MassHire Metro North Workforce Board Request for Quotes

Website Vendor

1. Introduction

MassHire Metro North Workforce Board (MNWB) is issuing the following Request for Quotes (RFQ) to identify a qualified website vendor to support ongoing website support. The selected vendor will provide responsible technical, design, accessibility, analytics, and optimization services that keep the website secure, reliable, user-friendly, mobile-ready, compliant, and aligned with the organization's brand. Respondents should describe their relevant experience, proposed approach, staffing, and examples of comparable work.

This open RFQ will determine a website vendor that MNWB will contract annually with, starting on December 15, 2026.

Applications will be reviewed on a rolling basis until November 20, 2026, at 12:00PM ET.

2. Background,

MNWB is a 501(c)(3) nonprofit organization that serves as the Workforce Development Board for the Metro North region of Massachusetts. As one of sixteen local Workforce Development Boards established in Massachusetts by the Workforce Investment Act of 1998 and the Workforce Innovation and Opportunity Act (WIOA) of 2014, MNWB was formed to set local workforce policy, determine how state and federal funds are best used for workforce development, align the needs of employers to the needs of area residents, leverage partnerships to meet the region's workforce needs, and oversee the MassHire Metro North Career Centers (MNCC) where both job search and employer services are provided.

MNWB's website, https://masshiremetronorth.org/, is built and maintained in WordPress. MNWB contracts with a website vendor to provide ongoing hosting and maintenance and will work with the selected vendor to ensure the site meets Section 508 and ADA Title II/WCAG 2.1 Level A and AA requirements by April 26, 2027.

MNWB has a Communications team that is responsible for routine website content administration and update, with the Sr. Manager of Communications and Marketing overseeing the contract and relationship with the website vendor. MNWB's role in updating and maintaining the website includes:

- Post events, news, and announcements.
- Upload agendas, meeting minutes, reports, PDFs, procurement requests, and similar documents.
- Maintain and update current staff and programs pages and basic organization information.
- Manage homepage banners and featured content and ensure links, dates, and files are current.
- Write or edit website copy, ensuring that content is consistent with our established brand voice and messaging, and maintain clarity and consistency across website pages.
- Using available website tools and existing templates will develop campaign landing pages, create new pages, format content within established layouts, upload images, and make basic adjustments to existing layout blocks.

As part of its internal quality-control process, MNWB will identify and correct broken links and outdated content, review pages for accuracy and completeness before publication, and verify that PDFs and other documents display correctly on the website.

3. Scope of Work

The selected website vendor will provide monthly website hosting and maintenance and ADA compliance adjustments. While the monthly website hosting and maintenance will be an ongoing, annual contract, the ADA compliance adjustments listed in item #3B will need to be complete by April 26, 2027.

A. Monthly Website Hosting & Maintenance

Max Budget: $2,500 per year

The selected vendor will provide ongoing services to maintain, secure, improve, and expand the website. Qualifications should demonstrate the capacity to perform the following responsibilities:

- Provide website development and design support, including brand-forward layouts, page templates that create a consistent site experience, new site templates, redesigns, and UX/UI improvements.
- Perform routine technical maintenance, including content management system and plugin updates, bug fixes, and restoration of broken site functionality.

- Provide proactive website security, monitoring, troubleshooting, and incident response, and recommend measures that reduce technical and operational risk.
- Manage or coordinate server and hosting services, including performance, uptime, backups, and related technical administration.
- Test and improve the website's user experience, mobile display, responsiveness, and functionality across current devices and browsers.
- Develop custom code and advanced features when needed, including accessible navigation and menu functionality.
- Recommend and implement appropriate systems, integrations, and plugins that support organizational needs.
- Provide advanced analytics and reporting support, including Google Analytics updates, analytics architecture, data quality improvements, and reporting dashboards beyond basic reporting.
- Develop and implement an SEO strategy, including keyword optimization, metadata, page structure, technical SEO fixes, and ongoing performance improvements.
- Perform periodic compliance reviews and recommend updates as laws, regulations, standards, and recognized practices evolve.

B. ADA Compliance Enhancements

Max Budget: $7,500 from start of contract through April 26, 2027

The selected vendor will ensure that the website meets the ADA WCAG 2.1 Level A and Level AA accessibility requirements by April 26, 2027. Qualifications should demonstrate expertise with ADA Title II and Section 508, and current recognized web accessibility standards, and should address the following responsibilities:

- Conduct comprehensive accessibility audits and provide prioritized findings and remediation plans.
- Remediate website content, templates, components, and code to address identified accessibility barriers.
- Implement technical accessibility fixes, including accessible menus, keyboard navigation, form behavior, headings, color contrast, labels, and other relevant interface requirements.
- Support accessible content practices, including meaningful alternative text for images and guidance for staff who publish or update content.

- Validate accessibility across desktop and mobile experience using appropriate automated tools, manual testing, and assistive-technology testing.
- Document completed work, unresolved risks, testing results, and recommended next steps, and provide practical guidance that supports ongoing compliance.

