



### **Request for Quotes (RFQ)**

Greater Roanoke Workforce Development Board  
Website Development Services

The Greater Roanoke Workforce Development Board (GRWDB) is seeking quotes from qualified sources to modernize and re-develop the current website for the organization. The GRWDB serves the Roanoke Valley and Alleghany Highlands region including the Counties of Alleghany, Botetourt, Craig, Franklin, and Roanoke and the Cities of Covington, Roanoke, and Salem.

All quotes shall be submitted electronically and must be received electronically **no later than 5:00 PM EST on Friday, September 26<sup>th</sup>, 2025.** All quotes must be submitted to Emma Howard-Woods, Outreach and Events Manager, at [emma@greaterroanokeworks.com](mailto:emma@greaterroanokeworks.com). Any questions regarding this RFQ may be also directed to Emma Howard-Woods by the email above or by phone at (540) 520-2842.

Incomplete quotes or any quotes **received after 5:00 PM EST on Friday, September 26, 2025 WILL NOT BE CONSIDERED** and will be returned **WITHOUT EXCEPTION.**

All costs incurred in the preparation of a quote responding to this RFQ will be the responsibility of the quoter and will not be reimbursed by the GRWDB. The GRWDB reserves the right to reject any and all quotes received in response to this RFQ. A contract for the accepted quote will be based upon the factors described in this RFQ.

*The Greater Roanoke Workforce Development Board is an Equal Opportunity Employer/Program. Auxiliary aides and services are available to individuals with disabilities. Interpreters are available upon request. TDD-VA Relay: 711.*

*Leah Gibson | EO Officer | [leah@greaterroanokeworks.com](mailto:leah@greaterroanokeworks.com) | (540) 613-1559*

*This project is 100% funded through federal funds through a Workforce Innovation and Opportunity Act (WIOA) Title I Adult, Dislocated Worker, and Youth program award administered by the Greater Roanoke Workforce Development Board. No costs of this program are financed by non-federal sources.*

## **General Information**

The GRWDB is seeking quotes for the modernization and re-development of the current website for the GRWDB. The GRWDB is a 501(c)(3) non-profit and the Local Workforce Development Board serving the eight localities within the Roanoke Valley and Alleghany Highlands. The GRWDB also serves as regional convener for workforce and talent development services, bringing partners together to encourage collaboration, reduce duplication, identify gaps in programs and services and provide strategic solutions for eliminating those gaps. The GRWDB is responsible for managing funding through federal, state, and local grants/revenue sources that provide career, training, and business services to the region.

The current website ([www.vcwblueridge.com](http://www.vcwblueridge.com)) was developed over five years ago and not only contains outdated and confusing information, but it also uses a developing platform that is not user friendly. The website is also branded as “Virginia Career Works”, which is one of the programs that the GRWDB oversees but is not the main brand of the organization. The GRWDB has purchased the domain [www.greaterroanokeworks.com](http://www.greaterroanokeworks.com) and is using that currently on all marketing collateral, and is currently forwarding to the existing [www.vcwblueridge.com](http://www.vcwblueridge.com) domain.

The goal for the new website is to have a modern look that is reflective of the entire region that is easy-to-understand and organized according to the customer that is visiting the page. The information should be concise and attractive to the view and have “action” focused strategies that connect them directly with GRWDB staff. GRWDB staff will work with the vendor chosen to supply all static, written content, including forms.

## **Scope of Work**

The quoter will redesign and modernize the current GRWDB website. The following acts only as a preliminary scope of work to generally communicate the GRWDB’s expectations. A final scope of work will be developed by agreement with the GRWDB and the quoter. Quotes for the project should include or account for, but not be limited to, the following:

- Creation of a highly useable site using dynamic design and organization that will allow users to easily find information;
- Convey the region’s livability, culture, and career opportunities consistent with the vision of the GRWDB;
- Act as a marketing tool for activities and events as well as a news outlet for projects and events; and
- Integrate and migrate existing content to the newly developed site, as applicable.

