# REQUEST FOR PROPOSALS: WORDPRESS DEVELOPER SERVICES

The Community Economic Development Assistance Corporation (CEDAC) is seeking a Web Developer to maintain our existing WordPress system, and to provide further system improvement in an ongoing services relationship.

## Background on CEDAC

CEDAC serves as a vital financial and technical assistance resource to Massachusetts non-profit organizations engaged in community development. Created in 1978 as a quasi-public corporation, CEDAC works with its non-profit partner agencies statewide to focus resources in support of their development agendas, and is an important element of Massachusetts’ community development infrastructure. Our work supports two key building blocks of community development:

* Affordable Housing: Financing and technical assistance for development, preservation, and modification of affordable housing. CEDAC has deep roots in housing development and has operated housing programs for more than forty years. CEDAC is also active in national housing preservation policy research and development;
* Early Care and Education: Carried out through CEDAC’s affiliate, Children’s Investment Fund (CIF) for over twenty years, CEDAC provides financial and technical assistance for the development of quality early childhood and out of school time facilities serving children in low- and moderate-income neighborhoods

## Our current website infrastructure

CEDAC’s current web environment includes many different interfaces, each with its own target audience, and styling. A sampling follows:

* <https://cedac.org/>
* <https://cedac.org/cif/> (www.childrensinvestmentfundma.org)
* <https://cedac.org/hmlp/>
* <https://cedac.org/2022> (Annual Report Mini-site)

Our website is primarily powered by the WordPress Website Content Management System, and augmented with a variety of Plugins, in order to provide a wide variety of features that support internal users as well as ordinary public traffic. The website also contains some custom coding. We use our website for public facing communications, job application postings, and donation processing. Behind a user-login screen, is a database of User Contacts and Organizations. Our users can also register for Trainings, which may also include payment processing. We also send out email campaign communications, and publish periodic blog posts and program newsletters.

## Scope of Work

The scope of the RFP can be broadly described in two parts:

1. Regular maintenance - We would like to establish a contract to ensure uninterrupted website performance on all features and digital assets.
2. Ongoing website development and improvements - We also would like to devote time to a variety of improvements, which are currently listed in an issue-tracking software.

### Requirements for regular maintenance:

* **Prompt day-time responsiveness** for on-the-spot assistance and troubleshooting. Requests may be delivered via email or telephone, and the contractor should be able to respond without delay.
* **Ability to work in both Staging and Production environments**, and to properly synchronize both.
* **Maintain WordPress stability** and recognize unexpected problems as they unfold; recommend solution(s) for action and take the initiative to implement solutions. Review upcoming WordPress updates for potential disruption and follow best practices when implementing updates. For example: rolling out an update into a test environment, and having a process in place to instantly unwind troublesome updates.
* **Maintain Plugin stability**: Updates, license renewals, maintain inventory log. Each log entry should contain: Plugin name, reason for using the plugin, cost for license, installed date, and license-expiration date. Maintain a thorough understanding of ALL installed plugins, whether active or inactive both on the staging and production environments. Inspect performance of plugins following any update and roll back if there are unintended consequences. Regularly scrub obsolete plugins from the WordPress system. For example: test-installs, abandoned/depreciated plugins, or plugins that no longer serve their intended purpose should be removed. Record results of scrubbing efforts into the plugins inventory log. If a plugin requires payment to maintain its license and operation, Contractor is responsible for submitting that fee and may pass through those expenses through the contractor’s monthly invoice. All licenses/accounts required to maintain the CEDAC website infrastructure shall be transferrable upon request. Refer to Exhibit A for a list of current plugins.
* **Maintain Custom Coding**: Contactor is expected to proactively seek out and understand custom-coded areas. The Contractor is expected to maintain the functionality of custom code, and where possible, retire obsolete code. All custom code shall remain the property of CEDAC.
* **Disaster Recovery Documentation and Testing**: experience with switching server hosts, and moving websites, including transferring email API and SMTP services, reconnecting Payment Processing setup, changing email sending services, etc. Update Disaster Recovery Documentation Annually or more often if major changes impact DR processes.
* **Maintain the daily back-up process**, and periodically put back-up products to use by integrating them with CEDAC disaster recovery drills.
* **Adopt standard naming conventions**: Ensure that menus and any digital content are labeled and organized well. Website administrators should be able to identify their purpose without having to confer with the contractor/developer. For example the Contractor should follow best practices when adding comments, assigning names, directory structure and so forth. Where feasible, all edits should logged and be dated. Regular maintenance includes the duty to recognize poorly chosen identifiers, and to recommend the appropriate replacement.
* **Documentation & training for CEDAC staff**: Create documentation on any significant code changes, plugin configurations or new developments to the website and place in shared directory. This growing repository of information should help us easily maintain our website and be a source of knowledge for proper use.
* **Cyber Security**: Proactively prepare for and protect our website and WordPress system from modern cyber threats, including, but limited to: Enabling MFA, SSL/HTTPS encryption, scheduled website security scanning for vulnerabilities, securing the site from API attacks, SQL injection, malicious file executions, etc. Respond quickly to active threats, and take the proper course of action.
* **Advanced knowledge of HTML**, PHP, style sheets, WordPress templates, queries, redirects, Payment Processing and other web-page, related technologies.

