



**REQUEST FOR PROPOSALS
WORKFORCE INNOVATION & OPPORTUNITY ACT
WEBSITE DESIGN**

Request for Proposals (RFP) Issued	June 26, 2024
Contact Information	Email: rfprelease@novaworks.org
Question Period	June 26, 2024 to July 11, 3:00 p.m. PST
Proposals Due	July 24, 2024, 3:00 p.m. PST Submit electronically to rfprelease@novaworks.org
Tentative Award Notification	By August 6, 2024
Tentative Contract Begins	By September 1, 2024

Please Note: There is a 25MB limit to the size of the email. Please keep this limitation in mind if including graphics and/or charts. In addition, please do not submit via a document/file sharing platform.

This Request for Proposals (RFP), supporting documents, and any questions received about the RFP with corresponding responses will be posted on NOVAworks website at: <https://novaworks.org/about/rfp>.

I. Introduction

The federal Workforce Innovation and Opportunity Act (WIOA) is designed to strengthen and improve the nation's public workforce system. It plays a critical role in linking talent with opportunity, connecting diverse customers to employment and training, and helping employers recruit skilled workers that match their employment needs. To fully communicate the workforce system's value and expand awareness of its services to job seekers and employers, the system must provide effective vehicles for promoting access and engagement. The NOVAworks Workforce Development Board (WDB) issues this Request for Proposals (RFP) to seek proposals from established professional design firms with expertise in website design to promote customer access and engagement.

NOVA Workforce Services (NOVAworks) is embarking on a complete redesign of its primary website (novaworks.org) and creating and launching a new, unique website for the NOVAworks Foundation, a 501(c)3 non-profit organization. NOVAworks' current website has approximately 90 pages of content, which can be significantly reduced with a thoughtful organization strategy. NOVAworks Foundation does not currently have a website. The new websites will provide an improved user experience and increase engagement with individuals and businesses seeking services and strategic partnerships with NOVAworks.

The program will be funded through WIOA that affirms the U.S. Department of Labor's commitment to economic growth and providing high quality services to job seekers and employers.

Responses to this Request for Proposals (RFP) must include a scope of services that meets the diverse needs of residents and employers operating in the NOVAworks region. The region encompasses the Silicon Valley cities of Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara and Sunnyvale, and the County of San Mateo.

Eligible Applicants

This RFP is made available to proposers from for-profit organizations, non-profit organizations, educational institutions, and public agencies with experience with website design and are familiar with WIOA and its regulations. See **Section II. E. Technical Qualifications** below for detailed criteria relative to qualifications.

Funds Available

Funding for this program is 100% federally funded by the Employment and Training Administration of the U.S. Department of Labor through the Workforce Innovation and Opportunity Act. Additional funding may be utilized from other sources up to 20% of total funding. **Up to \$49,000** of funds will be available, as a one-time cost, for total contracted website design services. This figure is a planning estimate and provided as a guideline only.

NOVAworks reserves the right to adjust award amounts based on its final allocation, other sources of funding, and on the responses to this RFP, and to award contracts to one or multiple providers. Interested parties may submit responses for all or a portion of the funds identified.

The contract is anticipated to begin on **September 1, 2024**.

II. Scope of Services

A. Scope of Work

Interested proposers will demonstrate their ability to deliver the following aspects of the website redesign project. All proposals must be comprehensive and address the full scope of services detailed in this RFP.

Task 1: NOVAworks Website Development: Develop and launch a website for NOVAworks incorporating, at a minimum, the following elements:

