



**Request for Proposals**  
**Website Redesign**  
**Deadline for Proposals: March 8, 2021**

**BACKGROUND**

Founded in 1987, New Jersey Future is a nonprofit, nonpartisan organization that promotes sensible growth, redevelopment, and infrastructure investments to foster vibrant cities and towns, protect natural lands and waterways, enhance transportation choices, provide access to safe, affordable, and aging-friendly neighborhoods, and fuel a strong economy. New Jersey Future does this through original research, innovative policy development, coalition-building, advocacy, and hands-on strategic assistance. Embracing differences and advancing fairness is central to New Jersey Future's mission and operations. To effectively advance its mission, New Jersey Future is firmly committed to pursuing greater justice, equity, diversity, and inclusion through its programs, internal operations, and external communications. For more information, visit [www.njfuture.org](http://www.njfuture.org). New Jersey Future facilitates and supports Jersey Water Works.

**Jersey Water Works (JWW)**

Jersey Water Works is a collaborative effort of many diverse organizations and individuals who embrace the common purpose of transforming New Jersey's inadequate water infrastructure by investing in sustainable, cost-effective solutions that provide communities with clean water and waterways; healthier, safer neighborhoods; local jobs; flood and climate resilience; and economic growth. Through a collaborative approach, Jersey Water Works engages the unique perspective and expertise of its member organizations to solve complex problems. JWW is now developing baseline information on the current state of affordability of water services for New Jersey households. Jersey Water Works consists of 145 committee members, 611 supporting members, and 3,513 network members. Jersey Water Works seeks equitable, just outcomes as it works collectively to transform water systems for everyone. For more information, visit [www.jerseywaterworks.org](http://www.jerseywaterworks.org).

**STATEMENT OF WORK**

New Jersey Future seeks an experienced consultant/firm to develop a website redesign of Jersey Water Works. Jersey Water Works' website was designed over five years ago. The website itself has served us well and it is updated with current content on a regular basis. The new website will continue engaging existing members while attracting new ones. Jersey Water Works is a collaborative effort of **many diverse organizations and individuals** who embrace the common purpose of transforming New Jersey's inadequate water infrastructure. JWW believes in the power of empowered stakeholders, well-informed decision makers, community partners,

residents, and ratepayers who participate actively and influence the planning and management of their water infrastructure. The information in the website will play an essential part of that goal.

The selected consultant/firm will be responsible for the following, hereinafter referred to as the Work:

1. Review of the website needs assessment that will result in clear identification of users and goals for user experience. Provide additional recommendations as needed.
2. Design of a public-facing website that is responsive and mobile friendly that meets the objectives of the needs assessment. The design will include the home page layout and content, designs for major page types, and architecture of menus and sub-menus.
3. Design and develop a website that is ADA compliant so that users with disabilities (including: cognitive, auditory, neurological, physical, speech, and visual) can perceive, understand, navigate, and interact with all content. New Jersey Future aims for accessibility that supports social inclusion for all users.
4. Utilization of an open-source content-management system, preferably Wordpress, that allows New Jersey Future to retain ownership and everyday maintenance capabilities.
5. Develop the website to be hosted on the New Jersey Future hosting site Pair.com. However, this may be changed in the future.
6. This website is to be created with Search Engine Optimization tools embedded for Google search.
7. Assist New Jersey Future staff with populating basic website content after wireframing is complete.

## **SUBMISSION REQUIREMENTS**

Interested consultants/firms shall respond to this RFP via email to Paula Figueroa-Vega, Program Manager, at [pfigueroa@njfuture.org](mailto:pfigueroa@njfuture.org).

Proposing consultants/firms should include the following information at a minimum in their proposals, and should organize their proposals in the same order as the items listed below.

Each proposal should include:

1. **A dated proposal letter** to be completed and executed by a principal of the firm or by a representative of the firm fully authorized to act on the firm's behalf, indicating that the firm agrees to be bound by the proposal, without modifications unless mutually agreed to by the firm and New Jersey Future. The proposal letter should also include the name, title, street address, email address and telephone number of an individual with the authority to bind the firm during the period in which proposals are being evaluated. The letter should specify any applicable expiration date for the proposal, before which the proposal cannot be withdrawn.
2. **A list of the firm's staff and qualifications**, including at minimum:

