



Request for Proposal (RFP) for Public Website Re-design and Re-Platform Project

RFP Release Date: December 1, 2025
Responses Due: January 5, 2026 at 4 p.m.

Point of Contact: Kaili Braa, Assistant Director of Administration and Communications
Dakota County CDA; kbraa@dakotacda.org; 651-675-4432

1. Introduction

Purpose of RFP: The Dakota County Community Development Agency (CDA) is seeking a firm to assist with the redevelopment and future hosting of a re-designed/re-platformed website. The purpose of this Request for Proposal (RFP) is to solicit responses for a contractor to provide and implement a new public-facing web platform (either open source or proprietary), with the project beginning mid-January 2026.

Background: The Dakota County CDA has been a leader in affordable housing and community development for over 50 years. Our vision is to be a recognized leader in housing and community development by creatively meeting the needs of our stakeholders while maintaining a high level of financial performance. Through the dedication of our staff and support of Dakota County, Dakota County cities and our community partners, the CDA has grown into one of the largest housing and community development program providers in the Midwest administering over 30 different programs and serving over 10,000 people daily.

Our current website (www.dakotacda.org) is hosted externally and uses WordPress. This current version was re-designed/re-platformed in 2017. We would like to incorporate new visuals and functionality to our website, detailed below.

2. Project Goals and Scope of Work

Objective: Procure and implement a new public facing website to enhance user experience.

Scope of Work: The following list serves as a preliminary scope for our expectations. The new website will ideally address the following areas and/or incorporate the following key features and technical requirements including, but not limited to:

- **Discovery, Planning, and Strategy** – Project kickoff meeting; review of requirements, budget, and schedule.
- **Technical Requirements** – Site mapping and wireframes; navigation structure; data management.
 - ADA compliance standards (WCAG 2.1 AA Accessibility compliance minimum, with ability to upgrade/adapt to future standards).
 - Explore chatbot functionality for frequently asked questions and user engagement.
 - Implementation of the latest website security features.
 - Email collection and management (for information distribution and/or newsletters).

- Development of user-friendly and fully functional web forms.
- **Design** – Full color design mockups; responsive design prototypes; accessibility.
 - Modern, visually appealing and responsive design that meets usability standards.
 - Extensive and user-friendly CMS; customizable branding and site architecture.
 - Improved navigation paths and over-all enhanced user experience.
- **Development and Testing** – Fully developed and configured system ready for testing; all defects fixed.
 - Furnish, install, configure, and test all equipment, software, and services for the proposed website solution.
- **Training** – Training and materials for administrators virtually or in-person; end user training and materials (if applicable).
 - How-to documentation, videos, user guides, and other aids.
- **Acceptance and Deployment** – Implementation plan; operations and maintenance plan.
 - Facilitate move to a new public website solution.
 - Ongoing support and quality assurance, including security, system updates, and accessibility compliance for availability and reliability.
 - Incident technical support (24/7/365).
 - Data collection and analysis on website performance and user engagement.

3. Proposal Requirements

Company Information: Provide a brief history and overview of your firm, including relevant experience and/or demonstrating qualifications to provide services outlined by the RFP.

Team Structure and Key Personnel: The selected contractor will provide one project manager who will function as the sole point of contact on this RFP and work directly with CDA staff throughout the implementation of the new public website.

As part of the response, the responder shall also state the firm's organizational structure or provide an organization chart showing team members and key personnel. For each project participant, include their title, areas of responsibility, a brief description of their related work experience in the same or a similar role, and their work location. Provide any subcontractors' company name(s), address(es), and contact person(s) with their email address and telephone number.

The contractor will use its best commercially reasonable efforts to maintain the stability and continuity of key personnel defined above to provide services to the CDA, and will not arbitrarily replace or reassign key personnel during the term of the contract. Key personnel for this award include the Project Manager and/or Technical Lead assigned to the CDA.

Experience and References: Briefly summarize 3 similar projects completed within the last 3 years, including the:

- Website address for each completed project.
- Client name and address.

- Phone number and email address for a currently available contact person familiar with the project and website's performance.

Work Plan: Detail your approach to the project, including timeline for implementation and ongoing maintenance, including, but not limited to:

- A clear description of the methods or processes to be used to complete each item in the Scope of Work (section 2, above).
- Preliminary work plan detailing tasks, timelines, and work products if different or supplemental to the Scope of Work (section 2, above).

Budget and Pricing: As detailed in section 4, below.

Conflict of Interest: If applicable, the contractor must identify any potential conflicts of interest it may have with this proposal, or with the fulfillment of the project.

Acknowledgement of Public Records and Requests for Confidentiality: Responders must acknowledge that the Dakota County CDA is subject to Public Records Requests. Requests made by the public for the release of information held by the CDA are subject to the provisions of the Minnesota Government Data Practices Act (MGDPA), Minnesota Statutes Chapter 13. Responders are encouraged to familiarize themselves with these provisions prior to submitting a proposal.

Pursuant to the MGDPA, Minnesota Statutes Section 13.591, the names of all entities that submit a timely proposal to the CDA will be public once opened. All other information remains private until the CDA has completed negotiating a contract with the selected contractor. After a contract has been negotiated, all information received is public information except "trade secret" information as defined in Minnesota Statutes Section 13.37. All information submitted by a responder therefore shall be treated as public information by the CDA unless the responder requests that the information be treated as confidential trade secret at the time of submission.

Any request for confidential treatment of trade secret information must sufficiently describe the facts that support the classification of information as confidential trade secret. The envelope or mailing container of any documents submitted must be clearly marked as containing confidential trade secret information. Each page upon which trade secret information appears must be marked as containing confidential trade secret information.

