



REQUEST FOR QUALIFICATIONS

Website Redesign and Development

Updated Deadline for Submission

April 8, 2022 at 5:00 p.m.

Reposted March 25, 2022

Rolling Plains Management Corporation is an equal opportunity employer and encourages all Historically Underutilized Businesses and Disadvantaged Business Enterprises to participate.

TABLE OF CONTENTS

- I. GENERAL INFORMATION**
- II. COMPANY OVERVIEW**
- III. PROJECT TIMELINE**
- IV. GOALS AND AUDIENCE**
- V. CURRENT CHALLENGES**
- VI. PROJECT SCOPE AND PROCESS**
- VII. STATEMENT OF QUALIFICATIONS**
- VIII. EVALUATION CRITERIA**
- IX. SELECTION PROCESS**
- X. ADDITIONAL INFORMATION AND CERTIFICATIONS**

I. GENERAL INFORMATION

Rolling Plains Management Corporation (RPMC) has issued this Request for Qualifications (RFQ) in order to select and contract with a company (“company”) to create a new website that is highly attractive and built with responsive web design.

RPMC is seeking proposals from highly qualified, experienced website development companies to design, develop, and implement its website. The ideal company has experience in managing non-profit website design projects, and expertise with best practices regarding:

- Successful website redesign
- User experience and usability testing
- Information architecture
- Website development and deployment
- Website hosting
- Content strategy
- Social media integration
- Search engine optimization
- Responsive design

The successful company will contract directly with RPMC and will work cooperatively with project team members to provide the design, development, and implementation of its website and complete the full scope of the project within budget and on schedule.

This RFQ provides information on the project, the minimum scope of services required and information to aid in preparing responses to this RFQ. All inquiries regarding this project and the RFQ must be in writing and mailed or emailed to the address below. Please reference the project schedule for all relevant dates.

Jessica L McLain
Strategic Planning and Communications Coordinator
Rolling Plains Management Corporation
PO Box 490
Crowell, TX 79227
Email: jessica.mclain@rollingplains.org

RPMC will evaluate the inquiries to determine whether an Addendum is required and issue an appropriate response. All questions and responses and additional information will be included in an Addendum which will be posted to the RPMC website on or before April 5, 2022. Interested companies should periodically check the following website for revisions:

<https://www.rollingplains.org/job-opening>.

Companies are solely responsible for the costs incurred in the preparation and submittal of the RFQ. It is the responsibility of the proposing company to ensure that the proposal is received by RPMC, by the date and time specified further in this document. RPMC intends to award the project to the company best qualified to perform services for the project.

This RFQ does not obligate RPMC to award a contract or complete the project and RPMC reserves the right to cancel the solicitation if it is considered to be in its best interest.

II. COMPANY OVERVIEW

Rolling Plains Management Corporation of Baylor, Cottle, Foard, Hardeman and Wilbarger Counties (RPMC) was formed in 1965 to provide services to low-income individuals as Economic Opportunities Advancement Corporation of Cottle, Foard, Hardeman and Wilbarger Counties through a volunteer parent support group. During the fifty-five years that RPMC has served north Texas, the programs and services have expanded beyond early childhood education to include transportation, utility assistance, weatherization, childcare assistance, and self-sufficiency services. The service area has expanded from four counties to twenty-eight counties. The available services vary based on service area.

III. UPDATED PROJECT TIMELINE

Re-Issue RFQ	March 28, 2022
Inquires must be received by	April 4, 2022
Statement of Qualifications and Response Due	April 8, 2022
Review	April 11, 2022
Interviews	April 12 – 13, 2022
Contract Award	April 14, 2022

IV. GOALS AND AUDIENCE

As a Community Action Agency, our mission to eliminate poverty, means we have a variety of primary and secondary customers. Our audience includes individuals/families with low incomes searching for assistance with emergency financial needs as well as local businesses looking for child care opportunities for their staff. We need a website that is intuitive and easily accessible for individuals with limited technology skills as well as visually engaging to strengthen relationships with RPMC's customer and community partners.

V. CURRENT CHALLENGES

RPMC's current website was launched in February 2018, and poses a number of challenges. From a customer standpoint, there are a number of ways to access information regarding services. This can be confusing. Additionally, the agency serves a large geographical area with a broad, varying range of services. The website needs to direct users to the correct contact for the desired service based on the location of the user. From a back-end standpoint, staff are unhappy with Drupal as the current platform.

