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**REQUEST FOR PROPOSALS:
SEMCA/WIN WEB DEVELOPMENT AND MAINTENANCE**

October 17, 2018 through October 16, 2019

INQUIRIES AND PROPOSALS SHOULD BE DIRECTED TO:

Tim Johnston (tim.johnston@WINintelligence.org)

Director of Communications

SEMCA/WIN

SECTION 1: SUBMISSION GUIDELINES & IMPORTANT DATES

Contact

Tim Johnston
Director of Communications
SEMCA/WIN

Timetable

- A. **Request for proposals release date:** September 19, 2018
- B. **Deadline for submitting questions:** September 28, 2018
 - a. **Method for submitting questions:** E-mail questions to tim.johnston@WINintelligence.org by 5 p.m. EST on September 28, 2018 with the subject line: "Questions submission: SEMCA/WIN web development and maintenance RFP"
 - i. Questions regarding this RFP will not be answered on an individual basis. All answers to questions received by the date specified above will be posted on www.WINintelligence.org under the "News" section by October 3, 2018.
 - ii. Phone calls related to this RFP will not be accepted or addressed. Questions must be submitted via email as described above.
- C. **Deadline for submitting proposals:** October 10, 2018
- D. **Delivery Method for submitting proposals:** E-mail bids to tim.johnston@WINintelligence.org. In email subject line, please include: "Proposal for SEMCA/WIN web development and maintenance RFP"
- E. **Right to reject:** SEMCA/WIN reserve the right to reject any and all proposals received in response to this RFP in the event funding becomes unavailable or other unforeseeable circumstances occur. A contract for the accepted proposal will be based upon the factors described in this RFP and may include any or all parts of the proposal.
- F. **Contract period**

The contract period is one year from start of contract, with the potential to renew annually.
- G. **Contract and Payment Schedule**

Upon receipt of competitive quotes, SEMCA/WIN will select a vendor, develop a contract proposal, and set contract terms, including a payment schedule. A monthly invoiced, payment schedule is anticipated. Any services and deliverables executed under this contract will be paid on a reimbursement basis only. This is not an RFP for a retainer contract. All billing must reflect actual work completed. SEMCA/WIN require that all services are listed within bidder proposals showing hourly rates for each individual service. (Additional details and requirements listed in Section 4: Proposal Requirements.)
- H. **Notification of Award:** It is expected that a decision selecting the successful bidder will be made within one (1) week of the closing date for the receipt of proposals. Upon conclusion of final negotiations with the successful bidder(s), all offerors submitting proposals in response to this Request for Proposal will be informed, in writing, of the decision. Please do not contact SEMCA or WIN to check the status of proposals.

SECTION 2: STATEMENT OF PURPOSE AND SEMCA/WIN VENDOR ROLES

The **Southeast Michigan Community Alliance (SEMCA)** and the **Workforce Intelligence Network for Southeast Michigan (WIN)** are jointly issuing this request for proposal seeking a web developer to assist both organizations with changing website structure, providing security updates and website software updates, adding plug-ins, providing graphic and creative design modifications, future web development including custom site and online product development, and other projects related to maintaining and developing all SEMCA and WIN initiative websites.

About SEMCA and WIN:

The Southeast Michigan Community Alliance (SEMCA) is committed to its vision for a competitive economy that is sustained by private and public partnerships that develop a productive workforce.

As a result of our dedication to the residents of southeast Michigan, SEMCA is accredited by the Council on Accreditation, the first nonprofit organization in the country to receive such an accreditation from the Council under its newest network standards. **The Workforce Intelligence Network for Southeast Michigan (WIN)** is a partnership of 10 community colleges and 6 Michigan Works! Agencies in southeast Michigan. WIN's mission is to help cultivate a cohesive talent system by facilitating data-driven workforce solutions to ensure responsiveness to changing labor market demands. WIN specializes in fostering collaboration among talent partners, including workforce development, community colleges, four-year postsecondary institutions, K-12 schools, economic development organizations, government, community-based organizations, employers, and others.

Websites managed/owned by SEMCA and WIN that are included in this RFP:

- SEMCA's primary site – semca.org
- Your Success – yoursuccess.work
- WIN's primary site – WINintelligence.org
- Advance Michigan Center for Apprenticeship Innovation – MIApprenticeship.org
- MAGMA – MiGreenMobility.org
- Opportunity Detroit Tech – OpportunityDetroitTech.org
- MI Bright Future – MIBrightFuture.org
- WIN's data dashboard – WINDataDashboard.com
- Advance Michigan Defense Collaborative – advancemimanufacturing.com
- Additional partner and initiative sites

SEMCA/WIN and vendor roles and responsibilities

SEMCA/WIN will own the rights to all intellectual property created before and after the award of this RFP including, but not limited to, websites domains, database infrastructure, designs, and content. SEMCA/WIN require the ability to update and change web content and design with assistance from the vendor as needed. Upon expiration of an executed agreement, or if the agreement is terminated by either party, SEMCA/WIN will have the ability to change vendors with timely transfer of website hosting and maintenance with no transfer cost to SEMCA and WIN.

