



RFP RFP26006038 PREPARERI WEBSITE REDESIGN AGENCY SOLICITATION SPECIFICATIONS

SECTION A. BACKGROUND

The purpose of this project is to undertake a comprehensive redesign of the PrepareRI website (<https://www.prepare-ri.org/>) to ensure that it reflects current best practices in design, accessibility, and user engagement. The new site should serve as a dynamic, user-friendly platform that effectively communicates PrepareRI's mission: to ensure that all Rhode Island youth are prepared for meaningful careers through coordinated efforts between education and workforce development.

The redesigned website must be modern, visually compelling, and accessible to a range of users, including students, families, educators, employers, and community partners. The goal is to create a digital experience that is intuitive and informative, allowing each audience segment to quickly find relevant resources, understand available opportunities, and take actionable steps.

Key objectives include:

- **Enhanced Storytelling:** Use engaging visuals and narrative strategies to highlight student success stories, partnerships, and outcomes that illustrate the impact of PrepareRI.
- **Improved User Experience:** Design intuitive navigation and streamlined content (with consideration for content available on other agency websites such as the RI Department of Education).
- **Audience Segmentation:** Tailor content and user journeys to meet the needs of different stakeholders (e.g., students, educators, employers) through personalized pathways and calls to action.
- **Increased Engagement:** Encourage exploration and participation by creating clear, compelling, and up-to-date touchpoints across the site.
- **Accessibility and Compliance:** Ensure the website is accessible to users of all abilities.
- **Scalability and Sustainability:** Build a site framework that can be sustained by the PrepareRI Core Team and easily updated with PrepareRI's evolving programs and initiatives.

Ultimately, the redesigned website should function as a central, trusted resource that amplifies PrepareRI's mission, supports statewide goals for education and workforce readiness, and enhances outcomes for all Rhode Islanders.

SECTION B: SCOPE OF WORK AND REQUIREMENTS

Project Timeline: The website redesign project will proceed through six key phases:

1. **Information Gathering:** Collaborate with the PrepareRI Core Team to gain a deep understanding of the initiative's goals, target audiences, and vision for the new website.

2. Preliminary Design: Develop an initial updated site map and layout concepts in close coordination with the PrepareRI Core Team. Gather feedback and refine accordingly.
3. Website Development: Build the new website based on the approved site map and design elements, adhering to the scope outlined below.
4. Final Review and Revisions: Conduct a comprehensive review with the PrepareRI Core Team to finalize the site, incorporating feedback prior to launch.
5. Launch: Support the official launch of the updated website. Deliver complementary promotional resources and assist in executing a strategic rollout.
6. Testing and Transition Support: Ensure smooth website functionality and user experience post-launch. Provide the PrepareRI Core Team with the tools, training, and documentation needed for ongoing site maintenance and sustainability.

Scope of Work: This project includes three core components:

1. Website Improvement Services
2. Advertising/Marketing
3. Sustainable Maintenance and Improvement

1) WEBSITE IMPROVEMENT SERVICES	
Server Setup and Security	<ul style="list-style-type: none"> • Support selection and setting up the server for the new Prepare RI website. • Add SSL Certificate to ensure secure transmission of private data.
Update the PrepareRI Site Map	<ul style="list-style-type: none"> • Develop a Site Map that reduces down the current sites sprawl into a smaller subset of pages with the direction of the Prepare RI Core Team <ul style="list-style-type: none"> ◦ Receive feedback from PrepareRI core team for up to 2 rounds of iteration.
Design & develop the new website	<ul style="list-style-type: none"> • Design an intuitive homepage that provides easy access to all internal pages. • Designing layout for subpages including full-width images & video, parallax scrolling, backgrounds and content, and interactive sections. • Developing the Home Page and up to 15 pages (current size of site) <ul style="list-style-type: none"> ◦ This may utilize the existing subpage layouts or could be new pages/layout based upon the updated site map.
Analytics & Performance Tracking	<ul style="list-style-type: none"> • Integrate metrics tracking
Responsiveness and Accessibility	<ul style="list-style-type: none"> • Optimize the site for seamless performance across all devices and screen sizes, ensuring full mobile compatibility. <ul style="list-style-type: none"> ◦ Enable mobile optimization. • Minimize existing overlap between information on the PrepareRI website and government agency websites including the Rhode Island Department of Education, Rhode Island Department of Labor and Training/Governor’s Workforce Board, Rhode Island Office of the Postsecondary Commissioner, and Rhode Island Commerce. • Streamline connections between PrepareRI website and government agency websites.
Development of Updated Visual Branding & Storytelling Content	<ul style="list-style-type: none"> • Update imagery/branding (logos, graphics, photography, and videography) • Work collaboratively with PrepareRI core team to identify stakeholders/spotlights that can be turned into interviews/videos/stories to be incorporated into the updated website design. <ul style="list-style-type: none"> ◦ At least 3 current student and/or recent alum stories to be included.
2) ADVERTISING/MARKETING	
Communications support for the launch of the	<ul style="list-style-type: none"> • Including but not limited to: <ul style="list-style-type: none"> ◦ Promotional flyers, ◦ Infographics,