The responder's failure to request confidential treatment of trade secret information pursuant to this subsection will be deemed by the CDA as a waiver by the responder of any confidential treatment of the trade secret information in the proposal.

By submitting a proposal, responder agrees to indemnify and hold the Dakota County CDA, its agents and employees, harmless from any claims or causes of action relating to the CDA's disclosure or withholding of data based upon reliance on the representations that the information is or is not a trade secret as defined in Minnesota Statutes section 13.37 and therefore not public.

4. Budget and Pricing

Cost Structure: As part of the proposal, the contractor must identify the budget necessary to perform the services specified and include that budget in the cost proposal. When establishing the estimate for the project, all direct expenditures shall be included, such as, but not limited to hardware and software, contractor fees, cloud service fees, travel, material purchases (subject to approval). Indirect rates or overhead

costs, such as rent, utilities, or incidental copying will not be allowed under this contract. Future costs, such as ongoing maintenance or support fees should be detailed as well.

Payment Terms: Billing for completed services shall be based upon a monthly invoice submitted by the contractor. For labor, the invoice shall indicate the hours of labor performed by each person charging time to the project, and itemizations of the reimbursable expenses charged. Cloud service fees, software or hardware costs should provide sufficient reporting detail to allow for justification and, where applicable, asset tracking. For the duration of the new site implementation, the invoice must also indicate the total contract amount, the total paid to date, the remaining amount to be paid, and the estimated percent of the project completed.

Pre-Contractual Expenses: Pre-contractual expenses are those incurred by the contractor in 1) preparing its proposal in response to this RFP; 2) submitting the proposal to the CDA; 3) any other expenses incurred by the contractor prior to the date of execution of the project contract. The CDA shall not, in any event, be liable for any pre-contractual expenses incurred by the contractors in preparation of their estimate or proposal. Contractors shall not include any such expenses as part of their estimate or proposal, and shall not retroactively seek payment for these expenses.

5. Evaluation and Selection

Criteria: The award shall be based on, but not limited to, the following factors:

- **Project Understanding.** Vendors will demonstrate an understanding of the CDA's business, requirements, and desired outcomes. (25%)
- **Proposed Project Approach.** Vendors will highlight a project approach and work plan that delivers the best possible outcome while mitigating risk. (25%)
- **Best Value Cost Proposal.** Vendors will have a cost proposal that provides the CDA the best value for its investment. (20%)
- **Quality control.** Vendors will have established processes and methods to ensure a quality product is delivered on schedule. (10%)
- **Performance and Experience.** Vendors will have a demonstrated track record of successful outcomes of recent similar projects within the past three years. (10%)
- **Project Team, Organization, and Key Personnel.** Vendors will provide a demonstrably qualified Project Manager and project team with similar project experience as outlined in this RFP. (10%)

Selection: Proposals shall be received by the Assistant Director of Administration and Communications (section 6, below), and reviewed jointly with the Director of Administration and Communications. The CDA reserves the right to appoint additional staff to evaluate and/or form a committee to review proposals, and/or establish a short list of contractors eligible for interview after evaluation of written proposals, if desired.

6. General Instructions for Contractor

Contact Information: The point of contact for this RFP is:

Kaili Braa, Assistant Director of Administration and Communications
Dakota County CDA
1228 Town Centre Drive
Eagan, MN 55123

Questions: Questions regarding this RFP must be submitted by email and must be received no later than 4 p.m. CST on January 5, 2026. Responses to all questions submitted will be posted on the CDA's website no later than 4:00 p.m. CST on December 19, 2025. under [Contracting Opportunities](#) on the CDA website.

RFP Timeline:

- RFP Release Date: December 1, 2025
- Response Date: January 5, 2026 at 4 p.m.
- Project Start Date: Mid-January 2026
- Desired Launch Date: July 1, 2026
 - 3–5-year contract period, including maintenance and support, dependent upon final contract negotiation.

* The selected contractor will work with the CDA to make any necessary adjustments to the work plan and timeframe during the contract period.

7. Submission Guidelines

Proposal Submittal: After reviewing this RFP, the responder / contractor must submit one (1) electronic copy of the proposal by 4 p.m. on January 5, 2026, via email to Kaili Braa, Assistant Director of Administration and Communications at kbraa@dakotacda.org.

Transmittal Letter: All proposals must be accompanied by a letter of transmittal on the firm's official business letterhead. The letter is to transmit the proposal, and must identify all materials and enclosures being forwarded collectively as a response to this RFP. The letter must include:

- Identification of the firm/contractor submitting the RFP, including name, address, telephone number, and web address.
- Acknowledgement of the RFP and Addenda, if applicable.
- Name, title, address, telephone number, and email address of contact person during the period of proposal evaluation.
- A statement to the effect that the proposal shall remain valid for a period of 120 days from the date of submittal.
- Signature of a person authorized to bind the offering firm to the terms of the proposal.

Proposal Format: All proposals by contractors shall bear the firm's official seal or logo, if applicable. All text and exhibits should be succinct and relevant to the RFP requirements.

Contract Award: Issuance of this RFP and receipt of proposals does not commit Dakota County CDA to award a contract. The CDA reserves the right to postpone proposal review at its discretion, to accept or reject proposals based on evaluation of the submitted information, to accept other than the lowest cost proposal, to interview a short list of respondents, to negotiate with other than the selected contractor and/or to negotiate with more than one contractor simultaneously. The CDA also reserves the right to cancel all or part of this RFP, and/or issue a subsequent RFP.