

SAN DIEGO
WORKFORCE

PARTNERSHIP[®]

Date: Thursday, October 22, 2015
To: Interested Website Design Contractors
From: Desiree Roughton, Communications Specialist
Subject: Request for Quotes (RFQ) – Workforce.org Redesign (workforce.org)

REQUEST FOR QUOTE – GRAPHIC DESIGN

The San Diego Workforce Partnership is looking for a website design and development firm to update the look and feel of the workforce.org homepage and internal content pages. Please see the scope of work section for a more in-depth breakdown of the services requested.

ORGANIZATIONAL OVERVIEW

The San Diego Workforce Partnership (SDWP) is a 501(c)(3) tax-exempt organization chartered by the County and the City of San Diego to fund job training programs in the San Diego region. The organization's primary funding is allocated by the Department of Labor under the provisions of the Workforce Innovation and Opportunity Act (WIOA).

SDWP serves as a source of information on the region's current and projected labor market. Research specialists analyze workforce needs and trends in San Diego County, offering job seekers, employers, educators, trainers, and researchers data on topics such as wages and salaries, occupational projections, employment statistics, and San Diego County's economy.

The organization's mission is to empower job seekers to meet the current and future workforce needs of employers in San Diego County. The vision of SDWP is that every business in our region has access to a skilled workforce and every job seeker has access to meaningful employment. Our community will view us as the leader for innovative workforce solutions, which add great value to our region.

For additional information, please visit www.workforce.org.

SCOPE OF WORK

SDWP is interested in entering into an agreement with a qualified contractor to provide a redesign of the homepage and internal content pages for workforce.org. Bidders are encouraged to visit our website to provide recommendations on how to improve design and UX.

Requirements of the redesigned site:

- Must be responsive

- Must be Drupal-compatible
- You may modify an existing template or propose an original design
- No long-scrolling layouts

Other items:

- SDWP will provide any photos needed for the redesign.
- Contractor must stage design changes in demo site and thoroughly test for quality, and browser and device compatibility.
- SDWP's current web support consultant will implement the final changes in our live site. Contractor will provide all files associated with the redesign to our consultant when we're ready to go live.

DELIVERABLES

Creative brief in-person meeting

Target date: week of December 12, 2016

- Contractor should come prepared with questions, examples to discuss
- SDWP will come prepared to discuss likes/dislikes, present examples of sites/specific elements

Finalized homepage to replace the current workforce.org

- 3 layout and design options presented in in-person meeting
Target date: week of January 11, 2016
- 5 revisions

Finalized internal content pages to replace all workforce.org pages

- 3 template designs for interior pages presented at in-person meeting
Target date: week of February 8, 2016
 - left navigation + content
 - right navigation + content
 - content (full width)
- 3 revisions

Training session with SDWP and current web support consultant

Target date: week of March 21, 2016

- Demo of Drupal plug-ins, theme templates, etc.
- Any specifics to make homepage and internal content pages run smoothly post hand-off
- Leave-behind document with content management procedures

Target completion date: March 30, 2016

SUBMITTAL SCHEDULE

- RFQ Release Date: October 22, 2015
- RFQ Responses Due (electronic copy via email): November 12, 2015 by 5:00 p.m. PST
- Selection and Service Agreement Start Date: December 1, 2015

Please email your quote to **desiree@workforce.org** by Thursday, November 12, 2015 by 5:00 p.m. PST with the subject of the email titled “RFQ Workforce.org Redesign [name of bidder].”

Target completion date: March 30, 2016

All work related to this project must be completed no later than Thursday, June 30, 2016.

The budget for this project may not exceed \$15,000.

QUOTE FORMAT

Bidders must submit the following information:

1. Name and contact information of the bidder and SSN or tax ID
2. Short description of the approach to this project
 - a. Technical details on how the design will be accomplished (template developed from scratch, template based on some off-the-shelf company, etc.) — be as detailed as possible
3. Project budget and hourly cost
4. Two samples of work (links or attachments)
 - a. Technical details on how the design was accomplished (template developed from scratch, template based on some off-the-shelf company, etc.) — be as detailed as possible
5. Conflict of Interest Disclosure Form (Attachment A)
6. References

EX-PARTE COMMUNICATION

All inquiries must be e-mailed directly to **desiree@workforce.org**. No phone calls will be accepted. Bidders are advised that **no other SDWP individuals are to be contacted** in this regard. No other sources of responses or clarifications are considered valid.

Bidders are strictly prohibited from contacting SDWP staff or members of SDWP’s boards and committees, including Board of Directors, Workforce Investment Board (WIB), San Diego Consortium Policy Board (Policy Board), Adult Programs Committee and Youth Council about this RFQ.

SELECTION

Quotes will be evaluated based on the following criteria:

- Description of the approach to this project
- Samples of work
- Project budget and cost reasonableness
- References

LIMITATIONS

Right to Cancel

SDWP reserves the right to cancel all or part of this Request for Quote at any time without prior notice. This Request for Quote does not commit SDWP to award a contract or to pay any cost incurred in the preparation of a response to the solicitation. SDWP reserves the right to reject any and all quotes, to accept or reject any or all items in the quotes, and to award the contract in whole or in part as deemed to be in the best interest of SDWP. SDWP reserves the right to negotiate with any bidder after the quote(s) are reviewed, if such action is deemed to be in the best interest of SDWP. Such negotiation should not be viewed by any bidder as an indication of contract award.

SDWP reserves the right to delay, amend, or reissue the RFQ at any time.

COOLING OFF PERIOD

SDWP, the WIB and the Policy Board shall not approve or contract with, and shall reject any bid or proposal submitted by, an individual or entity who within the preceding twelve (12) months, was themselves or employs anyone who:

1. Is a current, dismissed, separated, or formerly employed person of SDWP, and
 - a. Was employed in any position(s) of substantial responsibility in the area of service to be performed by the contract; or
 - b. Participated in any way in the negotiations, transactions, planning, arrangements, or any part of the decision making process relevant to the proposed contract/service agreement, or was or is employed in a role of substantial responsibility in the same general subject area as the proposed contract; or
 - c. Is an owner, officer, principal, partner, or major shareholder of the proposed Contractor?

This prohibition will apply to any qualified person(s) leaving the employ of SDWP, and will apply at all times during the twelve-month period beginning on the date the person left the employment of SDWP. This policy will apply to procurements issued or contracts executed for program-related services and not to internal SDWP operational support executed within that twelve-month period. Potential Bidders must detail any Cooling Off Period disclosures on the Conflict of Interest Disclosure Form - Attachment A even if there is no perceived conflict. The Policy Board may, upon a showing of special circumstances that would justify the approval of such a contract, waive this prohibition.