

**STATE OF WEST VIRGINIA  
REQUEST FOR PROPOSALS  
BLUE RIDGE CTC RFP 1901A**

<b>TITLE:</b>	Website
<b>USING AGENCY:</b>	Blue Ridge Community & Technical College
<b>ISSUE DATE:</b>	November 30, 2018
<b>ISSUING AGENCY:</b>	Blue Ridge Community & Technical College 13650 Apple Harvest Drive Martinsburg, WV 25403
<b>ISSUING AGENT:</b>	R. Craig Miller Chief Financial and Administrative Officer

Sealed Proposals subject to the conditions made a part hereof will be received until December 13, 2018 by 12:00 p.m. for furnishing services described herein.

**\*\*SEND ALL PROPOSALS DIRECTLY TO THE ISSUING AGENCY ADDRESS BELOW\*\***

Direct all inquiries concerning this RFP to:	Dawn Cook Purchasing Agent Blue Ridge Community and Technical College 13650 Apple Harvest Drive Martinsburg, WV 25403 304-260-4830, ext. 2222 <a href="mailto:dcook@blueridgectc.edu">dcook@blueridgectc.edu</a>
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***IMPORTANT NOTE: Indicate firm name and RFP number on the front of each sealed proposal envelope or package, along with the date for receipt of proposal specified above.***

Please note, it is the vendor's responsibility to go to the following link <http://www.blueridgectc.edu/about-blue-ridge/procurement/> to check and review any updated addenda regarding RFP 1901A - Website.

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## **I. Project Overview**

### **A. Request for Proposals**

The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified individuals or firms to provide website design for four purposes: 1) Implement changes to website to ensure full compliance with the American with Disabilities Act (ADA) guidelines and Web Content Accessibility Guidelines (WCAG); 2) Review the existing CMS to identify and address design and functionality issues; 3) Using existing website and content, design and implement a responsive version of the Blue Ridge Community and Technical College website consistent with the Blue Ridge CTC brand; and 4) Design a custom brand and theme for the Blackboard learning management system to match the Blue Ridge CTC brand. The services requested should include the cost for all four parts of this project.

Upon project completion, Blue Ridge CTC will maintain responsibility for updates and functioning of both the existing website and new responsive version. Services should include cost for providing any necessary training to Blue Ridge CTC staff for site maintenance. After the project is completed, the successful vendor shall provide a per hour cost for additional maintenance that may be required in future years.

This contract is scheduled to begin January 14, 2019, and expire on May 31, 2019.

### **B. General Disclaimer**

This RFP does not commit Blue Ridge CTC to award a contract. This RFP and the process it describes are proprietary and are for the sole and exclusive benefit of Blue Ridge CTC. No other party, including any applicant, is intended to be granted any rights hereunder. Any response, including written documents and verbal communication, by any applicant to this RFP, shall become the property of Blue Ridge CTC and may be subject to public disclosure by Blue Ridge CTC.

### **C. Eligibility Requirements**

Vendor Registration – WV Code § 5A-3-12. The West Virginia Code requires that all vendors be registered with the WV Department of Administration, Purchasing Division, prior to receiving a purchase order for competitive products and/or services exceeding \$50,000. Vendors please use this link - <http://www.wvoasis.gov/> to access the vendor Self-Service portal.

Debarment – WV Code §5A-3-33 through §5A-3-33F. Vendors that have been debarred by the federal government are not eligible to offer on or receive contracts to supply goods or services to the state and its subdivision for a specified period of time.

West Virginia Secretary of State. The vendor must be in compliance with the Secretary of State and should provide a copy of their business license with the proposal. For more information, contact the WV Secretary of State.

Taxpayer Identification Information. The Internal Revenue Service (IRS) requires the Commission to request a taxpayer identification number (TIN) for tax reporting purposes. IRS Form W9 is used to obtain this information.

Purchasing Affidavit – WV State Code §5A-3-10a. WV State Code requires all vendors to submit an affidavit regarding any debt owed to the State. The Affidavit should be completed, signed and returned with the bidder's proposal. Vendors please visit this link - <http://www.state.wv.us/admin/purchase/forms.html>

#### **D. Terms of Agreement**

The initial term of this agreement shall commence on January 14, 2019 and expire on May 31, 2019. Implementation should be scheduled to occur on May 20, 2019.

The term of this agreement may, if mutually agreed, be extended for additional months, provided written notice of the extension shall be given to the Contractor at least thirty (30) days prior to the expiration date of such term or extension and mutually acceptable contracts costs can be negotiated.

