

## **REQUEST FOR QUALIFICATIONS**

### **For Web Design Services for STEP, Inc.**

#### **Introduction and Background**

Solutions That Empower People, Inc. (STEP, Inc.) is a private non-profit organization established in 1966 as a Community Action Agency in the Commonwealth of Virginia. For more than 57 years, the agency's mission has been to empower people to overcome their barriers to economic, educational, and developmental success within the communities we serve. STEP, Inc. continues to pursue that mission while developing new programs to support the low-income individuals and families in Franklin and Patrick counties.

Today, STEP serves over 4,000 of our friends and neighbors in the community. Together with our partner agencies, we employ sustainable strategies that address both the symptoms and the root causes of poverty. We take our mission and our relationships with our clients personally, as we all work together to help each individual realize their fullest potential!

Our broad array of programs includes child development and school readiness programs through Head Start/Early Head Start; a private day school and college readiness program through Youth Services; weatherization and home rental assistance services through Weatherization and Housing; home-delivered meals, congregate meals, and transportation services through Senior Services; and tax preparation assistance through our Volunteer Income Tax Assistance (VITA) program.

STEP, Inc.'s current website is out of date and does not include modern features to support efficient operations. The current website platform is cumbersome and difficult for STEP, Inc. staff to update and maintain. The current website is available at [www.stepincva.com](http://www.stepincva.com).

#### **Scope of Services**

STEP, Inc. seeks a consultant/firm that will work collaboratively with organization staff and stakeholders to facilitate a refresh of the STEP, Inc. website that includes the following objectives:

1. Aligns with STEP, Inc.'s brand and values and meets the goals of the agency.
2. Has an effective and simple content management system.
3. Clear navigation system with active search feature.
4. Responsive design for users to access on mobile or other devices.
5. Interactive and modern design with tools for interactive features and landing page options.
6. Hosts and updates web forms for client eligibility assessment; forms can be shared internally with our client management system, empowOR.
7. Integrate and manage existing employment and volunteer application and internal performance appraisal platforms.

8. Includes events calendar.
9. Includes newsletter/blogging feature and news platform.
10. Integrates with agency social media channels.
11. Includes feedback capabilities, such as integrated surveys, chatbot/chat feature, etc.
12. Includes donation functionality and Call to Action functions.
13. Incorporates appropriate search engine optimization practices.
14. Features alternative language options.
15. Accessible and ADA/Section 508 compliant.
16. Meets security expectations.

Additionally, STEP, Inc. expects the selected consultant/firm to provide the following services:

1. Provide support and training to staff to update and maintain web content and accessibility.
2. Engage staff, board members, clients, and other stakeholder groups in the website development process.
3. Meet with agency staff and stakeholders at regular intervals throughout the process.

Upon successful completion of the above objectives, STEP, Inc. expects to establish a standing relationship with the selected Offeror to assist with future media and communications including print and digital media.

### **Proposal Criteria**

Responses to this Request for Qualifications must include, at minimum, the information below. A contract for the accepted proposal will be based upon the factors described in the following proposal criteria:

1. Statement of Qualifications
  - a. History and Organizational Structure of Firm- Provide a description of the Offeror's history and organizational structure and staff capacity, including whether or not the Offeror qualifies as a Small, Women-Owned, and Minority Business.
  - b. Experience of Firm- Provide a detailed description of the firm's experience providing similar services. Examples of the Offeror's past work may be included for review (examples of both website redesign and brand refresh preferred).
  - c. Experience/Qualifications of Assigned Professionals- Provide a resume for each individual who may be assigned to provide these services and designate the individual who would have primary responsibility for overseeing these services.
2. Scope of Services
  - a. Provide a description of the proposed service delivery strategy; typical turnaround times; services offered, including whether those services will be

provided by the Offeror's direct staff or through sub-contractors; and any other recommendations to demonstrate that the firm understands the organization's needs.

3. References

- a. Provide at least three (3) references, all of which have knowledge of your experiences and expertise providing the requested services.

4. Disclosure of Potential Conflict of Interest

- a. Provide a statement regarding any current or, to the extent possible, potential conflict of interest issues the firm or individual staff assigned to this project might have or encounter in taking on this engagement.

**Price**

Price will not be the sole determining factor in the award of a contract. The Offeror's proposed pricing and terms should include the applicable billable rate for services, any proposed retainer fees, and any other associated costs such as web hosting. The budget information should be submitted as part of the Offeror's response.

**Instructions on Proposal Submission**

1. Closing Submission Date: Proposals must be received by STEP, Inc. no later than 4:30 p.m. ET on January 12, 2024.
2. Inquiries: All inquiries concerning this RFQ should be directed to Tyrese Vaughn via email at tyrese.vaughn@stepincva.com.
3. Conditions of Proposal: All costs incurred in the preparation of a proposal responding to this RFQ will be the responsibility of the Offeror and will not be reimbursed by STEP, Inc.
4. Delivery Instructions: Your proposal should be emailed to Tyrese Vaughn, Marketing and Communications Director at tyrese.vaughn@stepincva.com.
5. Right to Reject: STEP, Inc. reserves the right to reject any and all proposals received in response to this RFQ. A contract for the accepted proposal will be based upon the factors described in this RFQ.
6. Small, Women, and/or Minority Owned Businesses: Efforts will be made by STEP, Inc. to utilize small, woman-owned, or minority-owned businesses (SWaM). Offerors should indicate within their proposal whether or not they qualify as a SWaM.
7. Notification of Award: It is expected that a firm will be selected by January 31, 2024. Upon conclusion of final negotiations with the successful firm, all Offerors submitting proposals in response to this RFQ will be informed of the status of their proposal.

**Evaluation of Qualifications**

Evaluation of Qualifications for services will be based on the following criteria:

| Factors   | Point Range |
|---|-------------|
| Prior Experience with nonprofit web development                       | 0-25        |
| Experience of the firm  | 0-25        |
| Expertise and experience of individuals assigned to the project       | 0-15        |
| Scope of Services   | 0-15        |
| Timeliness and thoroughness of firm's responses to all RFQ categories | 0-10        |
| Rates for services  | 0-10        |
| MAXIMUM POINTS  | 100         |

STEP, Inc. reserves the right to establish further criteria for evaluation of qualifications, to require submission of additional information, to request presentations by or meetings with any or all Offerors, to waive any informalities in submissions, to reject any or all submissions and to negotiate with successful respondents. STEP, Inc. also reserves the right to enter into a contract without further discussion of the proposals submitted.

Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standpoints, that the Offeror can propose. STEP, Inc. contemplates award of the contract to the most responsive Offeror with the highest points.

**Certifications Page**

On behalf of the Offeror:

- A. The individual signing certifies that he/she is authorized to contract on behalf of the Offeror.
- B. The individual signing certifies that the Offeror is not involved in any agreement to pay money or other consideration for the execution of this agreement, other than to an employee of the Offeror.
- C. The individual signing certifies that the prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition.
- D. The individual signing certifies that the prices quoted in this proposal have not been knowingly disclosed by the Offeror prior to an award to any other Offeror or potential Offeror.
- E. The individual signing certifies that there has been no attempt by the Offeror to discourage any potential Offeror from submitting a proposal.
- F. The individual signing certifies that he/she has read and understands all of the information in this Request for Qualifications.
- G. The individual signing certifies that the Offeror, and any individuals to be assigned to the contract, does not have a record of substandard work and has not been disbarred or suspended from doing work with any governmental organization.

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(Offeror's Firm Name)

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(Signature of Offeror's Representative)

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(Printed Name and Title of Signing Individual)

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(Date)