



REQUEST FOR PROPOSALS: WEBSITE DEVELOPMENT & DIGITAL PARTNER

Wayne Metropolitan Community Action Agency
7310 Woodward, Suite 800
Detroit, MI 48202

PROPOSALS DUE: March 1, 2023

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SUMMARY OF REQUIREMENTS

Our Mission:

“In our pursuit to eliminate poverty, Wayne Metro empowers people and communities to be strong, healthy, and thriving.”

Our Vision:

“We envision thriving communities where all people have hope and opportunities to realize their full potential.”

Wayne Metropolitan Community Action Agency (Wayne Metro) is accepting proposals to re-design and develop a new agency website. This will be a concept-to-completion project, with a \$100,000 contract budget (\$60,000/development and \$40,000/maintenance). The purpose of this RFP is to provide a fair evaluation for all entrants and to provide the entrants with the evaluation criteria against which they will be judged. We are a non-profit organization. Therefore, our ideal web development firm would have relevant experience and knowledge of how nonprofits succeed on the web.

The existing Wayne Metro websites were designed and produced based on navigation and design specifications developed by Cortland Consulting (Addis Enterprises), a digital marketing consulting firm in Michigan. Updates and modifications have been performed by Cortland Consulting (Addis Enterprises) or by designated website administrators within Wayne Metro, depending on complexity.

Our company can be described as progressive, fun, compassionate, inclusive, casual, collaborative, engaging, high-spirited, and rewarding. The selected vendor would develop a modern, fresh website with a community feel while providing clear navigation and highlighting commonly used pages and pages we would like more visible. We want to create a great experience for our customers.

This project will include three website projects; Wayne Metro (waynemetrol.org), and two program sites, Detroit Residents First Fund (drffund.org) and Out-Wayne County Continuum of Care (outwaynehomeless.org). This project will also include Wayne Metro’s intranet site. Our new websites should be strategically thought out and practical, creating a positive experience for our customers and team.

The selected website development and digital partner will be able to facilitate the web development project phases, including planning and strategy, designing, development, testing, and quality assurance.

At the conclusion of the submission period, qualified candidates will be selected to present a live presentation of their services to the Wayne Metro team to assist with the final decision.

Wayne Metro will offer preference to Detroit or Wayne County-based, minor-owned firms or firms.

CURRENT WEBSITE EVALUATION: The website evaluation will analyze the primary and secondary audience, website goals, key elements on the website's home page and subpages, navigation layout, and overall website usability through a Google Analytics review, heat mapping, and competitive research.

RESPONSIVE SITE BUILD, TESTING, & LAUNCH: Includes WordPress installation, Elementor page builder, Calendar, Language Translation Tool, Revisions, Testing, and all Meetings necessary for a successful outcome. This also includes training for technical and creative staff who will perform website revisions and updates.

CONTENT MIGRATION: The current content will be exported from all websites and imported into WordPress. The content migration will be as automated as possible, but some manual transfer is expected.

CUSTOM LANDING PAGES: Custom landing pages are built as needed.

LOCATE SERVICES TOOL: A custom locate services tool will be built with a search by zip code feature, map, and custom page template.

ADA/ACA COMPLIANCE: The website can be programmed for WCAG 2.0 accessibility standards based on the level chosen by the client (AA recommended). This involves a combination of an over-the-counter product (UserWay) and custom accessibility coding.

MULTI-COLUMN MENUS: Option for a multi-column menu that can be used for the main site navigation or service tool.

ORGANIC SEO SETUP: Optimize each page for SEO or have the ability to train and assist with optimizing SEO for each web page.

GOOGLE & SOCIAL MEDIA ADS STRATEGY (optional): Develop a strategy for SEO/SEM to promote the website and its services to area residents.

GOOGLE & SOCIAL MEDIA ADS DEVELOPMENT (optional): Design and creation of 2-3 short animated video ads to describe Wayne Metro CAA services in an appealing way (helps with messaging and with click conversion.)

CHAT INTEGRATION: Customizations to the 8x8 chat tool can be programmed using the API.

HOSTING & FIREWALL: These tools are to be evaluated to ensure optimal performance with the new websites.

POST-LAUNCH SUPPORT: The selected website development and digital partner will keep Wayne Metro informed of security patches and software version upgrade releases and platform maintenance upgrades.

SITE MAPS AND BROKEN LINKS: The selected website development and digital partner will monitor websites for broken links and provide a comprehensive sitemap upon request, including a diagram.

SUBMITTALS

Bidders shall provide documentation in sufficient detail for Wayne Metro to compare with other proposals submitted for this RFP.

Submittals shall include the following:

- Your project approach and planning process to bring the project to a successful completion
- Samples of successful web development projects from current or past customers, including any successful mitigation plans and results for project bottlenecks
- A list of services, plus any additional services that may benefit this project
- Contact information for two customer references
- Services costs, pricing estimation process, and payment options

TIMEFRAME

Proposals are due March 1, 2023.

Proposals can be emailed to: rsmith@waynemetrol.org

Questions can be directed to:

Rochelle Smith
Communication & Creativity Department Lead
rsmith@waynemetrol.org
313.324.7933

Wayne Metro reserves the right to accept or reject any proposal.