

Request for Proposal:
WUPPDR Website Redesign

Guidelines and Requirements for Submittal

Prepared by:

Western Upper Peninsula Planning and Development Region Commission

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Request for Proposals for WUPPDR Website Redesign

Section One: Introduction and Instructions

1.1 Purpose of the RFP

This Request for Proposal (RFP) is issued by the Western Upper Peninsula Planning and Development Region (herein after referred to as “WUPPDR”). The purpose of this RFP is to identify and establish a contract with a website developer to redesign the existing website at <http://www.wuppdr.org/>. The purposes of the redesign include giving the website a fresh appearance, modernizing media elements, and reorganizing pages for a more user-friendly experience.

1.2 Contact Person, Telephone, and E-Mail

Jerald Wuorenmaa, Executive Director, is the point of contact for this RFP. Contact with other WUPPDR employees regarding this RFP prior to contractor selection may result in disqualification.

Jerald Wuorenmaa, Executive Director
Western Upper Peninsula Planning and Development Region
400 Quincy St 8th Floor, Hancock, MI 49930
Phone: (906) 482-7205 ext. 111
E-Mail: jwuorenmaa@wuppdr.org

1.3 RFP Schedule of Events

This schedule of events represents WUPPDR’s *best estimate* of the schedule that will be followed for this RFP. If a component of this schedule such as the deadline for receipt of proposals is delayed, the rest of the schedule will be shifted accordingly.

The estimated RFP schedule is as follows:

- RFP issued: July 13, 2020
- Deadline for questions: July 22, 2020
- Proposals due: August 17, 2020
- Contract issued (if any): August 27, 2020

1.4 Return Mailing Address and Deadline for Receipt of Proposals

Proposal shall be submitted as a PDF-format e-mail attachment to jwuorenmaa@wuppdr.org.

The e-mail subject line shall be “Website Design Proposal” and PDF filename shall be “WebsiteDesignProposal_contractor”, omitting all quotation marks and replacing “contractor” with the name of the firm or individual offering the proposal.

Proposals shall be received by WUPPDR no later than **12:00 pm EDT, August 17, 2020** and will be opened at that time. Offerors should request read receipt or separate confirmation of receipt of proposal. WUPPDR assumes no responsibility for delays or failures of e-mail transmissions.

1.5 Questions and Addenda

Questions regarding this RFP shall be submitted in writing to the designated point of contact. The deadline for questions is **12:00 pm EDT, July 22, 2020**.

Answers to questions will be posted to WUPPDR's website at www.wuppdr.org no later than July 28.

If deemed necessary, addenda to the RFP will be issued and posted to WUPPDR's website at www.wuppdr.org. No addenda will be issued after 5:00 pm EDT, July 31, 2020.

Section Two: Project Information

2.1 Introduction

WUPPDR is seeking a website developer to redesign the www.wuppdr.org website that provides information about the Western U.P. Planning & Development Region.

2.2 Project Objective

The intent for the website redesign is to reinvigorate its appearance and improve the user experience. In parallel with the redesign, much of the information and supporting resources, such as maps, will be populated and updated by WUPPDR staff to ensure accuracy and suitability of this content.

2.3 Scope of Work

The *maximum* budget for the scope of work is **\$15,000**.

Scope of work items are as follows:

1. Selection and use of a standardized website development and maintenance platform that allows page content and website menu items to be updated and maintained by novice users, allows pages with standardized layouts to easily be added and removed, requires minimal future intervention by a professional website developer, and is relatively effective in preventing security breaches. WUPPDR shall approve the platform, in consultation with the contractor, before any other scope of work items proceed. The platform selected shall not be WordPress. Squarespace is one example of an acceptable platform.
2. Creation of unique homepage design, including a slideshow or other animated or video imagery about WUPPDR, its activities, and news about the organization; contractor shall provide and utilize photos and/or videos that contractor has rights to use and shall transfer ownership of which to WUPPDR.
3. Creation of other webpages of a roughly similar number and volume of content to the current website; transfer of content to these webpages that WUPPDR wishes to retain from the current website. WUPPDR staff will provide or enter new content where necessary. Pages should be designed in a manner that WUPPDR staff can easily duplicate them to build future pages.
4. Creation of at least three proposed color schemes, each presented conceptually in the same standardized page layout, for selection of the preferred color scheme by WUPPDR staff.
5. Creation of a menu system including one or more single- or multi-level dropdown or sidebar menus, as appropriate.

6. Creation of new navigation buttons as needed.
7. Creation of a contact form to convey messages from website visitors to the appropriate WUPPDR staff via e-mail.
8. Creation of a dedicated mobile version of the website.
9. Design of a logo with a more horizontal orientation incorporating the full text of WUPPDR's name but retaining the current logo image (WUPPDR can provide a vector of the current logo).

2.4 Timeline

The website developer shall begin work in the month of August 2020, provide updates at least once every two weeks to WUPPDR, and provide a website draft to WUPPDR no later than November 15, 2020. WUPPDR will respond with any requests for changes by November 30. Contractor shall incorporate these changes to the extent possible and provide a completed final website by December 18, 2020.

Section Three: Proposal Format and Content

The proposal shall contain the following information:

1. Cover Page: Provide name of proposal and firm.
2. Project Team: Provide a list and brief qualifications of the individuals included in your proposed project team. At a minimum, state, for each individual, the educational background, years of experience, length of employment with your firm, and previous project experience.
3. Similar Previous Projects: Provide at least two representative examples of previous web design work (screenshots or URLs for actual websites previously designed), and list any other pertinent websites developed within the past two years.
4. Description of Approach: Describe your firm's proposed step-by-step approach to and timeline for the project (within the project timeline indicated above).
5. Cost Breakdown: Provide a total fee for production of the website, with optional itemization according to the Scope of Work.

Section Four: Selection Criteria

WUPPDR will use a uniform internal evaluation process to select a preferred contractor. Proposed project approach, similar previous projects, project team qualifications, and fee/cost will be the primary selection criteria.

Section Five: Other Items

5.1 Authorized Signature

An individual authorized to bind the Offeror to the provisions of the RFP must sign all proposals.

5.2 WUPPDR Not Responsible for Preparation Costs

WUPPDR will not be responsible for any cost associated with the preparation, submittal, presentation, or evaluation of any proposal.

5.3 Proposal Not Binding Contract

Submission of a proposal, in response to this RFP, does not constitute entry into any binding contract with WUPPDR.

5.4 Right to Reject Any and All Proposals

WUPPDR reserves the right to reject any and all proposals received.

5.5 Conflict of Interest

Offerors must disclose and describe the nature of any known actual or potential conflicts of interest between either the firm or its proposed project team and WUPPDR, or any other conflicts that reasonably may significantly interfere with completion of the website. Lack of disclosure may result in cancellation of any award by WUPPDR.

5.6 Offeror's Certification

By signature on the proposal, the Offeror certifies that it complies with:

- The laws of the State of Michigan.
- All applicable local, state, and federal laws, codes, and regulations.
- All terms, conditions, and requirements set forth in this RFP.
- A condition that the proposal submitted was independently arrived upon without collusion.
- A condition that the offer will remain open and valid at least until **August 27, 2020**.