

Request for Proposal

Website Development and Maintenance

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I. GENERAL INFORMATION

A. Purpose

This Request for Proposal (RFP) is to contract for the development, maintenance and on-going changes for a website for Macomb/St. Clair Michigan Works!. This RFP is released by the Macomb/St. Clair Workforce Development Board (WDB).

It is the intention of the Macomb/St. Clair WDB to award a contract to cover both the design and development of a website and for on-going maintenance and updates. We would like to sign a three year contract beginning in May of 2026. We estimate that the total three year cost for design/development and on-going maintenance and updates will be approximately \$60,000.

B. Who May Respond

Any organization or qualified developer legally authorized to conduct business in the State of Michigan.

C. Bidder's Conference/ Technical Assistance

No bidder's conference will be held. For technical assistance/questions please contact Christina Cleveland at christina.cleveland@MSC-MW.org

D. Instructions on Proposal Submission

1. Closing Submission Date

Proposals must be submitted no later than 4:00 p.m. on Friday, January 16, 2026. The WDB Administrative staff reserves the right to request follow-up interviews with bidders prior to recommending a contract for the WDB to consider.

2. Conditions of Proposal

All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the Offeror and will not be reimbursed by the Macomb/St. Clair Workforce WDB.

This RFP does not commit the Macomb/St. Clair WDB to award a contract, to pay any cost incurred in the preparation of a proposal or to enter into negotiations. The Macomb/St. Clair WDB has the right to reject or accept any or all proposals or part of any or all proposals, to cancel this RFP in whole or in part and has the right to require additional information from one or more bidders, to negotiate with one or more bidders, and/or to accept any proposal or proposals without negotiations. The Macomb/St.

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Clair WDB has the right, at its sole discretion, to waive minor discrepancies in proposals and minor deviations from RFP requirements. The successful bidder(s), if any, shall be selected based on the Macomb/St. Clair WDB sole discretion in its determination of best value in terms of services provided, qualifications, and cost.

The need for additional related services may become apparent during the period covered by this RFP. In that event, the Macomb/St. Clair WDB reserves the right to review and award the contract for those services based on this RFP process provided the proposals submitted encompass the type of services needed. In its discretion, the Macomb/St. Clair WDB may also determine that another RFP should be issued regarding the additional services.

3. Instructions to Prospective Contractors

Email your proposal response to:
Christina Seibert
christina.seibert@MSC-MW.org

In order to be considered, your proposal must be no more than 10 single-sided pages in total. It may include screenshots, examples, etc...

4. Small Business, Women and/or Minority-Owned Businesses

The Macomb St./Clair Workforce Development Board operates an equal opportunity procurement process. Upon request, the Macomb/St. Clair Workforce Development Board shall make this RFP available in large print or alternative format to individuals with disabilities. Proposals from minority and female owned organizations are encouraged. An Offeror qualifies as a small business firm, if it meets the definition of "small business" as established by the Small Business Administration.

II. SCOPE OF WORK

A. Discovery and planning

Develop a thorough knowledge and background on the needs of the agency. Plan out the features and capabilities needed to meet these needs.

B. Homepage layout design

Should include a main page slider to highlight programs and services, have sections for a short about us, news (blog posts), featured jobs,

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featured events, customer testimonials and physical locations. It should also have integrations for pop-ups for emergency notices and email newsletter sign-ups and be able to integrate with a chat feature (currently using Tawk.to).

C. Interior page designs

Involves a redesign of all internal pages using previous content available at <https://www.MSC-MW.org>. This should include most of the page update access being available to WDB Communications team.

D. Website development and on-going maintenance

The vendor shall be responsible for the full development, integration, and maintenance of the new website, including but not limited to:

1. Event Management Functionality – Develop an easy-to-use events module that allows staff to add, edit, and feature upcoming employer events, workshops, and hiring events.
2. Form Integration – Integrate with a form management platform (e.g., Gravity Forms or similar) to capture website and internal form submissions, including customer surveys and marketing and event requests.
3. Ongoing Vendor Collaboration – Participate in monthly meetings with agency staff to review open items, discuss website performance, address issues, and share recommendations or new industry trends to ensure continuous improvement and alignment with organizational goals.
4. Content Management System (CMS) Integration – Implementation of a user-friendly CMS (e.g., WordPress, Drupal, etc.) that allows non-technical staff to manage content, images, and updates.
5. Social Media Integration – Embed or link the agency's social media feeds and sharing options.
6. Salesforce Integration – Connect website forms directly with Salesforce CRM to manage leads, event registrations, and contact inquiries.
7. Job Posting Functionality – Create a searchable job board section with categories, filters, and easy submission of new postings.
8. Employee Portal Page – Provide a secure internal page where staff can submit event information, featured job updates, and marketing requests.

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9. Accessibility and Compliance – Ensure full compliance with Section 508, WCAG 2.1 AA, ADA accessibility standards and other laws, rules and regulations as applicable.

10. SEO Optimization – Implement search engine best practices including metadata, URL structure, and content tagging.

11. Analytics Setup – Integrate Google Analytics (or equivalent) for traffic tracking and performance monitoring.

12. Hosting and Server Maintenance – Coordinate hosting setup or migration, perform regular backups, and maintain server performance.

13. Security and Updates – Apply routine security patches, CMS/plugin updates, and monitoring against vulnerabilities.

14. Testing and Quality Assurance – Conduct testing across browsers and devices to ensure consistent performance.

15. Transition Coordination – Collaborate with the current vendor to ensure smooth migration of content, domains, and hosting without service interruption.

16. Training and Documentation – Provide virtual or in-person training sessions and a written guide for staff on content management and basic site maintenance.

17. Regular contact (monthly) with WDB's Communications team to confirm timelines and expectations

III. PROPOSAL REQUIREMENTS

The Offeror, in its proposal, shall, as a minimum, include the following:

A. Prior design experience

The Offeror should describe its prior design experience including examples of other websites designed.

B. Organization capacity

The Offeror should describe its organization and capacity to complete the project. Please include up to three (3) references we may contact.

C. Staff Qualifications

Descriptions should include:

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1. Number of staff to work on the project (both development and on-going maintenance and support)
2. Educational credentials
3. Please include resumes

D. Implementation plan

1. Describe the "stages" of the project and estimated time frame.

E. A signed copy of Section VI "CERTIFICATIONS" of this RFP

IV. PROPOSAL EVALUATION

A. Evaluation

Evaluation of each proposal will be based on the following criteria:

1. Prior experience in website design and maintenance.
 - a. up to 50 pts.
2. Qualifications of staff working on the project
 - a. up to 25 pts.
3. Price- please breakout price for initial design/implementation and annual cost for maintenance
 - a. up to 25 pts.

V. REVIEW PROCESS

The Macomb/St. Clair Workforce Development Board, may, at its discretion, request presentations by or meetings with any or all Offerors, to clarify or negotiate modifications to the Offerors' proposals.

However, the Macomb/St. Clair Workforce Development Board reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standpoints, which the Offeror can purpose. The Macomb/St. Clair Workforce Development Board contemplates award of the contract to the responsible Offeror with the highest total points.

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VI. CERTIFICATIONS

- A. The individual signing certifies that they are authorized to the 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 there has been no attempt by the Offeror to discourage any potential Offeror from submitting a proposal.
- D. The individual signing certifies that he/she has read and understands all of the information in this Request for Proposal.

Offeror's Firm Name:

Signature of Offeror's Representative:

Printed Name and Title of Individual Signing:

Date: _____

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