



WIBOSCOC Request for Proposal

Date Issued: December 16, 2024

Proposal Due Date: January 17, 2025

Organization Name: Wisconsin Balance of State Continuum of Care

Contact Information: adam.hurst@wibos.org

Website: <https://www.wiboscoc.org/>

Overview

The Wisconsin Balance of State Continuum of Care (WIBOSCOC) is a 501(c)3 non-profit organization with the mission to end homelessness by supporting local coalitions throughout Wisconsin. We support all the counties in Wisconsin, except Dane, Milwaukee, and Racine. The purpose of the WIBOSCOC is to:

1. Provide leadership to local continua in the Balance of State geographic area
2. Ensure the efficient and effective delivery of housing and supportive services to individuals and families experiencing homelessness or at risk of homelessness
3. Promote community-wide commitment to the goal of ending homelessness
4. Provide funding for efforts by nonprofit providers, States, and local governments to re-house individuals and families experiencing homelessness rapidly while minimizing the trauma and dislocation caused to individuals and families experiencing homelessness as well as communities as a consequence of homelessness
5. Promote access to and effective use of mainstream programs by individuals and families experiencing homelessness
6. Optimize self-sufficiency among individuals and families experiencing homelessness
7. Meet the educational needs of the Corporation's members and the public
8. Advocate for those it serves;
9. Collect dues from its members, as authorized herein.

WIBOSCOC is currently seeking a qualified and experienced web development vendor to design, develop, and launch a new website that is more modern, engaging, user-friendly, and aligns with our mission. This Request for Proposal invites proposals from vendors who can meet our needs and deliver a high quality, accessible, and user-friendly website. This vendor must be efficient in the Webflow platform.



Objectives

Our primary objectives for the new website include:

- **Modern Design:** For a reasonable cost, develop a visually appealing site that reflects our brand and mission. The site should be easy to maintain, troubleshoot, and should support our efforts.
- **Improved User Experience:** Create an intuitive, easy-to-navigate design for members of our coalition and visitors to the site that is user friendly and accessible. The design should effectively house and communicate information with a large audience.
- **Engaging:** Have an effective way to engage communities in providing support to local communities and bring awareness to homelessness within the Continuum.
- **Content Management System:** Implement a content management system that allows Wisconsin Balance of State CoC Staff to easily update content.
- **Documentation Download:** Create a “drop box/log in” type feature where members can create an account to download documentation within the website.
- **Newsletter Section:** Create a user-friendly page of the website dedicated to displaying bi-monthly newsletter.

Scope of Work

The selected vendor will be responsible for the following:

- Website design and development.
- Content migration from current Weebly site to Webflow.
- Features and functionalities including, but not limited to:
 - Creating a “drop box” feature that allows members to create an account through the website to download documentation
 - Newsletter section for bi-monthly newsletter including signup
 - Contact forms
 - Social media integration
 - Member-only access to some material
 - Calendar of events
- Training and Support
 - Provide training for Wisconsin Balance of State CoC Staff on how to use content management systems to manage and update website.
 - Offer a post-launch support period for bugs or issues that arise.

Proposal Requirements

Vendors should submit a proposal that includes the following elements:

- **Company Overview:** A brief description of your company (including minority- or women-owned business status of vendor), experience, financial stability and qualifications.
- **Approach and Methodology:** A detailed outline of your approach to the project, including design, development, and timelines.
- **Project Timeline:** Estimated timeline for completion, including milestones.
- **Team Members:** Identify team members and key personnel that will be involved in the project and their roles, skill, and experience.
- **Portfolio and Case Studies:** Examples of similar work, including specific projects completed with other non-profit organizations.
- **Budget Estimate:** A detailed cost breakdown, including design, development, testing, and any ongoing maintenance or support fees.
- **Contact information for references of similar work done by the vendor**

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Adequacy of the proposed methodology of the vendor
- Skill and experience of key personnel
- Demonstrated company experience
- Features and quality that meets the technical standards of the work
- Compliance with administrative requirements of the request for proposal (format, due date, etc.)
- Vendor's financial stability
- Vendor's demonstrated commitment to the nonprofit sector
- Results of communication with reference supplied by vendor
- Record of past performance
- Ability and commitment to meeting deadlines and service needs
- Cost
- Minority- or women-owned business status of vendor



Submission Instructions

Please submit your written proposal as a PDF document by email to CoC staff at wiboscoc@gmail.com by 5:00 pm on Friday, January 17, 2025. For any questions or clarification, please contact Adam Hurst at adam.hurst@wibos.org.

We look forward to reviewing your proposal and partnering with a vendor that shares our commitment to delivering an impactful, user-friendly website that advances our mission and online presence.

Thank you for your interest in working with the Wisconsin Balance of State Continuum of Care.

RFP approved 12.16.24 by BOS Finance & Audit Committee