General requirements of the redeveloped website include:

- User-friendly functionality that will allow users to find relevant information quickly and efficiently;
- Use of designated color scheme, logos, and branding provided by GRWDB;
- Ability to host with current GRWDB hosting capabilities (GoDaddy and Wordpress);
- Easy maintenance by GRWDB staff including making programmatic changes internally without having to contact vendor;
- Site should have templates built that GRWDB staff can use to create additional pages, menus, headers, footers, etc.;

- Intuitive, mobile responsive design for simple navigation which include:
  - Easy-to-find and navigate tabs, drop-down boxes, etc.
  - Two clicks to find desired information
  - Compliant with the American Disabilities Act (ADA);
- Integration of audio, video, and imagery with adequate storage space on the site;
- Search engine and web crawler optimized; and
- Ability to plug-in future technologies.

Must-have features include:

- Website must be modern, visually attractive, use modern technology, and be user-friendly to engage with all ages, demographics, and skill-levels;
- Robust, Google-like, intuitive search functionality;
- Upcoming events (calendar) and news on the home page and on applicable pages integrating CitySpark widgets (access provided by GRWDB);
- Interactive map showing all localities with the ability to click to learn more or access information on job, career, and training services;
- The site must be Section 508 and ADA compliant which includes accessibility widgets (contrast, enlarging text, translation, etc.);
- There must be a blog/news section that can be easily updated to keep the public informed about training, grant, and other opportunities in the region;
- CAN-SPAM compliant email subscription program for an e-newsletter and other event announcements (subscription with Emma platform);
- Ability to post and download forms and securely submit online (GRWDB has a JotForm subscription that can be embedded into the website);
- Indexed archiving and retrieval system; and
- Integrate and house current subscription for JobsEQ API job board.

**The type of contract will be cost reimbursement.** All quoters must have enough available resources to operate the quoted services, if funded, during start-up and during the time in which invoices are being processed for payment and until such time payment is received.

The RFQ does not commit the GRWDB to award a contract or to pay any costs incurred in the preparation of a response to this request or be bound to procure or contract for these services. The GRWDB reserves the right to accept or reject any or all quotes received as a result of this request, to negotiate with any or all qualified sources, or to cancel in part or in its entirety this RFQ if it is in the best interest of the GRWDB to do so. The GRWDB may require the quoters selected to participate in negotiations and to submit any price, technical or other revisions for their quotes as may result from negotiations.

### **Site Navigation and Organization**

The site navigation should use modern tools/techniques to help guide users to their desired information in less than two clicks, if possible. The site should incorporate, but not be limited to, these strategies:

- User-centric design and organization;

- Modern, visually appealing graphics and imagery; and
- Easy to navigate menus and tabs.

### **Email Subscription**

Another required feature is the ability for users to sign-up for specific mailing lists for various communications such as e-notifications and subscription-based newsletters. This needs to be CAN-SPAM compliant. The quoter must provide one e-newsletter template that is consistent with site design.

### **Maps**

The site should be able to integrate with Google maps to show the location of events, resources, or community organizations. There should also be a map on the homepage that is interactive to show the entirety of the region, have hovering capability to show snapshots of each locality, and be hyperlinked to more information on each locality and/or resource.

### **Audio and Video Embedding**

The site should have the capability to embed audio and video in website pages.

### **Forwarding Page Feature**

Ability to forward pages to friends, coworkers, etc. using a simple form that asks for the sender and recipients email addresses and allows the sender to include a short message to the recipient. Analytics on these forwards should be available to GRWDB staff to show data on the sharing of the site.

### **Integrated RSS Feeds**

Integration with social networking applications, including but not limited to Facebook, Instagram, LinkedIn, and Twitter, so users can share information with their social media contacts. The ability to integrate with future social media tools should also be provided.

