

Website Design and Development RFP

Introduction

Peckham is seeking proposals to redesign and redevelop its public-facing website, www.peckham.org. Our goal is to enhance the overall user experience through improved navigation, aesthetics, functionality, and accessibility.

Peckham is a large non-profit, social enterprise with a mission to provide employment and vocational rehabilitation to people with disabilities and other barriers to employment. We contract with various federal agencies to provide goods and services to the U.S. government through the following lines of business: Supply Chain and Logistics, Manufacturing, Contact Center Solutions, Environmental Services, and the Farm. Peckham is headquartered in Lansing, MI. We have operations in 16 locations across three states – Michigan, Arizona and Kentucky.

For the purpose of this RFP, we refer to our clients – people with disabilities who are seeking programs and/or employment – as team members. We refer to the administrative personnel – who may or may not have a disability - as staff.

Proposal Guidelines and Requirements

Contact information	Lorely Polanco – Managing Director of Marketing
Contact Email	lpolanco@peckham.org
Deadline to Submit RFP	February 1st, 2023 - 5:00 PM, EST
Format to Submit RFP	Electronic/Email to Contact Email Subject Line: “Website Redesign RFP Response_Vendor Name”
Notification of vendors include in the shortlist	February 15 th , 2023
Vendor Presentations and Evaluation	Feb 20 th – March 1st, 2023
Award Notification	March 10 th , 2023
Expected project start	April 1 st , 2023

All submittals, including questions and proposals, should be directed to lpolanco@peckham.org, with subject line “RE: Website Redesign RFP”. Questions will not be accepted over the phone. Proposals should be in PDF format for the main sections and Excel for the Cost Proposal (Appendix II).

This is an open and competitive process. Responses should correspond to the format used for the RFP and cover every section in the order provided. If your pricing excludes certain fees or charges not accounted for in this RFP, please provide a list and explanation of said charges.

If the execution of work to be performed by the vendor includes the hiring of subcontractors, this must be clearly stated and the part of the work they will perform be clearly identified.

Each prospective firm submitting a proposal in response to this RFP agrees that the preparation of all materials and presentations, including travel, if applicable, is at the prospective firm’s sole cost and expense, and Peckham will not, under any circumstances, be responsible for any costs or expenses.



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Each vendor submitting a proposal should have, throughout the duration of the project, comprehensive general liability and property insurance covering all its operations, agents, and employees.

The vendor shall be responsible for the acts and omissions of all their employees and all subcontractors, their agents and employees, and all other persons performing any of the work under a contract with the vendor.

Works developed for Peckham in connection with any resulting contract are the exclusive property of Peckham, Inc.

Vendor represents and warrants that any materials or deliverables, including all works, provided under any resulting contract are either: 1) original, not encumbered and do not infringe upon the copyright, trademark, patent or other intellectual property rights of any third party, or 2) are in the public domain.

Peckham has the right to terminate the contract with the vendor without penalty pursuant to thirty (30) days written notice of termination to the vendor.

This Agreement shall be governed by the Laws of the State of Michigan.

It is understood and agreed that if any part, term, or provision of this Agreement is held to be illegal or in conflict with any law of the State of Michigan, the validity of the remaining portions or provisions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the Agreement did not contain the particular part, term, or provision held to be invalid.

The vendor agrees to indemnify, defend and save harmless Peckham, its officers, agents and employees from any and all claims and losses accruing or resulting to any and all contractors, subcontractors, material men, laborers and any other person, firm or corporation furnishing or supplying work, services, materials or supplies in connection with the performance of this contract, and from any and all claims and losses accruing or resulting to any person, firm or corporation who may be injured or damaged by the vendor in the performance of this agreement.

The vendor, and the agents and employees of the vendor, in the performance of this agreement, shall act in an independent capacity and not as officers, employees, or agents of Peckham,

This agreement is not assignable by vendor either in whole or in part.

About Peckham

Peckham is a social enterprise that provides a wide range of opportunities for persons with disabilities and other barriers to employment. Since 1976, we have driven the mission of providing opportunities for people with disabilities to thrive at work and in their communities. In 2022, we served over approximately 5,700 clients across 30 programs and five lines of business.

Peckham traces its roots to Pine Rest Christian Rehabilitation Center/Hope Network. In 1976, Pine Rest opened a Lansing-based rehabilitation program at the encouragement of Michigan Rehabilitation Services (MRS). Four years later, Peckham was formed as a separate organization.

The name Peckham was chosen in honor of the former state MRS director, Ralf A. Peckham. Since its inception, Peckham has experienced tremendous growth and success by focusing on our mission and employing industry best practices in our daily operations.

Peckham generates over 90 percent of its revenues by contracting with federal agencies to manufacture military apparel, provide logistics and supply chain services, and by operating contact centers. Additionally, we perform custodial services for state and federal customers, and sell food and agricultural goods to commercial customers. Peckham provides paid, short- and long-term training programs for youth and adults, as well as career planning, job placement, job retention, housing and life skills programs including leisure and recreation services.