VI. PROJECT SCOPE AND PROCESS

The scope of the redesign/redevelopment project:

- Utilizes responsive design with the latest technologies to provide a consistent user interface across all devices;
- Establishes a clear path for visitors to access information relevant to them;
- Presents clear and concise information to end-users;
- Integrate with RPMC's social media platforms;
- Provides an easy-to-use CMS platform;

- Maximizes search engine optimization
- Provides an archival system for RPMC press releases, photos, videos
- Provides analytics regarding site traffic

VII. STATEMENT OF QUALIFICATIONS

Proposals should demonstrate that the company has the professional capability and availability to satisfactorily and timely complete all the tasks as described in the Scope of Services section of this RFQ. Responses should include:

- List three, currently “live”, websites your company has produced that reflect your work and relevance to this project. List the role your company played in each project;
- Describe your experience producing sites for non-profit organizations and/or Community Action Agencies;
- Briefly outline your company’s organizational capacity to produce RPMC’s website (such as staff, equipment, software, physical space, office location, etc.)
- Provide company profile, length of time in business, and core competencies
- What type of team will be assigned to this project? What will each person’s role be?
 - Please include a brief background summary for each key staff member assigned to this project
- Briefly describe your project management process
- Please detail any hardware/software company partnerships you have
- Discuss your proposed solution, including the features, benefits, and uniqueness of your solution
- Provide a detailed timeframe for completion
- List costs as request above
- Please state how you intend to communicate with the project lead at RPMC during the period of design/development, and at what intervals
- Describe the support you offer during and after the project

VIII. EVALUATION CRITERIA

Respondents will be evaluated and scored according to the following factors:

- Overall quality of the Statement of Qualifications – 15%
- The qualifications and experience of the personnel to be assigned to the project – 20%
- Capability to meet time and the availability of personnel to respond and provide services in a timely manner – 15%
- Present or projected workload that would affect completion of the project – 15%
- Related experience on similar projects – 20%
- Small business owned and controlled by socially and economically disadvantaged individuals and which have been certified as a Disadvantaged Business Enterprise (DBE) through a state Uniform Certification Program – 15%

IX. SELECTION PROCESS

Upon receipt of responses, selection committee members will evaluate all responsive proposals and assign scores based on the stated evaluation criteria provided. Highest ranking companies may be

asked to attend an interview or RPMC may opt to open direct negotiations with the company that presents the most qualified, highest scoring proposal. If interviews are conducted, finalists are encouraged to bring related examples of work and any other pertinent past project information. Contract negotiations will commence with the highest-ranked company. The contract will be awarded upon reaching an appropriate price for this work. If an appropriate agreement cannot be reached with the highest-ranked company, the second-ranked company will be approached, and so on. Unsuccessful companies will be notified as soon as possible.

This solicitation is being offered in accordance with federal and state statutes governing procurement of professional services. Accordingly, RPMC reserves the right to negotiate an agreement based on fair and reasonable compensation for the scope of work and services proposed, as well as the right to reject any and all responses deemed unqualified, unsatisfactory or inappropriate.

The project involves planning and website development, and no future work is implied or guaranteed. RPMC reserves the right to increase the scope of work or additional projects with the selected company as long as the increase or addition is within the company's ability. Payment and contract terms will be negotiated with the selected company.

In no event shall any official, officer, employee or agent of RPMC be in any way personally liable or responsible for any covenant or agreement herein contained whether expressed or implied, not for any statement, representation or warranty made therein or in any connection with the agreement.

While RPMC has every intention to award a contract resulting from this RFQ, issuance of the RFQ in no way constitutes a commitment by RPMC to award and execute a contract. Upon a determination, such actions would be in its best interest, RPMC, in its sole discretion, reserves the right to:

- Cancel or terminate this RFQ;
- Reject any or all proposals received in response to this RFQ;
- Not award a contract, if it is in RPMC's best interest not to proceed with contract execution;
- If awarded, terminate any contract if RPMC determines adequate funds are not available.

X. ADDITIONAL INFORMATION AND CERTIFICATIONS

A. DISADVANTAGED BUSINESS ENTERPRISES (DBE)/HISTORICALLY UNDERUTILIZED BUSINESSES (HUB).

Efforts will be made by RPMC to utilize small businesses, owned and controlled by socially and economically disadvantaged individuals and which have been certified as a DBE and HUB from through a state Uniform Certification Program.

B. PROTEST RIGHTS.

All protests, complaints, questions or concerns regarding the bid process or the selection of the winning bid must be submitted in writing to:

Rolling Plains Management Corporation

Debra K. Thomas, Executive Director
PO Box 490
Crowell, Texas, 79227

All protest and complaints shall be referred to the RPMC Executive Committee for resolution.

C. CONFLICT OF INTEREST/NEPOTISM.

To avoid any real or apparent conflict of interest or nepotism in the procurement of the bid proposal, no RPMC employee, agent, consultant, officer, family member of employees, official of RPMC and who exercises or has exercised any functions or responsibilities with respect to contract decision making process or gain inside information with regard to such activities, may obtain personal or financial interest or benefit, directly or indirectly, from any award connected with this request. RPMC's employees, officers, and/or agents shall neither solicit nor accept gratuities, favors or anything of monetary value from potential bidders.

D. FEDERAL/STATE/LOCAL COMPLIANCE.

This RFQ complies with all federal and state rules and RPMC policies and procedures. Firm awarded will comply with all applicable federal and state rules.