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## REQUEST FOR PROPOSALS – WEBSITE REDEVELOPMENT AND SUPPORT

**RELEASE: Thursday, April 25<sup>th</sup>, 2024**  
**RESPONSES DUE: Thursday, May 23<sup>rd</sup>, 2024**

**ESTIMATED PROJECT BUDGET: UP to \$50,000**  
(not including costs associated with ongoing support)

### I. INTRODUCTION:

Through this Request for Proposals (RFP), RochesterWorks, Inc (hereafter, also "RWI") seeks the services of a qualified firm to redevelop its primary website, [www.rochesterworks.org](http://www.rochesterworks.org). RWI's objective is to ensure that our primary customers – which include job seekers and businesses in the Greater Rochester (NY) area – are provided with a clear overview of the comprehensive workforce development services offered by the agency.

The design of our incumbent website has presented various challenges in providing clear and concise information to prospective customers and the community we serve. As such, RochesterWorks would seek an alternative content management system in this redesign.

As the largest workforce development organization in the Greater Rochester area, RWI seeks to eliminate barriers to workforce participation. Therefore, a crisp, informative, and attractive website is necessary to ensure that there is adequate access to information about the programming we offer.

In addition to redeveloping its primary website, RochesterWorks seeks a code review and ongoing support for supplemental applications that serve a variety of functions for the organization: some of which are public-facing and programmatic, others, of which are for internal use.

### II. COMPANY BACKGROUND

Founded in 2004, RochesterWorks, Inc. is a 501(c)(3) nonprofit member of the American Job Center Network that provides employment and training services to Monroe County through three local career centers and one specialized youth employment center.

RWI administers approximately \$7-\$9 million annually in employment and training resources to residents and employers within Monroe County, at the direction of the Monroe County/Rochester Workforce Development Board. In doing so it provides programs to facilitate career pathways for job seekers and ensure employers have a skilled workforce to meet their needs. Of the many organizations that comprise the local workforce development system, RochesterWorks is the largest and offers the most extensive selection of resources for job seekers and employers. Behind the scenes, RWI also acts as a convener of the local workforce system, coordinating common strategies to maximize outcomes.

### **IDENTITY STATEMENT (from 2022 Strategic Plan)**

RochesterWorks is a connector, coordinator, collaborator, and workforce developer.

We drive the local economy by helping ensure that workers have the skills employers need. We reduce unemployment by connecting job seekers with businesses that are hiring. And we coordinate and collaborate with community partners so our workforce development efforts can have the greatest impact.

We enable the unemployed and underemployed to build their skills and confidence. We help remove barriers and increase access to employment.

Our experienced career advisors offer coaching and support, in-person and virtual training, and career development.

We proudly serve our neighbors in Rochester, Monroe County, and the Greater Rochester communities and welcome, respect, and value every one of our customers.

What sets us apart is our customized training and our demonstrated support in helping individuals and businesses reach their employment and placement goals.

We honor our past by staying true to our mission. We will ensure our future by diversifying our revenue streams and staying innovative, with the continued support of our elected officials, community partners, and a board and staff who remain passionate about the work we do and those we serve.

### **MISSION STATEMENT**

RochesterWorks provides a pathway to a skilled and sustainable workforce.

## **III. OBJECTIVE 1: REDEVELOPMENT OF PRIMARY WEBSITE ([www.rochesterworks.org](http://www.rochesterworks.org))**

**A. Redesign the existing website's information architecture.** RochesterWorks seeks to better organize and improve the navigation experience for its three primary users: businesses, job seekers, and community partners. The primary

website – [www.rochesterworks.org](http://www.rochesterworks.org) - must be tailored to fit the navigation needs of all end users, considering that many different avenues may bring one to access RochesterWorks' services. (For instance, the browsing experience of a 17-year-old with no work experience and many barriers to employment will differ from that of a more experienced worker looking to gain new skills and advance their career."

