

REQUEST FOR QUALIFICATIONS

TO: Interested Parties
FROM: Workforce Development Council of Seattle-King County
RELEASE: July 6, 2023
REFERENCE: RFQ #23-001-WKS
SUBJECT: Website Design Consultant

SUMMARY

The Workforce Development Council of Seattle-King County (WDC) issues this Request for Qualifications (RFQ) for a website design consultant to create a new website and intranet to replace or improve the existing WorkSourceSKC.org and [Learning Exchange](http://LearningExchange.org) (worksourceskc.org/learningexchange). The consultant will work closely with the WDC's communications team and key subject matter experts (SMEs) within the WorkSource Seattle-King County (WS-SKC) system to assess the needs and requirements, advise on platforms and integrations, and design and build the website(s).

BACKGROUND

WorkSource is the one-stop system for workforce development in Washington state and is part of the national American Job Center Network. WorkSource is funded by federal, state, and local resources built around the [Workforce Innovation and Opportunity Act](http://dol.gov/agencies/eta/wioa) (dol.gov/agencies/eta/wioa). WorkSource is a statewide partnership of government, education, and community organizations to provide a “one-stop” for career development and human resources support for job seekers and businesses. WorkSource incorporates employment services, skills training, and community services in one package.

The local WDC is designated to manage the WorkSource system in Seattle-King County. The WDC is a nonprofit organization that aims to increase job quality, economic growth, and prosperity for adults and youth in the Seattle-King County region. It works to catalyze system change, addressing barriers and advocating for industry practice changes, with the goal of brokering a shared regional approach to addressing inequities in the labor market and imagining an outcome-driven system with racial equity at its core.

WorkSourceSKC.org has become the digital “front door” for community members interested in career and training service, especially when brick-and-mortar sites were forced to stop in-person services during the height of the pandemic. Since that time, WorkSourceSKC.org has added new services providing regular updates on system

operations and filling temporary occupations in critical public health infrastructure. The website also added a new customer onboarding process through a web-based intake survey, which is now in its second phase.

In 2022, a broader WorkSource communications audit was performed to streamline internal processes. The audit also revealed a long-term need for a focused, redesigned website that can serve as a main hub for local services.

SCOPE OF WORK & CORE RESPONSIBILITIES

In collaboration with the Workforce Development Council of Seattle-King County (WDC) and WorkSource Seattle-King County (WS-SKC) subject matter experts, the web design consultant will work on several key projects including (but not limited to) the following:

- Assess the needs and requirements for a new website to replace WorkSourceSKC.org
 - i. Audit existing website structure, content, and technology in consultation with WDC Communications and WS-SKC SMEs
 - Perform a content audit across all existing pages and supplemental materials
 - Interview WDC Communications and WS-SKC SMEs to create a detailed needs assessment for a website that meets long-term needs
 - Conduct competitive analysis
 - ii. Present the findings to WDC and WS-SKC and discuss preliminary recommendations
 - Identify the strengths and weaknesses of existing website
 - Help to define and update the target audience based on needs assessment
 - Brainstorm and organize ideas to fill content gaps and design new structure
 - Advise on potential platforms and integrations
 - iii. In collaboration with WDC and WS-SKC, identify priorities and requirements for a new public-facing website, including but not limited to:
 - Streamlined customer flow and call to action
 - Improved new customer onboarding resources
 - Updated design and copy across the site

- Support for multiple languages representing King County (such as an improved integration of Google Translate)
 - Standards for web accessibility (ADA 501 compliance)
 - Flexible structure with room to update and grow based on expanding or evolving needs
 - Integrated public events calendar (connected and customized from [state-wide resource database](https://worksourcewa.com/microsite/content.aspx?appid=WAWORKSHOPS&pagetype=simple&seo=virtual):
<https://worksourcewa.com/microsite/content.aspx?appid=WAWORKSHOPS&pagetype=simple&seo=virtual>)
 - Better integration of customer sign-up forms and system for collecting customer feedback on services and website functionality
 - Ability to host dynamic content such as a local job board
- iv. In collaboration with WDC and WS-SKC, identify priorities and requirements for a new internal-facing staff intranet for WS-SKC, including but not limited to:
- Repository of system information (program requirements, supporting documentation, system onboarding materials)
 - Trainings (live and recorded) and registration for upcoming trainings
 - System-wide communications hub (an announcement page or message board)
 - Roster of WS-SKC staff (contact info, organization, affiliated programs)
- Advise on potential platforms and integrations
 - Redesign the WorkSourceSKC.org website
 - i. Update the look and feel of the website, more streamlined layout
 - ii. Clearly highlight key information and establish a better hierarchy of information to make it easier for users to navigate the website
 - iii. Standardize experience for mobile/desktop users

QUALIFICATIONS

The ideal candidate will possess the following qualifications:

- Education and Experience: A bachelor's degree or equivalent experience in web design and development, graphic design, computer science, or a related field, including experience with public-facing websites and internal-facing intranets.
- Technical Skills:

