



Dutchess County Workforce Development Board

3 Neptune Road Poughkeepsie, NY 12601 Telephone (845) 463-0517 Fax (845) 463-0100 www.dcwib.org

“Driving economic growth through Workforce Partnerships”



Request for Proposals Redesign of DCWIB & DCWORKS Websites

The Dutchess County Workforce Investment Board (DCWIB) is accepting proposals for website redesign and development, content management, staff training, accessibility and compliance and hosting and transition services in accordance with the Workforce Innovation & Opportunity Act (WIOA) commencing immediately.

Issuing Organization

Dutchess County Workforce Investment Board (DCWIB)

Original Issue Date

May 12, 2025

Amendment Number:

Amendment No. 1

Amendment Issue Date:

February 23, 2026

Purpose of Amendment

The purpose of this amendment is to formally notify prospective offerors that DCWIB has modified and is reissuing the Request for Proposals (RFP) for Graphic Design & Marketing and Website Design & Redevelopment due to changes in the organization’s needs and priorities.

Background:

On May 12, 2025, DCWIB issued a Request for Proposals (RFP) for Graphic Design & Marketing and Website Design & Redevelopment. The original scope of work included, but was not limited to:

- Update the current DCWIB website
- Create multiple templates
- Create marketing pieces
- Develop Branding



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Following the issuance of the RFP, DCWIB conducted an internal assessment of its organizational, operational, and strategic needs. As a result of this assessment, DCWIB determined that the scope and requirements outlined in the original RFP no longer fully align with the organization’s current objectives.

Effect on Proposal:

- Vendors interested in providing Website Redesign Services to DCWIB must submit a proposal in response to the **reissued and amended RFP**, in accordance with the instructions and deadlines set forth therein.

Bidder’s Conference:

A Virtual Bidder’s Conference will be held on March 3, 2026 from 9:00 AM to 10:00 AM

<https://us02web.zoom.us/j/7492849905>, Meeting ID: 749 284 9905

Letters of Intent

Letters of Intent are accepted by the DCWIB, prior to the RFP due date. Letters of intent are optional.

Due Date for RFP Response:

March 20, 2026, by 4:00 PM

FUNDING

SEE SCOPE

AWARD NOTIFICATION DATE

April 2026

CONTACT

By mail: Dutchess County Workforce Investment Board

ATTN: DCWIB & DCWORKs Website Development RFP3

Neptune Road, Poughkeepsie, NY 12601

E-Mail: admin@dcwib.org



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Read this RFP carefully.

This RFP does not commit the DCWIB to accept proposal(s) submitted, nor is the DCWIB responsible for costs incurred by the respondent(s) in preparing responses to this RFP. The DCWIB reserves the right to reject any and/or all proposals, to accept and/or reject any or all items in the proposals and to award the contract in whole or in part as deemed to be in the best interest of the DCWIB. The DCWIB reserves the right to negotiate with respondent(s) after the proposal(s) is reviewed, if deemed to be in the best interest of the DCWIB.

The DCWIB reserves the right to delay, amend or reissue the RFP at any time. The RFP is issued by the DCWIB and is subject to federal and state laws. The DCWIB encourages small business, minority-owned firms, and women businesses to submit a proposal or to be hired as sub-contractor(s) should it is needed. **NARRATIVE BEGINS HERE**

The Dutchess County Workforce Investment Board (DCWIB) is seeking DCWIB is seeking qualified web design and development firms to redesign and redevelop two existing websites:

- www.dcwib.org
- www.dutchessonestop.org

The goal is to create **modern, accessible, and user-friendly websites** that clearly serve job seekers, businesses, and community partners, while allowing DCWIB staff to independently manage content going forward.

BACKGROUND

Functions of the Local Board per WIOA direct the DCWIB to convene local workforce development stakeholders and to broker and leverage to carry out various functions, included in our local plan and other board policies as directed under WIOA. Local boards lead efforts to engage with a diverse range of employers to promote business representation on our Board, to develop effective linkages with employers to support their use of the workforce system, to ensure that workforce investment activities meet the needs of employers and support economic growth and to develop strategies for meeting the employment and skill needs of workers. The DCWIB is tasked to facilitate the engagement of employers, support a local workforce development system that meets the needs of business in our local area, better coordinate workforce development programs and economic development. This may include the implementation of initiatives, other business services and strategies designed to meet the needs of the employers. In addition, we work to align resources available to the local area to achieve the strategic vision and goals of the local plan in our quest to reach economic self-sufficiency. In order to achieve our goals at the local level, the DCWIB identified barriers to employment. Childcare is a barrier identified by local business leaders in a Design Thinking Session conducted in February of 2020. The lack of accessible, affordable, quality childcare has created a sustainability issue for jobseekers and workers. This has put an additional burden on the needs for business to find and retain staff. In



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subsequent, annual roundtable discussions with local businesses, the lack of affordable childcare and the lack of trained, qualified childcare workers has been discussed at length. In January 2024, the DCWIB held the first coalition meeting at 3 Neptune Road, Poughkeepsie with several board members and community partners in attendance. Since the inception, the coalition has grown to over 75 members representing more than 50 different entities. While the DCWIB continues to provide oversight and much of the administration responsibilities as well as leadership of the coalition additional assistance and expertise is required.

