

REQUEST FOR PROPOSALS

WEBSITE DESIGN, DEVELOPMENT AND IMPLEMENTATION

RFP# 26-501

RFP Release Date: August 3, 2026

Proposal Due Date: August 31, 2026

Anticipated Contract Award: September 18, 2026

Project Completion: December 11, 2026

Organization Overview

Southwestern Oregon Workforce Investment Board (SOWIB) is the Local Workforce Development Board serving Coos, Curry, and Douglas Counties in Oregon. SOWIB works collaboratively with business, education, labor, economic development, and community partners to strengthen the regional workforce through innovative workforce development initiatives.

SOWIB administers and supports a broad portfolio including:

- Workforce Innovation and Opportunity Act (WIOA) programs
- Recruit HIPPO Youth Services
- Apprenticeship and pre-apprenticeship initiatives
- Sector partnerships
- Business engagement services
- South Coast Regional Early Learning Hub
- Workforce initiatives
- Regional economic development projects
- Competitive grant-funded initiatives

SOWIB seeks proposals from qualified firms to design, develop, and implement a modern, accessible, user-friendly website that reflects the organization's mission and serves multiple audiences.

Project Purpose

The purpose of this project is to replace the existing website with a modern platform that:

- Clearly communicates SOWIB's mission, vision, and impact
- Improves public access to workforce services
- Serves employers, job seekers, educators, community partners, board members, and policymakers
- Supports recruitment into workforce programs, including links for partner programs
- Showcases data, success stories, and regional initiatives
- Clearly communicates SOWIB's scope of work including all programs
- Is easy for staff to maintain without requiring technical expertise

Project Goals

The successful proposer will create a website that is:

- Modern and visually engaging
- Mobile responsive
- ADA and WCAG 2.1 AA compliant
- Search Engine Optimized (SEO)
- Secure
- Fast loading
- Easy for staff to update
- Scalable for future growth

Target Audiences

The website should effectively serve:

- Job seekers
- Youth participants
- Employers
- Workforce partners
- Educational institutions
- Community-based organizations
- Board members
- Elected officials
- Grant funders
- Media
- General public

Scope of Work

The selected contractor will provide all services necessary to complete the project, including but not limited to:

Discovery Phase

- 3 - 5 group staff interviews
- Project planning
- Site architecture
- User experience recommendations
- Content strategy
- Navigation planning

Website Design

Develop a custom website design that reflects:

- SOWIB branding
- Professional appearance
- Regional identity

- Workforce development mission
- Accessibility
- Ease of navigation

Website Development

Develop a fully functional Content Management System (CMS).

The CMS should allow non-technical staff to:

- Update text
- Upload images
- Upload documents
- Add news
- Post events
- Manage pages
- Update information
- Publish reports
- Create pages

No proprietary systems that require ongoing vendor dependence will be considered.

Content Migration

The contractor will:

- Migrate existing content
- Organize information
- Recommend removal of outdated pages
- Improve readability
- Preserve SEO value where appropriate

New Content Organization

The website should include, at minimum:

Home

- Mission
- Featured programs
- News
- Upcoming events
- Quick links
- Success stories
- Calls to action

About SOWIB

- Mission
- Vision

- Staff
- Leadership
- Board of Directors
- Committees
- Local Plan
- Annual Reports

Workforce Services

- Job Seekers
- Employers
- Training Opportunities
- Career Pathways
- Apprenticeships
- Youth Programs

Programs

Examples include but are not limited to:

- Recruit HIPPO
- WIOA Adult
- WIOA Youth
- Dislocated Worker Services
- Apprenticeship Programs
- Sector Partnerships
- Regional Workforce Projects

Business Services

- Employer services
- Workforce training
- Hiring assistance
- Labor market information
- Incumbent worker training

Resources

- Forms
- Publications
- Funding opportunities
- Reports
- Labor market data
- Partner resources