Background

The current website, www.peckham.org, was launched in 2020. The site received an overall aesthetic update based on new branding and identity developed in 2019. It was also transferred from a proprietary Content Management System (CMS) to the open-source CMS Wordpress. The navigation, content, and functionality remained the same despite the overhaul. The website is now outdated and ineffective in helping us achieve organizational objectives.

Our website serves the following audiences and functions:

1. Caretakers, parents, and/or advocates of people with disabilities who are helping the person with a disability to find employment and/or programs offered by Peckham.
2. Potential staff members searching for information regarding the company and job opportunities.
3. Existing and potential business partners or clients at the federal level looking for information and news about the organization. These are typically federal agencies such as the Defense Logistics Agency, Department of State, and others.
4. Existing and potential business partners at state and local level such as school districts, state government organizations, and others.
5. Media organizations wishing to connect with PR department.
6. Community partners and local businesses looking to participate in one of our events, check into our resources, request a tour, and apply for sponsorships.
7. Referral agencies which may be reviewing resources, contact info, etc.
8. Local and state representatives looking to learn more about us, checking the Peckham Champion page, and other.

Website Analytics

Highest number of monthly visitors: 145,000

Device Usage: 72% desktop, 25% mobile, 3% tablet

Average Page Load Time (sec): 4.33

Current Website Management

The website is currently managed by the Marketing and Communications team. Peckham does not have a webmaster on staff. The Marketing team uses Wordpress as a CMS and they are generally able to make minor updates in text, imagery, and modules. For larger updates we rely on external web support.

The existing website is hosted by Liquid Web. We do not need a new hosting provider.

The Managing Director of Marketing, Lorely Polanco, will be the project manager and the point of contact person on the Peckham team working with the vendor. Lorely has seven+ years of experience managing software design and development projects as both an account and project manager.

Christine Strukel, Executive Assistant for HR and Marketing, will also be assisting.

Website Redesign Goals & Objectives

The main goals of the redesign are to:

- › Improve U/X and navigation through a better information architecture that considers business and organizational goals as well as the destination sought by specific audiences.
- › Elevate graphic design to make it both aesthetically pleasing and consistent with our branding guidelines while tailoring specific portions of the website based on audience and business function.
- › Make use of more interactive features and data visualization to promote communication goals and encourage stickiness.
- › Highlight in-house content that inspires, educates, and engages users through the use of storytelling elements.
- › Update the existing content considering business requirements, audience type, SEO best practices, and others.
- › Provide multi-lingual support.
- › Meet ADA/508 compliance as well as WCAG 2.1 or above.
- › Enhance SEO-functionality and features to rank well in Search Engine Results Pages.

Scope of Work

1. Consulting and Discovery

This phase should serve as way to solidify technical and functional specs beyond the RFP information. We expect the vendor to meet with at a minimum, but not limited to, the following departments to gather final requirements:

- › Lines of Business: representatives from Manufacturing, Supply Chain, Contact Center Solutions, Environmental Services, and the Farm.
- › Human Services: staff from Career Planning, Youth Services, Employer Services, and Community Services.
- › Marketing and Communications
- › Human Resources – responsible for Staff recruitment
- › Community Engagement – responsible for Team Member (client) recruitment
- › Peckham Community Foundation

2. Information Architecture

Vendor must provide a new site map and navigational structure for the website based on the consulting and discovery phase. We prefer that the vendor uses wireframes to communicate navigation and placement of modules and content in main pages unless vendor has an alternative for this process.



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3. Design

- The deliverables for this phase include the main graphic design and its different elements, including HTM/CSS templates, and style guide. The lines of business section should have a unified, modern, sleek graphic design that is unique to those five pages/sections. The services side of the website can have a more friendly and accessible design while still adhering to existing Peckham brand identity and guidelines. These other portions of the website should also have a unique design:
- About Us
- Peckham Community Partnership Foundation
- Golf Outing
- Peckham in Action
- Peckham Champion Award
- Peckham Farm with Square link (no integration needed)

Peckham expects a responsive design for mobile compatibility.

4. Development

This phase includes the execution of the design into a content management system that allows non-technical users to manage minor updates and changes. **IMPORTANT:** Please include your recommended choice of CMS for the Peckham.org website as well as the reasons behind the recommendations. If different from Wordpress, please state what makes your proposed CMS a better alternative for this project.

Integrations – Peckham uses Workday for recruitment purposes. Potential staff and team members all complete the application process within Workday. We do not need integration with this platform at this point.

We use MailChimp as our newsletter email platform and we could benefit from an email sign up module that enters the email address directly into our MailChimp database or list.

We use Eventbrite for our public facing events but do not anticipate any integration with this platform.

Modules – Some of the modules we anticipate the new website containing include: multimedia gallery, electronic forms with attachments, staff directory, job board (with link to WorkDay, not integration), Timeline module, Calendar of Events, Decision Tree visuals, Google map for locations, etc. Multi-language translation, using Google Translate or similar integration, is also needed.

Content Integration – Peckham will provide updated content for all the pages and sections included in the new site map. Vendor will integrate all the initial content from MS Word into the new CMS.

