N.C. Child Care Resource & Referral Council

**Request for Proposal**

Website Redesign

**Project Summary and Background**

The N.C. Child Care Resource & Referral Council (Council) (Organization) is seeking proposals from a firm or individual designer/developer (Vendor) to redevelop our current website (www.childcarerrnc.org) to enhance its overall online presence and performance. The website design and function should reflect our position as a statewide network working to ensure affordable, accessible, high-quality child care for all families in North Carolina by supporting lead and local child care resource & referral (CCR&R) agencies across the state.

The existing Council website is more than a decade old and is maintained at Child Care Services Association (CCSA) with in-house resources. The immediate goal of this project is to redesign the current website’s content into a format that will be easily navigated and updated, contains downloadable documents, offers two to three levels of membership/access and will position the website for further growth and development in the future.

**Site Information**

Council uses Google Analytics to track all information regarding our existing site. Overall, we average about 3,000 unique visitors per month. We use a custom CMS to manage the existing website. There is limited information available about this CMS and it is no longer supported by the developer.

**Objective**

Our primary objective is to continue to build brand identity, awareness and interest in our local and statewide services. We want to provide a platform for staff from N.C. CCR&R organizations across the state to use for gaining knowledge and sharing information critical to the CCR&R system and the services provided.

The new website is expected to consist of a main CCR&R statewide site for the public with separate pages as required to incorporate all current website content and all of the services offered within the statewide system. The architecture that is the basis for the immediate upgrade must be able to handle three levels of “membership” with information only available to a) Council management, b) lead CCR&R agencies, and c) local CCR&R agencies across the state. It must also be able to handle increased content and additional features through the use of content management system (CMS) templates and add-on components/plug-ins.

To be effective, the new web site must be:

* Easy and intuitive for users
* Fresh, modern and visually pleasing
* Mobile-friendly
* Informative, comprehensive, consistent
* Safe and secure
* Easy to maintain and update

**Scope of Services**

The Vendor must deliver a new fully operational website based on the following scope of work.

* Develop a project plan for the entire scope of work with input from a Council/CCSA Website Committee.
* DESIGN - Redesign of Council’s website (childcarerrnc.org) to include at a minimum:
  + Unique, custom website
  + Consistent look and feel for the website, including color schemes and graphic elements to unify the website based on collaboration with the Committee about its branding.
  + Provide three (3) different design prototypes of a new home page for the Committee to consider. Then to ensure agreement on the design concept, the Vendor will design a minimum of five (5) pages as determined by the Committee, based on the selected prototype. CCSA on behalf of the Council will sign-off on the design before the Vendor proceeds with the development of the new website.
  + Vendor will propose a navigational layout for the entire website. The Organization will sign-off on the design navigation before the vendor proceeds.
  + Design must conform to a look and feel that works with mobile and tablet browsers using responsive website design (RWD). This is to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning and scrolling—across a wide range of devices.
  + Website architecture design, including recommendation for use of open source software, web templates and plug-ins.
  + Website should hook into Google Analytics and use Google Webmaster Tools.
  + Website that meets ADA/508 standards compliance.
  + Website must display correctly in all major browsers, minimally including Edge, Firefox, Chrome and Safari.
* DEVELOPMENT/IMPLEMENTATION of the new website using the proposed Content Management System (CMS)
  + The proposed CMS must be open-source and released under a free software license.
  + Develop the website based on the agreed/signed-off design.
  + Develop the website and CMS templates to allow staff to easily update and maintain all website content and documents.
  + Work with designated staff to incorporate CMS permissions and content approval processes.
  + Complete all other work necessary to develop and fully test the website.
  + Ensure that the website is fully operational, without problems or broken links. CCSA on behalf of the Council will signoff when completed.
* PORTING - Conversion of all content and documents from the existing website into the new CMS-based website/templates.
* TRAINING - Provide Content Management System (CMS) training to a minimum of two (2) Council staff that will be responsible for updating website pages.
* TIMELINE – The development and deployment of the new website must be complete by April 1, 2022.
* ONE YEAR SUPPORT - Provide one (1) year of website and CMS support from the date the new website is live. This involves 9 a.m.-5 p.m., M-F phone support and a minimum of 30 remote and onsite support hours in creating new CMS templates, web pages and general support as needed.

**Proposal Submissions**

Submissions should consist of the following:

* Letter of interest
* Overview and background of the firm or individual submitting this proposal.
* Proposal narrative, including your understanding of the Scope of Work and other information you would like to include.
* Detailed timeline of creation, implementation and training.
* Information about the content management system (CMS) that will be used. This should include functional specs, licensing provided in proposal and links to websites that you have developed that use this CMS.
* Samples of or links to previous design work relevant to this project.
* Reference contacts for similar projects. This including names and contact information for individuals who can speak to the team’s/individual’s qualifications.
* Sample contract for proposed services
* Detailed cost proposal to encompass all factors necessary for development and implementation of new site, including all proposed plug-ins and additional expenses that may arise.

**Finalist Presentations**

Project finalists may be required to give a presentation that minimally includes the Vendor’s background and experience, overview for the proposed vision for the new website and samples from other similar projects.

**Selection Criteria**

Applicants will be judged based on the following criteria:

* Qualifications of the design/development team
* Past experience on similar projects
* Demonstrable web design skills
* Vendor’s holistic approach to Organization’s web presence (integration of social media, etc.)
* References
* Stability of firm
* Total cost

The successful firm or individual will demonstrate that capacity exists to develop an exciting look and feel for the new website, a reasonable process for development of the website’s information architecture and ability to transfer and maintain up-to-date web content. Past experience with non-profit organizations is a plus.

**Timeline**

* Proposals are due no later than 12:00 Noon EST, Wednesday, August 2, 2021.
* Submissions will be evaluated immediately thereafter.
* Potential interviews will be scheduled in mid-August. Notifications will be made via letter and/or phone call and email.
* The selection of a proposal will be made mid-September, 2021. Contract negotiations will begin immediately and will conclude by September 30, 2021.
* All other Vendors will be notified on or about October 15, 2021.

**Proposal Delivery Address**

Proposal submissions should be addressed to:

**Kara Shultz**, Development Manager

Child Care Services Association  
PO Box 901, Chapel Hill, NC 27514

[karas@childcareservices.org](mailto:karas@childcareservices.org)