



ERDCWERX Request for Proposal – Website Development

ERDCWERX is an innovation hub of DEFENSEWERX, based in Vicksburg, Mississippi, that actively supports innovation and collaboration goals of its government partner, the U.S. Army Engineer Research and Development Center (ERDC). ERDCWERX operates under a Partnership Intermediary Agreement (PIA) with ERDC that facilitates direct support for ERDC technology transfer and transition.

ERDCWERX seeks to expand its web presence to promote additional ERDC capabilities. This RFP invites proposals for the design, development and occasional maintenance of a new website that increases awareness and engagement of prospective government and industry customers of ERDC field offices and laboratory testing/demonstration services. The website will effectively communicate the value of these resources and promote collaboration opportunities. It should also provide a clear and user-friendly process for interested parties to express interest and pursue access to these services offered by or at ERDC.

A key focus of the website will be to contain content similar to that currently piloted on ERDCWERX.org (www.erdowerx.org/cbitec/) regarding ERDC's Contingency Basing Integration Training & Evaluation Center (CBITEC) in Fort Leonard Wood, Missouri. While the initial structure of the website should accommodate this content regarding CBITEC, it must be designed with scalability in mind—allowing for the future inclusion of additional ERDC field offices, services, and capabilities.

ERDCWERX currently maintains two websites—**ERDCWERX.org** and **ERDCinnovation.org**. The new site may be modeled after some of the preferred structure/elements of these sites. Additionally, it should complement and align with the branding and messaging of the two existing platforms.

ERDCWERX will retain exclusive ownership of all rights to the completed website, including but not limited to its design, content, source code, and all associated intellectual property. In addition, ERDCWERX will be granted full administrative access to the website's backend and content management systems, ensuring the ability to make updates, manage content, and oversee all technical aspects without restriction.



Scope of Work

The selected subcontractor will be responsible for the full lifecycle of website design and development including planning, implementation, testing, and deployment. The anticipated scope of work includes, but is not limited to the following:

- **Website Strategy, Planning, and Information Gathering**
 - Collaborate with ERDCWERX to define site architecture and user experience goals
 - Develop a scalable website framework that contains initial content regarding CBITEC and other featured field offices and services while allowing for future expansion to include additional ERDC field offices and services
- **Design & User Experience**
 - Create wireframes and design mockups that reflect ERDCWERX branding and messaging
 - Ensure intuitive navigation and a visually engaging interface tailored to the target audience
 - Incorporate responsive design for optimal performance across devices
- **Development**
 - Build the website using WordPress and support maintenance capability by the ERDCWERX marketing and communications team
 - Customize themes and plugins as needed to meet functional and design requirements
 - Implement features such as informational pages; media galleries; interactive database forms for expressing interest and requesting access to services; search functionality
- **Accessibility & Optimization**
 - Ensure compliance with accessibility standards (e.g., WCAG 2.1)
 - Optimize for search engines (SEO) and fast load times
- **Testing & Quality Assurance**
 - Conduct thorough testing across browsers and devices
 - Address bugs and usability issues prior to launch
- **Launch & Support**
 - Assist with expedient development, deployment and launch of website
 - Provide initial orientation/recommendations for site maintenance
 - Offer support following website launch
 - Deliver documentation for future updates and scalability



Ideal Vendor Qualifications

- Proven experience designing and developing websites using WordPress, including custom themes and plugin integration
- Strong portfolio showcasing work with government, research, or technical organizations
- Familiarity with accessibility standards (e.g., WCAG 2.1) and SEO best practices
- Ability to create scalable website structures that accommodate future expansion
- Experience implementing interactive features such as forms, media galleries, and search functionality
- Strong project management skills and ability to meet deadlines
- Excellent communication and collaboration skills
- Availability to provide training and post-launch support

Project Timeframe & Anticipated Steps

ERDCWERX seeks a subcontractor to design, develop and deliver a new website according to the project timeframe and anticipated steps:

- August 6, 2025– RFP Announced
- August 27, 2025 – Deadline for proposal submission
- September 3, 2025 – Notify top candidates, request additional detail if needed
- September 8-12, 2025 – Conduct phone interviews with top candidates if needed
- September 15, 2025 – Select preferred candidate, initiate negotiations
- September 19, 2025 – Complete negotiations and finalize vendor agreement
- September 24, 2025 – Vendor commences work
- November 17-21, 2025 – Vendor completes final beta version of website
- December 8-12, 2025 – Vendor completes website launch
- January-September 2026 – Post-launch support of website, upon request

Note: Dates may shift slightly based on client and vendor candidate availability.

Assuming successful delivery of services, ERDCWERX reserves the right to extend, as needed, the initial agreement timeframe and funding to support future enhancements or additional phases of work. ERDCWERX will take responsibility for marketing/generating website traffic.

Assumptions

The subcontractor will benefit from the following ERDCWERX resources and support during planning and content development:

- WP Engine hosting provider and WordPress platform
- ERDCWERX Marketing & Communications Strategy document
- ERDCWERX team includes Marketing & Communications team and Systems & Network Administrator

Upon selection, subcontractor may be hosted for an in-person planning discussion; majority of coordination is expected to be undertaken on virtual meeting platforms.



Evaluation Criteria

- Capabilities and reputation of company
- Relevant experience of company team members
- Availability and applicability of company resources
- Efficiency and effectiveness of proposed approach
- Design portfolio
- Cost of proposed services
- Degree of satisfaction of current and previous clients

This RFP does not obligate ERDCWERX to award an agreement if circumstances change or received submissions do not satisfy minimum requirements. ERDCWERX may choose to provide feedback to each vendor regarding the contents of their submitted proposal.

Requested Proposal Format

Please submit content in the order listed below; Maximum four pages, 1" margins, Size 12 Arial font, PDF format, 10MB maximum; Please provide access to portfolio and supplemental materials through web links in proposal document.

- Organization name, street address, years in business (current and previous names), organization structure (LLC, other), small business classification (if any), DUNS number
- Primary Contact name, job title, email address, mobile phone number
- Names, experience, and qualifications of project leader and team members proposed to undertake work
- Unique capabilities and experience of team, relevant to requested deliverables
- Current and recent projects undertaken by company, customers served
- Description of proposed approach (strategies, tactics, technology) for coordination and delivery of requested services
 - Project budget by expense category – please include an estimate of travel expense associated with a planning launch session at ERDCWERX in Vicksburg, Mississippi if desired by ERDCWERX
- Five customer references with organization name, contact name, contact email and mobile phone number, nature of work completed for this customer

Submit Your Proposal

To submit, please complete the contact fields and upload your proposal PDF using the following link: <https://erdcwerx.wufoo.com/forms/x17iauo518om4ol/>

Please submit questions to info@erdcwerx.org prior to the submission deadline.

For additional details regarding ERDCWERX, please visit www.erdowerx.org.

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