



Toll Free: 1-844-353-2278 TTY: 877-506-2723 Fax: 850-575-4216 Tax ID: 59-3352342

REQUEST FOR PROPOSAL Website Design

Contact: Whitney Harris, wharris@faastinc.org

Purpose: The purpose of this Request for Proposal (RFP) is to solicit proposals from firms with experience in website design to develop electronic materials for educational and public awareness objectives.

Background: The Florida Alliance for Assistive Services and Technology, Inc. (FAAST) is a 501(c)3 nonprofit organization based in Tallahassee, Florida. The mission of FAAST is to improve the quality of life for Floridians with disabilities by increasing access to assistive technology through empowerment and collaboration. FAAST programs include: assistive technology device demonstrations, device loans, training, and information and assistance services provided by FAAST and subcontractors; an assistive technology early literacy development project with the University of Miami; and a financial loan program.

Project Scope: Project must be completed and delivered by October 31, 2021.

Services to be Provided:

Website Design – *Estimated Budget \$90,000*

1. Redesign StepUpAt.com with a new interface and layout for an improved user experience, that includes
 - a. Well structured content and simple navigation
 - b. At least 5 Top Level pages (e.g., About Us, Home, Contact, Resources, Step Up AT Lending Library)
 - c. Page creation at least 210 total pages including complex pages such as home page, contact us, resource pages for teachers, parents, trainers
 - d. Ensure website and content are accessible (e.g., accessible PDF's, alt text for images, etc.)
 - e. Ensure website is available in English and Spanish
2. Build a new custom Learning Module System (LMS) that is integrated into the Step Up AT website to support online modules for teachers, parents, coaches, and school leadership, including updated online modules with embedded activities and videos. Including,
 - a. Platform set up and maintenance
 - b. Move and adapt existing Scorm online modules (20) to new platform.
 - c. Ensure that modules and LMS are accessible
3. Evaluate and recommend enhancements to FAAST.com and other FAAST web pages to better serve FAAST clients and promote those pages appropriately to relevant audiences. Must demonstrate proficiency in web accessibility.
4. Assist FAAST in optimizing relevant pages for search engine viability.



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5. Must collaborate with other FAAST contractors, including graphic designer and communications contractor.

Proposal Format: Proposals must include, at a minimum, the following information:

1. Experience/Qualifications of the Contractor: Provide a resume for the Contractor and for any optional individuals who will be assigned to provide the services as overseen by the Contractor. Provide all relevant contact information.
2. Examples of Quality of Work: Provide a description and of relevant past projects and a portfolio of prior work and materials pertinent to providing the Services, including both print and web.
3. Proposed Fees/Expenses: Proposals shall clearly state all fees and expenses to be charged in the performance of all Services (set through September 30, 2021):
4. If based on an hourly rate, provide the hourly rates to be charged for the Contractor and optionally for each individual who would be assigned to provide Services for this RFP. Alternatively provide a blended rate for the delivery of all Services.
5. Provide an explanation if fees will be calculated on any other basis. Itemize the type of expenses (other than fees) for which the Contractor would seek reimbursement.
6. It is anticipated that a maximum not to exceed amount will be established for these Services.

Preference: A preference will be given to firms owned by or employing individuals who have disabilities who utilize assistive technologies.

Schedule: Please submit your proposal via email no later than Monday, February 8, 2021 at 9:00 a.m. EST to Whitney Harris, Executive Director, wharris@faastinc.org. A selection will be made and proposal contacts will be notified by February 19, 2021.