In accordance WIOA, the Board of Directors is comprised of a majority of private business representatives, along with economic development, education, labor and community representatives. The DCWIB works with its partners to formulate strategies for workforce development that meet the needs of business and help job seekers find sustaining employment. The functional responsibility of the DCWIB is to provide policy guidance and exercise oversight with respect to WIOA.

The mission of the DCWIB is to foster a skilled and competitive workforce by promoting an understanding of workforce trends and issues in a dynamic economy and to facilitate lifelong learning for individuals and businesses.

The role of the DCWIB includes:

- Convening workforce system stakeholders to develop the Local Plan, in accordance with WIOA.
- Preparing and submitting the Local Plan to New York State Dept. of Labor (NYSDOL);
- Managing the competitive selection process for the One-Stop System’s Operator, in accordance with WIOA;
- Selecting or terminating the One-Stop System’s Operator and youth providers, in accordance with WIOA;
- Negotiating Local Performance accountability measures with NYSDOL;
- Developing/submitting budget to the DCWIB for approval;

DCWORKS, a proud partner of the American Job Center network, provides services to jobseekers and businesses to include developing job seeking skills, resume writing, career assessment, computer training, short term classroom training, on-the-job (OJT) training for employed workers and supportive services including childcare.

The Dutchess County workforce system includes a network of workforce partners and the workforce-related services they provide at DCWORKS and across the Dutchess County workforce system.



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SCOPE OF SERVICES

Vendors responding to this RFQ should propose services that include, but are not limited to, the following:

Website Redesign & Development

- Redesign both websites with a **clean, modern, and professional appearance**
- Improve **overall navigation and usability** for diverse audiences
- Ensure content is **easy to find and clearly organized**
- Develop sites that are **mobile-responsive** and optimized for all devices

Content Management

- Implement a **content management system (CMS)** that allows DCWIB staff to:
 - Add, edit, and remove content independently
 - Update pages, documents, and announcements without vendor assistance
- CMS should be user-friendly and widely supported

Staff Training

- Provide **hands-on training** for DCWIB staff on:
 - Managing and updating website content
 - Posting and removing information
 - Basic site maintenance
- Include documentation and/or recorded training materials

Accessibility & Compliance

- Ensure both websites are **ADA compliant**, including:



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- WCAG 2.1 AA standards (or current applicable standard)
- Accessible navigation, forms, documents, and media
- Vendor should describe their approach to accessibility testing and compliance

Hosting & Transition (if applicable)

- Support migration from current sites to new platforms
- Coordinate launch to minimize service disruption

DELIVERABLES

- Two fully redesigned, live websites
- CMS access for DCWIB staff
- ADA-compliant websites
- Staff training and documentation
- Post-launch support period (describe duration) **BUDGET**

Website Design & Redevelopment Budget: \$25,000

The DCWIB is seeking quotations not to exceed **\$25,000** for the redesign and redevelopment of the following websites:

- www.dcwib.org
- www.dutchessonestop.org

The objective is to deliver **engaging, professional, ADA-compliant, and easy-to-navigate websites** that meet the needs of job seekers, businesses, and community partners.

Price quotations must be **all-inclusive** and cover all services outlined in this RFQ, including but not limited to:

- Website redesign and development
- Implementation of a content management system
- ADA compliance and accessibility testing



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- Staff training and documentation
- Website transition, launch, and post-launch support

RFP PROCEDURE:

Responses to this RFQ should be complete and include the cover sheet and application.

The DCWIB welcomes letters of intent (At minimum, include your agency/company name, address and the name and phone number of a contact person). Letters can be mailed to:
Dutchess County Workforce Investment Board

ATTN: Website Development RFQ
3 Neptune Rd,
Poughkeepsie NY 12601

E-mail: admin@dcwib.org and insert **DCWIB’s Website Development RFP** in the subject line;

Responses should be concise, using an easily readable font (no script), double spaced;

Scoring for each section will be based on a 1-10 system with 10 being unacceptable up to 100 which indicates excellent. To move on for consideration an organization must score at least 70.

1. Is the RFP complete meaning is each section of the RFP, that is being applied for, fully articulated? (Up to 10 points)
2. Is the proposal narrative compelling and will it successfully move forward the goals of the DCWIB & DCWORKS websites? (Up to 40 points)
3. Does the applicant have the necessary experience? (Up to 10 points)
4. Is the budget reasonable, complete, and accurately calculated? (Up to 40 points)

Responses must be received by 4:00 PM, March 20, 2026- late responses will **not be accepted**. RFQ responses should be submitted via email to admin@dcwib.org and include **DCWIB’s Website Development RFP** in the subject line.