- B. Replace the Content Management System (CMS) to best meet project goals.** RochesterWorks no longer wishes to use Joomla as its website's CMS, as it has created many challenges and limited the functionality of the website. RWI would welcome the responding firm's expertise as to which CMS might best suit the organization.
- C. Migrate, where appropriate and feasible, other supplemental websites to the primary site.** RochesterWorks has elected to create separate websites for certain programs, specifically those within its Youth Division. RWI would seek to migrate the content of those sites to its primary website. In particular, [www.rocsummeryouth.org](http://www.rocsummeryouth.org) and [www.rocyourjob.org](http://www.rocyourjob.org).
- D. SEO Strategy development.** With a growing number of agencies in the Rochester region executing workforce programming, it is in the interest of the community to ensure that [www.rochesterworks.org](http://www.rochesterworks.org) is a primary landing spot for those seekers for career-building resources and users of web searches to learn about available resources
- E. Improved categorization and presentation of event/training calendar.** RochesterWorks provides a diverse menu of workforce activities, ranging from workshops, to job strategy groups to job fairs, to community outreach events. Its current calendar (<https://rochesterworks.org/services/calendar>) is informative but needs to be more user-friendly and modern-looking.
- F. Ability to track website utilization.** As it is accountable to the local workforce development board, RochesterWorks would seek to be able to report the utilization of the website and provide a window into who is using the website most frequently, for what purpose, and how they are finding the website.
- G. Ensure compatibility with mobile devices.** The present [www.rochesterworks.org](http://www.rochesterworks.org) is, in general, not mobile-friendly and does not allow for interactive use with customers, particularly to access/schedule services or resources. We seek to remedy this through this website redevelopment.
- H. Ensure the website implements best practices to ensure it is accessible to persons with disabilities.** As a federally-funded workforce development board, RochesterWorks is subject to both state and federal laws and

regulations regarding accessibility. However, it is also a strategic organizational goal to make services more readily accessible for persons with disabilities, underscoring the need to have an accessible website for those with disabilities.

The consultant will report to the Executive Director, who will oversee this project with the support of the Director of Technology, and the Marketing and Communications Manager. Additionally, the consultant will be expected to engage with programmatic staff who are most knowledgeable about how an effective website should serve our customers.

#### **IV. OBJECTIVE 2: REVIEW AND ONGOING SUPPORT OF CUSTOMIZED APPLICATIONS**

While [www.rochesterworks.org](http://www.rochesterworks.org) is the primary front door for job seekers and employers looking to learn about and access RWI's services, the organization has - over the past decade- created several customized applications that serve a variety of functions (both internal and external-facing) that are housed on different websites.

These include applications that:

- Exist to gather information necessary to enroll in programs (ie: Doc Collect)
- Provide other public-facing resources: (Job Board & E-Learning, for instance)
- Exist for internal use for functions such as grant management.

A full matrix of these custom applications and their primary function can be found in **Attachment "A"**.

As part of this RFP, RochesterWorks seeks consultant services to:

- Conduct a code review of these supplemental applications to determine if they require revision to best meet organizational needs.
- Provide ongoing support to manage these customized applications given their more dynamic nature, relative to the primary website.

#### **V. PROPOSAL REQUIREMENT**

Responses to this RFP shall include, but not be limited to:

- Approach and Experience.** An overview of the firm's approach to and experience with redeveloping existing websites, especially experience with public service agencies (government or nonprofit organizations) and
- Proposal Timeline:** RochesterWorks has set a goal of having the new website launched by September 30<sup>th</sup>, 2024. If responding firms feel that the timeline is not practical, they are free to submit a revised timeline with an explanation.

c. **Proposed Budget.** RochesterWorks plans to budget up to \$50,000 for the one-time costs associated with subdivisions 1 and 2, below. Proposed Budgets should include detailed and itemized costs associated with:

1. **Redevelopment of the Primary Website**, as described in **Section III (“Objective I”)** of this RFP.
2. **Review of Supplemental Applications** as described in **Section IV (“Objective II”)** of this RFP.
3. **Ongoing Maintenance and Support:** RochesterWorks has dedicated staff (Marketing & Communication Manager, and Director of Technology) whose responsibilities include administering and managing the primary website, as well as generating content.