#### **E. Blue Ridge CTC Project Rights**

Blue Ridge CTC reserves the right to maintain the rights of all design material, content, photography, and any other items that are produced through these services. All information will become and maintain Blue Ridge CTC's property.

#### **F. Technical Specifications**

Blue Ridge CTC intends to purchase services to refresh Blue Ridge CTC's existing website, with a focus on ADA and WCAG compliance. The services requested should also include the development and implementation of a responsive version of Blue Ridge CTC's current site, compatible with WordPress. Finally, services included will provide a custom brand and theme for the Blackboard learning management system aligning with the Blue Ridge CTC brand.

The services requested should include the cost for implementation of all ADA/WCAG compliance measures, design and implementation of a responsive website, and custom Blackboard brand and theme. After the project is completed, the successful vendor shall provide a per hour cost for additional maintenance that may be required in future years.

### **II. Scope of Work**

#### **A. Public Domain Area**

This portion of the website consists of static and searchable pages for the general public. This platform supports video, audio, forms, calendar, of events, usage tracking (including analytics related to visitor activity and administrative usage), downloadable files, and function with versions of Internet Explorer 7.x and above along with Mozilla, Chrome, Safari and other widely-used internet browsers. Each of these areas must be reviewed and changes implemented to ensure ADA and WCAG compliance. In addition, it is highly preferred if the CMS could automatically check pages for this standard compliance.

#### **B. Requirements for Public Areas**

##### **Functional Updates**

A full review of the current CMS will be completed. Recommendations will be made for improvements to the current website structure and functioning. Blue Ridge CTC will provide known issues to current website functionality. All changes will exist and remain within the current CMS WordPress. This may include backend coding of HTML, CSS and/or other third party APIS and custom coding.

Known functional changes include:

- SSL on the log in page

- Updates of functioning on the front page of the Blue Ridge CTC website to protect resources
- New search features to include Acalog, Blue Ridge CTC's online Course Catalog resource

### **Responsive Version**

Using the existing CMS, a responsive version of the Blue Ridge CTC website will be developed and implemented. Content for the responsive version will align with all content available through the desktop version of the site. The new responsive version will also need to meet all requirements for ADA and WCAG compliance. Finally, the new responsive version will be compatible with the current CMS WordPress and will be maintained and updated by College personnel. Any training sessions will be provided by the vendor to Blue Ridge CTC staff. Graphic design work and templates will be a part of the vendor's responsibility with the review and approval of the College for the responsive version of the website.

Guidelines exist for branding and design requirements. The successful vendor will be provided downloadable logos and color style sheets upon receipt of the contract. Pre-design logo work will be needed and development of printed materials is expected to ensure a unified appearance of all promotional material.

The selected vendor will either a) retrofit the existing WordPress theme to create a new responsive site or b) Modify an existing WordPress theme to mirror the current BR website and design the responsive site. This decision will be at the discretion of the selected vendor upon award of the project.

### **Search Engine Optimization (SEO)**

Using the existing website, services will be provided for the recommendation and implementation of SEO improvements to the site. Additionally, Blue Ridge CTC uses Acalog, an online resource for a college course catalog. Additional search features need to be explored and recommended to ensure the public is able to find information included in Acalog by using the general website search engine.

### **Section 508 and W3C Compliance**

The proposed CMS must be W3C and Section 508 compliant. In addition, it is highly preferred if the CMS could automatically check pages for this standard compliance. Services provided will include reviewing all pages of the Blue Ridge CTC website and implementing the necessary measures to ensure compliance. All changes will be implemented by the selected vendor.

### **Inventory of Existing Website**

An inventory of the current website will be necessary in order to identify any weaknesses that need to be addressed in the current custom theme. Additionally, this inventory will be necessary to identify specific ADA compliance needs for the website.

### **Custom Blackboard Brand and Theme**

Apply Blue Ridge CTC's brand to its learning management system by customizing its login page, portal page (i.e. "My BLUE RIDGE CTC" tab), specific user interface elements (color, shape, and layout), color palette, and system theme to create an aesthetic and accessible experience for LMS users.

### **III. Proposal Preparation and Submission**

Prospective vendors are instructed to deliver four (4) complete copies of the bid and proposal, enclosed in one sealed box or other package, in a manner that assures receipt by December 13, 2018. Package must be sealed and prominently reflect "RFP 1901A-Website." All proposal must be received at 13650 Apple Harvest Drive, Martinsburg, WV 25403 by 12:00pm EST deadline. There will be a formal opening at 12:30pm on December 13, 2018. Any proposal received after the bid closing date and time will not be accepted and returned unopened to the bidder.

Proposals may be withdrawn or amended at any time prior to the closing date and time.

Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.

Each copy of the proposal should be bound or contained in a single volume where practical.