- a. **Content Organization and Strategy:** Develop a content strategy that includes content creation, site organization and management guidelines. Audit NOVAworks' existing website content and service delivery processes to identify site structure and content needs. Collaborate with the NOVAworks team on new content development. Edit and optimize website copy provided by NOVAworks to improve readability, engagement, and search engine visibility.
- b. **User Experience:** Conduct research and analysis to understand the needs and preferences of NOVAworks' target audience(s). Design a user-friendly interface that is easy to navigate and intuitive to use. Integrate multimedia content such as images, videos, and infographics that enhance message delivery. Optimize the website's performance to reduce loading times. Implement a responsive design that optimizes the website for various devices and screen sizes. Ensure the website complies with accessibility standards and requirements. **See Section II. C. Accessibility Requirements** for more information.
- c. **Visual Design:** Create a website that utilizes modern design trends and professional design principles to enhance the visual aesthetic and functionality of the website. Incorporate NOVAworks' newly developed brand identity. Use high-quality images, videos and graphics to generate appeal and enhance messaging. Design any custom graphics, icons or visual elements as needed. Produce or procure any custom photography or videography as needed.
- d. **Technical Features:** Develop the website using the latest web technologies and standards. Design the site with scalability in mind to accommodate future growth and technological advancements. Suggest and integrate into the website, pending approval from NOVAworks, any useful third-party tools and services such as analytics platforms, social media plugins, calendar/scheduling tools, forms, surveys, search and/or chat features, etc. that will enhance the user experience and NOVAworks' internal processes. The cost of third-party tools is not included in the funds available in this RFP for this service and will be purchased by NOVAworks separately, if approved. Implement search engine optimization (SEO) best practices to improve the website's visibility and ranking on search engines. Implement robust security measures to protect the website from cyber threats.
- e. **Quality Assurance:** Create a prototype to allow NOVAworks to visualize the website's structure, layout, and functionality prior to final design and content approval and launch. Identify and address any usability issues prior to launch. Conduct thorough testing across different devices, browsers, and platforms to identify and fix any bugs or issues.

Task 2: NOVAworks Foundation Website Development: Develop and launch a second, separate website for NOVAworks Foundation with attention to all elements described in Task 1 but including a much smaller architecture and a limited number of functional elements. It is expected that this website will only require approximately 10 pages or less of content at initial launch.

Task 3: Technical Support: Provide technical support and maintenance of the websites for a specified period to address any issues that may arise post-launch. As part of this technical support and beginning within the first two weeks after launch, conduct training sessions for a small team of NOVA staff on how to manage and update the website using a content management system.

B. Record Keeping

Successful Proposers will be expected to maintain complete up-to-date and accurate records and management controls. Individual and aggregate costs information should be maintained in real time and be ready for sharing with NOVAworks staff when requested. Records must be kept confidential in compliance with state and federal requirements. See **Section II. D. Confidentiality** for more information.

Service providers will be expected to maintain complete fiscal and accounting records including, but not limited to, backup documentation of all contract expenditures and demonstration of acceptable accounting methods to allocate costs.

All records relating to this program are subject to review and monitoring by NOVAworks, the State of California, and the U.S. Department of Labor (DOL), and shall be made available upon request.

Financial records, supporting documents, statistical records, and all other records pertinent to an award shall be retained for a period of three years from the date of submission of the final expenditure report or, for awards that are renewed quarterly or annually, from the date of the submission of the quarterly or annual financial report, as authorized by DOL.

C. Accessibility Requirements

Per guidance from the *State Workforce Services Directive No. WSD 17-01, Nondiscrimination and Equal Opportunity Procedures* (available at https://edd.ca.gov/siteassets/files/Jobs_and_Training/pubs/wsd17-01.pdf), service providers must adhere to the following accessibility requirements:

No qualified individual with a disability may be excluded from participation in, or be denied the benefits of a recipient's service, program, or activity or be subjected to discrimination by any recipient because a recipient's facilities are inaccessible or unusable by individuals with disabilities. Recipients that are subject to Title II of the Americans with Disabilities Act (ADA) of 1990 must also ensure that new facilities or alterations of facilities that began construction after January 26, 1992, and comply with the applicable federal accessible design standards, such as the ADA Standards for Accessible Design (1991 or 2010) or the Uniform Federal Accessibility Standards. In addition, recipients that receive federal financial assistance must meet their

accessibility obligations under Section 504 of the Rehab Act and the implementing regulations at 29 C.F.R. part 32. Additionally, Section 508 of the Rehabilitation Act (29 U.S.C. section 794d) provides guidance as it pertains to electronic and information technology, and the Web Content Accessibility Guidelines (WCAG) provides further guidance as it pertains to website accessibility. Some recipients may be subject to additional accessibility requirements under other statutory authority, including Title III of the ADA that is not enforced by the DOL's Civil Rights Center (CRC). As indicated in 29 C.F.R. section 38.3(d)(10), compliance with this part does not affect a recipient's obligation to comply with the applicable ADA Standards for Accessible Design.

