

## Request for Proposal – Website Redesign

### **Purpose**

The Indiana Coalition Against Domestic Violence is issuing this Request for Proposal (RFP) to identify an agency well-positioned to redesign our website in a way that allows survivors to access the broad range of knowledge of community supports available to them.

### **Who May Respond**

Any business or person with the qualifications to provide information and materials may respond to this RFP. It is the intent of the Indiana Coalition Against Domestic Violence (ICADV) to hire locally or with any agency that has an office in or around the State of Indiana. Businesses located outside of the State of Indiana may be considered if the Offeror can show they can meet the immediate needs of the organization.

### **Instructions of Proposal Submission**

- Closing Submission Date: Proposals must be submitted no later than 5:00 p.m. ET on July 15, 2024.
- Inquiries: Inquiries concerning this RFP should be directed to Maggie Moore at [mmoore@icadvinc.org](mailto:mmoore@icadvinc.org).
- Conditions of Proposal: All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the Offeror and will not be reimbursed by ICADV.
- Instructions to prospective Contractors: It is the responsibility of the Offeror to ensure that the proposal is received by the Indiana Coalition Against Domestic Violence by the date and time specified above. Late proposals will not be considered.
- Right to Reject: The Indiana Coalition Against Domestic Violence reserves the right to reject any and all proposals received in response to this RFP if they do not meet the stated criteria described within this document. A contract for the accepted proposal will be based upon the factors described in this RFP.
- Small and/or Minority-Owned Businesses: Efforts will be made by the Indiana Coalition Against Domestic Violence to utilize small businesses with a preference for minority-owned and women-owned businesses. An Offeror qualifies as a small business firm, if it meets the definition of "small business" as established by the Small Business Administration (13 CFR 121.201).
- Notification of Award:

- It is expected that a decision selecting the successful business will be made within fifteen business days after the closing date for the receipt of proposals.
- Upon conclusion of final negotiations with the successful firm, all Offerors submitting proposals in response to this Request for Proposal will be informed, in writing, of the name of the successful business.
- It is expected that the contract shall be a 6-month negotiated contract.

### **Description of Organization**

The Indiana Coalition Against Domestic Violence (ICADV) is an organization that supports survivors of domestic violence and pursues an end to violence in Indiana. The organization offers many different services such as legal, housing and economic support. ICADV is not a shelter, but it works with shelters and other service providers throughout the state to make sure guidelines are followed and survivors get the help they seek. ICADV prioritizes listening to survivors about their experiences to create projects that best serve their needs. The organization offers many resources to ensure survivors have options.

### **Project Overview**

The Indiana Coalition Against Domestic Violence is seeking a website refresh. It has been several years since the website was refreshed and regular maintenance has been kept up by internal staff. We are looking for a sleeker design that is easy to navigate. We would like the design to be more organized to account for information available on the site. We have a brand guide to help with design choices. The Project Coordinator will be available during business hours for questions.

- Website audience: ICADV is a domestic violence organization, so the website will be accessed by survivors and their friends/families, supporters of survivors, donors, other DV organizations and service providers, attorneys, law enforcement, policymakers, sponsors/partners, media companies (ex. WRTV, WTHR, etc.), among others.
- Website Goals: A clean, user-friendly website. Intuitive navigation for most. Less clunky design. Easy for ICADV employees to update. Consolidated information (information is provided). Customer Relation Management (CRM) system can be seamlessly integrated.

### **Current Website Information**

- Current website: ICADV uses WordPress to host the website. We don't receive many complaints about the website, save for some small information updates. Because we offer so many options, it can become difficult or overwhelming for survivors looking for help. The information is good, but the website looks outdated and clunky, and this makes it difficult to navigate. ICADV had a website rebrand within the last

several years and the amount of information and pages added since are cluttering the website. ReciteMe will need to be integrated into the new website.

- Current roadblocks: The website can be clunky in some places due to multiple people editing and moving things around. Multiple different mediums were used, so some images cannot be edited or moved. The website key is with someone outside of the organization and attempts by staff to redirect it haven't been successful. Our accessibility tool (ReciteMe) also sometimes changes the format of our website once you move off the homepage and some people get confused by the shifting.

