



RFP
WEBSITE DESIGN AND SUPPORT SERVICES

Issue Date:
August 20, 2024

Optional Pre-Proposal Information Session:
September 6, 2024 at 11:00AM via Zoom

Written Questions Due:
September 10, 2024 by 5:00PM

Proposals Due:
September 17, 2024 by 5:00PM

Pennsylvania Intergovernmental Cooperation Authority
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www.picapa.org

Notice: PICA does not discriminate on the basis of race, color, sexual orientation, religion, ancestry, ethnicity, sex, gender identity, age, national origin, familial status, or disability. PICA does not discriminate against faith-based organizations.

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SECTION I – GENERAL INFORMATION

This Request for Proposal (RFP) provides information to enable qualified firms to submit a proposal to provide website design and support services for the Pennsylvania Intergovernmental Cooperation Authority (PICA).

Submit all questions, inquiries, and requests for information concerning this RFP in writing via email to PICA by **September 10, 2024**. Direct all questions to:

Marisa Waxman
Executive Director, PICA
Email: pica@picapa.org

Marisa Waxman will be the sole point of contact for this RFP. To receive consideration, proposals must be received by 5:00 P.M. local time, **September 17, 2024** via email to pica@picapa.org. PICA will not be liable for any cost related to the development, preparation, transmittal, or presentation of any proposal submitted in response to this RFP. The last day for questions regarding this RFP will be **September 10, 2024**. Email any questions to pica@picapa.org.

The submission of a proposal shall be considered evidence that the proposer has read and agrees to the terms and conditions specified in this RFP.

Any modifications or changes made to this RFP will be made in writing in the form of an addendum issued by PICA. Oral communications from PICA staff or others concerning this proposal request shall not be binding on PICA and shall not in any way be considered as a commitment by PICA. In addition to a written proposal, prospective firms may be required to give oral presentations or participate in interviews with PICA. All materials submitted for this RFP shall become the property of PICA.

SECTION II - PROJECT SUMMARY

A. Project Information

PICA requests proposals from qualified firms to provide web design services and implement updates to PICA's website, www.picapa.org, and provide ongoing support for security and updates as necessary. The arrangement will be a contract for redesign of the website, and one-year of website support with options for renewal, at PICA's discretion.

Background of PICA

PICA was created in 1991 to assist The City of Philadelphia (City) in overcoming a severe financial crisis. PICA is a political subdivision of the Commonwealth of Pennsylvania (Commonwealth) constituting a public instrumentality. PICA is governed by a five-member board with one member appointed by the Governor, and the other members appointed by majority and minority leaders of the Pennsylvania House and Senate. PICA's Executive Director is appointed by the Board, and the PICA staff currently consists of four employees. PICA will be in operation through at least 2046.

Other Pertinent Information

Website – www.picapa.org

Web content management system (WCMS) – WordPress

Domain – Network Solutions

Hosting – SiteGround

IT Provider – Parallel Edge, Inc.

As a public oversight authority, certain public information must be available on PICA's website. This includes board meeting dates, times, and locations, board meeting agendas, resolutions taken up at board meetings, and staff reports on the City of Philadelphia's fiscal condition. In addition, PICA uses its website to drive subscription to its monthly Constant Contact newsletter.

B. Statement of Work

The selected firm shall provide PICA with the following services in connection with PICA's website:

1. Discovery and Planning:

- Assess www.picapa.org, identifying strengths, weaknesses, and areas for improvement.
- Conduct a content audit to assess existing content and develop a strategy for content organization and presentation, with emphasis on simplicity and ease of use.
- Define redesign goals, objectives, and requirements through user research and conversations with PICA staff and board members.
- Develop a project plan, including timelines, milestones, and deliverables.

2. Design:

- Create wireframes, mockups, and prototypes for the new website design, focusing on usability, accessibility, and simplicity.
- Implement best practices for UI and UX design, utilizing fonts, colors, and design to emphasize ease of use.
- Integrate necessary functions and features including, but not limited to:
 - o Continued use of WordPress WCMS;
 - o Minimal reliance on third party plug-ins;
 - o Responsive layouts compatible with various devices and screen sizes;
 - o Level AA compliance with the most recent Web Content Accessibility Guidelines (WCAG); and
 - o Ease of use that allows non-technical staff to manage content on the site.