SEMCA/WIN responsibilities will include:

- Serve as the primary owner of infrastructure and data
- Serve as the primary contact of all initiative websites and be responsible for decisions made about the site development
- Serve as the project manager of all activities conducted on all initiative websites – all activities performed by the selected vendor will be under the direction of SEMCA/WIN staff
- Provide direction for all web development and web editing needs

Vendor responsibilities will include:

- Fulfillment of contract terms for the entire scope of work listed in this RFP or for select project items
- Web hosting, site security and availability, any needed SSL certificates, and backups
- Participation in work group discussions to further the development of SEMCA/WIN's brand, initiative brands, and SEMCA/WIN projects. This may include answering questions and providing progress updates
- Work with the SEMCA/WIN team and, at times, other SEMCA/WIN partners regarding the project(s)
- Provide training to the SEMCA/WIN team regarding use of the sites and products created/maintained
- Provide monthly website analytic reporting to SEMCA/WIN, as identified by SEMCA/WIN staff, to supplement Google Analytics
- On a per-project basis (under the direction of SEMCA/WIN staff), provide SEO data and information for increasing traffic to SEMCA/WIN websites
- Set a schedule for monthly, or quarterly, meetings as necessary with SEMCA/WIN staff to review website goals, strategies, updates and analytics. This includes providing updates to SEMCA/WIN on industry best practices and new technologies that could be helpful for SEMCA/WIN to leverage
- Ensure the sites function well with all customary web browsers on desktop, mobile devices, and others. All pages must incorporate responsive web design.
- Real time when possible, but not less than weekly, plug-in, API and security updates for all SEMCA/WIN websites
- Assign a single lead point of contact for the SEMCA/WIN account and projects.
- Provide a web-based project management platform to monitor progress and maintain seamless communication between SEMCA/WIN and vendor
- Integration of CRM (Highrise) with SEMCA/WIN's email marketing platforms (MailChimp & Constant Contact)
- Provide e-commerce platform integration into SEMCA/WIN related websites

SECTION 3: SCOPE OF WORK & DELIVERABLES

All SEMCA and WIN initiative sites, future sites, and products developed with the selected vendor will be owned by WIN. The partners who contribute content will not have direct access to the sites to make changes but will go through SEMCA/WIN to do so. The list of projects below requires that the vendor examine the current websites.

Under the supervision of SEMCA/WIN staff, the selected contractor will work to accomplish the following SEMCA and WIN web services deliverables.

Deliverables:

- 1. Deliverables for all SEMCA and WIN initiative websites**
 - a. Ongoing changes to site structure to ensure optimal functionality
 - b. Security updates
 - c. Website software updates
 - d. Transfer of site and hosting to selected vendor
 - e. Perform routine updates needed for all sites
 - f. Routine backup of website structure and content
- 2. Deliverables specific to each SEMCA and WIN initiative website**
 - a. SEMCA and WIN primary sites: semca.org and WINintelligence.org
 - i. Integration of e-commerce platform to allow for SEMCA and WIN to accept event registration fees, donations, etc. (deliverable due 12/31/2018)
 - ii. Event calendar integration and maintenance

- b. SEMCA Primary site:
 - i. Convert site from custom html to industry standard format that will allow SEMCA staff to add and edit content
- c. Advance Michigan Center for Apprenticeship Innovation: MiApprenticeship.org
 - i. Event calendar integration and maintenance
 - ii. Maintenance of ROI calculator functionality as needed and identified by WIN staff
- d. Michigan Alliance for Greater Mobility Advancement: MiGreenMobility.org
 - i. Event calendar integration and maintenance
 - ii. Integration of e-commerce platform to allow for WIN to accept payments to MAGMA courses and potential membership dues (deliverable due 12/31/2018)
 - iii. Revamp of site design to reflect WIN branded color palette and design elements
 - iv. Redevelopment of back-end of website to allow WIN staff to easily make changes
- e. MI Bright Future: MiBrightFuture.org
 - i. Development and management of web forms for registration of participating businesses
 - ii. Management and minor updates of current website
 - iii. Advisement regarding the integration of several web systems
- f. Opportunity Detroit Tech: OpportunityDetroitTech.com
 - i. No deliverables specific to this initiative have been identified at this time; assist with projects identified by WIN staff as needed
- g. Advance Michigan Defense Collaborative: AdvanceMiManufacturing.com
 - i. No deliverables specific to this initiative have been identified at this time; assist with projects identified by WIN staff as needed
- h. WIN's data dashboard: WINDataDashboard.com
 - i. Update all data that is utilized for this tool; data to be provided by WIN staff
 - ii. Update all charts, graphs, infographics, and other design elements to reflect updated data
 - iii. Provide graphic design assistance for other features as needed and identified by WIN staff

