

# Request for Proposals (RFP) to Develop Website Materials and Small Business Website Assistance

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## Agency Overview

The Mississippi River Regional Planning Commission (MRRPC) is a multi-county planning agency serving county and local governments in the Western Wisconsin counties of Buffalo, Crawford, Jackson, La Crosse, Monroe, Pepin, Pierce, Trempealeau, and Vernon. The Commission provides regional planning and economic development services. The Commission was created in 1964 and derives its authority from Wisconsin Statute 66.0309. The Commission's government body consists of three representatives from each county: one representative is appointed by the County; one representative is appointed by the Governor of Wisconsin, and one representative is a joint County Board/Governor appointee. The joint appointment is made by the Governor from a list of two or more persons nominated by the County Board. The Mississippi River Regional Planning Commission serves as the governing board and planning organization for the nine-county Economic Development District. The Commission Members represent a broad variety of economic interests, including farmers and business owners, labor and education, and public officials. Information on the MRRPC Region and economic outlook is available at: [http://www.mrrpc.com/Misc\\_pdfs/CEDS\\_2017-2022\\_Final\\_Copy.pdf](http://www.mrrpc.com/Misc_pdfs/CEDS_2017-2022_Final_Copy.pdf)

### 1. Project Background and Objective

In August 2020, MRRPC was awarded a Coronavirus Aid, Relief, and Economic Security (CARES) Act grant by the U.S. Department of Commerce - Economic Development Administration for several different initiatives to assist MRRPC Counties and Communities. A portion of this grant is allocated toward redesign of the MRRPC website to increase functionality and offer web design consultation services to businesses in each of the 9-county region over the course of the next 2 years. Key objectives for this project will include:

#### Part 1: Website Redesign

- Redesign of the MRRPC website ([www.mrrpc.com](http://www.mrrpc.com)), including modern features
  - Making it mobile-friendly.
  - Updating the Information Architecture (the organization of pages and labeling on the site).
  - Implementing a searchable document library for archived documents.
  - Making it easier for end users to access the information they are looking for.
  - Update the visual design to create a marketing tool that communicates what the MRRPC does and who it serves.
  - Provide hosting services for the website.
- Create features to streamline Revolving Loan Fund (RLF) resources and applications
  - Including interactive and downloadable forms to be filled out online for application purposes
- Provide a training for MRRPC staff enabling them to perform minor updates and additions to site

#### Part 2: Small Business and Community Web Consultation Services

- In coordination with MRRPC and the Small Business Development Center (SBDC) at University of Wisconsin-La Crosse:
  - Identify and develop useful training materials for small businesses throughout the MRRPC Region. Content is expected to be a combination of in-person and online materials (housed on the new MRRPC website).
  - Example topics can include: creating mobile-friendly websites, creating sector specific features for websites (e.g. online scheduling/ordering for service-based businesses), key-word optimization, streamlining site organization, increasing quality of user interface, and integration with social media platforms.

- Adding features to best suit audiences (e.g. elderly population, English as a second language, tourists, younger population, etc.).
- Identifying ways that small businesses can use their online presence to recover and expand from post-COVID impacts.
- Part 2 can take the form of meetings, forums, or webinars that provide guidance, consulting, or recommendations on how small businesses can use or improve websites to achieve objectives.

## 2. Priority Users

Primary users of MRRPC.com reference the site for environmental, economic development, transportation, and demographic data and information on local communities. The site is also referenced by area small businesses who are applying for various loans and grants administered by MRRPC.

## 3. Budget:

*Estimated funding for this Request for Proposals is \$55,000.* This includes \$25,000 for website redesign, and \$30,000 for small business consulting services. This funding is provided by a grant from the U.S. Department of Commerce – Economic Development Administration via **H.R.748, The CARES Act**, and will be pursuant to EDA guidelines.

## 4. Proposal Content and Format:

**Contact Information:** Name, telephone number, email address, mailing address and other contact information for the consultant's Project Manager.

**Introduction and Executive Summary:** This section shall document the firm's name, business address (including telephone, email address(es), firm overview, project manager name and qualifications, and any major facts, features, recommendations or conclusions that may differentiate this proposal from others, if any.

**Experience and Qualifications:** This section shall include relevant examples and similar projects completed by the proposed staff/team. MRRPC prefers experience with small business, government agencies, and existing relationships in the 9-county region.