- RSS Feed Reader: ability for staff to set up feed readers for important information
- RSS Feeds: ability for users to sign up to receive RSS feeds

### **Integration of Third-Party Sites and Services**

Third party tools, features and databases should have the same look and feel as the site and the links to the third-party websites should be integrated into the site's navigation.

### **Browser/Device Compatibility**

Responsive site design. Any new website design for this project should be easily viewable from a desktop, tablet, or mobile device of any manufacturer. The user experience should be similar across all devices, allowing for differences in device layouts or requirements.

The site should be fully functional, both while viewing and editing, with the major browsers and operating systems on PC and MAC. The service provider must ensure implementation is functional with the current versions and one version back of major browsers and operating systems.

- The site will be required to support browser versions that are more than 3 years old.
- The site will not be required to support any browser no longer available for download from the manufacturer's website or whose manufacturer has ceased development.

- Functional viewing and editing with all major mobile devices. The site will be easy to use by viewers and content managers with all major mobile devices, including, but not limited to:
  - Tablets – iPad, Samsung Tablet, MS Surface
  - Smart Phones – iPhone, Blackberry, Android and Windows Mobile phones
- The development of mobile applications is excluded from this project scope but site compatibility with mobile devices is within the scope.

### **Website Analytics**

Analytics tracking and reporting must be integrated on the site to allow for website visitor tracking, page tracking, etc.

### **ADA Compliance**

The site must comply with Americans with Disabilities Act (ADA) Section 508 and World Wide Web Consortium standards:

- Site should be accessible to those with disabilities, in compliance with the ADA;
- Site should have the ability to scale fonts on each page;
- Site should have the ability to be translated through a translation tool;
- Cascading style sheets will be utilized to ensure consistency and separation of content and design; and
- Photos and imagery must have alt-text associated.

### **Project Phase/ Timeline**

The project phase/ timeline should be efficient and be appropriate for meeting the scope of work outlined in this RFQ.

### **Concept**

The quoter will involve key leadership from the GRWDB in determining the content for the site, outlining the navigation structure for the site, and any other specific content that the web-based talent portal will include. A draft of the proposed content and navigation structure should be provided and approved by GRWDB. This must be completed prior to moving onto the next phase of the project.

### **Training and Support**

It is expected that the quoter will provide training and support to GRWDB staff on development, maintenance, site structure, and any other associated topics that are needed. Training by the quoter should be completed prior to the “go live” date that is agreed upon between the quoter and GRWDB.

### **Records and Documentation**

As this project is publicly funded, the quoter must retain, secure and ensure the accuracy of all records in compliance of related federal and state regulations, and the GRWDB’s record retention requirements. If accessed, confidentiality of customer information must be maintained, and all data must be properly stored in a secured space with limited staff access. The quoter must inform employees that inappropriate use of such information may result in disciplinary action, including discharge, or criminal prosecution if the employee knowingly uses the information for fraudulent purposes.

### **Monitoring and Evaluation**

The GRWDB is responsible for all levels of monitoring, compliance, and evaluation for activities performed under this RFQ. Evaluations may include but are not limited to contract provisions, surveys of internal partners and other evaluation criteria developed by GRWDB.

### **Performance Measures**

The quoter will ensure that the project phase/timeline that is agreed upon and included in the contract is met. Should the project phase/timeline not be adhered to in the concept, design, development, or training phases, the GRWDB reserves the right to withhold or delay payment until such phases have been completed.

### **Anticipated Funding**

The GRWDB estimates that up to \$20,000 will be available to award to the selected quoter for the scope of work outlined above. This is only an estimate and final amounts for the contract will be decided during the negotiation period.