Ownership of all data, materials and documentation originated and prepared for Blue Ridge CTC pursuant to the RFP shall belong exclusively to Blue Ridge CTC and be subject to public inspection in accordance with the West Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by the vendor shall not be subject to public disclosure under the West Virginia Freedom of Information Act. Any trade secrets or proprietary data must be clearly marked as such and segregated from the other proposal documents.

### **IV. Award**

- A.** Award will be made to the vendor who is determined by Blue Ridge CTC to best meet the needs and objectives of the Blue Ridge CTC community. Vendors are encouraged to propose new innovations. Blue Ridge CTC reserves the right to reject any or all proposals if they are in its discretion judged unacceptable, to waive any technical or formal defect therein, to accept or reject any part of any proposal, and to award the Contract to other than the vendor proposing the highest commission return according to its own judgment and in its best interest.
- B.** In awarding the Contract, Blue Ridge CTC will consider a number of factors in combination when evaluating the proposals submitted. These factors will include the following, which are not listed in order of importance:
  - 1. Vendor's conformance to the RFP's specifications, requirements, terms, conditions, and provision.
  - 2. Vendor's response to College's objectives.
  - 3. Vendor's pricing.
  - 4. Time required to complete build.
  - 5. Vendor's ability to render satisfactory service in this instance.
- C.** Vendors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to Blue Ridge CTC and/or be invited to meet with College officials for clarification and questions. Blue Ridge CTC will schedule the time and location for these presentations. Oral presentations are an option of Blue Ridge CTC and may or may not be conducted.

- D. After proposals have been reviewed, visits may be made to selected institutions under contract with the vendor to assist Blue Ridge CTC in its choice of vendor.
- E. Additional information may be requested while proposals are under consideration.
- F. The successful vendor will be notified of the award in writing.

## V. Schedule

The schedule for this RFP is as follows:

RFP Event	Deadline Date
RFP Issued	11/30/2018
Deadline to Submit Questions	12/07/2018
Answers to Questions	12/11/2018
Submission Deadline	12/13/2018
Award Date	01/09/2019

\*\*\*Please Note\*\* This schedule is subject to change. In the event the schedule does change, all vendors will be notified by addendum, which will become part of the Request for Proposal.

## VI. Specific Requirements

All proposal submittals should include the following information and assurances as specified herein:

### A. RFP Response Outline

1. Response Sheet: The Proposal Response Certification (Attachment A) shall be attached to the front of the proposal and shall contain the proposer's certification of the submission. It shall be signed by an official who has full authority to enter into a contract.
2. Background and History: Describe the company, its age, organization, officers or partners, number of employees and operating policies that would affect this Contract. State the number of years your organization has been continuously engaged in business.
3. Financial Stability: Describe the financial status of the company. Attach a copy of the most recent annual financial statement or other such document.
4. Costs: Please identify costs for the different services requested including, but not limited to:
  - a) Implementation of all necessary measures for website compliance in alignment with ADA and WCAG.
  - b) Reviewing existing CMS coding and identifying any weakness or functional updates.
  - c) Design and development of responsive site compatible with WordPress CMS.
  - d) Modifying and/or altering existing pages.
  - e) Designing custom brand and theme for the Blackboard learning management system.

- f) Future contracting rates for further maintenance to the site
- 5. Experience and Support: Describe vendor's experience in web design services with specific examples of ADA and WCAG website compliance.
- 6. References: Proposers shall include at least three (3) references in higher education or from corporate sources for which the proposer has completed Web design and ADA/WCAG website compliance.
- 7. Please include organization, contact name, title, telephone number, permission to contact, and website URL that would demonstrate experience in this type of service.
- 8. Implementation Plan: Proposers shall include an implementation plan, which shall consist of significant times, phases, dates, key individuals involved and projected milestones of this project. The timeline should demonstrate compliance with implementation on May 20, 2019.
- 9. Technical Information: Vendors should include any technical information, not previously requested, available on the services proposed that would assist Blue Ridge CTC in the evaluation of the proposal.
- 10. Vendor Exceptions: Describe any exceptions to the terms and conditions contained within this document. Add comments about the project of concern to the vendor.
- 11. Conflicts: Affirm that your firm and all individuals who will be assigned to this project are free from obligations and interests that might conflict with Blue Ridge CTC for the State of West Virginia. Disclose any information about you or your firm, which presently or in the future could impair your or your firm's ability to provide the level of services outline in this RFP.

## **VII. Evaluation**

### **A. Evaluation Process**

Blue Ridge CTC will evaluate all acceptable proposals based on the criteria identified. Proposals will be evaluated by a Blue Ridge CTC committee and rated using a weighted point scheme, and then ranked. The proposal receiving the highest ranking will be declared the most advantageous to Blue Ridge CTC.

