



GREATER NEW ORLEANS
INC
REGIONAL ECONOMIC DEVELOPMENT

Request for Proposals

In reference to the GNO Career Guide Website

GNO Career Guide Website Introduction

Greater New Orleans, Inc. is an economic development alliance for the 10-parish region of Southeast Louisiana.

The [Greater New Orleans Career Guide resource](#) was created in 2016 as a continuation to GNO, Inc.'s successful Future Building Friday series. Much like the series, this collection of workforce data was designed to increase awareness of the broad array of job opportunities that are available to local students across our region's six key economic sectors: advanced manufacturing, international trade, energy and petrochemical, digital media, environmental management, and biosciences. Since its creation, the GNO Career Guide has been widely used by K-12 educators, career counselors and CTE instructors.

GNO, Inc. is seeking the services of an experienced website design and development firm to design, develop, implement, and provide hosting and maintenance services for a new website, building upon the existing GNO Career Guide resource (print) as an online platform with user-friendly features, functionality and a striking visual design as suggested by the firm selected.

Background

Greater New Orleans, Inc. plays a vital role as the regional economic development hub, serving to coordinate, consolidate, and then catalyze economic development initiatives. The organization's aim is to generate wealth and improve the quality of life in the region. Attracting and retaining businesses, advocating for policies to improve the competitive climate, and ensuring the availability of a high-quality workforce, GNO, Inc. intends to counter negative perceptions and ensure that there is a clear understanding of the supreme opportunities available in the Greater New Orleans region.

The organization has embarked on a demand-driven human capital strategy in order to ensure that the region meets workforce demands. This website will serve to raise awareness of, and explicitly lay out, the various entry and exit points across one's professional and educational journey, and should serve as a tool to better prepare the current and future workforce for the jobs that are critical to the Greater New Orleans economy.

Project Objectives

The goal of the GNO Career Guide website is to highlight the broad array of high-demand, high-wage careers available across our region's six key economic sectors: energy, advanced manufacturing, international trade, digital media, biosciences, and environmental management. Over the next ten years, the GNO economy will need to fill tens of thousands of jobs across these very sectors. The main functionality of the website will be an online platform featuring career profiles that include job overviews, training and skills needed, education requirements, salary figures, education providers, and employment outlook. The site will also include workforce and employment statistics which will need to be updated periodically by GNO, Inc. staff.

This site should engage a broad range of individuals in the education landscape – guidance counselors, CTE instructors, teachers, parents and students.

The website shall meet the following criteria:

- Visually appealing layout that functions in desktop, laptop, and mobile environments. The website should feature colors, themes, and design elements that easily relate to the work of other GNO, Inc. marketing material.
- Easily updated CMS from the front-end and back-end for greater control over all sections of the website by GNO, Inc. administrators.
- Ability for all information within the various sections of the site to be searchable.
- Site should meet new versions of existing software and use standard programming languages.

General and Desired Features

Desired features include, but are not limited to those listed below. Additional features, at the recommendation of the firms, are welcome and will be considered.

Site Administration

- Traffic tracking should allow for GNO, Inc. to easily monitor the activity of users for insight into possible content additions and changes to terminology or hierarchy of the site (Google Analytics or another similar analytics tracking tool would be suitable).
- The site must utilize a standard CMS or similar site admin environment which is simple to maintain and must be able to accommodate a visual overhaul performed with skills required by typical web standards.
- GNO, Inc. staff should have the ability to edit the data presented to users with minimal training.

Infrastructure

- Build on the existing Greater New Orleans Career Guide resource with additional postsecondary education and workforce data and infographics.
- An interactive questionnaire to guide students through career exploration by allowing them to pinpoint their interests/abilities and the types of careers for which they may be suited.
- Printable Pages - Ability for end-users to print important webpages in a legible format (print button).
- Function that allows end-users to export job data through email or download.

Functionality

- Full integration with social media for easy sharing of content and information.
- The ability to sort jobs by function and industry, in addition to the ability to categorize jobs by skill.

Visual Enhancements

- Design and creation of website logo, associated graphics, and website layout
- Layout should take advantage of space, including custom web page layouts and site navigation tools.
- Site must be easy to navigate.
- Assets featured on main homepage layout should be flexible – providing ability to change the website's key areas of focus around based on the changing local economy.
- Content should have multiple points of entry throughout site (e.g., dropdown menus, searches).
- In addition to the workforce data and information, the website should also include example photography/stock photos that demonstrate what the day-to-day looks like for listed jobs.

Other Requirements and Features

- Please include a proposed solution for hosting with pricing.

Services to be Provided

- Full visual design of site.
- Complete admin functions and CMS backend ability.
- All technical and design aspects of the project.
- Training of GNO, Inc. staff, if necessary, to function as administrators of site.
- Uploading and configuration of all necessary files for site to fully function upon delivery.
- Complete setup and technical assistance with site for a minimum of 60 days from launch.
- Site should be developed in compliance with traditional SEO practices.
- Hosting recommendations including preferred configuration and vendor(s).

Schedule of Events for Proposal

Request for Proposals – 5/29/2018

Proposals Due – 6/15/2018

Finalist Interviews – 6/25/2018 through 6/29/2018

Project Delivery Deadline – 8/17/2018

We expect to award this contract by **July 2, 2018**.