4. Preferred Qualifications

Applicants should demonstrate the following qualifications:

- Must be based in the United States.
- Demonstrated experience supporting WordPress websites of comparable size and complexity, preferably for nonprofit, public-sector, workforce-development, or other mission-driven organizations.
- Demonstrated expertise in WordPress development, hosting, maintenance, security, backups, performance optimization, responsive design, UX/UI, custom code, integrations, analytics, and SEO.
- Experience conducting accessibility audits and remediate websites to meet ADA Title II and Section 508 requirements, including manual and assistive-technology testing.
- Capacity to complete the required accessibility enhancements by April 26, 2027, while providing ongoing annual hosting and maintenance within the stated budgets.
- Qualified staff with clearly defined roles and an established process for project management, communication, quality assurance, issue escalation, and timely incident response.
- Ability to collaborate with MNWB's Communications team and provide practical documentation, training, and guidance that enable staff to maintain accessible content.
- A record of reliable service supported by examples of comparable work and client references.

5. Proposal Response Requirements

Proposals must include the following components:

- **Vendor Information:** Provide the organization name, organization address, website link (if applicable), primary contact's name, title, email address, and telephone number.

- **Budget:** Provide separate proposed budgets for Section 3.A, Monthly Website Hosting and Maintenance, and Section 3.B, ADA Compliance Enhancements. Identify any one-time costs, recurring fees, optional services, third-party expenses, assumptions, or exclusions.
- **Organization and Qualifications:** Describe the organization, years in business, experience supporting comparable WordPress websites, and experience serving nonprofit, public-sector, workforce-development, or other mission-driven organizations.
- **Project Team and Communication:** Identify key personnel and their roles. Describe the process for project management, routine communication, quality assurance, issue escalation, urgent incident response, coordination with MNWB's Communications team, and staff training or guidance.
- **Monthly Hosting and Maintenance Approach:** Explain how organization will host, secure, monitor, back up, maintain, troubleshoot, and improve the website. Describe the process for WordPress core and plugin updates, bug fixes, uptime and performance monitoring, incident response, responsive design, browser and device testing, custom development, integrations, analytics, reporting, and SEO.
- **ADA Compliance and Accessibility Approach:** Describe the proposed audit and remediation methodology for meeting ADA Title II/ WCAG 2.1 Level A and AA and Section 508 compliance. Identify the automated, manual, keyboard, mobile, and assistive-technology testing methods that will be used and explain how findings, completed work, unresolved risks, and recommendations will be documented.
- **Work Plan and Schedule:** Provide a proposed schedule for Section 3.A, Monthly Website Hosting and Maintenance and Section 3.B, ADA Compliance Enhancement (to be completed by April 26, 2027).
- **Comparable Work:** Provide at least 2 client examples and a brief description of similar WordPress hosting, maintenance, development, accessibility, analytics, or SEO projects. At least one example should demonstrate experience with website accessibility auditing and/or remediation.
- **Deliverables and Reporting:** Identify the reports, documentation, dashboards, testing results, remediation records, training materials, or other deliverables the vendor will provide and the proposed frequency for recurring updates.

6. Submission Instructions

- Note: international based vendors are not eligible to apply.

- Please submit your response based on the following format guidelines: 8.5 x 11 letter size paper, numbered pages, one-inch margins, single-spaced, and minimum 11-point font.
- Max of 10 pages, not including budget or resume attachments.
- Applications are due by November 20, 2026, at 12:00PM ET.
- All proposals should be sent in a single document in a PDF format via email to rfp@masshiremetronorth.org
- Questions may be directed to rfp@masshiremetronorth.org with the subject line: "RFQ Website Vendor"

7. Evaluation Criteria/Review Process

Proposals that do not meet minimum standards will be considered non-responsive. This RFQ does not commit MNWB to award a contract or pay any costs incurred in the preparation of a proposal. All materials submitted become the property of MNWB and are subject to Massachusetts public records law.

All proposals will be scored according to the evaluation criteria set forth below. Additional information may be considered by reviewers when scoring proposals such as interviews and questions and answers after submission of the written proposal.

MNWB is not required to contract with the entity receiving the highest score as a result of the proposal review process, as more particularly described below.

Criteria Point Value

- Relevant experience and organizational qualifications:15 points
- Technical approach and accessibility methodology: 30 points
- Work plan, staffing, communication, and deliverables: 15 points
- Cost and overall value: 20 points

Total points available: 80 points

After the review committee scores your written proposal, they may reach out to you to follow up with any additional questions about your application and experience.

Applicants will be notified of final decision by December 4, 2026.

8. Contract and Payment Structure

The annual website vendor contract will be from 12/15/2026-12/14/2027. For Scope 3A, website vendor will be /paid a one-time payment at the start of the contract. For Scope 3B, website vendor will be paid a one-time payment when the work is complete.

9. Conflict of Interest

Applicants must disclose any real or potential conflicts of interest. Individuals with a financial or personal interest in the RFQ review or selection process may not participate in this procurement.