Nevertheless, RWI would seek to have a service contract with the consultant to troubleshoot functional issues for all webpages and applications, as well as periodically assist with projects that we cannot execute internally.

RochesterWorks would seek an initial term of 24 months for this component.

d. **Portfolio Examples.** These should demonstrate familiarity with working on website projects with organizations similar to RochesterWorks

e. Provide at least three (3)**client references**

## VI. RFP/ PROJECT TIMELINE

RFP Release	Thursday, April 25 <sup>th</sup> , 2024
Deadline to Submit Written Questions	Thursday, May 9 <sup>th</sup> , 2024, at 4pm
Proposal Due Date	Thursday, May 23 <sup>rd</sup> , 2024, at 4pm
Proposal Review and Follow-up interviews	May 30 <sup>th</sup> – June 10 <sup>th</sup> , 2024
Award of Contract	Mid-June (subject to Board approval)
Tentative Project Launch	July 1 <sup>st</sup> , 2024
Tentative Website Launch	September 30 <sup>th</sup> , 2024

Under its procurement policy, RochesterWorks will interview prospective consultants after an initial review of proposals.

## VII. SCORING OF PROPOSALS

Proposals shall be scored based on the following criteria:

- |   |           |
|---|-----------|
| A. Background about your organization and general approach in working with an organization on website redevelopment.  | 15 points |
| B. A proposed work plan that demonstrates a clear understanding of the work to be performed, estimated hours, and other information relevant to the project including a tentative timeline as well as a clear proposal for ongoing maintenance. | 40 points |
| C. Project budget, including an hourly rate inclusive of all costs, and an estimate of total hours of work, indexed to the scope of work.   | 40 points |
| D. Listing of three (3) client references, particularly organizations for whom the firm has provided services similar to the scope of work outlined above   | 5 points  |

#### VIII, Application Process

Questions regarding this RFP must be submitted via email to Shawn Curran at [scurran@rochesterworks.org](mailto:scurran@rochesterworks.org) no later than **Thursday, May 9<sup>th</sup>, 2024 at 4:00 pm.**

Final responses to this RFP must be submitted via email to Shawn Curran at [scurran@rochesterworks.org](mailto:scurran@rochesterworks.org) no later than **Thursday, May 23<sup>rd</sup>, 2024 at 4:00 pm.**

## ATTACHMENT "A"

Name	Description	Syntax/Language
<b>PRIMARY WEBSITE</b>		
rochesterworks.org	This is our main website. The CMS is Joomla utilizing multiple modules and plugins. The WYSIWYG editor allows for easy updates and content addition as needed.	Joomla CMS
<b>SECONDARY APPLICATIONS</b>		
elearning.rochesterworks.org	Video courses are made internally, the videos are then hosted on a hidden YouTube page and then streamed into the eLearning site. Clients can access a Certificate of Completion upon finishing and answering the questions per course module	Joomla CMS
checkin.rochesterworks.org	This is used when a customer comes into the College Ave Career Center to measure staff engagement and to alert staff of a pending client	Unknown
doccollect.rochesterworks.org	This is used as a secure way for clients to submit confidential information for our many programs. Our staff can request certain types of documents (driver licenses, work permits, etc) and securely upload that information to our staff for our various programs	Unknown
rocsummeryouth.com	This system ties in two different systems of customized applications. The application for Summer Youth and then the CATs system for applicant tracking.	- WordPress Front End - Customized Application (Syntax Unknown) - CATs backend
monroestep.org	This system ties in two different systems of customized applications. The timecard entry system to track clients worked hours and then the CATs system for applicant tracking.	GoDaddy Landing Page, Links to CATS & Custom Timecard App
Internal Voucher System	This system is used to track our training grant funding. Backend by internal SQL server	Unknown app data stored in onsite SQL Server