updated website and PrepareRI: Destination 2030	<ul style="list-style-type: none"> o A robust social media content calendar for participating PrepareRI government agencies aligned with the roll out of the updated website o This will be inclusive of new student/alum/stakeholder stories.
3) SUSTAINABLE MAINTENANCE AND IMPROVEMENT	
<ul style="list-style-type: none"> • Provide support on all functionality developed for the updated PrepareRI website as well as plugins used by us during the project for 30 days after launch. <ul style="list-style-type: none"> o Any further updates, changes, or support questions will be provided on an ad hoc basis and incur additional fees related to time spent providing said support. • Transition server ownership/access to designated members of the PrepareRI Core Team and provide technical support within the 30 days following the website launch to support the ongoing oversight and maintenance of the updated website. 	

SECTION C: PROPOSAL

1. Technical Proposal

Narrative and format: Vendors must submit a technical proposal which addresses each of the following elements and is limited to six (6) pages (this excludes any appendices and as appropriate, resumes of key staff that will provide services covered by this request):

- A. **Staff Qualifications** – Provide staff resumes/CV and describe qualifications and experience of key staff who will be involved in this project, including their experience in website design and development, user experience strategy, accessibility compliance, content strategy, and digital storytelling for public-sector or education-focused initiatives..
- B. **Capability, Capacity, and Qualifications of the Vendor** - Please provide a detailed description of the Vendor’s experience facilitating website design and development, user experience strategy, accessibility compliance, content strategy, and digital storytelling for public-sector or education-focused initiatives. List a minimum of three (3) relevant client references, to include client names, addresses, contact names with emails and phone numbers, dates of service and type(s) of service(s) provided.
- C. **Work Plan** - Please describe in detail, the framework within which requested website improvement, advertising marketing, and sustained improvement and maintenance services will be performed.
- D. **Approach/Methodology** – Define the methodology to be used for redesigning and supporting the launch of the updated PrepareRI website.

2. Cost Proposal

Detailed Budget and Budget Narrative:

Provide a cost proposal for the required services which includes the following information:

Budget Categories	Total
1. Personnel	
2. Fringe Benefits	
3. Travel	
4. Equipment	
5. Supplies	
6. Contractual	
7. Other	
8. Total Direct Costs (lines 1-7)	
9. Indirect Costs	

3. Supplemental Bidder Attestation Form

See Appendix A on the “Overview” tab in Ocean State Procures™ for information. Vendors are required to complete, sign and submit this form with their overall proposal.

4. ISBE Proposal

See Appendix B on the “Overview” tab in Ocean State Procures™ for information and the MBE, WBE and/or Disability Business Enterprise Participation Plan form(s). Vendors are required to complete, sign and submit these forms with their overall proposal. Please complete separate forms for each MBE, WBE, and/or Disability Business Enterprise subcontractor to be utilized on the solicitation.

SECTION D: EVALUATION AND SELECTION - SOLICITATION SPECIFIC

Technical proposals must receive a minimum of 55 (78.5%) out of a maximum of 70 points to advance to the cost evaluation phase. Technical proposals scoring less than 55 points shall not have the accompanying cost or ISBE participation proposals opened or evaluated; such proposals shall not receive further consideration.

Technical proposals scoring 55 points or higher shall have the cost proposals evaluated and assigned up to a maximum of 30 points bringing the total potential evaluation score to 100 points. As total possible evaluation points are determined, vendor ISBE proposals shall be evaluated and assigned up to 6 bonus points for ISBE participation.

Proposals shall be reviewed and scored based upon the following criteria:

Criteria	Possible Points
Staff Qualifications	10 Points
Capability, Capacity, and Qualifications of the Vendor	10 Points

Work Plan	30 Points
Approach/Methodology	20 Points
Total Possible Technical Points	70 Points
Cost proposal	30 Points
Total Possible Evaluation Points	100 Points
ISBE Participation	6 Bonus Points
Total Possible Points	106 Points

Additional evaluation criteria can be found at:

- For those with an OSP account, see the “Requirements” tab of this solicitation in OSP for additional information on the evaluation and selection process in the “RFP Standard Specification” section.
- For those without an OSP account, public access to the full bid can be found at <https://ridop.ri.gov/vendors/bidding-opportunities>. Search for this solicitation, open the record, click on the “Print/Download Solicitation Summary” button in the upper right corner for all the solicitation requirements and supporting documents are found at the bottom of the page in the “Solicitation Attachments” section.