

Request for Proposal: LEAD Center Section 188 Online Toolkit

About the LEAD Center

Led by [National Disability Institute](#), the [LEAD Center](#) – known formally as the National Center on Leadership for the Employment and Economic Advancement of People with Disabilities (LEAD) is a Workforce Innovation and Opportunity Act (WIOA) policy development center. The LEAD Center delivers policy research and recommendations, technical assistance, and demonstration projects to promote inclusion and equity, and facilitate the adoption and integration of inclusive WIOA programs, policies, and practices.

The LEAD Center has three priority areas:

1. Creating career pathways to competitive integrated employment (CIE)
2. Advancing economic self-sufficiency/financial empowerment
3. Improving data reporting on disability through WIOA Programs

Request

NDI is soliciting proposals from qualified firms specializing in website messaging and design, marketing, and communication to create an online accessible toolkit that meets the standards of Section 508 guidelines.

The Department of Labor is in the process of updating the [Promising Practices In Achieving Nondiscrimination and Equal Opportunity: A Section 188 Disability Reference Guide](#). This Reference Guide provides information and technical assistance that enables American Job Centers and their workforce development system partners to meet the nondiscrimination and equal opportunity requirements for individuals with disabilities in Section 188 of the Workforce Innovation and Opportunity Act. It includes examples of promising practices that promote equal access for individuals with disabilities to American Job Center (One Stop) systems all over the country.

The Reference Guide is currently being updated to provide additional practices, ideas, and resources that consider the systemic barriers individuals with disabilities face because of their intersecting identities.

In response to feedback, the LEAD team has received from the field (e.g., American Job Center managers, frontline staff, and Equal Opportunity Officers) regarding the need for resources they can quickly and easily digest, the LEAD team wants to create an online toolkit of “bite-sized” resources, information, and practices from the Guide.

The Section 188 Online Toolkit is designed to achieve the following objectives:

- It will be accessible, user friendly and easy to navigate.
- It will include ‘bite-sized” resources that American Job Center managers, frontline staff, Equal Opportunity Officers, and partners can quickly and easily digest.
- The Toolkit will include six main categories and standalone resources that are both web-based and downloadable.
- The toolkit will be accessible through the [LEAD Center website](#) and will provide materials, how-to/desk reference guides, quick tips and strategies, and fact sheets.

Project Scope and Timeline*

NDI wants the contractor to propose and execute a new toolkit to aid users in understanding Section 188 of the Workforce Innovation and Opportunity Act, accessible through the [leadcenter.org](#) website.

The design will encompass a main landing page, section pages, and individual drill-down pages. Illustrations should be incorporated throughout the toolkit to simplify complex concepts.

Please note that the project will go through a U.S. government approval process.

- July 12, 2024: Contractor shall submit draft design wireframes.
- August 16, 2024: the U.S. government will provide final design edits.
- September 13, 2024: Contractor shall submit draft final content language.
- October 4, 2024: the U.S. Government will provide final content language edits.
- October 25, 2024: the new Section 188 Online Toolkit is launched..

*This timeline may be subject to change due to circumstances beyond the control of the LEAD Center and contractor. New dates will be agreed upon by all parties.

The Toolkit must comply with the latest design and technology standards, including:

- Compliance with HTML5, WCAG 2.1, ideally Level AAA (level AA as a minimum), standards
- Ensuring consistent responsiveness on both desktop and mobile platforms
- Implementing modern best practices and simple, maintainable markup and CSS
- Device-independence, reusability (i.e., semantically rich, and machine-readable, future-proof)
- Integration with existing back-end services (e.g., database of groups and participants, ...)
- Testing throughout the process, including testing by people with disabilities in the target audiences
- Willingness to work in the open: to publish and explain your work as it is completed in phases and collect and accept feedback
- Willingness to work with current organization that maintains LEAD Center's website, which uses a Word Press structure.

There are two tasks included in this RFP. The first task centers around messaging and design and the second task involves development and build production. **Firms may bid for one task or both, either on their own or in collaboration with another firm. If a split award is made, any firm chosen as the winner for one of the tasks must be willing to work with the firm chosen for the other task.**

Task 1: Messaging and Design

The deliverables for this task are (to include up to two rounds of revisions):

- Discovery sessions to identify audience and overall toolkit structure
- Presentation, edits and approval of messaging and design concepts
- Wireframes

Task 2: Development and Build Production

The deliverables for this task are (to include up to two rounds of revisions from NDI and two rounds of revisions from funder):

- Development of primary and secondary templates
- Development of Word Press structure
- Formatting and accessibility
- Testing

Contractor will be required to acknowledge its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by

Contractor on behalf of National Disability Institute or disclosed by National Disability Institute to Contractor.

Contractor will be required to acknowledge that National Disability Institute is the owner of the unique combination of the visual elements that constitutes a complete work as well as all materials designed or developed to create the completed work.

Proposal Requirements

NDI will provide all necessary documentation to the consultant. In addition, NDI will make available key staff throughout the contract to ensure the consultant has the information necessary to complete this contract.

In response to this RFP, we ask that firms prepare a **work proposal**, no longer than five pages, which provides the following information:

1. A description of the firm and its experience working with 501(c)3 not-for-profit organizations, and any experience working with disability-focused organizations. (8 points)
2. A description of any experience the firm may have working with clients who are federal grantees or contractors.(4 points)
3. A description of experience and approach to Section 508 compliance for accessibility. (10 points)
4. A discussion of how the firm intends to do the work and the approach taken. This description should include information on how adjustments or considerations will be made for the specific business environment of the LEAD Center. (20 points)
5. A discussion of how the work will be managed and a discussion of how the organization will communicate with NDI, including the frequency and type of communication, as well as a description of the types of information that will be requested from NDI. (10 points)
6. A timeline for the work and submission of the deliverables. Please respond to this anticipated timeframe and indicate the number of rounds of edits for a) design and b) development you have budgeted. (8 points)

In addition to the above questions, please submit a **cost outline**. The cost outline has no page limit and should include:

- An estimate of the cost for doing this work, including a budget broken down by labor and other direct cost. (20 points)
- Brief descriptions of staff members' expertise and experience. (15 points)
- Provide at least three references from former or current clients for whom you have produced work of similar complexity or scope, a brief description (about a paragraph long) of the work performed for them, and a contact along with their contact information.(5 points)

Total possible score: 100 points

NDI will evaluate all proposals based on the following criteria:

1. Overall proposal suitability: Proposed solution(s) must meet the scope, requirements and needs included herein and be presented in a clear and organized manner.
2. Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project.
3. Previous work: Bidders will be evaluated on examples of their work. Notably, bidders must have a demonstrable ability to produce accessible websites.
4. Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project.
5. Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience.

Questions and responses to this proposal should be submitted via email to:

Laura Gleneck – lgleneck@ndi-inc.org

Responses to this proposal are due May 20, 2024.

We anticipate making our decision by May 27, 2024.