Proposals should include a statement that all Intellectual Property rights will be owned by SEMCA/WIN and that other work may be added to the contract upon a mutually signed agreement. Proposals should also include a commitment to open communication with SEMCA/WIN about delivery dates, launch dates, and any contingency plans should delivery dates need to be adjusted.

All proposals to this RFP should also include itemized pricing (the hourly rates for each) for the above work as well as bundled pricing options that could provide any cost savings. Responses should be organized by main topic area listed above. The contract with SEMCA/WIN will extend to SEMCA/WIN partners should they require specific web and design services. If the proposal does not include the above noted statements and pricing structure breakdown, the proposal may be disqualified from the bidding process.

SECTION 4: PROPOSAL REQUIREMENTS

Proposal Format:

In order for a proposal to receive funding consideration, the application included in this packet must be answered completely. Proposers should take care in following the format of the application. Use narrative and/or include attachments where requested. Adherence to this format is essential since evaluation criteria is based on the structure of the RFP. Failure to follow the requested format could result in the disqualification of your proposal.

Proposals should be prepared as simply as possible and provide a concise description of the bidder's capabilities to produce aforementioned deliverables. The proposal should be no longer than fifteen (15) pages total and include the following:

1. Cover page (form included in RFP)
2. Executive summary
3. Past performance & experience
4. Description of deliverables
5. Staffing & working with SEMCA/WIN
6. Timeline
7. Total cost
8. Completed bidders signature sheet (form included in RFP)
9. Completed Risk Assessment questionnaire (form included in RFP)

Bid Review Process

The application is a preliminary mechanism used to determine the suitability of a service provider for funding. The review process involves:

A. Preliminary Screening

To be considered for funding you must complete the entire application. Based on your response, an evaluation team will determine whether further consideration of the application is warranted.

B. Follow-up / Fact Finding Documentation

Upon analysis of your completed application and budget, you may be asked by SEMCA/WIN to submit additional information or details to the evaluation team. You may also be asked to provide a presentation or demonstration of your organization's abilities to successfully fulfill the proposal requirements.

C. Evaluation Process

Proposals will be scored using a pre-determined scoring matrix by a formal evaluation committee. Vendors with the top proposals may be asked to participate in an interview or asked to provide further information/clarification. Recommendations from SEMCA/WIN will be made for final approval.

Proposal Content and Evaluation

Based on information submitted, your suitability to deliver service will be rated in the following manner:

- **Past performance & experience: 25 points maximum**
Please provide an organizational overview of experience, links to relevant products (past and present) and otherwise demonstrate the credentials and capacity to perform the desired work and achieve identified goals. Provide 3 references from past contracts of similar work. Please provide the same information for any individuals or businesses outside of your own organization that will be contracted for any portion of this project.
- **Description of deliverables: 20 points maximum**
Provide a description of how your organization intends to fulfill the scope of work and deliverables associated with this project including site migration, security services, SEO, database construction and maintenance and other relevant services provided by your organization. Describe how your approach will meet the expectations identified in the previous sections. Indicate if any work will be contracted to other organizations.
- **Staffing & working with SEMCA WIN: 15 points maximum**
SEMCA/WIN expect the service provider to have professional staff presently in their employ who have credentials (education and/or experience) and capacity to perform the required services. Clarify what is

expected of SEMCA/WIN staff and what is expected of the vendor for a successful partnership and describe management of the ongoing process for making improvements to these sites. In addition, provide description of the firm, including professional qualifications of the principals involved in administering the project including names, titles, and role in the project plus their specific experience. Do not include the resumes and professional qualifications for individuals who will not be assigned to the project.

○ **Timeline: 15 points maximum**

Provide a timeline for migration and update of the sites. Bidders should provide a timeline of activity for deliverables following award of the contract. Provide a list of any assumptions made regarding the timeline.

○ **Total Cost: 25 points maximum**

Since the basis of the award to service providers is a competitive process, SEMCA/WIN expect to fund the bidder who delivers the best quality of service at the most cost-effective price. Proposers must submit the expenses related to producing each of the items identified in the scope of work/deliverables including the hourly rates.