Please submit questions in writing to mwolfe@gnoinc.org (no deadline)

Proposal Guidelines and Requirements

This is an open and competitive process.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit additional features or functions of the site, please do so in a manner that identifies which fees represent the conditions outlined in this document and ones that your firm is additionally recommending.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. Greater New Orleans, Inc. will not refuse a proposal based upon the use of sub-contractors; however, we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

There is a confidential budget for this project which will be adhered to during the selection process. Finalists which exceed the undisclosed budget amount will be notified of their overage status.

Proposal Submission

All proposals must meet all of the following criteria:

Your company's name, address, telephone number, main contact, fax number and email address on the cover page.

Resumes of all individuals performing main duties on the project, with details on their roles and responsibilities for the proposed project.

Proposal will be considered as a submission of the primary company, as listed on the cover. If there will be sub-contracted vendors, please provide details on their involvement and the names of the companies/individuals who will provide services for this project.

An estimated summary timeline and schedule for completion of each phase of the project, including references to design approval, soft-launch, and other notable milestones seen in a typical site launch.

A detailed work plan describing your approach to the design, management, and coordination of this project. The description should include all tasks listed in the scope of work for all phases of the project and a tentative schedule. Include a strategy for obtaining all content necessary for the project – including, but not limited to, GNO, Inc.'s role in providing necessary content.

Written and/or visual design concepts which encapsulate your company's vision for the site, once complete.

A comprehensive list of references and past web projects. This would include URLs for each project and a point of contact which we can call or email. Detailed information regarding your company's experience in website development, including any relevant experience with other database-driven sites or similar projects.

A description of the qualifications and experience of the staff members that will be involved in the project. Please identify:

- The project manager
- The proposed project team, including any sub-consultants
- Key personnel and the amount of time that they will be dedicating to the project
- A highlight of the experience of the project team by individual team member
- A description of how the project will be managed through to successful completion

A detailed cost estimate and proposal containing all technical specifications of the site, including, but not limited to, all costs associated with the site creation and ongoing usage. The proposal should contain the total project cost, as well as detailed "line item" costs for components/phases of the project. All hourly rates and fees, charges, costs, and anticipated reimbursable costs must be clearly stated.

Respondents are encouraged to contact GNO, Inc. with any questions or concerns. Final proposals submitted are to be received by Greater New Orleans, Inc. no later than **4:00 p.m. CT on Friday, June 15, 2018**. Four printed copies of the proposal must be submitted and one digital copy must be emailed to mwolfe@gnoinc.org.

Physical copies should be mailed to:

Greater New Orleans, Inc.
Attn: Matt Wolfe, Director of Brand and Marketing
1100 Poydras Street, Suite 3475
New Orleans, LA 70163

MWBEs are strongly encouraged to submit proposals. Additionally, applicants utilizing MWBEs as sub-contractors are also strongly encouraged to apply.

Greater New Orleans, Inc. encourages submissions from teams of vendors, which can utilize strengths of each other to perform the tasks defined in this RFP.

Confidentiality

Vendors who provide services to Greater New Orleans, Inc. and/or its partners, stakeholders, and users of the website may receive confidential and proprietary information ("Confidential Information") from Greater New Orleans, Inc. and/or its partners, stakeholders, and users of the website. Vendors will be required to sign an agreement stating that all information received from either Greater New Orleans, Inc. and/or its partners, stakeholders, and users of the website will be kept confidential and shall not, without prior consent of Greater New Orleans, Inc. and/or its partners, stakeholders, and users of the website, be disclosed or used, other than to

provide services to Greater New Orleans, Inc. and/or its partners, stakeholders, and users of the website in connection with the vendor's work.

Selection Process

All submitted proposals will be considered. Vendors which meet the requirements below, in no particular order, will be entered into the selection process:

Organizational Capacity

Experience and References

Description of Services and Deliverables

Design Concept

Pricing

Compatibility with proposal guidelines

Additionally, there will be an interview process to screen vendors that meet the majority of these guidelines. The number of vendors chosen to be interviewed will be determined by both the overall number of submissions and vendors which are eligible for the selection process. Vendors who are not chosen will be notified by Greater New Orleans, Inc. in a timely manner.

Scoring System

Point Factor 1: Quality of Proposed Design concept (25 points maximum)

- Is the concept useable and appealing?
- Does the concept allow for the site to function as intended?
- Is the implementation strategy feasible and effective?

Point Factor 2: Professional Experience of Team (25 points maximum)

- How innovative is the team?
- Team experience in web design and database management
- Examples of past performance on similar projects
- Has the team taken on a project of this scale?
- What special capacities does the team possess in regards to the completion of this site redesign?
- Have the provided references favorably recommended the team?

Point Factor 3: Familiarity with Content (5 points maximum)

- Is the team knowledgeable of workforce assets and industries in the region?
- Does the team understand the workforce issues in the region?

Point Factor 4: Proposed Work Plan (15 points maximum)

- Does the team have a reasonable methodology and schedule for completion of the Scope of Work?
- Does the team have the capacity needed to accomplish the Scope of Work within the allotted time frame?

Point Factor 5: Proposed project budget (30 points maximum)

- Do cost estimates correlate to project scope and deliverables as defined in the RFP?
- Are adequate assumptions for cost estimates included?
- Does budget reflect most efficient and effective use of funding?

Total points possible: 100

Eligible applicants include for-profit entities, not-for-profit entities, or joint ventures. All applications must include the information requested in this RFP. Upon review, GNO, Inc. may notify that additional information or clarification is necessary.