### **Quote Submission Information**

Quotes must be received electronically **no later than 5:00 PM EST on Friday, September 26, 2025.**

**Any quote received after this deadline will NOT be considered and will be returned to the quoter.**

**One copy** of the quote must be delivered electronically to Emma Howard-Woods at [emma@greaterroanokeworks.com](mailto:emma@greaterroanokeworks.com). All pages of the quote should be numbered and must use size 11 font with 1" margins. Quotes must be organized by the following sections:

- Section 1: Cover Sheet
- Section 2: Quoter Qualifications
- Section 3: Financial
- Section 4: Proposed Timeline

### **Section 1: Cover Sheet**

In this section, please place a completed and signed cover sheet found in Attachment A – Cover Sheet. The cover sheet must be signed by an individual that is authorized to sign on behalf of the quoting organization.

### **Section 2: Quoter Qualifications**

In this section, the quoter must include responses to the following questions:

1. Describe your organization/business. Why is your organization/business in the best position to deliver service as defined in the scope of work? If a consortium is responding to this RFQ, describe the makeup of your group: who is included? How will decisions be made? How will duties be divided? How will payments be directed?
2. Provide a detailed description of skill level and talent of current staff that would be assigned to the project.
3. Provide examples of relevant experience providing similar services.

### Section 3: Financial

Please submit a proposed budget for services under this contract. Please include any in-kind or leveraged funding that can be contributed by the quoter. This budget should also include the timeline for drawing down/invoicing for work completion.

### Section 4: Proposed Timeline

Describe how your organization will perform the defined scope of work including but not limited to:

1. Proposed initial concepts for how existing website may be modernized/changed; and
2. Proposed initial flow and menus for the renewed website.

### Quote Review Criteria

Prospective quoters are advised that selection for a contract award will be made after a careful evaluation of the quotes by staff to the GRWDB. The final approval and direction to enter negotiations with a quoter will be provided by the GRWDB or the Executive Committee on behalf of the full GRWDB.

### Estimated Timeline of Review

|                                   |  |
|-----------------------------------|--|
| August 26 <sup>th</sup> , 2025    | RFQ is released, and legal public notification is completed and distributed to community and workforce partners. |
| September 26 <sup>th</sup> , 2025 | Quote submission deadline 5:00 PM EST  |
| September-October 2025            | Evaluation Period  |
| November 2025                     | GRWDB Executive Committee Meeting  |
| November 2025                     | Notice of Intent to Award Issued   |

### Evaluation Criteria

We have instituted procedures for assessing the technical merit of quotes to provide for an objective review of quotes and to assist you in understanding the standards against which your quote will be judged. The evaluation criteria are based on the information required in the quote, as described above. Reviewers will rate each section based on how fully and convincingly the quote responds. The scores and recommendations are advisory in nature and not binding on the GRWDB. The GRWDB reserves the right to make selections based solely on the final scores or to take into consideration other relevant factors, if applicable.

| <b>Regional Web Based Talent Portal Evaluation Criteria</b> | <b>Points</b> |
|---|---------------|
| 1. Quoter Qualifications                                    | 15            |
| 2. Proposed Timeline  | 15            |
| 3. Financial Details  | 20            |
| <b>Total</b>  | <b>50</b>     |

***Attachment A – Cover Sheet***  
Request for Quotes Cover Sheet  
Greater Roanoke Workforce Development Board  
Website Development Services

|                           |  |
|---------------------------|--|
| <b>Organization Name:</b> |  |
| <b>Point of Contact:</b>  |  |
| <b>Street Address:</b>    |  |
| <b>City, State, Zip:</b>  |  |
| <b>Email Address:</b>     |  |
| <b>Phone Number:</b>      |  |

By my signature below, I attest that I have read the Request for Quotes (RFQ), and that to the best of my knowledge and belief, all information in this quote is true and correct, that the quoter understands and accepts all requirements and procedures stated therein, that the document has been duly authorized by the governing body of the quoter, and that the quoter will comply with all program guidelines and regulations if funding is awarded.

**Authorized Signatory**

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**Signature**

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**Date**

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**Printed Name**

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**Title**