

Request for Proposal (RFP):

Website Development

CareerSource Citrus Levy Marion

Scope of Work

CareerSource Citrus Levy Marion (CSCLM) is a 501(c)3 not-for-profit organization and is one of nearly 600 business-led local workforce development boards located across the United States. Our mission is to bring together citizens, employers, and education providers to develop programs to support high-quality education/training and employment services to meet the regional workforce needs.

CSCLM is accepting proposals to procure a website design firm to re-design and restructure our website: www.careersourceclm.com. This request includes a list of known system requirements and user functions. However, these lists should not be accepted as exhaustive. Responding firms are invited to provide information on additional features and benefits that they feel beneficial or necessary that may be beyond our knowledge and vision. All respondents should be willing to negotiate on costs and features depending on need. The selected respondent will work closely with CSCLM staff in the structure and content creation of the new website from start to finish. The new site will be developed from scratch on a new platform. The finished site will reside on the CSCLM server.

Overview

Our current website is approaching six (6) years old. We are looking to restructure our site on a modern platform that allows for flexibility and expansion while providing a secure experience. CareerSource Citrus Levy Marion offers a large selection of services and programs, so it is imperative that ease of access and navigation to information remains in the foreground of the project.

We have two customers: job seekers and businesses. Our available services span a wide breadth for each customer base. As such, we are looking for a design that is intuitive for each customer without the content becoming overwhelming.

The selected design firm will work closely with CSCLM senior management throughout design flights. The selected firm will be committed to ongoing communication and product reviews to ensure that the project stays within the scope of work. Further, the selected firm will propose a project schedule with benchmarks for product acceptance. Each design flight will culminate in a review meeting with sr. management before the next flight is launched.

System Requirements

- Buildable online forms
- Electronic signature for online forms
- Integrated AI in search features
- Integration of translation services. This may be a Google overlay (currently using)
- ADA Compliance
- Mobile optimization
- Integrated accessibility menu
- Full use of Web Standards
- Social media integration
- Search engine optimization
- Use of Visual Hierarchy
- Content Management System (CMS)
- Consistent branding standards
- Multi-browser compatibility
- Captcha tests for any contact portals/links
- Integrated tracking analytics to monitor page and site traffic
- Comprehensive site map
- User Acceptance Testing by CSCLM staff

Desired functionalities

- Dynamic content based on job seeker or business customer selection
- Clearer identification of accessibility options
- Comprehensive Calendar of Events with ability to add events to personal calendars (Outlook, Google, etc.)
- AI Chat feature for basic site navigation
- Quick links from main page for navigation to commonly accessed content
- Simplified menus with reduced click requirements
- Secure Contact Us page with Captcha to reduce spam/email harvesting
- Online form creation – program applications, surveys, etc.
- Integration of more short-form videos
 - Testimonial videos
 - Promotional videos
 - Program overview videos

Selection

All proposals will be reviewed by a selected review team from CSCLM management. Proposals will be reviewed for effective adherence to the requirements within this RFP, overall monetary value of the proposal and additional features and benefits of each proposal as they relate to other submitted proposals.

Proposals will be scored on the above criteria. Respondents that are to be

considered for final selection will be asked to provide the CSCLM management team a thorough demonstration/overview of their product. The overview must contain a thorough review of the required system elements as listed in the **Overview and Scope of Work** section above. Demonstrations may be conducted in person or via electronic means such as a live-casted webinar. Pre-recorded demonstrations will not be accepted. Demonstrations will be scheduled at a mutually beneficial time between the respondent and CSCLM.

CSCLM management will make a selection from those respondents that are asked to provide a demonstration of their product. Final selection and award will be made by the CSCLM Board of Directors.

Responses/Quotation of Rate(s):

Responding firms must submit a proposal that provides a thorough explanation of their system to include addressing the required elements listed in the Overview and Scope of Work. At minimum, proposals should include:

- A signed letter endorsing the proposal from an authorized agent of the business that has authority to enter into a binding agreement
- A written overview of the proposed website structure and system and how the system requirements and functionality features listed above will be integrated
- Complete detailed breakdown of costs:
 - Setup and content migration fees
 - Base website cost
 - Staff training costs
 - Ongoing site support costs if offered
- Terms of future upgrades/system enhancements
- Term of initial contract for development with timelines to completion. It is our goal to complete the new site within six months of a signed agreement
- Overview of ongoing system/user support to be provided and for what duration after launch of the site

Future Rate Negotiation

CSCLM requires that the rates quoted are valid for at least six months from receipt of the proposal. Nothing requires CSCLM to re-negotiate quoted costs and any rate increases may cause us to seek other proposals. The respondent agrees to provide the services requested in this RFP for the rate(s) quoted

Stevens Amendment

Services delivered by CareerSource Citrus Levy Marion are supported by the Employment and Training Administration of the U.S. Department of Labor as part of an award totaling \$14,000,000.00 with no percentage financed from non-governmental sources. We are estimating costs for services requested in this RFP to be \$5,000.00 - \$8,000.00. However, we will review all proposals outside of this estimation if the services offered warrant a higher cost.

Proposal Submission Deadlines

The request for proposals is anticipated to be released on December 12, 2024. Following is the anticipated schedule for bid review and selection. Any change to this timeline will be publicly posted on our website at: <https://careersourceclm.com/about-us/work-with-careersource-clm/>.

Respondents may submit questions regarding this request to the following e-mail address: lbyrnes@careersourceclm.com. Questions and responses will be posted publicly at the web address above by Monday, December 23, 2024.

Proposals due:	4:30pm January 10, 2024
Proposal review:	January 13-17, 2024
Product Demonstrations	January 20-24, 2024
Executive Committee selection:	February 10-14, 2024
Appeals to process due:	February 19, 2024
Board approval of selection:	March 12, 2024

Responses

Respondents must submit their proposal in a single electronic file in .PDF format via e-mail by 4:30pm on Friday, January 10, 2024 to: Laura Byrnes, Director of Communications: lbyrnes@careersourceclm.com. Submission e-mails should be marked "Website Proposal" in the subject line for ease of identification. The primary point of contact for this request is:

Laura Byrnes
CareerSource Citrus Levy Marion
2703 NE 14th Street Ocala, FL 34470
(352) 732-1700, Ext 1234/FAX (352) 873-7910
lbyrnes@careersourceclm.com

CSCLM shall have the right to terminate this agreement if it fails to receive funding appropriate to continue operation. In such event, CSCLM shall give 30 days' advance notice of intent to do so, or, if funding is not established in time to allow such, then such shorter period of notice as is possible, provided, however, that notice in no event shall be less than 30 days. CSCLM reserves the right to make no award on this RFP, if most advantageous to CSCLM.

Parties wishing to appeal or protest the provider selection and recommendations

of the Executive Committee should file a written protest within three business days of the committee's action. Such protest should include the basis of the protest and any other pertinent materials which the party wishes to have considered as justification for its protest.

Letters of protest should be addressed to:

Carl Flanagan, Chairman
CareerSource Citrus Levy Marion
2703 NE 14th Street
Ocala, FL 34470

Upon receipt of a protest, the Chairman will convene a meeting of the Executive Committee. All parties involved in the protest will be notified of the protest and the time and place of the hearing of the protest by the Executive Committee. Any affected party may present, in writing, a response to the protest for consideration by the Executive Committee.

An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers may be reached by using TTY/TDD equipment via the Florida Relay Service at 711. If you need accommodations, call 1-800-434-5627 ext. 7878 or e-mail accommodations@careersourceclm.com three business days in advance. A proud member of the American Job Center network,