If you are a private-for-profit organization, you must identify the amount of profit that is being charged. Funding may be requested to cover costs in two general categories:

- Administrative costs refer to salaries, wages, fringe benefits and related costs of the overall program management, program coordination, and general administrative functions.
- Program costs refer to all costs not attributed to administrative costs. This can include costs such as travel, registration fees, meeting fees, etc.

This is a reimbursement only project, meaning that SEMCA/WIN are not authorized to pay in advance for work that has not been completed. SEMCA/WIN can only pay for completed work.

Evaluation Scoring

Past performance & experience	25
Description of deliverables	20
Staffing and working with SEMCA/WIN	15
Timeline	15
Total Cost	25
Total Points	100

Please do not add any additional attachments.

SECTION 5: REQUIRED DOCUMENTS

The three following forms must be completed and submitted with proposals. These forms will not count towards the total page limit.



**Workforce Intelligence Network for Southeast Michigan
Cover Page**

Response to request for proposals for:
Web Development and Maintenance SEMCA/WIN
October 17, 2018 through October 16, 2019

E-mail this cover page and proposal to Tim Johnston at tim.johnston@WINintelligence.org.

Identifying Information

A. _____
Name of Organization

Street Address

City State/Zip County

B. _____
Contact Representative and Title

C. _____
Phone Number

D. Type of Organization:

- Public School. Private Non-Profit Private For-Profit
 Community-Based organization Community College Other (specify) _____

The Southeast Michigan Community Alliance and Workforce Intelligence Network for Southeast Michigan are seeking the services of an organization that is qualified and experienced in providing a comprehensive package of services. For maximum flexibility, continuity and efficiency, SEMCA/WIN may contract with one or with multiple organizations to provide the deliverables as outlined in this Request for Proposal.

Bidder's Signature Sheet

Please complete this form and return as part of the Request for Proposal.

Bidding under the name of: _____

Federal Employer Identification Number: _____

Which is (check one of the following):

Corporation, incorporated under the laws of the State of _____

List all officers and stockholders:

Assumed Name (Register No.): _____

Individual

Partnership

Is any owner, partner, stockholder or employee of the company or institution completing this Request for Proposal associated with or have a family member working with SEMCA/WIN, or an administrative employee of SEMCA/WIN?

Yes

No

If yes, name of company member: _____

I certify that this proposal is a firm offer to begin Program Year 2018 (XXX2018) and that complete and accurate records justifying all expenditures, leaving a clear audit trail to point of origin will be maintained, subject to periodic audit by the Workforce Intelligence Network for Southeast Michigan/Southeast Michigan Community Alliance. I further certify that I have read and understand the specifications preceding this application.

NOTE: This document must be signed by the individual who has signatory authority for the organization under whose sponsorship this proposal has been submitted.

If another individual is authorized to sign contracts as a result of this proposal, indicate:

When payment on such contract is to be directed to the same company at an address different from above, fill in that address:

RISK ASSESSMENT QUESTIONNAIRE

<p>In accordance with Office of Management and Budget (OMB) Title 2 CFR Part 200.331 SEMCA/WIN, is responsible for evaluating its contractors for risk.</p> <p>Please provide responses to the questions that follow:</p>	Contractor Representative Completing this questionnaire:		(To be completed by SEMCA/WIN)		
	Name of Contractor		FEDERAL AWARDING AGENCY		
			GRANT		
			CFDA#		
			RISK ASSESSMENT		
		Comment	Low 1	Medium 2	High 6
<p>1. Prior to receiving funding from SEMCA/WIN, had your organization received a federal grant (directly or indirectly) within the past five years? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p style="padding-left: 40px;">If yes, when? _____</p> <p>Description of grant:</p>					
<p>2. Has your organization previously been required to submit to a compliance audit or Single Audit as required by OMB A-133, Title 2 CFR Part 200 or the cognizant agency? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, provide the single audit. This attachment does not apply to maximum page count.</p> <p>Was the award determined to be a major federal program in the audit? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>					
<p>3. Were there any findings resulting from the single audit? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>					

<p>4. Does the individual (or team of individuals) with primary responsibility for grant-related financial activities have prior experience with federal grants?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, describe.</p>				
<p>5. Does your organization have written policies and procedures related to internal controls and oversight?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>				
<p>6. Has your organization had new or substantial changes to its operating structure/systems or has new personnel?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>				

OVERALL RATING BASED ON SCORING (6 TO 8 = "LOW", 9 TO 13 = "MEDIUM", OVER 14 = "HIGH")

SECTION 6: General Terms and Conditions

Selection of Service Provider

The Southeast Michigan Community Alliance (SEMCA) is the fiduciary agent of the Workforce Intelligence Network. The following section will reference SEMCA/WIN as one entity.