All WIOA Title I-financially assisted programs and activities must be programmatically accessible. This includes providing reasonable accommodations for individuals with disabilities, making reasonable modifications to policies, practices, and procedures, administering programs in the most integrated setting appropriate, communicating with persons with disabilities as effectively as with others, and providing appropriate auxiliary aids or services, including assistive technology devices and services, where necessary to afford individuals with disabilities an equal opportunity to participate in, and enjoy the benefits of, the program or activity.

D. Confidentiality

Successful proposers acknowledge that they will exchange various kinds of information pursuant to this program. That information will include data, applications, program files, and databases. These data and information are confidential when they define an individual or an employer. Confidential information requires special precautions to protect it from unauthorized use, access, disclosure, modification, and destruction. Each party shall keep all information that is exchanged between them in the strictest confidence and make such information available to their own employees only on a "need-to-know" basis. Refer to NOVAworks' *Protection of Personally Identifiable Information & Other Confidential and/or Sensitive Customer Information* policy and procedures for guidance available on NOVAworks' website at <https://novaworks.org/about/rfp>.

E. Technical Qualifications

To be eligible for consideration, proposers submitting proposals may not have a financial or policy interest in NOVAworks or the City of Sunnyvale (City). If such interests exist, they must disclose said interest and recuse themselves from any actions that may pose a conflict of interest. Proposers must also demonstrate, but not be limited to, the following:

- Experienced staff, subcontractors, and/or partners to provide the services described herein or must show the ability to acquire such staff.
- Legal capability to enter into a contract for the delivery of these services, and ability to contract in a timely manner.
- Ability to fulfill contract requirements, including the indemnification and insurance requirements.
- If applicable, satisfactory performance under a current or past contract with City/NOVAworks for similar services.
- Capacity to maintain adequate files and records, comply with confidentiality mandates, and meet reporting requirements.

- Ability to prepare and communicate status reports to NOVAworks staff.
- Capability to fiscally and administratively provide and manage the proposed services on a reimbursement basis (no advance funding), to ensure adequate audit trail, to maintain audit-ready files, and to monitor its own organization files (internal audit function).
- Knowledge and understanding of federal Fair Labor Standards Act and rules; and regulations and policy directives regarding the Workforce Innovation and Opportunity Act programs issued by the State of California Employment Development Department.
- Does not provide for the advancement or aid to any religious sect, church or creed, or sectarian purpose.
- Knowledge and understanding of OMB's uniform administrative requirements ("Uniform Guidance") at 2 C.F.R. part 200 et al; and 2 C.F.R. part 2900 et al.
- That it is an Affirmative/Equal Opportunity Employer. If selected for funding, the lead agency and the collaborative partner agencies will be required to meet nondiscrimination and EEO requirements.
- Compliance with requirements for lobbying, debarment and suspension, energy efficiency and other environmental regulations, the Stevens Amendment, domestic partners, child support, gender identity, drug-free workplace certification, and expatriate corporations, among others.
- If a corporation, limited liability company, or limited partnership, certification that it is registered with the California Secretary of State and in good standing.
- Registered with the federal System for Award Management (SAM) and neither contractor nor its principals are listed on the government-wide Excluded Parties List System.
- Acknowledgement that, except where City has agreed in a signed writing to accept a license, City shall be and remain without additional compensation the sole owner of any and all rights, title and interest in all intellectual property, from the moment of creation, whether or not jointly conceived, that are made, conceived, derived from, or reduced to practice by Contractor or City and which result directly or indirectly from this Agreement

III. RFP Process Information

Contact Information

The primary method of contact for information on this RFP is through:

E-mail: rfprelease@novaworks.org

Any questions concerning this RFP, the application process, or programmatic issues must be submitted via email to rfprelease@novaworks.org by **3:00 pm PST on July 11, 2024**. Answers to certain questions arising from the process, significant interpretations, direction, or revisions to the RFP will be posted on the NOVAworks website at <https://novaworks.org/about/rfp>. Proposers are encouraged to check the website for any updated information.

Submission of Proposals

Proposal must be submitted to rfprelease@novaworks.org and received by the City **by the deadline of July 24, 2024 3:00 pm PST**.

Please Note: There is a 25MB limit to the size of the email. Please keep this limitation in mind if

including graphics and/or charts.

Proposals received after the stated timeframe will be rejected.