### **B. Evaluation Criteria**

- 1. Conflicts 0 points

This requirement is either met or not. If not met, the individual or firm will not be considered.

- 2. Demonstrated Ability 25 points

The individual or firm must provide a detailed response regarding the education and technical training of staff assigned to the project, breadth of experience in performing these types of services, and identified results demonstrated in website URLs provided.

- 3. Previous Performance, Qualifications and Technical Support 25 points

The individual or firm must provide a detailed response regarding background, history, financial stability, and preferences. Disclose information about experience with other services similar in scope, and capabilities to provide services of this nature, size and scope.



4. Functional and Technical Requirements 15 points

This includes the degree in which the proposal meets the function and technical requirements of the RFP. The individual or firm must demonstrate the ease of use provided with a CMS system for internal and external users.

5. Implementation Plan 15 points

The individual or firm must provide a detailed response regarding the identified phases and established timelines. Must include a timeline that aligns with the implementation date of May 20, 2019.

6. Cost 20 points

The individual or firm must provide a detailed response regarding the services requested and the cost of maintaining after the site design, cost of hosting, and cost of graphic design services after the initial design.

**C. Questions Relating to the RFP**

All questions concerning this RFP must be submitted in writing via email to Sherry Washington at [swashing@blueridgectc.edu](mailto:swashing@blueridgectc.edu) by 12/07/2018. Blue Ridge CTC will respond to questions it considers appropriate to the RFP and of interest to all applicants, but reserves the right, in its discretion, not to respond to any questions. Blue Ridge CTC reserves the right, in its discretion, to revise responses to questions after posting, by posting the modified response. No oral response to any applicant question is permitted. Contact with other Blue Ridge CTC staff, or other related staff, regarding this RFP is not permitted. Failure to comply with this restriction could result in disqualification. Questions and answers will be posted as an addendum on the Blue Ridge CTC website under "About Blue Ridge" and "Procurement." Please use the following link: <http://www.blueridgectc.edu/about-blue-ridge/procurement/>

**D. Contract Term, Renewals, Cancellation, Termination, Requirements, Additions, Adjustments & Assignments**

1. The initial contract shall commence on January 14, 2019, and continue for a period of 4 months or when the website has been completed. Contract shall not extend past May 31, 2019.
2. Blue Ridge CTC and vendor shall have the right to terminate this Agreement at any time by giving ninety (90) days written notice to the other party.
3. The failure of either the vendor or Blue Ridge CTC to insist upon strict performance of any of the terms or conditions of this Contract shall not be construed as a waiver or relinquishment for the future of any such term or condition, and shall be and shall remain in full force and effect.
4. Either party to the Contract may make a written request for a review of its provisions and terms at any time and may agree to amend or revise any or all provisions and terms. All such mutually agreed upon adjustments must be in writing, signed by the authorized representatives of both parties, and the Contract amended to include same.
5. Neither party shall assign nor transfer the Contract or any part of same nor enter into any subcontract for services under this Contract without the prior written approval of the other party.

6. The vendor is providing the services described herein as an independent vendor of Blue Ridge CTC, not as Blue Ridge CTC's agent or representative. The vendor shall not, in any manner, use the credit or the name of Blue Ridge CTC in connection with its business or affairs except as specifically authorized in the Contract or as approved prior to such use by Blue Ridge CTC. Further, the vendor shall purchase merchandise and sign contracts in its own name and sole credit and shall promptly make full payment thereon, in accordance with the terms of purchase.
7. The vendor shall comply with all laws, ordinances, and regulations of any applicable federal, state, county, or city government, bureau, or department applicable to the performance of the services described herein. Blue Ridge CTC agrees to provide all cooperation reasonably necessary for such compliance. In addition, the vendor shall also comply with all College policies and regulations as may currently and/or in the future pertain to service under the Contract. These laws, ordinances, regulations, and policies shall apply to the Contract throughout, and they will be deemed to be included in the Contract the same as though written out in full.

## **VIII. General Rules Governing RFPs/Applications; Reservation of Rights; Confidentiality and Public Disclosure**

### **A. Reservation of Rights**

By submitting its response to this notice of Request for Proposals as posted on the Blue Ridge CTC website, the applicant accepts and agrees to this Reservation of Rights. The term "notice of request for proposals," as used herein, shall mean this RFP and include all information posted on the Blue Ridge CTC website in relation to this RFP.