3. Implementation:

- Assist in content reorganization and migration as needed for redesigned website.
- Test the website across different browsers, devices, and assistive technologies to ensure uniformity of use and appearance across operating environments.
- Address any bugs, issues, or inconsistencies identified during testing.
- Coordinate launch of redesigned website to avoid down time to the extent possible.

4. Support:

- Create documentation and user guides for ongoing reference.
- Provide training sessions and materials for staff members responsible for managing the website.
- Work with PICA's IT provider to ensure functionality of domain-based email service.
- Provide ongoing assistance with website security and updates as needed.

C. Unique Capabilities or Qualities

PICA desires, but does not require, respondents to have the following qualifications or meet the following specifications:

- Size of firm shall be appropriate to ensure continuity of service in the case of individual employee transitions to retirement or other firms.
- Experience developing websites for governmental organizations, or other clients whose websites serve a legislatively mandated function.

D. Specific Proposal Instructions

Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP.

Respondents are required to submit the following items for the proposal to be considered complete:

1. A cover letter or sheet, including all responding entity contact information, electronically signed by an authorized representative of the submitting entity.
2. A written narrative statement, including:
 - a. unique capabilities or qualities of the respondent;
 - b. a record of providing satisfactory services; and
 - c. experience working with clients in government or legal industries.
3. A design portfolio illustrating prior work by the respondent that aligns with the provisions of this RFP.
4. A statement describing respondent's approach to diversity, equity, and inclusion.
5. A description of the individuals who would be in charge of the redesign, including their titles, experience with similar entities, and portfolio.
6. A list of references and associated contact information for clients that have received website design and support services.
7. A description of the firm rendering the proposal, including at a minimum:
 - a. whether the firm is national, regional, or local;
 - b. whether the firm is registered as a woman, minority, or disabled-owned business with either the City or the Commonwealth;
 - c. the number of employees in the firm; and
 - d. a commercial activity license issued by the City and a Business Income and Receipts Tax (BIRT) account number issued by the City.
8. A general website redesign plan, to include an overview of the firm's proposed approach and estimated timeline for the work to be completed.

9. An overview of proposed website support services, with a focus on critical updates and site security.
10. Budget and compensation data. Responding firms shall provide an estimate of costs for website redesign services, ongoing website support services, and the total cost to PICA for providing the services described in this RFP for one year from the commencement of the contract.

SECTION III - EVALUATION AND AWARD CRITERIA

A. Evaluation Criteria

PICA shall evaluate proposals using the following criteria:

1. Experience, expertise, and capability of respondent in providing service to PICA or other similar state entities. Particular attention will be given to the size, experience, expertise, capability, reputation, and location of the firm proposing to provide website design and support services to PICA;
2. Specific plans for diverse, equitable, and inclusive provision of services;
3. Cost estimates for the design work to be provided;
4. Cost estimates for the support services to be provided;
5. Demonstrated ability to timely complete work;
6. References from other clients; and
7. Completeness of proposal and satisfaction of requirements and specifications set forth herein.

B. PICA Rights

PICA reserves and may exercise the following rights and options with respect to this selection process:

1. To reject any and all proposals and reissue the RFP at any time prior to execution of a final contract.
2. To supplement, amend, or otherwise modify this RFP at any time prior to selection of one or more proposers for negotiation and to cancel this RFP with or without issuing another RFP with no liability to any potential respondent.
3. To negotiate, accept, or reject any or all of the items in any proposal and award the contract in whole or in part, if it is deemed in PICA's best interest to do so.
4. To reject the proposal of a proposer that, in PICA's sole judgment, has been delinquent or unfaithful in the performance of any contract with the City and/or the Commonwealth, is financially or technically incapable, or is otherwise not a responsible proposer.
5. To waive any minor informality, defect, or deviation from this RFP that is not material to the proposal.
6. To request that some or all of the proposers clarify, modify, or supplement proposals.

7. To request to inspect projects referenced in the proposer's proposal.
8. To conduct investigations with respect to the qualifications of each proposer and contact references.
9. To require the selected proposer to enter into a written contract with PICA that includes all requirements of law applicable to contracts with an agency of the Commonwealth, including the Nondiscrimination/Sexual Harassment Clause described in Section V of this RFP, an indemnification of PICA by the proposer, rights of PICA to terminate such contract, and insurance requirements applicable to the proposer.