All proposals shall be deemed public documents at the time of contract award to the successful proposer. The RFP is intended to be worded in a manner so as not to elicit proprietary information. If proprietary information is submitted as part of the proposal, such information shall be clearly labeled "Proprietary" and accompanied by a request that the information be returned by the City to the Proposer upon completion of this RFP process. If proposals contain proprietary information, then proprietary paragraphs and/or other data should be clearly marked as noted above.

The information on the pages of the proposal identified as proprietary will be used only for the evaluation of the proposal, but Proposer understands that disclosure may be required under the California Public Records Act or other Federal, State, and Local law, as determined by the City.

Note that wholesale use of headers/footers bearing designations such as "confidential", "proprietary", or "trade secret" on all or nearly all of a proposal is not acceptable, and may be deemed by the City as a waiver of any exemption claim. Any Proposal that includes a blanket statement or limitation, which would prohibit or limit public inspection may be considered nonresponsive and may be rejected. Pricing information is generally not considered proprietary information.

The identification of exempt information must be more specific. The City assumes no responsibility for disclosure or use of unmarked data for any purposes.

Review and Rating of Proposals

NOVAworks staff will screen all proposals received by the submission deadline for administrative compliance with the proposal instructions and format specifications. Proposals not in compliance with these requirements will not be forwarded to the RFP Review Committee.

All efforts will be made to keep the Review Committee free of any conflict of interest. The panel may include a wide range of workforce experts representing different aspects of workforce development.

The RFP Review Committee will evaluate all proposals passing the above threshold based on the information included in the proposal narrative and budget. The panel will consider all of the program design factors described in the proposal and will evaluate how well the proposal meets the needs outlined herein. The Committee may conduct oral interviews to further clarify and evaluate proposal details. Each proposal will be reviewed and scored according to the following categories for a maximum score of 100 points:

- 1. Overall Project Design / Responsiveness to RFP (30 points)**

Proposals will be evaluated according to the degree to which the proposal submission addresses **Section II. Scope of Services**, the proposer's Work Plan and other specified requirements outlined for submission. The review will also include the creativity, practicality, and potential effectiveness of the overall proposal.

- 2. Demonstrated Effectiveness and Past Performance (50 points)**

Proposals will be evaluated according to the proposer's experience and expertise in website design and development, quality and creativity of past work, and experience in managing all

aspects of this type of project, effectively and efficiently, within a specified timeline and budget. Strongest responders will have demonstrated past experience serving workforce board clients. A review of the staff qualifications will be included.

3. **Funding Requested/Cost (20 points)**

The funding requested will be reviewed according to the degree to which it accounts for all tasks and elements specified in **Section II. Scope of Work**. It will also be reviewed for accuracy and completeness and to ensure all costs are necessary, reasonable, allocable, and allowable under the Workforce Innovation and Opportunity Act. In addition, funding requested will be reviewed for competitiveness with other requests received.

The Review Committee, with NOVAworks staff assistance, will prepare a recommendation to the NOVAworks senior leadership team for review and approval.

NOVAworks reserves the right to contact any individuals, agencies, or employers listed in the proposal and/or others with experience or knowledge of the proposer's relevant performance and qualifications, and to verify references and the accuracy of all statements contained in the proposal.

Proposal reviewers will not evaluate nor participate in a vote to fund any proposal from an organization with which they have any financial and/or organizational relationship.

This RFP does not commit NOVAworks to award a contract, to pay any costs incurred in the preparation of a proposal to this request, or to procure or contract for services or supplies. NOVAworks reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified sources, or to cancel in part or in its entirety, with or without cause, this Request for Proposals if it is in the best interest of NOVAworks to do so. Should a failed competition (i.e., only one responsive proposal is received) result from this RFP, NOVAworks has the option to recompet the procurement or enter into a sole source procurement, whichever is deemed appropriate. NOVAworks may require the proposers selected to participate in negotiations, and to submit such price, technical, or other revisions of their proposals as may result from negotiations.

Type of Contract

NOVAworks reserves the right to utilize the most appropriate contract methodology, including performance-based and/or cost reimbursement. As NOVAworks' fiscal agent is the City of Sunnyvale, the contract will be issued in the name of the City of Sunnyvale.

