



**Blue Water  
Community Action...**  
*Helping People.  
Changing Lives.*

Blue Water Community Action

Website Development

Request for Proposal

January 16, 2023

Submissions Due: February 16, 2023, 4:00 p.m. ET

Blue Water Community Action

3403 Lapeer Road

Port Huron, MI 48060

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## **1. Summary**

Blue Water Community Action (BWCA) is accepting proposals to redesign the Agency's web site, [www.bwcaa.org](http://www.bwcaa.org). This project will encompass all elements from concept to implementation. The purpose of this RFP is to provide a fair evaluation for all candidates and define the criteria by which they will be measured.

## **2. BWCA Overview**

Blue Water Community Action (BWCA) is a private, non-profit community action agency with a mission to advocate for and provide individuals with limited income an opportunity to become socially and economically self-sufficient in their community. The agency is governed by a 12-member Board of Directors. This Board comes together once a month to discuss, review and vote on policy and fiscal matters as well as program service issues.

BWCA uses federal and state grant funds as well as dollars from private and public sources for programs that aid the low-income and disadvantaged residents of St. Clair County.

BWCA's main office is in Port Huron and provides services to all St. Clair County residents with some programs assisting residents in Huron, Lapeer, Macomb, Sanilac, and Tuscola counties. BWCA employs about 105 staff consisting of full time, part time, temporary and substitute staff.

A good source of additional organizational information is through the agency's strategic plan, which can be found at:

<https://www.bwcaa.org/news-and-events/news/73-news/322-bwca-2022-strategic-plan>

### **3. AUDIENCE**

Primary Audience: community, Board of Directors, staff, participants/clients, community partners, funders (state and federal government; corporations and foundations; and local public and private sources), policymakers, media and the general public. In addition, audience includes other organizations that BWCA works in partnership with such as other human service agencies, public schools, non-profits, etc.

Secondary Audience: Donors, Volunteers, Prospective Staff.

### **4. CURRENT WEBSITE**

The agency's current website, [www.bwcaa.org](http://www.bwcaa.org) is 6 years old with the backend becoming obsolete. This has created the opportunity for BWCA to enhance the website with a fresh start.

### **5 NEW WEBSITE OBJECTIVES**

BWCA's objective is to have a website that is accessible to its key audiences, provides intuitive and functional navigation, and has a visually aesthetic look and feel. Resources and materials need to be searchable and easy to use. BWCA staff should be able to update the site's content routinely and easily. The content on the current site would need to be migrated over into the new site. In addition, the website should be accessible on mobile devices and have access to a payment portal for donors.

Examples of sites that appear to achieve these objectives include:

[www.waynemetro.org](http://www.waynemetro.org)

[www.cacscw.org](http://www.cacscw.org)

[www.truenorthservices.org](http://www.truenorthservices.org)

## 6. NEW WEBSITE FUNCTIONALITY REQUIREMENTS

The new website will need:

- A. Creative, responsive design with an emphasis on a captivating home page and accessible on computers and mobile devices.
- B. Ability to have Alert Banner for notifications of closings or announcements on the home page.
- C. Events calendar (internally modifiable in a user-friendly format)
- D. Ability to accept donations through a secure payment portal.
- E. Mobile-optimized design.
- F. Content Management System that is intuitive and user friendly. It must allow BWCA staff to update continually. Page flows are cohesive.
- G. Search engine optimization
- H. Navigation and information Architecture
- I. Site search function, searchable resource library, and searchable content
- J. Ability to track website visitors
- K. Ability to embed and view videos
- L. "Contact Us" CAPTCHA code as well as alerts when comments/questions are submitted
- M. Embedded social network feeds
- N. Sign up for Alerts (this would include eNews, Events, Announcements, etc.)
- O. Migration of select current site content
- P. Program Interest Form

Important elements of the new site (not all inclusive):

- Sections for each program with the ability to build/modify content

- Featured Stories/Resources
- Local and County Resources
- Give/Donate
- Volunteer Opportunities
- Careers/Employment Opportunities
- About Us
- Bid Opportunities
- Search
- News
- Calendar – with feature category identifiers on type of event (example: color coded community event, office closings, board meetings, etc.)
- Contact Us
- Follow up survey

## **7. BUDGET DETAILS**

Proposals must include all costs associated with the delivery of the project as described in the RFP. The project should include the base rate plus cost rates of additional enhancements. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site. Any suggestions or enhancements based on priority given then specifications noted above, and project budget should be noted.