News & Events

- Press releases
- Blog

- Calendar
- Public Notices

Board Information

- Agendas
- Minutes
- Meeting schedule
- Policies
- Public notices

Contact

- Staff directory
- Contact forms
- Office locations
- Social media

Desired Functionality

The website should include:

- Powerful site search
- Document library
- News management
- Event calendar
- Staff directory
- Board member pages
- Contact forms
- Newsletter signup integration
- Social media integration
- Photo galleries
- Video embedding
- Download center
- Online application links
- Grant opportunity announcements

Accessibility Requirements

The website must comply with:

- WCAG 2.1 AA standards
- Section 508 requirements
- ADA accessibility requirements

Accessibility testing documentation shall be provided prior to launch.

Technical Requirements

The contractor shall provide:

- SSL implementation

- Website security best practices
- Daily backups
- Spam protection
- Malware protection
- Performance optimization
- Browser compatibility
- Mobile responsiveness
- Cross-platform compatibility

Analytics

Website should include:

- Google Analytics 4 implementation
- Google Search Console integration
- Concurrent editing
- Role-based permissions
- Draft and publishing workflows
- Ability to publish individual pages independently
- Traffic reporting
- Goal tracking
- Conversion tracking

Training

Contractor shall provide:

- CMS training
- Administrator training
- Written user guide
- Video tutorials (preferred)
- Minimum of two staff training sessions

Ongoing Support

Please describe:

- Warranty period
- Maintenance options
- Security updates
- Technical support
- Response times
- Hourly rates for future work

Deliverables

Deliverables shall include:

- Discovery report
- Site map

- Wireframes
- Design mockups, including multiple homepage concepts prior to final design
- Fully developed website
- CMS
- Accessibility testing results
- Staff training
- Documentation
- Source files
- Website launch support

Vendor Qualifications

Proposals should demonstrate:

- Experience designing websites for public agencies or nonprofit organizations
- Experience with workforce development, education, government, or economic development organizations
- Strong UX/UI design capabilities
- Accessibility expertise
- SEO experience
- Content strategy experience

Proposal Requirements

Please include:

1. Cover Letter
2. Company Overview
3. Project Team
4. Relevant Experience: Please provide at least three comparable projects completed within the past three years
5. Project Approach
6. Proposed Timeline
7. References
8. Cost Proposal
9. Optional Services

Evaluation Criteria

Proposals will be evaluated using the following criteria:

Criteria	Points
Understanding of Project	20
Relevant Experience	20

Design & Technical Approach	20
Accessibility & User Experience	15
Cost	15
References	10

Total: 100 Points

Interviews or demonstrations may be requested from selected finalists.

Budget

Proposers shall provide a detailed cost proposal including:

- Design
- Development
- Content migration
- CMS setup
- Training
- Accessibility testing
- Launch
- Optional maintenance
- Optional hosting

Please identify any recurring annual costs separately from one-time implementation costs.

Ownership

Upon project completion, the contractor shall provide SOWIB with all administrator credentials and unrestricted access to the website, CMS, and all associated services. SOWIB shall retain ownership of all website content, files, documentation, and project deliverables developed under this contract.

Any third-party software, themes, plugins, or licensed products incorporated into the website shall be identified in the proposal, including any applicable licensing requirements or recurring costs.

Proposal Submission

Electronic proposals shall be submitted in PDF format to:

Sara Stephens, Executive Director
 Southwestern Oregon Workforce Investment Board
 Email: sstephens@sowib.org

Questions regarding this RFP should be submitted in writing by August 20, 2026.

Reservation of Rights

SOWIB reserves the right to:

- Reject any or all proposals
- Waive minor irregularities
- Request clarification of proposals
- Negotiate with one or more proposers
- Cancel or reissue this RFP at any time
- Award a contract in the best interest of the organization

SOWIB is an Equal Opportunity Employer and complies with all applicable federal and state nondiscrimination laws.