Indemnification

To the fullest extent permitted by law, Service Provider shall hold harmless, defend at its own expense, and indemnify the City and its officers, officials, employees, agents, and volunteers, against any and all liability, claims, losses, damages, or expenses, including reasonable attorney's fees, arising from all acts or omissions of Service Provider or its officers, agents, or employees in rendering services under this Agreement; excluding, however, such liability, claims, losses, damages, or expenses arising from the City's sole negligence or willful acts. The defense and indemnification obligations of this agreement are undertaken in addition to, and shall not in any way be limited by, the insurance obligations contained in this agreement. Service Provider's responsibility for such defense and indemnity obligations shall survive the termination or

completion of this Agreement.

Insurance Requirements

If awarded the contract, the service provider must comply with the City of Sunnyvale's (City) insurance requirements, as follows:

The service provider shall procure and maintain, at its own expense, during the life of this Agreement, policies of insurance, in compliance with this section below unless expressly waived, in writing, by the City Risk Manager. The City utilizes PINSAdvantage.com (PINS) to track and verify all insurance related documents. Before commencement of the agreement, the service provider shall furnish City Risk Manager, through the PINS system, certificates and endorsements showing the type, amount, class of operations covered, effective dates and dates of expiration of insurance coverage for approval by City Risk Manager.

Service Provider shall procure and maintain for the duration of the Agreement insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work by the Service Provider, their agents, representatives, or employees.

Minimum Scope and Limits of Insurance. Service Provider shall maintain limits not less than:

1. **Commercial General Liability:** coverage written on an occurrence basis with limits not less than \$1,000,000 per occurrence and \$2,000,000 aggregate for bodily injury, personal injury and property damage. ISO Occurrence Form shall be at least as broad as CG 0001.
2. **Automobile Liability:** coverage with a combined single limit of not less than \$1,000,000 applying to all owned, non-owned, or hired vehicles used in conjunction with this Agreement for bodily injury and property damage. ISO Form shall be at least as broad as CA 0001.
3. **Workers' Compensation:** Statutory Limits and **Employer's Liability** \$1,000,000 per accident for bodily injury or disease.

Industry Specific Coverages. If checked below, the following insurance is also required:

Professional Liability / Errors and Omissions Liability coverage with limits not less than \$2,000,000 per occurrence or claim.

Valuable Papers and Electronic Data Processing with limits not less than \$10,000 each.

Cyber & Tech Liability coverage with limits not less than of \$1,000,000 per occurrence or claim.

Crime coverage with limits not less than \$500,000 to include third party premises endorsement.

If working directly with minors, the Certificate of Insurance must include coverage for sexual abuse and molestation with limits not less than \$1,000,000 per occurrence and \$2,000,000 aggregate.

Deductibles, Self-Insured Retentions and Other Coverages:

Any deductibles or self-insured retentions must be declared and approved by the City of Sunnyvale, Risk Manager. The Service Provider shall guarantee payment of any losses and related investigations, claim administration and defense expenses within the deductible or self-insured retention.

The aforementioned insurance requirements can be met through any combination of self-insured, primary and excess/umbrella policies that fulfill the stipulated coverage as cited above.

Other Insurance Provisions:

1. During the term of the Agreement, the City of Sunnyvale, its officers, officials, employees, agents, and volunteers are to be covered as an additional insured in the Service Provider's commercial general liability policy (and if industry specific coverage is checked above, valuable papers, electronic data processing, cyber, and sexual abuse and molestation liability policies) with respect to liability arising out of activities performed by or on behalf of the Service Provider; products and completed operations of the Service Provider; premises owned, occupied or used by the Service Provider. The coverage shall contain no special limitations on the scope of protection afforded to the City of Sunnyvale, its officers, officials, employees, agents, or volunteers.

Additional Insured Endorsement for ongoing operations at least as broad as ISO CG 20 10 Scheduled, or automatic CG 20 38.

2. During the term of the Agreement, the Service Provider's Workers' Compensation policy shall be endorsed with a waiver of subrogation in favor of the City of Sunnyvale.
3. For any claims related to this agreement, the Service Provider's insurance shall be primary. Any insurance or self-insurance maintained by the City of Sunnyvale, its officers, officials, employees, agents and volunteers shall be excess of the Service Provider's insurance and shall not contribute with it and shall be at least as broad as ISO CG 20 01 04 13.
4. Any failure to comply with reporting or other provisions of the policies including breaches of warranties shall not affect coverage provided to the City of Sunnyvale, its officers, officials, employees, agents or volunteers.
5. The Service Provider's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.
6. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be suspended, voided, cancelled by either party, reduced in coverage or in limits except after thirty (30) days' prior written notice by certified mail, return receipt requested, has been given to the City of Sunnyvale.
7. Any umbrella or excess Insurance Liability policies shall be true "following form" of the underlying policy coverage, terms, conditions, and provisions and shall meet all of the insurance requirements stated in this document, including the additional insured, SIR,