SECTION IV - DISCLOSURE OF LITIGATION; DISCLOSURE OF ADMINISTRATIVE PROCEEDINGS

For the five-year period preceding September 1, 2024, provide a description of any judicial or administrative proceedings involving the respondent that is material to respondent's business or financial capability, or to the subject matter of this solicitation, or that could interfere with respondent's performance of the work requested by this solicitation, including, but not limited to, any civil, criminal, or bankruptcy litigation; any debarment or suspension proceeding; any criminal conviction or indictment; and any order or agreement with or issued by a court or local, state, or federal agency.

SECTION V - NONDISCRIMINATION/SEXUAL HARASSMENT CLAUSE

Any contract entered into with a firm selected to provide services to PICA pursuant to this RFP (Contractor) shall contain, in substance, the following provisions:

1. In the hiring of any employee(s) for the manufacture of supplies, performance of work, or any other activity required under the contract or any subcontract, the Contractor, each subcontractor, or any person acting on behalf of the Contractor or subcontractor shall not discriminate by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the Pennsylvania Human Relations Act (PHRA) and applicable federal laws, against any citizen of this Commonwealth who is qualified and available to perform the work to which the employment relates.
2. Neither the Contractor nor any subcontractor nor any person on their behalf shall in any manner discriminate by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the PHRA and applicable federal laws, in the provision of services under the contract, or discriminate against or intimidate any employee involved in the manufacture of supplies, the performance of work, or any other activity required under the contract.
3. Neither the Contractor nor any subcontractor nor any person on their behalf shall in any manner discriminate against employees by reason of participation in or decision to refrain from participating in labor activities protected under the Public Employee Relations Act, Pennsylvania Labor Relations Act, or National Labor Relations Act, as applicable and to the extent determined by entities charged with such acts' enforcement, and shall comply with any provision of law establishing organizations as employees' exclusive representatives.

4. The Contractor and each subcontractor shall establish and maintain a written nondiscrimination and sexual harassment policy and shall inform their employees in writing of the policy. The policy must contain a provision that sexual harassment will not be tolerated and employees who practice it will be disciplined.
5. The Contractor and each subcontractor shall not discriminate by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of PHRA and applicable federal laws, against any subcontractor or supplier who is qualified to perform the work to which the contract relates.
6. The Contractor and each subcontractor represents that it is presently in compliance with and will maintain compliance with all applicable federal, state, and local laws, regulations and policies relating to nondiscrimination and sexual harassment. The Contractor and each subcontractor further represents that it has, where applicable, filed a Standard Form 100 Employer Information Report (“EEO-1”) with the U.S. Equal Employment Opportunity Commission (“EEOC”) and shall file an annual EEO-1 report with the EEOC as required for employers subject to Title VII of the Civil Rights Act of 1964, as amended. The Contractor and each subcontractor shall, upon request and within the time periods requested by the Commonwealth, furnish all necessary employment documents and records, including EEO-1 reports, and permit access to their books, records, and accounts by the contracting agency and the Bureau of Diversity, Inclusion and Small Business Opportunities for purpose of ascertaining compliance with provisions of this Nondiscriminatory/Sexual Harassment Clause.
7. The Contractor shall include the provisions of this Nondiscrimination/Sexual Harassment Clause in every subcontract so that those provisions applicable to subcontractors will be binding upon each subcontractor.
8. The Contractor’s and each subcontractor’s obligations pursuant to these provisions are ongoing from and after the effective date of the contract through the termination date thereof. Accordingly, the Contractor and each subcontractor shall have an obligation to inform PICA if, at any time during the term of the contract, it becomes aware of any actions or occurrences that would result in violation of these provisions.
9. PICA may cancel or terminate the contract and all money due or to become due under the contract may be forfeited for a violation of the terms and conditions of this Nondiscrimination/Sexual Harassment Clause. In addition, PICA may proceed with debarment or suspension and may place the Contractor in the Contractor Responsibility File in the Commonwealth’s Contractor Responsibility Program.