**Proposed Work Plan and Approach:** Proposals shall include the following, at minimum:

- A. A detailed work plan identifying the major tasks to be accomplished relative to the requested objectives and expected product(s) as outlined in this RFP, along with an overall vision of the two primary tasks
- B. Milestones for the development of the project and completion of individual subtasks
- C. A timeline for completion of the requested services, including a sample training opportunity/meeting schedule covering the 9-County MRRPC Area as well as online capabilities
- D. List of 2-3 projects with similar size, scope, type, and complexity that the firm has successfully completed in the past.
- E. List of the proposed principal(s) who will be responsible for the work, proposed Project Manager and project team members (with resumes).
- F. List of 2-3 client references for similar projects described within the RFP.
- G. Ability of firm to meet required time schedules.
- H. **Attachments.** Review, complete, and submit the completed versions of the following RFP Attachments with the proposal:
  - Cost Proposal Form
  - A timeline for completion of the requested services with proposed deliverables

## 5. Timeline:

RFP Issued: 09/25/2020

RFP Deadline: 10/26/2020

RFP Review Period: 2 Weeks from deadline

Selection: 1 week after interviews, no later than 4 weeks after RFP Deadline

Anticipated Start Date: 12/01/2020

## 6. Contact Information:

For further information concerning this Request for Proposals, contact:

Bob Gollnik, Senior Planner – Mississippi River Regional Planning Commission  
1707 Main Street, Suite 435, La Crosse, WI 54601  
Telephone: (608) 785-9396 | [bob@mrrpc.com](mailto:bob@mrrpc.com)

## 7. Selection Process:

The selection process will involve an internal review of firm proposals by MRRPC Staff. Interviews will be scheduled with up to two firms based on their ability to meet the objectives of the RFP described above. A final decision is expected within 1 week of interviews.

## 8. Additional Information:

### A. Insurance

The Mississippi River Regional Planning Commission or insurance they carry will not contribute to a loss by the consultant. The following levels of insurance are suggested to be in place to indemnify the consultant from any losses incurred by this project. If circumstances exist where coverage or liability amounts are not obtainable or practical, the Mississippi River Regional Planning Commission may waive coverage and liability amounts.

#### General Liability Coverage

##### A. Commercial General Liability

- \$1,000,000 each occurrence limit
- \$1,000,000 personal liability and advertising injury
- \$2,000,000 general aggregate
- \$2,000,000 products – completed operations aggregate

B. Claims made form of coverage is not acceptable.

##### C. Insurance must include:

- Premises and Operations Liability
- Contractual Liability
- Personal Injury
- The general aggregate must apply separately to this project location

##### D. Business Automobile Coverage

- \$500,000 combined single limit for Bodily Injury and Property Damage each accident
- Must cover liability for Symbol #1 - "Any Auto" - including Owned, Non-Owned and Hired Automobile Liability.

##### E. Workers Compensation and Employers Liability

- Must carry coverage for required Statutory Workers Compensation and an Employers Liability limit of:
  - \$100,000 Each Accident
  - \$500,000 Disease Policy Limit
  - \$100,000 Disease - Each Employee

##### F. Additional Provisions

- Acceptability of Insurers - Insurance is to be placed with insurers who have an AM Best rating of no less than B+ and a Financial Size Category of no less than Class VI, and who are authorized as an admitted insurance company in the state of Wisconsin.

- Additional Insured Requirements - The Mississippi River Regional Planning Commission, and its officers, commissioners, agents, employees and authorized volunteers must be named as additional insureds on the General Liability and Business Automobile Liability coverage arising out of project work. This does not apply to Workers Compensation and Employers Liability.
- Certificates of Insurance acceptable to the Mississippi River Regional Planning Commission shall be submitted prior to commencement of the work to the Director of the Mississippi River Regional Planning Commission. These certificates shall contain a provision that coverage afforded under the policies will not be canceled or non-renewed until at least 30 days' prior written notice has been given to the Director of the MRRPC.

#### G. Withdrawal of Proposal

Proposals may be withdrawn by the proposer provided a request is made to the Mississippi River Regional Planning Commission before the proposal opening date and the proposal deadline date has passed. Any proposal withdrawn will be returned to the proposer after the opening process has been completed.

#### H. Contract Length

Anticipated contract length is 2 years from the notice-to-proceed