and primary and non-contributory insurance requirements for the benefit of City (if agreed to in a written contract or agreement) until all coverage carried by or available to the Service Provider's primary and excess liability policies are exhausted and before the City's own Insurance or self-insurance shall be called upon to contribute to a loss.

8. The policy limits of coverage shall be made available to the full limits of the policy. The minimum limits stated above shall not serve to reduce the Service Provider's policy limits of coverage. Therefore, the requirements for coverage and limits shall be (1) the minimum coverage and limits specified in this agreement, or (2) the broader coverage and maximum limits of coverage of any insurance policy or proceeds available to the named insured, whichever is greater.

Acceptability of Insurers:

Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A: VII, and who are admitted and authorized to do business and in good standing in California unless otherwise acceptable to the City of Sunnyvale's Risk Manager.

Verification of Coverage:

The City of Sunnyvale utilizes PINSAdvantge.com (PINS) to track and verify all insurance related documents. The City is no longer accepting Certificates of Insurance by mail and requires the use of PINS. The City will email the Service Provider requesting proof of insurance for this Agreement through the PINS platform (no-reply@pinsadvantage.com), which include instructions on how to upload insurance documents electronically. Service Provider shall furnish the City of Sunnyvale with an electronic or original Certificate of Insurance effecting the coverage required. The certificates are to be signed by a person authorized by that insurer to bind coverage on its behalf and name City of Sunnyvale, Attn: Risk Management, 456 W. Olive Ave., Sunnyvale, CA 94088 as the certificate holder. All certificates are to be received and approved by the City of Sunnyvale, Risk Manager prior to commencement of work.

The Service Provider shall provide certificate(s) evidencing renewals of all insurance required herein prior to the expiration date of any such insurance. Service Provider shall submit insurance certificates reflecting the policy renewals through PINS. The City reserves the right to require complete, certified copies of all required insurance policies, at any time.

Subcontractors

Service Provider shall require all sub-contractors to procure and maintain insurance policies subject to these requirements. Failure of Service Provider to verify existence of sub-contractor's insurance shall not relieve Service Provider from any claim arising from sub-contractors work on behalf of Service Provider.

Contract Award

NOVAworks may award a contract(s) based upon offers received without discussion of such offers with the successful proposer. Each offer should be submitted in the most favorable terms from a price and technical standpoint. However, NOVAworks reserves the right to request additional data or oral discussion/presentation in support of written proposals.

Prior to any contract negotiations, the applicant/agency must be prepared to submit the

following:

- Form W-9 with Federal ID number
- Proof of insurance
- Signatory authorization
- Audit report for the past fiscal year

Successful proposer will be expected to comply with all City, State and Federal regulations and requirements that include but are not limited to those outlined in **Section II. E. Technical Qualifications**.

Award Notification

The contact person listed on the Proposal will be informed of the results of this RFP by email.

Applicants whose proposals are not recommended for funding may request a debriefing within seven (7) days of being notified of the decision. Requests must be submitted to rfprelease@novaworks.org.

Request for Proposals Timeline

RFP Release Date	June 26, 2024
Deadline to Submit Questions	July 11 by 3:00 p.m. PST Email: rfprelease@novaworks.org
Deadline to Submit Proposal	July 24, 2024 by 3:00 pm PST Proposal must be submitted to the email address: rfprelease@novaworks.org
Proposer Finalist Interviews if needed	By August 5, 2024
Tentative Written Notification of Recommendation (sent to proposers)	By August 6, 2024
Tentative Contract Begins	By September 1, 2024

With the exception of the proposal submission deadline, all dates are subject to change.

IV. Proposal Instructions and Format

1. **Proposal is due by 3:00 p.m. PST on July 24, 2024 to the following email address:** rfprelease@novaworks.org. Proposals received after the stated timeframe will be rejected.
2. All proposals must be submitted as requested. Late or incomplete proposals will not be considered. The City reserves the right to reject any and all proposals.