SEMCA/WIN will comply with all federal and state mandates governing contractor selection including federal guidelines 2 CFR 200. Due to the potential funding source for SEMCA/WIN, contractors are required to abide by the same standards and regulations (2 CFR 200).

To be considered for funding, contractors must have:

1. Adequate financial resources or the ability to obtain them;
2. The ability to meet program design specifications at a reasonable cost;
3. A satisfactory record of past performance; and
4. A satisfactory record of integrity, business ethics, and fiscal accountability.

Grievance Policy

SEMCA/WIN subscribes to the policy of equal opportunity and as such, maintains a formal grievance procedure to handle complaints of customers and service deliverers. Adherence to the same is acknowledged by acceptance of a contract from SEMCA/WIN.

Protest Procedures

SEMCA/WIN shall follow appropriate protest procedures in the event the awarding of bids is questioned or challenged. These procedures will be advertised as part of the RFP process and will be available at any time upon written request.

An individual, company or organization not in agreement with the awarding of a bid shall submit a written protest to the Chief Executive Officer of SEMCA and the Executive Director of WIN, within five business days of awarding a bid. If the SEMCA/WIN vendor has not been notified prior to SEMCA/WIN's receipt of protest, the notification will be held pending resolution of the protest.

SEMCA/WIN shall review the protest and respond to the protest in writing within 10 business days of its receipt. If the complainant is not satisfied with the response they may appeal it to SEMCA/WIN. If an agreement is still not reached the complainant shall obtain, at their expense, an arbitrator that is acceptable to all parties. The appointed individual will evaluate all information and make the final decision.

Profit

Public and private nonprofit entities will be required upon the completion of a contract to report their actual operational costs of the contract to SEMCA/WIN by line item. If SEMCA/WIN has paid the public or private nonprofit entity more than the actual operational costs, the entity must return all revenues in excess of costs to SEMCA/WIN.

Further, a private-for-profit entity must identify profit (fees or other revenue in excess of actual costs) in their line item budget, in accordance with federal mandates that require assurances that profit is reasonable and allowable, SEMCA/WIN require profit be based on the net cost of the contract, not to exceed 10%.

SEMCA/WIN reserves the right to allocate profit, fees, or other revenues in excess of actual costs to one or both cost categories in proportion to actual costs incurred attributable to each category.

Right to Refusal and Proposal Preparation Costs

This preliminary application does not commit SEMCA/WIN to award a contract, or to pay any costs incurred in the preparation of a proposal submitted in response to this request or to procure or contract services or supplies. This includes any demonstration and/or interviews that are part of the proposal process. SEMCA/WIN reserves the right to accept or reject any or all proposals in part or in their entirety if it is in the best interest of SEMCA/WIN to do so.

System Awards Management Registration (SAM)

SEMCA/WIN will require the proposer selected to register under the federal government's System Award Management, accessible by visiting SAM.gov. This registration must be complete and the organization must be searchable on the site prior to contract execution. **Right to Negotiate**

SEMCA/WIN will require the proposer selected to participate in negotiations and to submit any price, technical, or other revisions of their proposals as may result from negotiation.

Right to Request Additional Information

SEMCA/WIN reserves the right to request any additional information that might be deemed necessary after the completion of this document.

System Design Costs

The successful bidder shall be responsible for all design, information gathering, and required programming to achieve a successful implementation. This cost must be included in the base bid.

Pricing Eligibility Period

All vendor proposal bids are required to be offered for a term not less than **120** calendar days in duration.

Additional Charges

No additional charges, other than those listed in the proposed cost breakdown, shall be made. Prices quoted will include verification/coordination of order, all costs for shipping, delivery to all sites, unpacking, setup, installation, operation, testing, travel, cleanup and training.

Federal or State Sales, Excise, Or Use Taxes

Owner does not pay sales use tax. All other taxes, fees, permits and shipping costs, etc. shall be included.

Contract Requirements

SEMCA/WIN considers this RFP legally binding and will require that this RFP and the resulting awarded vendor Proposal and any amendments be included as addenda to any subsequent contracts between the Vendor(s) and SEMCA/WIN. It should be understood by the Vendor(s) that this means that the Owner expects the Vendor(s) to satisfy substantially all requirements and reports listed herein. Exceptions should be explicitly noted in the Vendor Proposals. Lack of exceptions will be considered acceptance of all of the specifications as presented in this RFP.