### **Specification Schedule**

- Scope of Services: The purpose of this RFP is to obtain the services of a website development agency, whose principal officers are qualified to provide a quality website, hereinafter referred to as the "Offeror" to redesign ICADV's website to meet the specific needs to increase information organization and accessibility, overall aesthetic and ease of navigation.
- Performance Delivery: The success of the website project is dependent upon the Offeror's ability to provide quality services and materials in a timely manner. Offeror should develop materials in a way that can be easily modified by ICADV staff if programs and resources change after the initial development of materials. *Note: ICADV's communication staff has access to the full Adobe Suite.*
- Delivery Schedule: Offeror will deliver the final website within 6 months, or an otherwise agreed upon timeline. Offeror must be available to assist with minor changes that may be needed after delivery.
- Price: The Offeror's proposed price shall be submitted with this RFP. The Offeror shall indicate the estimated flat rate costs for specific services. The Offeror is strongly encouraged to contribute in-kind support to the project in the form of donated media buy match or other relevant services. The total contract, excluding any in-kind match, for all services and materials should not exceed \$20,000.
- Payment: Payment will be made upon receipt of invoice with detailed service breakdown. Should ICADV reject an invoice, ICADV's authorized representative will notify the Offeror in writing of such rejection giving the reasons(s). The right to reject a report shall extend throughout the term of this contract and for thirty (30) days after the Offeror submits the final invoice for payment.

### **Technical Qualifications**

- Prior Service Experience: The Offeror shall describe its prior public relations or marketing experience, including the names, addresses, contact persons, and telephone numbers of prior organizations contracted. Experience should include prior examples of developed marketing campaigns.
- Organization, Size and Structure: The Offeror shall describe its organization, size, and structure. Indicate, if appropriate, if the firm is a small or minority-owned business.
- Staff Qualifications: The Offeror shall describe the qualifications of staff to be assigned to the services being performed.
- Understanding of work to be Performed: The Offeror shall describe its understanding of work to be performed, including examples of messaging proposed for public awareness, community partners and stakeholders, and outreach strategies.

### **Proposal Evaluation**

- Submission of Proposal: All proposals should include technical qualifications and pricing information. The documentation will become part of the contract.
- Nonresponsive Proposals: Proposals may be judged nonresponsive and removed from further consideration if any of the following occur:
  - The proposal was not received in a timely manner in accordance with the terms of this RFP.
  - The proposal does not follow the specified format.
- Evaluation: Evaluation of each proposal will be scored on the following five factors:
  - Prior experience in creating and executing website redesigns.
    - Offeror has substantial experience with example work provided.
    - Point Range: 0-10.
  - Organization, size and structure of Offeror's agency.
    - Minority/small business
    - Location of business or proximity or estimated response time to ICADV.
    - Point Range: 0-5 per factor.
  - Qualifications of staff to be assigned to the project. This will be determined from information, resumes, and/or work experience submitted.
    - Team makeup, if applicable.
    - Prior experience of the individual or team members.

- Point Range: 0-10 per factor.
- Offeror's understanding of the work to be performed.
  - Alignment between the Coalition's vision and proposed project.
  - Adequate coverage.
  - Realistic time estimates of each service.
  - Point Range: 0-20, 0-10, 0-15 per factor (respectively).
- Price
  - Offeror's price is within budget and in-kind match donation is provided.
  - Point Range: 0-15
- Maximum points: 100

### **Review Process**

- ICADV may, at its discretion, request presentations by or meeting with any or all Offerors, to clarify or negotiate modifications to the Offeror's proposals.
- ICADV reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standpoints, which the Offeror can propose.
- ICADV will convene a review team comprised of the three members of the staff and the Executive Director to review all submitted proposals. Subject to availability. ICADV contemplates awarding the contract to the Offeror with the highest total points.

### **Certifications**

On behalf of the Offeror:

- The individual signing certifies that they are authorized to contract on behalf of the Offeror.
- The individual signing certifies that the Offeror is not involved in any agreement to pay money or other consideration for the execution of this agreement, other than to an employee of the Offeror.
- The individual signing certifies that the prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition.
- The individual signing certifies that the prices quoted in this proposal have not been knowingly disclosed by the Offeror prior to an award to any other Offeror or potential Offeror.
- The individual signing certifies that there has been no attempt by the Offeror to discourage any potential Offeror from submitting a proposal.

- The individual signing certifies that they have read and understand all the information in this Request for Proposal, including the information on the programs/grants/contracts in relation to the services performed.
- The individual signing certifies that the Offeror, and any individuals to be assigned to the services performed, does not have a record of substandard work and has not been debarred or suspended from doing work with any federal, state or local government.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

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(Offeror's Agency Name)

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(Signature of Offeror's Representative)

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(Printed Name and Title of Individual Signing)