- a. Information regarding the firm’s previous experience with similar or related projects, including a brief description of the project’s work and staffing;
  - b. Information demonstrating the firm and staff capabilities to perform all aspects of the Statement of Work;
  - c. Information regarding the expertise and experience of specific staff members to be assigned to the Work;
  - d. At least two client references, including the name, telephone and email address of a contact person; the client project’s start and end date; and a description of the project. References should be for similar or related projects on which proposed key staff members have worked;
  - e. Assurances that all staff at both the proposing firm and any subcontracting firms have the time available during the submitted timeline to execute all listed items in the Scope of Work.
3. **Technical Approach:** Proposals shall include a response to each item or task in the Scope of Work, including how the proposing firm will meet the requirements and how the various items will be integrated with one another. Proposals must specify how the proposing firm intends to involve members of the Initiative to the greatest reasonable extent, including surveys, interviews and other applicable engagement tools. Proposals that do not include a detailed plan for collaboration will not be considered.
4. **Management plan and schedule:** The management plan should demonstrate how the firm will manage its responsibilities, schedule its work to be performed, and work with New Jersey Future staff and Initiative members. A timeline for the selection process is below, it includes elements of the branding process timeline is below. Please use the dates below in developing a timeline for the website timeline to be included in all submitted proposals. The website must be ready for public launch July 12, 2021.
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|-----------------------------------|----------------|
| a. Needs assessment report ready: | April 14, 2021 |
| b. Web designs ready:             | April 30, 2021 |
| c. Wireframe version I presented  | May 17, 2021   |
| i. NJF comments presented         | May 26, 2021   |
| d. Wireframe version II presented | June 9, 2021   |
| i. NJF comments presented         | June 16, 2021  |
| e. Launch of site deadline        | July 12, 2021  |
5. **Proposed Budget:** The proposed budget should present a separate cost for each item of the numbered items listed in the Statement of Work, as well as for each of any items proposed under Additional Services, above. All proposed budgets under \$15,000, exclusive of proposed additional services, will be considered.

**SELECTION PROCESS**

All proposals will be reviewed against evaluation criteria, including firm and staff qualifications; technical approach; management plan and schedule; and financial proposal; and a short-list of

top-rated proposing firms will be identified. Firms with proposals that seem best suited to the work will be invited for an interview, which may at each firm's option include a brief presentation. These interviews will be conducted during the week of March 17 – 25, 2021; all proposing firms should ensure their availability at some point during that time.

Following the presentation and interview process the selection committee will re-evaluate each short-listed firm's proposal in light of information received, and will prepare a final recommendation for the management team.

This request for proposals does not commit New Jersey Future to engaging the services of any firm for any of the items either within or outside the outlined scope of work.

The following is an anticipated schedule for the selection process:

Request for Proposals released:	February 23, 2021
Proposals due:	March 8, 2021
Presentations/interviews:	March 17-25, 2021
Final selection:	March 30, 2021

## **TECHNOLOGY AND INFORMATION MANAGEMENT**

All work products shall become the property of New Jersey Future. Digital source files of all work products shall be provided to New Jersey Future upon completion.

## **AWARD AND CONTRACT INFORMATION**

The proposing firm agrees that, should it be awarded this contract it will not discriminate against any person who performs work under the terms of the contract because of age, race, creed, color, gender, sexual orientation, gender identity, national origin, religion or disability. The successful firm shall comply with the Americans with Disabilities Act.

All proposing firms shall expressly warrant to New Jersey Future that they have the ability and expertise to perform the proposed Work and in doing so shall adhere to the highest professional standards.

The successful consultant will be required to enter into and sign a formal contract with New Jersey Future. This RFP and the response of the successful firm, with reasonable adjustments acceptable to New Jersey Future, will become part of the contract and will be in effect for the duration of the contract period.

## **TERMS AND CONDITIONS**

1. New Jersey Future reserves the right to amend this request for proposals at any time.

2. Written requests via email for clarification of intent or content of this RFP may be sent to Paula Figueroa-Vega at [pfigueroa@njfuture.org](mailto:pfigueroa@njfuture.org) no later than March 8, 2021.
3. The successful firm shall defend, indemnify, and hold harmless New Jersey Future and its officers, agents and employees from any and all claims, demands, damages, costs, expenses, judgments, or liability arising out of this contract or attempted performance of the provisions thereof.
4. New Jersey Future reserves the right to:
  - a. Reject any or all of the proposals, at its discretion;
  - b. Remedy errors in the RFP;
  - c. Cancel the entire RFP;
  - d. Issue subsequent RFP(s);
  - e. Approve or disapprove the use of particular subcontractors or suppliers;
  - f. Negotiate with any, all or none of the proposing firms;
  - g. Accept other than the lowest-priced proposal; and
  - h. Waive any informalities or irregularities in any proposal, to the extent permitted by law.

This RFP does not commit New Jersey Future to enter into a contract.