Bidders should submit a detailed, line-item budget as well as a payment schedule based on deliveries.

While BWCA prefers the most cost-effective solution, all proposals will be considered and weighed based on their merits.

BWCA reserves the right to reject any proposal for any reason.

## **8. PROPOSAL GUIDELINES AND REQUIREMENTS**

This is an open and competitive process. All proposals must be submitted by email, hand delivered/received via mail/delivery no later than February 16, 2023, 4:00 p.m. ET. Proposals submitted after 4:00 p.m. ET on that date will not be considered.

- a) The proposal must contain the signature of a duly authorized officer or agency of the company submitting the proposal.
- b) If you wish to submit alternate solutions, please do so. The price you quote should be inclusive.
- c) If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees or charges.
- d) Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Please include the following outline for your proposal response:

- a) Company overview
- b) Website development strategy
- c) Platform description
- d) Content Management System to be used
- e) Timeline for deliverables based on a July 1, 2023, project kick off
- f) Examples of similar work for organizations with multiple constituencies, (ideally, other nonprofit organizations)
- g) Cost with detailed breakdown
- h) Annual fees
- i) Team members for the project
- j) Staff training for content management system
- k) Terms and conditions
- l) Five references

## **9 EVALUATION CRITERIA**

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- a) Suitability of the proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- b) Experience in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- c) Design and Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user-friendly interfaces that engage communities and viewers.
- d) Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- e) Ease of Use and Quality of Content Management System.
- f) Availability of support.
- g) Value/Pricing Structure and Price Levels – the price corresponds with the value offered by the proposer.
- h) Proposal Presentation – the information is presented in a clear, logical manner and is well organized.
- i) Demonstrated commitment to high service level agreements.
- j) Finalists may be further evaluated on interview/presentation of proposal.

## **10. CONTRACT TERMS**

BWCA will negotiate contract terms upon selection. All contracts may be subject to review by the agency Board of Directors and legal counsel. The project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items. BWCA retains the right not to award a contract based on the RFP.



BWCA reserves the right ownership of the website and the code development.

## **11. RFP & PROJECT TIMELINE DETAILS**

RFP Issued: January 16, 2023

Close of Questions & Answers: January 26, 2023

Submission Due: February 16, 2023

Finalist Interviews and Presentations: February 23, 2023

Selected Firm Contacted: March 2, 2023

Project Kick-off: April 13, 2023

New Website Launch Target Date: To be developed with final contractor.

\*BWCA reserves the right to modify the timeline as needed.

Subject to change without notice. The dates above are provided as a guideline.

## **12. QUESTIONS AND PROPOSAL SUBMISSION**

Questions on the RFP should be submitted via email no later than January 26, 2023, at 4:30 p.m. eastern time to the attention of Darlene Kramp [dkramp@bwcaa.org](mailto:dkramp@bwcaa.org). Answers and questions will be posted for all potential respondents on the BWCA website.

Proposals should be submitted via email to [dkramp@bwcaa.org](mailto:dkramp@bwcaa.org) or hand delivered/received via mail/delivery no later than February 16, 2023, 4:00 p.m. eastern time to:

Blue Water Community Action  
Darlene Kramp, Community Services Associate Director  
3403 Lapeer Road  
Port Huron, MI 48060

### **13. FORMAT FOR PROPOSALS**

Please use the following as a guideline to format your proposal:

#### **Length and Font Size:**

Please use fonts no smaller than 12-point font. Maximum proposal length including title page, cover letter, proposal, qualifications, and budget should not exceed twenty (20) pages.

#### **Title Page:**

Please include your company name, address, website address, telephone number, fax number, e-mail address and primary contact **person**.

#### **Cover Letter:**

Signed by the person or persons authorized to sign on behalf of the company.

#### **Proposal:**

See list in Section 8: Proposal Guidelines and Requirements.

Thank you for your interest in responding to this RFP with a proposal for our new website. BWCA looks forward to your response.