#### **1. Notice of Request for Proposals (RFP)**

Blue Ridge CTC reserves the right, and may in its sole discretion, exercise any one or more of following rights and options with respect to this notice of contract opportunity:

- a) To reject any and all applications and to reissue this RFP at any time;
- b) To issue a new RFP with terms and conditions substantially different from those set forth in this or a previous RFP;
- c) To issue a new RFP with terms and conditions that are the same or similar as those set forth in this or a previous RFP in order to obtain additional applications or for any other reason Blue Ridge CTC determines to be in their best interest;
- d) To extend this RFP in order to allow time to obtain additional applications prior to the RFP application deadline or for any other reason Blue Ridge CTC determines to be in its best interest;
- e) To supplement, amend, substitute or otherwise modify this RFP at any time prior to issuing a notice of intent to develop a provider agreement or consultant contract to one or more applicants;
- f) To cancel this RFP at any time prior to the execution of a final provider agreement whether or not a notice of intent to develop a provider agreement has been issued, with or without issuing, in Blue Ridge CTC's sole discretion, a new RFP for the same or similar services;

### **B. Confidentiality and Public Disclosure**

The successful applicant shall treat all information obtained from Blue Ridge CTC that is not generally available to the public as confidential and/or proprietary to Blue Ridge CTC. The successful applicant shall exercise all reasonable precautions to prevent any information derived from such sources from being disclosed to any other person. The successful applicant agrees to indemnify and hold harmless Blue Ridge CTC, its officials and employees, from and against all liability, demands, claims, suits, losses, damages, causes of action, fines and judgments (including attorney's fees) resulting from any use or disclosure of such confidential and/or proprietary information by the successful applicant or any person acquiring such information, directly or indirectly, from the successful applicant.

**C. Incurring Costs**

Blue Ridge CTC is not liable for any costs incurred by applicants for work performed in preparation of a response to this RFP.

**D. Prime Contractor Responsibility**

The selected contractor will be required to assume responsibility for all services described in their applications whether or not they provide the services directly. Blue Ridge CTC will consider the selected contractor as sole point of contact with regard to contractual matters.

**E. Disclosure of Proposal Contents**

Proposal contents become available for public inspection after an award is made. The vendor may request in writing, at the time of proposal or expression of interest is submitted, nondisclosure of trade secrets and other proprietary or confidential data, as provided in Chapter 29B of the West Virginia Code, the Chief Procurement Officer or designee shall examine the request to determine its validity prior to entering into negotiations. If the parties do not agree as to the disclosure of data in the contract, the CPO or a designee, shall inform the vendor in writing what portion of the proposal shall be disclosed and that, unless the vendor withdraws the proposal or protests in writing, the proposal will be so disclosed.

**F. Selection/Rejection Procedures**

The applicant whose submission is selected by Blue Ridge CTC will be notified in writing as to the selection. Information will be provided in this letter as to any issues within the application that will require further discussion or negotiation with Blue Ridge CTC. This letter should not be considered as a letter of award. A formal letter of award will be forthcoming at such time when mutual agreement has been reached by the parties on all issues pertaining to the application. Applicants whose submissions are not selected will also be notified in writing by Blue Ridge CTC.

## **Request for Proposal Checklist**

- ☐ **Complete – Section I/F Eligibility Requirements**
- ☐ **Complete and sign Purchase Affidavit**
- ☐ **Complete and sign WV-96**
- ☐ **Complete and sign Non Conflict of Interest form**
- ☐ **Complete W-9**
- ☐ **Complete and sign Vendor Preference Certificate**
- ☐ **Appendix A – Cover Page**
- ☐ **Table of Contents**
- ☐ **Introduction**

**Provide a one to two paragraph overview of your company.**

- ☐ **Experience, Key Personnel & References**

**Provide information on past experience in providing interpreting services and include the industry that services were provided for. Discuss the key personnel and their qualifications and skills. Also, provide at least three (3) references from previous clients.**

**APPENDIX A**  
***RFP RESPONSE COVER SHEET***

**Blue Ridge Community and Technical College**

**WEBSITE**

**CORPORATE NAME OF APPLICANT ORGANIZATION:** \_\_\_\_\_

\_\_\_\_\_

**CORPORATE ADDRESS:** \_\_\_\_\_

\_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**MAIN CONTACT PERSON:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

\_\_\_\_\_  
**SIGNATURE OF OFFICIAL AUTHORIZED TO BIND  
APPLICANT TO A PROVIDER AGREEMENT**

\_\_\_\_\_  
**TITLE**

\_\_\_\_\_  
**TYPED NAME OF AUTHORIZED OFFICIAL IDENTIFIED ABOVE**

\_\_\_\_\_  
**DATE SUBMITTED**