Future content integration and management will be performed by Peckham staff.

5. Testing

The design should be browser/platform compatible with all major browsers as well as mobile compatible. Please indicate your willingness and ability to provide Usability and Accessibility Testing via a 3rd party lab.

6. User Training

Vendor must provide live training sessions (virtual or in-person) and comprehensive documentation to the Marketing Department. Video resources and screen captures can be used as complementary resources but not as the main training method.

7. Launch

Vendor will work with Peckham's IT department to coordinate the go-live for the new website on the Liquid Web hosting environment. Vendor will install Google Analytics as the web metrics platform of choice.

Submission Requirements

To be considered, a proposal must contain the following, with a table of contents, referenced by number and in the order below.

1. Brief Cover Letter
 - a. Name and address of vendor, name and address of person submitting the proposal and who is authorized to make representations for the organization.
2. Company Profile
 - a. Brief description and history of the bidder's firm, and of any proposed sub-contractor(s).
 - b. Include length of time in business, number of employees, and core competencies.
 - c. If using sub-contractor(s), please, include the same information as above for anyone else assisting with the project.
 - d. This section should contain awards and accolades for website design and development work.
 - e. Most recent annual report, profit and loss statement, or similar document (as Appendix I).
3. Qualifications
 - a. Description of experience developing websites for large non-profit and for-profit organizations.
 - b. Five websites that vendor has produced that reflect its work and relevancy to this project. Please include only live websites.
 - c. Five client references including contact information and work performed.
 - d. Staff who will be involved in this project, titles, and their respective qualifications.
 - e. What percentage of your staff will be dedicated to this project?
4. Process
 - a. Description of project management process and tools or platforms. If not included above in number 3, please provide the name, qualifications, and experience of the proposed project manager.
 - b. Communication tools or method that will be used throughout the project.
5. Scope of Work
 - a. General description of each phase and chronology for completing the work, including a timeline.
 - b. Detailed scope of work with associated deliverables and in which format.
6. Cost Proposal
 - a. Detailed, itemized cost proposal (Appendix II) in Excel format. Each line item should include:

- i. Phase/Tasks
- ii. Assigned staff to perform the task and their hourly rate
- iii. Number of total hours associated with each phase/task
- iv. Categorization into a Fixed Cost or Time & Materials cost structure
- v. Categorization into a “one time cost” or “ongoing cost”
- vi. The final, total one-time cost and annual ongoing costs should also be included as well as total number of hours for the entire project.

7. Terms

- a. Provide payment terms and frequency.
- b. Proof of Insurance

General Liability	<p>\$1,000,000 per occurrence</p> <p>Additional Insured including ongoing operations and completed operations in favor of Peckham</p> <p>Waiver of Subrogation in favor of Peckham</p> <p>30-day Notice of Cancellation</p> <p>Coverage is Primary & Non-contributory</p>
Workers Compensation Employers Liability	<p>\$500,000 Each Accident</p> <p>\$500,000 Disease Each Employee</p> <p>\$500,000 Disease Policy Limit</p> <p>Waiver of Subrogation in favor of Peckham</p> <p>30-day Notice of Cancellation</p>
Business Auto	<p>\$1,000,000 CSL</p> <p>Waiver of Subrogation in favor of Peckham</p> <p>30-day Notice of Cancellation</p>
Umbrella	<p>\$2,000,000</p> <p>Follow-form to above</p> <p>30-day Notice of Cancellation</p>
E&O / Professional Liability	<p>\$1,000,000</p> <p>Additional Insured in favor of Peckham</p> <p>Waiver of Subrogation in favor of Peckham</p> <p>30-day Notice of Cancellation</p> <p>Coverage is Primary & Non-contributory</p>
Cyber Liability	<p>\$1,000,000</p> <p>Additional Insured in favor of Peckham</p> <p>Waiver of Subrogation in favor of Peckham</p>

	30-day Notice of Cancellation Coverage is Primary & Non-contributory
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Each proposal shall be signed by a company authorized representative.

Rejection and Evaluation Process

Peckham reserves the right in its sole discretion to reject any or all proposals in whole or in part, without incurring any cost or liability whatsoever. All proposals will be reviewed for completeness of the submission requirements. If a proposal fails to meet a requirement of the RFP, or if it is incomplete or contains irregularities, the proposal may be rejected. Proposals not received by the submission deadline of February 1st, 2023 at 5 PM EST and proposals from vendors headquartered outside of the U.S., will not be accepted.

The Peckham Marketing team will review all written proposals and select 3 vendors who will be invited for presentation and Q&A. Vendors will be evaluated based upon the following criteria:

- Completeness of written submission
- Virtual/In person presentation
- Ability of meeting technical requirements
- Capacity to handle project of this size based on staff
- Vendor's prior experience
- Proposed timeline
- Proposed cost

If needed, Peckham will conduct a second round of presentation/interview. The Peckham Marketing Team will make a recommendation to the C suite, which has final approval on vendor selection.

Final contract will be awarded by March 10th, 2023.