- a. Proficiency in HTML, CSS, JavaScript, and other web design and development languages and tools.
 - b. Experience with content management systems (CMS), preferably including WordPress or similar platforms.
 - c. Knowledge of responsive web design principles and best practices for optimizing websites for various devices and screen sizes.
 - d. Familiarity with web accessibility standards (ADA 501 compliance) and experience creating accessible websites.
 - e. Experience integrating third-party applications, such as Google Translate, events calendars, and customer sign-up forms.
 - f. Knowledge of search engine optimization (SEO) best practices.
- **Project Management and Collaboration:**
 - a. Proven ability to manage complex projects from start to finish, including setting and meeting milestones, managing timelines, and delivering high-quality final products.
 - b. Experience working collaboratively with multidisciplinary teams, including communications professionals and subject matter experts.
 - c. Excellent communication and presentation skills, with the ability to effectively convey complex ideas and recommendations to diverse audiences.
 - d. Demonstrated success conducting content audits, needs assessments, and competitive analysis for website redesign projects.
- **Design and User Experience:**
 - a. A strong portfolio demonstrating expertise in website design, with a focus on creating visually appealing, user-friendly, and accessible websites.
 - b. Experience designing websites that serve diverse target audiences and meet specific business objectives.
 - c. Proficiency in user experience (UX) design principles and methodologies, including creating user personas, user flows, and wireframes.
 - d. Ability to design and implement intuitive navigation structures and information hierarchies that facilitate easy access to key content and resources.

RESPONSE FORMAT

Entities submitting a response to this RFQ should highlight:

A. Experience and Qualifications

1. Identify the individual(s) who would serve as lead for the work proposed.
2. Describe the organization/lead's prior web design experience, including specific projects.

3. Describe the composition of the individual's organization and staffing, including BIPOC (Black, Indigenous, and People of Color) representation.
4. Describe any experience designing websites with an awareness of diversity, equity, and inclusion, specifically serving diverse populations, and avoiding reinforcing racial or gender stereotypes.
5. Provide examples of previous work experience in working with government or non-profit organizations, if applicable.

B. Resumes and References

1. Attach a detailed resume for the individual(s).
2. Attach a list identifying three (3) business references for the interested organization, including names, addresses, phone numbers, and e-mail addresses of organizations or entities for whom comparable work has been accomplished, and briefly describe the type of service provided. By providing references the interested organization authorizes the WDC to contact the references.

C. Formatting and Attachments

1. Each response is limited to 3 pages of narrative in a 12-point, Times New Roman font, with double-spaced pages and one-inch margins.
2. Tables and charts included in the response, as appropriate and necessary, are exempt from the double-spacing requirement.
3. Resumes and business reference attachments are exempt from page limit and format requirements.

COST AND BUDGET

Provide fee structure for your services. After organizations are selected based on qualifications, experience, and proposed approach, one or more interviews may be held. The WDC requests that interested parties prepare a budget summary simultaneously with the RFQ submittal, to be prepared for the next procurement step of structured interviews. Organizations selected for interview may be expected to discuss proposed budget details.

PROJECT MILESTONES & KEY DELIVERABLES

The WDC aims to begin this project in September 2023 and continue for an estimated 4-6 months. Below is a sample framework for project milestones under a deliverable-based payment structure, where the person or team contracted earns \$XX at several milestones, and then \$XX upon meeting all deliverables. Please feel free to propose alternate or modified timelines or payment structures as part of your application.

1. Weeks 1-4: Audit existing website structure, content, and technology in consultation with WDC Communications and WS-SKC SMEs

2. Week 5: Present the findings to WDC and WS-SKC and discuss preliminary recommendations
3. Weeks 5-7: In collaboration with WDC and WS-SKC, identify priorities and requirements for a new public-facing website and internal-facing intranet
4. Weeks 8-16: Redesign the WorkSourceSKC.org website and staff intranet
5. Week 17: Review completed website and intranet with WDC Communications and WS-SKC SMEs
6. Weeks 18-20: Complete final updates based on feedback

RATING CRITERIA

Each complete RFQ response received by the deadline will be evaluated per the following experience and qualifications:

- A. **Experience and Qualifications** (50 points)
Responses will be evaluated on the strength of the organization and lead's experience with similar types of projects.
- B. **Proposed Approach** (50 points)
Responses will be evaluated on the clarity of the proposed approach and the extent to which it is aligned with the goals and priorities included in this solicitation.

PROPOSAL SUBMISSION

- A. RFQ responses are due no later than **August 4** and shall be delivered electronically in PDF format to: contracts@seakingwdc.org, with the subject line beginning with "Application: RFQ #23-001-WKS."
- B. Questions about the RFQ and procurement process will be accepted and answered at contracts@seakingwdc.org until **July 28**. Begin the subject line with "Question: RFQ #23-001-WKS." Questions and answers will be posted in a weekly digest at seakingwdc.org/funding-blog/2023/7/6/web-design-worksource-skc.
- C. Qualified respondents will be notified by **August 18**, and may receive a request for an interview to be scheduled before **September 1**.
- D. The WDC reserves the right to reject any or all proposals, to accept or reject any or all items in the proposal, and to award the contract(s) in whole or in part as is deemed to be in the best interests of the organization. The WDC reserves the right to request additional information, to negotiate with any or all respondents on modifications to proposals, and/or to integrate components across proposals to achieve maximum efficiency. All awards are contingent upon available funding. All awards are subject to modification as federal, state, and WDC policies and procedures evolve.

- E. Procurement and contracting for all services shall conform to state and federal guidelines. All records shall be maintained in accordance with state and federal record keeping requirements.