3. Do not include literature or attachments beyond that necessary to present a complete and effective proposal. Failure to submit a concise, complete proposal shall be evidence of the proposer's inability to undertake program objectives.
4. All narratives will be typed in Arial (regular) or Times New Roman font, 12-point size or larger, on 8 ½" x 11" pages, with 1" for all margins. All narratives will be single-spaced with pages numbered sequentially. **There is a page limit of 15 pages, including the Narrative and Budget (with the exception of appendices.)** Note: There is a 25MB limit to the size of the email. Please keep this limitation in mind if including graphics and/or charts.
5. Organize the proposal in a manner consistent with the instructions.
6. Proposals may be submitted in PDF format. Proposals should not be submitted via Google docs or other sharing platform.

NOTE: It is the responsibility of the proposer to ensure that the proposal is received by the time and date specified above.

A. Proposal Work Plan/Requirements

Proposers should provide the following information in the proposal submission:

1. Narrative

Proposals shall:

- Include Proposal Summary Form: Complete the attached Proposal Summary Form (see page 15.) Please Note: The Word version is on NOVAworks' website at <https://novaworks.org/about/rfp>.
- Describe the approach to completing the tasks specified in the Scope of Work.
- Outline cost proposal for each task area specified in the Scope of Work. Specifically describe the deliverables for each task and detail any potential upgrades or cost saving measures.
- The work plan shall be of such detail to demonstrate the Proposer's ability to accomplish the project objectives.
- Identify a project timeline and sequentially outline the activities that would be undertaken to complete each task of the project.
- Identify project team and points of contact for each segment of service delivery.
- Describe the tools and technologies you will use to monitor the functionality of the website during and after the development phase and what key performance indicators you would recommend as an effective monitoring tool for the website's operation after final launch.
- Identify methods that the Proposer will use to ensure quality control as well as budget and schedule control for the project.
- Identify any special issues, problems, or risks that are likely to be encountered in this project and how the Proposer would propose to address them.
- Include a minimum of three (3) samples of previous work, similar in scope and size to this project. Samples should include a description of the project's scope, goals and objectives, timeline, and budget.

Proposals that include the use of a subcontractor(s) must identify one lead firm and clearly identify, with an organizational chart, any and all subcontractors. Proposing lead firms must clearly define the roles and responsibilities for the lead and any and all subcontractor(s). The lead firm is solely responsible for any and all sub-contractual business arrangements.

2. **Budget**

The total funding for this project is not to exceed \$49,000. Please include a detailed and itemized budget to deliver the services in your proposal submission. All costs proposed to be charged must be necessary, reasonable, allocable and allowable under the Workforce Innovation and Opportunity Act.

3. **Appendices**

- **Appendix A: References:** Please provide three (3) references, including names and contact information. References from workforce board clients is strongly encouraged.
- **Appendix B: Project Team:** Please include biographies and relevant experience of key staff who would be assigned to the project. Please describe coverage levels of employees who would be assigned to this project.
- **Appendix C: Company Overview:** Please provide a brief history of your company, including year established and number of years the company has been offering services.

Reminder: Proposals must be submitted to rfprelease@novaworks.org by the deadline of **July 24, 2024, 3:00 p.m. PST. NOVAworks is requesting that the response to the RFP be limited to 15 pages, including the Narrative and Budget. There is no page limit on appendices.** Note: There is a 25MB limit to the size of the email. Please keep this limitation in mind if including graphics and/or charts.

NOVAworks Workforce Board

WEBSITE DESIGN RFP

Proposal Summary Form

Proposing Entity Information:

Legal Name: _____

Fiscal Agent, if applicable: _____

Address: _____

Contact Person: _____

Telephone: _____ Fax: _____

Email: _____

Type of Organization (public, for profit, or non-profit): _____

If you are a non-profit agency, please attach a copy of your current Board of Directors list that shows affiliations of each board member.

Total Cost Requested: _____

Certification:

The applicant hereby proposes to provide and deliver services as stated in this proposal.

The applicant certifies that the signatory below is a duly authorized representative of the applicant organization and is fully authorized to submit and sign proposals; that the cost data contained herein are accurate, complete, and current; and that the applicant organization is fully capable of fulfilling its obligation under this proposal as stated herein.

Name and Title of Authorized Representative (typed)

Signature of Authorized Representative

Date