



Request for Proposals: Website Development

About the Philadelphia Youth Network

The Philadelphia Youth Network (PYN) creates education and employment opportunities for youth and young adults. We believe every young person deserves the chance to cultivate their talents and to achieve their dreams. To make more opportunities available to youth and young adults, we:

- Build systemic solutions that close gaps in youth serving systems.
- Support and train youth-serving organizations to deliver high quality programs that develop academic and career readiness skills.
- Engage employers and system leaders to ensure that today's young people will be prepared to join tomorrow's workforce.
- Design comprehensive service networks to prepare youth for successful futures in school, work and life.

For more information, visit www.pyninc.org.

About WorkReady Summer

WorkReady Summer is a work experience program for 12-24-year-olds in Philadelphia that will run between July and August. WorkReady Summer offers 100+ different experiences through 80+ partner organizations throughout the city. This summer, the program will offer safe in-person experiences for young people to gain valuable experience and develop critical skills. Each year, at least twice as many young people apply for the roughly 8,000 opportunities available, so applicants are encouraged to apply early and check their email often. Learn more and apply at www.workready.org. WorkReady is managed by the Philadelphia Youth Network (PYN).

Project Overview

Objective: PYN seeks a consultant to build new .NET websites to replace the existing www.pyninc.org (full re-write and redesign) and www.workready.org (just migration).

Time Frame: May 2021 — September 2021 (delivery); maintenance through December 2021

Background: PYN is seeking to migrate two websites from PHP to a .NET environment and maximize ease of use for front-end and back-end users. Both systems use a SQL Database backend and should continue to use SQL. Both sites will require a CMS tool for easy content management on the new platform, as well as training guides/sessions.

- **PYNinc.org** - We are seeking to rewrite, rebuild and redesign www.pyninc.org entirely, and would look to a consultant to guide an internal team through a process to determine the best content and functionality to meet the organization's needs.
- **WorkReady.org** - For www.workready.org, content was recently developed, and the consultant will primarily focus on migrating from an existing PHP site to the .NET platform with CMS.

PYN will provide internal IT resources to setup its existing Azure environment for hosting the two new sites. The IT Department has experiencing hosting .NET apps with SQL backends in Azure and can provide a Development environment for chosen company to deploy code.

PYN owns all domains and SSL certificates associated with both sites and maintains direct access to DNS Records. PYN will manage the DNS changes and provide SSL certs as needed to complete the project.

PYN uses GIT repositories and will provide access to chosen company to create new repositories for these projects. PYN will also provide access to existing repository for www.workready.org to help facilitate a migration of PHP code to .NET code.

The consultant will be required to collaborate with PYN staff to develop, test and launch updated websites no later than mid-September 2021.

Deliverables

1. New fully functional website for www.pyninc.org with updated content and design, in .NET environment, with CMS functionality
2. Migration of www.workready.org website to .NET environment with CMS functionality
3. Full delivery of files to PYN for hosting as an Azure App Service with Azure SQL Backend for both sites
4. Training sessions and resources guides on CMS platform for ongoing maintenance

Proposal Content

If you are interested in submitting a proposal for consultant services, please include:

1. A company or individual profile, length of time in business and website
2. Describe your experience consulting on similar projects or requests and the resulting product(s)
3. Provide a proposal and timeline that describes how you will work with PYN staff to meet each deliverable listed above
4. Provide at least one reference for whom you have recently completed a similar project
 - Client name/organization and contact information (phone and email)
 - Dates of service and brief (1-3 sentence) description of services provided

Proposal Format and Timeline

Proposals are due by 5:00 p.m. on April 15, 2021 and should be e-mailed to communications@pyninc.org. Please use the following as a guideline to format your proposal:

1. Cover Letter: Signed by the person or persons authorized to engage services on behalf of the company
2. Proposal: Provide responses to the items outlined in “Proposal Content”
3. Budget and Fees: Please provide a projected budget including the approximate hours needed to complete this work and a full breakdown of rates.

Proposal Submission and Selection Process

By use of numerical and narrative scoring techniques, proposals will be evaluated by Philadelphia Youth Network against the factors specified below. The relative weights of the criteria—based on a 100-point scale—are shown below.

Criteria	Points
1. Qualifications and relevant experience	20 points
2. Process and timeline to produce deliverables	20 points
3. Process for collaboration and review	20 points
4. Ease of use (CMS)	20 points
5. Price for the Scope of Services requested	10 points
6. Other factors, including completeness of proposal, adherence to RFP instructions, other relevant factors not considered elsewhere	10 points

PYN may, at its discretion, request interviews/presentations by or a meeting with any or all firms, to clarify or negotiate modifications to the firm’s proposal. However, PYN reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standpoints, that the firm can propose. PYN contemplates award of the contract to the responsive, responsible firm whose proposal is the most advantageous to PYN, based on the highest total points and its decision is final.

Contract Terms

PYN will negotiate contract terms upon selection. All contracts are subject to review by PYN's legal counsel. The project will be awarded upon executing an agreement or contract, which outlines the terms, scope, budget and other necessary items.

Ownership of Materials

All materials developed, produced, conceived or authored by the contractor (and contractor's agents or subcontractors) pursuant to this RFP, and any and all modifications, whether in finished or incomplete form, shall belong exclusively to PYN at all times.