### Requirements for ongoing website development and improvements:

We use Atlassian Jira, a project management software, to manage our website issues or development needs. We are highly interested in recommendations for long-term system improvements that reduce operational costs and improve site safety.

* We require that the developer keep track of the issues based on stated priority according to ticket description. The developer should provide comments and updates within the Jira system. Provide timely estimates and log the number of hours worked.
* Schedule regular check-in meetings with CEDAC staff to review work done and discuss upcoming tasks.
* Limited training opportunities may be available with the previous development team.

## Submission Standards

CEDAC highly values doing business with diverse contractors and requires all prospective contractors to complete a demographic survey to provide diversity information (included here as Exhibit B).

Responses are due by 4:00 pm on Tuesday, June 13, 2023 and should include:

* Cover letter
* A summary of the qualifications of the firm's principals, particularly the person proposed to

manage this relationship, including Resume(s) or brief bio(s) of proposed team.

* A list of three to five clients that we may call for references.
* A list of recent clients and samples of relevant work.
* A completed vendor demographic survey form (Exhibit B).
* Summary of rate structure or proposed fee schedule. Your cost proposal must encompass **all requirements specified in this RFP**. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation as to the nature of those fees.
* Include your hourly and billable rate that would apply for services that are outside the scope of this RFP.
* Any other information you feel would be useful in evaluating your proposal.

## Criteria for Selection

CEDAC will evaluate all submitted proposals based on the following considerations:

* Completeness and clarity of submission;
* A strong familiarity with relevant software applications, with particular emphasis on WordPress;
* A history of reliable account management;
* Sufficient staff capacity to meet the scope of work described above;
* Competitive pricing;
* Ownership diversity, proposed team diversity, and/or firm’s efforts to increase team diversity.

Proposals will be evaluated immediately after submission. During this time we may contact you for additional information and may request interviews with our evaluation team.

Please email responses to this RFP to:

Dilia Ramirez and Stephan Weynicz at dramirez@cedac.org and sweynicz@cedac.org.

Feel free to contact Stephan Weynicz with any questions via email.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they should perform must be defined. In your proposal, please provide the name, address, and other contact information of the sub-contractor. CEDAC will not refuse a proposal based on the use of subcontractors; however, we retain the right to decline the subcontractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contract terms and conditions. CEDAC will negotiate contract terms upon selection utilizing CEDAC’s standard form of contract.

# EXHIBIT A: WordPress Plugin Inventory

## Plugin listing, as of May 3, 2023

|  |  |  |  |
| --- | --- | --- | --- |
|   | **Plugin name** |  |  |
| 1 | 301 Redirects | 37 | Redirection |
| 2 | AddToAny Share Buttons | 38 | Regenerate Thumbnails |
| 3 | Admin Columns Pro | 39 | Responsive Menu |
| 4 | Admin Columns Pro - Advanced Custom Fields (ACF) | 40 | Simple Tooltips |
| 5 | Admin Columns Pro - Events Calendar | 41 | Slider Revolution |
| 6 | Admin Columns Pro - WooCommerce | 42 | TablePress |
| 7 | Advanced Access Manager (AAM) | 43 | The Events Calendar |
| 8 | Advanced Custom Fields | 44 | The Events Calendar Pro |
| 9 | Advanced Custom Fields Pro | 45 | Tracking Code Manager |
| 10 | Akismet Anti-Spam | 46 | User Switching |
| 11 | CEDAC Custom User Management | 47 | WooCommerce |
| 12 | Classic Editor | 48 | WooCommerce Authorize.net AIM Gateway |
| 13 | Custom Field Suite | 49 | WooCommerce Order Status Control |
| 14 | Elementor | 50 | WP All Export - ACF Export Add-On Pro |
| 15 | Elementor Pro | 51 | WP All Export - User Export Add-On Pro |
| 16 | Embed Any Document | 52 | WP All Export Pro |
| 17 | Enable Media Replace | 53 | WP All Import - ACF Add-On |
| 18 | Event Tickets | 54 | WP All Import - User Import Add-On Pro |
| 19 | Event Tickets Plus | 55 | WP All Import Pro |
| 20 | Express Login for Wordpress | 56 | WP Job Manager |
| 21 | Featured Image Caption | 57 | WP Job Manager - Applications |
| 22 | Formidable Authorize.Net | 58 | WP Mail Logging |
| 23 | Formidable Forms | 59 | WP Mail SMTP |
| 24 | Formidable Forms Pro | 60 | WPFront Notification Bar |
| 25 | Formidable MailChimp | 61 | Yoast Duplicate Post |
| 26 | Formidable Registration | 62 | Yoast SEO |
| 27 | Formidable Views | 63 | Search and Filter Pro |
| 28 | GTranslate |  |  |
| 29 | Hide Admin Bar |  |  |
| 30 | Imsanity |  |  |
| 31 | iThemes Security Pro |  |  |
| 32 | Kingsbury Web - 24/7 Monitoring |  |  |
| 33 | Litespeed Cache |  |  |
| 34 | MailPoet Premium |  |  |
| 35 | Plugin Notes Plus |  |  |
| 36 | Post Thumbnail Editor |  |  |

# Exhibit B: Demographic Form

**Company Name:**

**Date:**

**Contact Person and Title:**

**Email:**

**Phone Number:**

If you are not certified by the Commonwealth’s Supplier Diversity Office ([SDO](https://www.sdo.osd.state.ma.us/)) Business Enterprise Program, click [here](https://www.mass.gov/certification-program-for-sdo) for a link to the process. We **do not** require certification as part of our selection criteria, but your responses are helpful to our data collection.

