creation of a new website with a target launch date of October 5, 2020. The following is to be used as a general guide, and is not intended to be a complete list of all work necessary to complete any efforts:

1. Consult and work closely with the WSCAP executive director and policy and communications director to develop a design strategy and workplan which serves the needs of the state association and member organizations.
2. Provide manual and other documentation for staff website administrators.
3. Develop and lead training for the efficient use of the website for admin-level users and base-level users.
4. Develop a modern, mobile-responsive website which includes:
 - a. news or blog features
 - b. integration of social media feeds and RSS feeds
 - c. event and workshop calendar
 - d. event and workshop registration form
 - e. online registration and secure payment feature
 - f. email and contact form
 - g. e-newsletter subscription form embed capability
 - h. User account self-registration with final approval by admin (see 8a)
5. Develop integration of location-based third party content (i.e. Google Maps or Google Calendar).
6. Include video and other media playback/embedding abilities.
7. Ensure the WSCAP website exceeds Americans with Disabilities Act (ADA) website compliance by meeting Web Content Accessibility Guidelines (WGAG 2).



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8. Develop a custom Content Management System (CMS) including:
 - a. Intranet, including multiple tiers of administration capacities across approximately 2,000 user accounts
 - b. Web portal for educational content such as webinars, forms, etc.
 - c. Submission platform for CAP directors to share news and events with the public and those within the network

Required Respondent Information

1. Letter of interest.
2. A summary of relevant experience in the last three (3) years; specifically, please describe the types of projects completed.
3. A digital portfolio highlighting at least three (3) websites which demonstrate your ability to complete the proposed scope of work.
4. A complete list of current clients and those served during the twelve (12) months preceding the submission date and a declaration of any potential incompatibility or conflicts of interest between those clients and the WSCAP.
5. A list of three (3) references.
6. Submittal of information must include:
 - a. The legal name of consultant/firm/individual, address, telephone number, number of years in business, and current number of full-time professional and technical personnel with the consultant/firm.
 - b. Name and telephone number of the consultant who will be in charge of the actual work performed for the WSCAP.
 - c. The address and telephone number of the office(s) where the work is to be undertaken.
 - d. Itemized cost of services and any customary charges for services to be rendered.
 - e. Estimate of total expenses anticipated to be billed to WSCAP.

Selection Criteria

Proposals will be evaluated based on the following criteria:

1. Thoroughness and understanding of work to be completed.
2. Overall experience of staff assigned to the work.
3. Recent public and nonprofit sector experience conducting similar web development projects.
4. Cost.

Selection Process

WSCAP staff will review the submitted proposals for completeness and qualifications to determine those consultant(s) to be invited to an interview and presentation. Upon completion of all interviews, the WSCAP executive director will advise the respondents of its selection. Professional Services Agreement for the work will be prepared and executed.

Discretion and Liability Waiver

1. Company personnel signing the cover letter of the proposal must be an authorized signer with the authority to represent the firm and to enter into a binding contract with the WSCAP.
2. Proposed services and related pricing contained in the proposal must be valid for the of three (3) year period after the deadline for submission of the proposal.
3. WSCAP will make every effort to administer the proposal in accordance with the terms and dates outlined in the RFP; however, WSCAP reserves the right to modify the activities, timeline, or any other aspect of the process at any time as deemed necessary by WSCAP staff.
4. By requesting proposals, WSCAP is in no way obligated to award a contract or pay the expenses of consultant(s) in connection with the preparation or submission of a proposal.



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5. The awarding of a contract shall be contingent on the availability of funds and the necessary staff and WSCAP board of director's approvals.
6. WSCAP reserves the right to request and obtain from one or more of the consulting firms submitting proposals, supplementary information as may be necessary for analyzing the proposals pursuant to the consultant selection criteria contained herein.
7. WSCAP may require consultant(s) to participate in additional rounds of more refined submittals before the ultimate selection of a consulting team is made. These rounds could encompass revisions of the submittal criteria in response to the nature and scope of the initial proposal.
8. WSCAP reserves the right to reject any and all proposals, to waive any non-material irregularities or informalities in any proposal, and to accept or reject any item or combination of items.
9. Additionally, factors such as, but not limited to, the following may disqualify a proposal without further consideration:
 - a. Evidence of collusion among respondents.
 - b. Any attempt to improperly influence any member of WSCAP staff or any WSCAP's membership.
 - c. A respondent's default under any type of agreement, which resulted in the termination of that agreement.

Proposal Format and Submittal Instructions

Please submit the following information:

1. Letter of interest.
2. "Required Respondent Information" as listed above.

Submit proposals to:

Andrea Capere
WSCAP Policy & Communications Director
PO Box 7130
Olympia, WA 98507
or via email: andrea@wapartnership.org

Proposals are due no later than 5:00 PM on Friday, April 24, 2020. Any proposal received after the deadline will not be considered and the successful respondent will be notified by Friday, May 8.

Should you have any questions about this request for proposal or for questions concerning the scope of work, please contact:

Andrea Capere, Policy & Communications Director
Washington State Community Action Partnership
www.wapartnership.org
andrea@wapartnership.org