1. Is your organization a business enterprise that falls under the definition of those listed under the SDO Business Enterprise Program? The Program includes business enterprises as defined by those within the Operational Services Division’s Supplier Diversity Program (SDP), including Minority Business Enterprises (MBE), Women Business Enterprises (WBE), Disadvantaged Business Enterprises (DBE), Portuguese Business Enterprises (PBE), Veteran Business Enterprises (VBE), Lesbian Gay Bisexual Transgender Enterprises (LGBTBE), Service-Disabled Veteran-Owned Business Enterprises (SDVOBE), or Disability-Owned Business Enterprises (DOBE) and is registered as such.

☐ If so, under which categories? List all: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

☐ No, we are not listed

 ***Even if your company is on the SDO list, please complete the following information:***

1. Please provide the **% of owners** that self-identify as being members of any of the following groups:

\_\_\_\_\_ % Black, African American, or Caribbean American

\_\_\_\_\_ % Latino/Latina/Latinx American or Hispanic

\_\_\_\_\_ % Asian or Asian American

\_\_\_\_\_ % Native Hawaiian or Pacific Islander

\_\_\_\_\_ % Native American, First Nations, American Indian or Native Alaskan

\_\_\_\_\_ % Middle Eastern or North African

\_\_\_\_\_ % White/Caucasian

\_\_\_\_\_ % Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

☐ I do not collect this information

☐ I prefer not to answer

1. Please provide the **% of owners** that self-identify as being members of any of the following groups:

\_\_\_\_\_ % Veterans/US Service Members, either current or former

\_\_\_\_\_ % Disabled persons (as per the legal definition by the [Department of Labor](https://www.dol.gov/agencies/odep/publications/faqs/general#3)

 or [Americans With Disabilities Act](https://www.ada.gov/ada_intro.htm))

\_\_\_\_\_ % Lesbian, Gay, Bisexual, Transgender, Queer, and Asexual (LGBTQA+)

\_\_\_\_\_ % Women

\_\_\_\_\_ % Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

☐ I do not collect this information

☐ I prefer not to answer

1. Please provide the **% of your leadership team** (**principals and/or key employees,** not owners) of your organization who self-identify as being members of any of the following:

\_\_\_\_\_ % Black, African American, or Caribbean American

\_\_\_\_\_ % Latino/Latina/Latinx American or Hispanic

\_\_\_\_\_ % Asian or Asian American

\_\_\_\_\_ % Native Hawaiian or Pacific Islander

\_\_\_\_\_ % Native American, First Nations, American Indian or Native Alaskan

\_\_\_\_\_ % Middle Eastern or North African

\_\_\_\_\_ % White/Caucasian

\_\_\_\_\_ % Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

☐ I do not collect this information

☐ I prefer not to answer

1. Please provide the **% of your leadership team** (**principals and/or key employees,** not owners) of your organization who self-identify as being members of any of the following:

\_\_\_\_\_ % Veterans/US Service Members, either current or former

\_\_\_\_\_ % Disabled persons (as per the legal definition by the [Department of Labor](https://www.dol.gov/agencies/odep/publications/faqs/general#3)

 or [Americans With Disabilities Act](https://www.ada.gov/ada_intro.htm))

\_\_\_\_\_ % Lesbian, Gay, Bisexual, Transgender, Queer, and Asexual (LGBTQA+)

\_\_\_\_\_ % Women

\_\_\_\_\_ % Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

☐ I do not collect this information

☐ I prefer not to answer

1. Total number of **full-time** employees:
2. Total number of **part-time** employees:
3. Approximate percentage of total number of employees/workforce (**not inclusive** of leadership team, owners or principals) that self-identify into the following groups:

\_\_\_\_\_ % Black, Indigenous, or other People of Color

\_\_\_\_\_ % Veterans/US Service Members, either current or former

\_\_\_\_\_ % Disabled Individuals (as per the legal definition by the [Department of Labor](https://www.dol.gov/agencies/odep/publications/faqs/general#3) or

[Americans With Disabilities Act](https://www.ada.gov/ada_intro.htm))

\_\_\_\_\_ % Women

\_\_\_\_\_ % LGBTQA+

\_\_\_\_\_ % Other, please explain\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

☐ I do not collect this information

☐ I prefer not to answer

1. If you would like to provide more information than what is captured by these questions, please share here: