

**Work Safely with Silica Rebuild  
REQUEST FOR PROPOSAL**

**1. Overview**

CPWR-The Center for Construction Research and Training is issuing this Request for Proposal (RFP) to identify a firm to rebuild and provide on-going support for **Work Safely with Silica**, which currently includes a main website housed under [www.silica-safe.org](http://www.silica-safe.org) and an integrated planning tool -- *Create-A-Plan to Control the Dust* -- housed under a related URL ([www.plan.silica-safe.org](http://www.plan.silica-safe.org)). Work Safely with Silica is a leading online source of information to help employers, workers, and other stakeholders identify silica hazards, understand and mitigate the health risk, and comply with applicable rules and regulations.

**2. Work Safely with Silica Background**

Work Safely with Silica was developed and launched in 2012 based on input from a labor-management silica task force and a stakeholder focus group to:

- ✓ Raise awareness among a broad, often resistant, group of construction industry stakeholders of the health risks associated with occupational exposure to silica dust;
- ✓ Encourage use of available tools and controls to mitigate the risks;
- ✓ Compile evidence on the feasibility of controlling silica dust exposures and the need for the Occupational Safety and Health Administration's (OSHA) to issue a silica standard for the construction industry.

The existing header design, features, and functions reflect the focus group findings and the task force's recommendations. The planning tool was developed under a related but separate URL at the recommendation of the original developers to provide them with the flexibility to include the robust features required by the industry.

In 2016, OSHA issued a final standard for the construction industry. Work Safely with Silica was used as evidence during the rulemaking process and is included in guidance documents for implementing the standard. At the request of the oil and gas industry, in 2019 modifications were made to the content and planning tool to address the needs of that industry's employers and workers. Now, the firm that developed and provided ongoing support for Work Safely with Silica is ending its website practice area.

**3. Key Audiences**

CPWR's key audiences include individuals and organizations interested in improving construction worker safety and health, with a particular emphasis on reaching the workers themselves and the employers who have the ability to implement solutions and effect change. The primary users of this website are employer representatives (e.g., safety managers, crew leaders) and other safety and health professionals charged with developing silica exposure control plans to protect workers in construction as well as oil and gas and general industry.

#### 4. Project Goals

CPWR is undertaking this project to 1) find a firm to rebuild, host and provide ongoing support for Work Safely with Silica, including the planning tool; and 2) use the rebuilding and transition process to update and streamline the content, improve usability, preserve the planning tools features and functions that end-users rely on, and integrate silica data and information currently housed in other CPWR websites.

#### 5. Project Scope and Specifications

The firm selected to rebuild Work Safely with Silica ([www.silica-safe.org](http://www.silica-safe.org) and [www.plan.silica-safe.org](http://www.plan.silica-safe.org)), will be expected to:

- ✓ Recommend and implement recent technologies to enhance the end-user's experience (i.e., search functionality, mobile access, ease of updating);
- ✓ Preserve the critical link between the two URLs, whether by bringing the planning tool and main site content under one URL or by merging the two URLs seamlessly as is done in the current site.
- ✓ Preserve the planning tool's approach and functionality (e.g., a 3-step process to generate a plan, the options for saving, editing, and accessing plans);
- ✓ Find references in the existing Work Safely with Silica website's content and planning tool to that link to the following former and current CPWR websites: [Return on Investment Calculator](#), [Exposure Control Database](#), and [Construction Solutions](#)). Address how best to showcase the information on the new site. *Attachment 1 shows examples of these references.*
- ✓ Identify ways to better organize and prioritize content. *Attachment 2 shows preliminary ideas for consolidating categories and information.*
- ✓ Follow best practices for accessibility, such as W3C's Web Content Accessibility Guidelines and Section 508 compliance.
- ✓ Use non-proprietary technologies to develop the content management system and planning tool functionality.
- ✓ Train key CPWR staff on content management and new features resulting from the rebuild.
- ✓ Provide ongoing support post-launch with hosting, content management, and technical issues.

#### 6. Proposal Requirements

Proposals should include the following:

- ✓ Company name
- ✓ Contact information
- ✓ Description of how the project will be approached and managed
- ✓ Main staff who work on this project and the support required from CPWR staff.
- ✓ Detailed timeline for completing the project, including the deliverables at each stage.
- ✓ A detailed budget including anticipated hours, the hourly rate, and how unanticipated expenses will be addressed (e.g., the purchase of stock images) for the rebuild and updates.
- ✓ A separate statement of cost of ongoing hosting and maintenance should also be provided.

## 7. Project Timeline

The original Work Safely with Silica website is scheduled to come down in January 2026, and we would like the new site to be live at that time so there is no lapse in availability for the end user.

- ✓ RFP Release: Wednesday, October 15, 2025
- ✓ CPWR will respond to any initial questions in writing. Firms with questions on this RFP must submit them via email to [gbarlet@cpwr.com](mailto:gbarlet@cpwr.com) by **Wednesday, October 22, 2025, at 5:00 PM E.T.** Questions and answers will be compiled and shared with each firm that has submitted or expressed an interest in bidding on the project by the following Monday, October 27, 2025.
  
- ✓ Proposal Deadline: **Friday, November 7, 2025, at 11:59 PM E.T. Proposals should be emailed to both [cpwr-r2p@cpwr.com](mailto:cpwr-r2p@cpwr.com) and [gbarlet@cpwr.com](mailto:gbarlet@cpwr.com).** If needed, CPWR will schedule individual calls with potential firms for the week of November 3<sup>rd</sup>.
- ✓ Anticipated Selection of Firm: Wednesday, November 12, 2025.
- ✓ Project completion/launch deadline: **Friday, January 23, 2025**

## 8. Budget

The estimated budget for this project is \$50,000, with potential for a small contingency if a bidder proposes elements that would add significant value.

Please include a total cost for the work specified in this announcement, with categories for main components of the work, and a separate budget for the post-launch ongoing maintenance and support that the firm will provide.

## 9. Evaluation of Proposals

Proposals will be evaluated based on the firm's experience, project management approach, and ability to meet the needs and deadlines outlined in this RFP. As a nonprofit, CPWR is interested in creative and cost-effective approaches for developing and maintaining the site. CPWR will evaluate the proposed costs against the scope of work provided and results of prior, similar projects. CPWR follows the procurement requirements of Part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards.

A contract cannot be made to parties listed on the government-wide Excluded Parties List System in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR Part 1986 Comp., p. 189) and 12689 (3 CFR Part 1989 Comp., p. 235), "Debarment and Suspension." The Excluded Parties List System in SAM contains the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549.

CPWR will notify all bidders when a decision has been made and reserves the right to reject all bids.

# Attachment 1 – Examples of Links on the Work Safely with Silica website and Planning Tool to Silica Data/Information on Other CPWR Websites

Return on Investment Calculator Link - [www.safecalc.org/](http://www.safecalc.org/)

## Drill Press with Hand-Held Drill and Vacuum (Table 1 Entry)

### 1. Telpro Inc. Drillrite w/ Hilti TE 7 Rotary Hammer Drill & Vacuum

- See how it works
- Manufacturer: Telpro Overhead Concrete Drill Press
- Manufacturer: Hilti Drill
- Manufacturer: Hilti Vacuum
- Learn More: Table 1 - Equipment Names and Best Practice Tips
- Learn More: Construction Solutions
- Learn More: Return on Investment - Overhead Drill Press & Dust Control

Note: This website has been shut down, but we will share with the firm selected for this work some of the ROI examples mentioned on silica-safe.org for possible inclusion in the redesigned site.

## Construction Solutions Link

<https://www.cpwrconstructionsolutions.org/>

### 2. Hilti TE 700-AVR & DRS-B Dust Removal System and VC150-6 X Um Vacuum

- Manufacturer: Breaker
- Manufacturer: Dust Removal System
- Manufacturer: Vacuum
- Learn More: Table 1 - Equipment Names and Best Practice Tips
- Learn More: OSHA's Silica Standard Full Text and Table 1
- Learn More: Construction Solutions

## Exposure Control Database Link

<https://ecd.cpwrconstructionsolutions.org/>

The screenshot shows the 'Create-A-Plan to Control the Dust' website. The table below is titled 'Option 3 - Studies and Data on Silica Exposure and the Use of Dust Control'.

| Material, Task, Etc.    | Year of Study | Title   | Summary  |
|-------------------------|---------------|---|--|
| Multiple                | Multiple      | <a href="#">CPWR's Exposure Control Database</a>  | CPWR's Exposure Control Database can help you and your workers reduce their exposures to silica, welding fumes, lead, and other hazardous materials. The tool allows users to enter a construction task, propose variables and obtain a predicted exposure level based on trusted sources. A recorded webinar on the data through its features. If you would like to contribute to our database, please submit our <a href="#">Silica Objective Data Collection Form</a> . |
| Sand Transfer & Loading | 2018          | <a href="#">Dust Suppression Hopper reduces dust liberation during bulk loading. Two case studies</a>                                       | Sand that is being transferred and loaded can release dust into the work environment. For bulk loading sand into trucks or trailers, a Dust Suppression Hopper (DSH) at two industrial sand transfer stations. Results show that the DSH reduced airborne respirable dust by 88% depending on the sand size being loaded.  |
| Concrete Drilling       | 2018          | <a href="#">Pneumatic rock drill vs. electric rotary hammer drill: Productivity, vibration, dust, and noise when drilling into concrete</a> | While there were no differences in drilling productivity between electric and pneumatic drill of similar mass, there were differences in exposure levels of noise, handle vibration, and silica dust. Structural contractors should switch from pneumatic rock drills to electric rotary hammer drills for structural drilling in order to reduce worker exposures to the hazards of   |

## Attachment 2 – Examples of Possible Changes

The screenshot shows the CPWR website's 'Work Safely with Silica' page. The header features the title 'Work Safely with Silica' in red, with a subtitle 'A ONE-STOP SOURCE OF INFORMATION ON HOW TO PREVENT A SILICA HAZARD AND PROTECT WORKERS'. Below the header is a navigation bar with links: 'About', 'Know the Hazard', 'Regulations & Requirements', 'What's New', and 'Create-A-Plan'. A search bar with a 'GO' button is also present. The main content area is divided into two columns. The left column is titled 'Know the Hazard' with a warning icon and contains text about silica dust exposure. The right column is titled 'Control the Dust' with a checklist icon and contains text about a 'CREATE-A-PLAN' tool. Below these are three smaller boxes: 'Training & Other Resources' (with an information icon), 'What's Working' (with a speech bubble icon), and 'Ask a Question' (with a question mark icon). The footer includes copyright information for CPWR and the site is attributed to Trilogx.

This and the following slides include examples of ways information and categories could be consolidated and streamlined to reflect changes in priorities since the website was launched.

1. Move information currently housed under “What’s New” into other categories. For example, the sub-categories of What’s New -- “On the Site” and “Recent Research” -- could be re-worked and put under “Training and Other Resources” and “In the News” topics could be broken up and placed under categories such as regulatory requirements.
2. Make the planning tool more prominent by flipping the title to Create-a-Plan to Control the Dust.”
3. Put Training and Other Resources on the top navigation bar in place of “What’s New”
4. Remove “What’s Working” and consolidate the content under “Training and Other Resources”.
5. If the Search box could be moved up – use the open space for “Frequently Asked Questions” and do away with the larger “Ask a Question” box. The feature allowing users to Ask a Question could be made part of the “Frequently Asked Questions” drop down menu.

If these ideas would still result in too many topics on the top navigation bar, “Training & Other Resources” could be left as a larger box under the “Know the Hazard” and “Control the Dust” boxes.

## Attachment 2 – continued





Home About • Know the Hazard • Regulations & Requirements • What's New • Create-A-Plan Search  GO

# About


[Purpose & Who We Are](#)

[Press](#)

[Supporters](#)

 [Know the Hazard](#)  [Training & Other Resources](#)  [What's Working](#)  [Ask a Question](#)

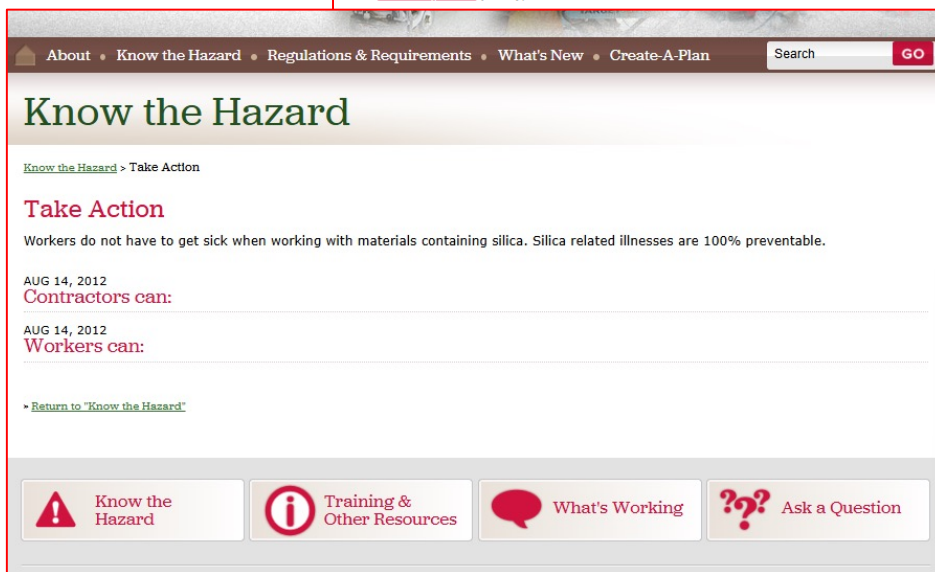
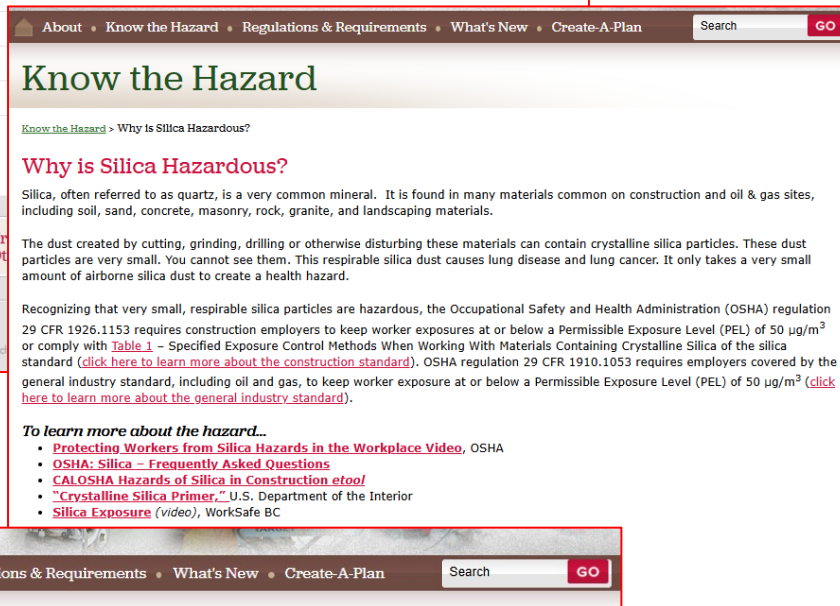
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CPWR  THE CENTER FOR CONSTRUCTION RESEARCH AND TRAINING

Site by: [Trilogix](#)

Under “About”, remove “Press” – there’s only one entry and it’s for this site’s original launch.

# Attachment 2 – continued



- 1, Is there a way to improve navigation between items in the drop-down menus on the top brown bar and the lists of subcategories? For example, when you click on the “Know the Hazard” main box you go to a page with all of the subcategories. When you hover over the topic in the drop-down menu on the brown bar these same subcategories appear. When you click on a subcategory, for example “Why is Silica Hazardous”, you have to hover over the brown bar to see and navigate to the other subcategories. (See first two screen shots as an example.)
2. Remove the dates over the categories on “Take Action” (and check other pages for this issue). The dates are applicable on some pages but not all. They are not meaningful on this page.

## Attachment 2 – continued



About • Know the Hazard • Regulations & Requirements • What's New • Create-A-Plan

Search  **GO**

# Regulations & Requirements

- OSHA Construction Standard
- OSHA General Industry Standard (including Oil & Gas)
- OSHA Special Emphasis Program and Directives
- Voluntary
- Other
- Status of Regulatory Efforts

 Know the Hazard

 Training & Other Resources

 What's Working

 Ask a Question

1. The sections “Special Emphasis Program”, “Voluntary”, “Other” and “Status of Regulatory Efforts” will need to be revisited by CPWR (consolidated or eliminated).
2. The “Status of Regulatory Efforts” could be renamed OSHA Silica Rulemaking History – the “Special Emphasis Program” (if no longer active would be consolidated in this new section). The “OSHA Rulemaking – Final Rule Issued”, “History” and “Timeline” should be revisited – there may be opportunities to streamline the text.

This is another example of the dates appearing over the categories – these dates aren’t necessary.

## Attachment 2 – continued

### Create-A-Plan to Control the Dust

You do not need to register to use the planning tool, however, registering will allow you to **confidentially** save, retrieve, edit, rename or delete saved plans. Only you have access to your saved plans.

**REGISTER**

*Returning users login below.*

Email  Password

**LOGIN**

[Forgot your password?](#)

[Step One](#) **CLEAR THE PLAN**

### Step 2. How do you plan to control the dust?

Select the type of equipment and dust control you plan to use for each material and task you selected in Step 1. *Not Sure - Perform Air Monitoring.*

To find the exposure control methods in OSHA's silica standard, learn about air monitoring, or to find studies and data on the use of controls [click here](#). To give users the greatest flexibility, any material-task combination may be selected. For uncommon combinations or those not typically performed, the default control is respiratory protection.

**1** **Brick - Cutting/sawing** **COMPLETED**

**Select the Equipment/Control:**

[Click here](#) for examples of commercially available equipment and controls.

- Hand-Held Cutter with Dust Extraction (Table 1 Entry)
- Hand-Held Masonry Saw with Vacuum
- Hand-Held Masonry Saw with Water (Table 1 Entry)
- Splitter
- Stationary Masonry Saw with Vacuum
- Stationary Masonry Saw with Water (Table 1 Entry)
- Other

**Describe the specific task and equipment/control you plan to use for this job.**

The Planning Tool offers users the ability to create a plan in three easy steps and comply with the OSHA Standard. The current functions have worked well, but there may be ways to improve them. For example, if a user in steps 2 or 3 uses the small green navigation within the site (on this slide “Step One”) they can move back a step and modify their entry without losing what was entered in Step 2. If, however, they use a back arrow key their entries are lost. It would be an improvement if either approach worked or the navigation was more prominent on the site.

## CPWR's Work Safely with Silica Rebuild RFP – Developer Q&A

The following questions have been combined from many submissions, with similar questions grouped together.

### **Scope and Objectives**

1. **Is the only site coming down (silica-safe.org)? Or will any of the following be coming down: [plan.silica-safe.org](http://plan.silica-safe.org), [safecalc.org](http://safecalc.org), [cpwrconstructionsolutions.org](http://cpwrconstructionsolutions.org), [ecd.cpwrconstructionsolutions.org](http://ecd.cpwrconstructionsolutions.org)?**

**Should developers consider these or other CPWR sites [cpwr.com/about-cpwr/cpwr-websites/](http://cpwr.com/about-cpwr/cpwr-websites/)?)?**

*As noted in the RFP, the **Work Safely with Silica** website, which is made up of two related URLs [www.silica-safe.org](http://www.silica-safe.org) (main site) and [www.plan.silica-safe.org](http://www.plan.silica-safe.org) (planning tool), is the focus of this project. Both the main site and planning tool will need to be rebuilt – either as two connected sites or as one site. The original developer housed the planning tool under a separate but related URL to give them the programming flexibility needed to create the planning tool functions.*

*No other CPWR websites will be rebuilt as part of this project. Safecalc.org has already been taken offline, but much of the silica-related information contained within has been preserved. We are currently planning the future management of both [cpwrconstructionsolutions.org](http://cpwrconstructionsolutions.org) and [ecd.cpwrconstructionsolutions.org](http://ecd.cpwrconstructionsolutions.org). While that is uncertain, we have preserved all the content and files from those sites so that the information can be shared on [silica-safe.org](http://silica-safe.org) (and other CPWR websites as is relevant).*

2. **Based on the RFP, this project will involve a full redesign rather than a technical rebuild. Can you please confirm that a comprehensive design refresh is desired? Beyond maintaining current functionality, is CPWR looking for this rebuild to modernize the user experience or primarily to replicate the existing site with improved accessibility and performance?**

*We are interested in a full redesign with a strong emphasis on the technical rebuild. From the end-user perspective, we are largely happy with the way the current site works. As such, the top priority for the project is to rebuild the back-end/underlying technology so that the current functionality experienced by the end-user (particularly the planning tool's functionality) is preserved, and the website can be efficiently maintained moving forward.*

*In addition, we would like to use this rebuild as an opportunity to refresh the look of the site, including consolidating categories as noted in the RFP-Attachment 2 and enhancing the users' experience (e.g., search function, navigation). We will provide support and direction on the consolidation and updating of the content and are open to*

*suggestions on how to improve the design, back-end functionality, etc., as the current site is well over a decade old and technology and user interface practices are likely quite different now.*

- 3. Should the two sites — [silica-safe.org](http://silica-safe.org) and [plan.silica-safe.org](http://plan.silica-safe.org) — be merged under one CMS/domain, or remain separately hosted?**

**Should the developer preserve the current URL structure, or is CPWR open to cleaner URLs with redirects in place?**

**Should [both sites] be hosted on the same backend environment? Do you have a strong preference on whether or not the planning tool and the accompanying website utilize the same domain? Or is the current set-up of using [plan.silica-safe.org](http://plan.silica-safe.org) and [www.silica-safe.org](http://www.silica-safe.org) acceptable?**

*The sites do not have to remain separately hosted. Ideally, they would be hosted on the same backend environment. The two were originally split to provide the developer with greater flexibility when programming the planning tool. We are open to merging the sites under one CMS/domain — [www.silica-safe.org](http://www.silica-safe.org) — as long as we can ensure that existing internal and external links to the planning tool — [www.plan.silica-safe.org](http://www.plan.silica-safe.org) — are automatically redirected to the planning tool portion of the site – Step 1.*

- 4. What are your biggest concerns or potential risks associated with this project, and how can we mitigate them?**

*Our biggest concerns are not being able to provide our users with the same planning tool functionality that they have come to rely on for more than a decade and not having a smooth transition by our deadline. If functionality is lost, we risk having users lose confidence in the website, planning tool, and CPWR.*

- 5. Are there any other projects or initiatives running concurrently that may impact or influence our work?**

*No*

- 6. Have you conducted any user research or testing for your various interactive tools and calculators? If so please describe briefly.**

**Will there be any user testing or stakeholder reviews required before launch?**

*The existing site, including the planning tool (the only interactive tool included in this project), went through extensive stakeholder/user testing before it was launched. Since its launch, we have received only positive feedback from end-users. As we review the planning tool, however, we are noting areas that might be simplified so that maintaining the tool is easier moving forward. Given the expedited timeline for completing this project, CPWR will take the lead on testing and obtaining additional feedback, if needed, in a timely manner.*

*The calculator (safecalc.org) is not a part of this rebuild project.*

**7. Other than those noted in the RFP, are there other areas of concern within the website or planning tool that you would like to be addressed in the future application?**

*No. The RFP laid out our concerns and needs.*

**8. What does success look like, and how will it be measured?**

*Success will be measured initially by the firm's ability to meet the deadlines with a fully functioning site and planning tool. Ongoing success will be measured by ease of updating and maintaining, as well as by user traffic and whether we are able to maintain a similar level of use as the current site.*

**Design Refresh**

**9. Does the look and feel of this website carry through to other materials (presentations, social graphics, conference materials, etc.)?**

*The look and feel do carry through to the types of materials listed in the question, including ones created by non-CPWR entities. We do not need assistance in updating any of these other types of materials at this time.*

**10. Is your team happy with the existing branding of the site? Are you also expecting a brand refresh or update?**

**Are the general brand elements (logo, typefaces, colors) staying consistent from the current site to the new one? Or are you open to discussions around evolving the brand during the website redesign process?**

**Do you have a branding guide you will share during the project? Are there other websites you reference as a potential model, aesthetically, functionally, or otherwise?**

*As noted in response to Question #2, we are interested in a refresh of the look to enhance the user experience, not a full rebrand of the site. As the current site has limited CPWR branding, any updates to brand elements of the site will be to bring it more in line with CPWR's overall style and brand. CPWR will provide our style guide to the selected firm.*

**11. Do you wish to use the CPWR logo?**

*Yes, we want to continue to include the CPWR logo. The logo currently appears on all pages in the lower right corner. As mentioned above, we are interested in discussing how to better align the site with CPWR's overall branding so that it is clearer to end-users that it belongs to our organization, however we do not want to lose the identity of the site and planning tool as a unique resource.*

**12. Are you looking for a replacement for the Google search box and results listing?  
Do you have access to the Google account login used to set it up initially?**

*We are not specifically looking to replace or change the functionality of the current box, but we are looking to carry over the search functionality and results listing to the new site. We are open to applications other than Google, however we are not interested in incurring any significant costs potentially associated with such an application.*

*We do not currently have access to the login used, however we may be able to work with our current developer to get that information.*

**13. Apart from the images currently on the site, do you have additional photography that could be used on the site?**

*Yes, we do have additional photos in our library; however, we recommend using the images currently on the site because they have all been thoroughly vetted to ensure they are showing safe/good practices, proper PPE, etc.*

**14. Which stakeholders, both internal and external to the team, do you recommend meeting with to inform the design?**

*The firm chosen will only need to meet with members of the CPWR team.*

**Content**

**15. Can you share more about what your content plan is? Will content beyond what's mentioned in the RFP attachments need to be updated?**

**Is CPWR open to consolidating duplicated content or outdated documents, or should everything be migrated as-is?**

**Will you need the content development/update work to be wholesale managed by the vendor who is selected for this RFP?**

**Does any of the written content need to be re-written or edited, or can it be used as is? Or do you have content writers and decision makers outlined internally for this portion of the work? If content needs to be added or re-written, will CPWR provide the new content (text and PDFs)?**

**Will CPWR provide an outline for reorganizing content on the site?**

*Yes, we are currently in the process of reviewing, updating, and consolidating all content. As part of this process, we are also reviewing and consolidating selected categories (i.e., the categories in the navigation bars/boxes]. We will have the updated content ready for the developer to populate each section of the site in whatever format needed and are hoping the majority of that can be done automatically but will have staff available to perform entry as needed. CPWR will provide an outline of where the*

*content fits with the modified categories. Developers will not be expected to re-write or edit content.*

**16. Will CPWR provide updated text or metadata (titles, descriptions, alt text, etc.), or should the developer optimize those during migration?**

*We will provide updated text and metadata, and work with our current developer, as needed, to facilitate migration.*

**17. Do we want to migrate over News items to the updated site? <https://www.silica-safe.org/whats-new/in-the-news> - most recent is from 2020 and they go back all the way to 2012**

*As part of our content review and updating process, we will determine which news items to keep, discard, or move to another section of the website. As a central repository for information on the hazard and the steps to obtain a federal silica safety standard, we want to ensure that historical information is not lost.*

**18. Can credit lines be added to each image instead of having a photo credits page?**

*Yes, if it is practical to do so.*

**19. Can the landing page be eliminated (e.g., "About" links to a landing page that contains only links to subpages)? These links are already in the drop-down menu; landing pages seem extraneous.**

*Yes, if it helps with navigation. Alternatively, in the example given, it may make sense to eliminate the subpages and put all of the information on a landing page.*

**20. Are there any new sections or data sources (for example, from Construction Solutions, ECD, or ROI Calculator) that need integration beyond simple linking? Does CPWR have direct ownership or shared authority over the identified data and tools on other sites in that coordination of assets and data is feasible for seamless integration? If not, would a preview and link out to third-party resource suffice? Should bidders treat these as static references or anticipate future data interoperability or shared functionality? Do you wish to move the content and functionality currently on these sites? Are you looking for a content audit to make more connections across the sites or are you looking for something different?**

*The ROI Calculator is already offline, and we are examining how best to manage Construction Solutions and ECD, including preserving their content. Given this uncertainty, the firm undertaking this work should plan to pull the relevant information from those sites into the silica site and not rely on hyperlinks. We are interested in suggestions of how to do this, with a focus on content rather than functionality. One*

*option, for example, could be to take relevant information from a page on the Solutions website and place it in a new document or HTML page housed and linked to within the silica website. We have copies of all the content and files shared on the external sites and will make that available as needed.*

**21. Does CPWR require integration with external APIs, third-party tools, platforms, or databases (for example, OSHA, CPWR datasets, or the Exposure Control Database)?**

**Are there other integrations with existing websites/APIs/etc. that you've considered in the past?**

*As described in the RFP and the answer to Question 20, our goal is to integrate silica-specific information currently linked to and housed in our Exposure Control Database, Solutions, and the ROI calculator. There is no need for integration with other APIs or non-CPWR datasets.*

**22. Should the new tool support multiple languages (English and Spanish), given the presence of bilingual PDFs?**

*A tool that supports English and Spanish would be helpful if it can be done well within the budget and time allotted for this project. We are open to exploring the use of Google Translate or other solutions that allow users to translate content, if there is assurance that the translated versions of the content are clear and accurate enough to be worthwhile. We have done this before based on careful review (see [StopConstructionFalls.com](http://StopConstructionFalls.com)), but as a safety resource, we must provide accurate information.*

**23. Is there any content in the website that cannot be seen as public facing? Anything behind logins, non-linked pages, etc. that we need to consider?**

*The planning tool's option for users to register and save plans is the only section of the website with private content. To ensure users' confidentiality and encourage use of this feature, only the developer has access to this information. If a user has difficulty accessing their plan, the developer/site manager intervenes. This approach was used at the direction of stakeholders because their plans are considered sensitive information. This approach has worked for over a decade and has not been a time burden for users or the developer.*

**24. Where does the submission go when a user submits the "Ask a Question" form?**

*The submission goes to a CPWR email ([silica@cpwr.com](mailto:silica@cpwr.com)) overseen by members of the Research-to-Practice team, which also oversees the website and planning tool.*

**25. Do you have specific backup frequency, data retention, or disaster recovery requirements?**

*We expect the selected firm to follow best practices based on the complexity of the website – while the main site/section is largely static, we want to ensure the plan continues to function smoothly and that users’ account information and saved plans remain available to them and no one else (i.e., weekly back-up, long-term confidential retention of user plan data, etc.).*

**Planning Tool Rebuild**

**26. Do you want the Create-a-Plan to be rebuilt from the ground up or modified as-is? How happy are you with how the tool functions and do you want to retain the functionality?**

**Should the current 3-step process be replicated exactly or should modern UX patterns such as a progress bar, autosave, or responsive design be explored?**

*The planning tool will need to be rebuilt, as the current site will no longer be available, however our current developer will be able to provide the original codebase used for Ruby on Rails. Since our users have been very pleased with how the tool functions, we want to preserve the overall 3-step process. It is intuitive for our users, allows them to use the plan elements or produce a plan that meets their needs, and, when all steps are completed (and fields in Step 3 filled in), produce a plan that complies with OSHA’s silica standard. We are open to including new or additional features to improve the process as long as the overall process remains the same. In terms of the options mentioned in the question above:*

*Progress bar – We are open to discussing the use of a progress bar; however, we previously determined it was not necessary because the “Continue” button is an indicator that the user has completed all required fields and can move to the next step (i.e., when it turns green). Due to the fact that some fields are optional, it may be difficult to determine exact progress.*

*Autosave – This is currently a feature of the tool, as is the option of going back to edit an earlier step.*

*Responsive design – We are open to ideas for how a more responsive design of the planning tool could benefit users. It is important to keep in mind the time, thought, and typing required to complete a plan for a company/jobsite. Suggestions for creating an app version made over the years were rejected by end-users, who indicated they were more likely to create their plan using a tablet or full-size computer screen rather than a mobile device.*

**27. Are there any major pain points, your ability to edit or maintain the site content, complaints from users?**

*No. Feedback from users has been positive. An easier system for staff to edit the planning tool content would be helpful, but the existing approach has not been overly burdensome.*

**28. The Download PDF option in the planning tool does not appear to be working. Can you provide an example of the format of this PDF? Would you want to change the format as part of this project?**

*Thank you for doing a thorough review of the functions. We are aware of this issue and have asked our current developer to address the problem if possible. In the meantime, the plan can be printed as a PDF for a similar view. We are interested in maintaining this overall format.*

**Content Migration**

**29. Do you have diagrams, flowcharts, site maps, information architecture documents, or other instructions that describe the architecture of the various interactive tools? Or will we need to reverse engineer them?**

**Can CPWR provide a map or spreadsheet that outlines the structure and functionality of the planning tool (i.e., which answers should lead to which additional questions, which choices in step 1 trigger which prompts in step 2)?**

*The Planning Tool is the only interactive component. We will be able to provide the original codebase, as well as site map information on the pages, content, flow and logic. We are happy to answer any questions that arise as you review the planning tool components and functionality and are putting together a spreadsheet that provides information on which answers lead to the next step for Steps 1 and 2 (i.e., when you choose Material X and Task Y in Step 1, you will see the associated options in Step 2). Step 3 is more straightforward because the questions and fields are optional (you do not have to answer all or in any specific order).*

**30. Will you be able to export content from the current site to a CSV or JSON file, where possible?**

*We will be able to export content from the current main site to CSV files. Based on conversations with our current developer, we cannot download or export the content populating the planning tool; however, we are in the process of copying everything into an Excel document, while also reviewing it for updates and opportunities for consolidation and will collaborate with the developer selected to provide the content in the formats needed.*

**31. When the Create-A-Plan tool is rebuilt, do you want to preserve and migrate the existing saved plans and user logins?**

*We do want to preserve the existing saved plans and user logins if it is possible to do so. Since we are not requesting and don't anticipate significant changes to the design of the planning tool, we are hopeful this migration will be straightforward. However, the current developer has indicated that this migration may be complicated. If we are able to carry out the migration, we will need to work with the developer selected to determine how to handle the saved plans associated with user accounts to ensure they are migrated without violating our privacy and confidentiality policy. Given this uncertainty, we are alerting users that the planning tool is being rebuilt and advising them to download their saved plans as PDFs before January 23, 2026. [As noted above, we are working with our current developer to determine whether the Download Plan functionality can be fixed, but if not, we will direct users to print their plans as PDFs and save them that way.]*

**32. Would the vendor or CPWR be responsible for the DNS changes required for the site migration?**

*We are not certain how to answer this question at this time and may need support to execute the DNS changes. We can engage our IT contractor to assist on our end if needed.*

**33. How accessible/available will the existing vendor be for necessary knowledge transfer, site data coordination, technical information, and general inquiries?**

*The current developer will have very limited availability. You should anticipate primarily working directly with CPWR on the actions described.*

**Technology and AI Philosophy**

**34. How are the current sites built/what platform/technologies are they currently built on?**

**What content management systems are currently in place for updating content on the five sites?**

**Do both sites currently use proprietary technologies?**

**What is the current hosting setup for the site?**

**Are there any technical considerations or constraints that we should be aware of?**

**What database platform is used to store the planning tool user logins and plans?**

**Answer:** *The current site was built with the developer's proprietary CMS and the planning tool back-end uses Ruby on Rails. Site hosting is handled by the original developer, and we will need the new site to be hosted by the new developer.*

**35. Will you be able to provide the selected vendor with full access to the source code, servers, and content management backend of the current [www.silica-safe.org](http://www.silica-safe.org) and [plan.silica-safe.org](http://plan.silica-safe.org) websites? If not, will the developer need to rebuild the planning tool from scratch based on observed functionality?**

*Our current developer has indicated that the Ruby on Rails codebase can be shared. We are also in the process of pulling together all the data/relationships for steps 1 and 2 and the text for all pages and content. As noted in the RFP, we would like to preserve the planning tool's approach and functionality from a user perspective.*

**36. Are all five sites hosted with GoDaddy? I see the domains are registered there but wanted to confirm where the files themselves are hosted.**

*There are only two URL's that are part of this project (not five), and they were purchased through GoDaddy and are owned by CPWR. GoDaddy does not host these sites. The sites are hosted by our current developer.*

**37. Does CPWR have a preferred CMS or technology platform for this project, or is there flexibility in recommending a non-proprietary, open-source solution aligned with your long-term maintenance goals? Are there any systems you definitely want to avoid?**

*We are open to any open-source CMS/hosting service that works well and preserves the existing functionality. We strongly prefer to avoid any proprietary technology/platforms.*

**38. Is the expectation for the vendor to manually enter everything or will you - the client? Are you looking to automatically migrate some (or all) of the content?**

*We do not expect the firm hired to manually enter everything. We hope to provide content in a format that allows the developer to automatically upload it, and we will have staff available for additional content entry as needed.*

**39. Would you want the content management system to enable you to make changes within the planning tool?**

*Yes, we need the ability to make changes within the planning tool – specifically in terms of editing text/fields, adding answer options to the multiple choice questions in the planning tool, and adding new pathway options between steps if needed.*

**40. Would an administrative area within the planning tool be useful? For instance, it could allow you to log in as an admin user, see a list of the users and their plans, etc.**

*Administrative access would be helpful for the following functions:*

- a. Seeing a list of registered users with the ability to email them directly from the CMS in case there are important updates. We do NOT want access to any additional account information as this would violate our privacy policy.*
- b. Ability to see the total number of registered users and saved plans. We do NOT want any type of access to the saved plans themselves as this would violate our confidentiality policy.*

**41. Is there any interest in integrating AI into the platform, such as for the planning tool? How does CPWR view the role of AI in content management and user experience going forward? Is there an existing policy or framework guiding adoption of emerging technologies?**

*We are most likely not interested in integrating AI into the platform. While we are open to learning a developer's thoughts on its use for this project, we do not have a current policy or framework guiding adoption of AI and typically try to avoid its use if there is any potential risk associated with it. In particular, we have an obligation to ensure that all information provided to our users is accurate and based on real sources. We also have an obligation to ensure the information they enter in creating their plan remains confidential and is not used for AI learning.*

**42. In the news section on your website, is there an XML or RSS feed available?**

*No, and we are not interested in adding one, as that section is not updated frequently enough for the feed to be useful.*

### **Accessibility and Compliance**

**43. Does CPWR have an internal accessibility review team or require third-party certification (for example, WCAG 2.2 AA)?**

*No*

**44. Are there any specific accessibility requirements related to this project? Should downloadable PDFs and plan outputs also be remediated for accessibility compliance, or only the site content?**

*As noted in the RFP, we are asking developers to follow best practices for accessibility, such as W3C's Web Content Accessibility Guidelines and 508 compliance. We are primarily concerned about the site content/HTML pages and not the PDFs available on the site. However, we would like the plans generated from the Create-A-Plan tool to be 508-compliant to the greatest degree possible.*

**45. Are there any specific accessibility challenges or user feedback from the current site that you would like the new design to address, just in terms of usability?**

*No. Feedback from users is that it is intuitive and easy to use. Having said that, we are open to developer recommendations to make it better.*

**Analytics/Metrics**

**46. How many total HTML pages and downloadable files (PDF, DOC, PPT) should be migrated or preserved?**

*Based on the information provided by our current developer, there are approximately 55 HTML pages, 110 PDF files, 5 DOC files, 20 PPT files, and 115 JPEG files. However, we are in the process of consolidating content and categories.*

**47. How much traffic do the sites receive? What is your typical traffic volume? How many registered users (accounts) and saved plans are currently stored currently? Are there any seasonal spikes?**

**Do you have any information or data on usage of the interactive tools and calculators? Such as frequency of use, uptake by category, etc.?**

**Are there existing web engagement/analytics reports that can be shared with new vendor? Is there any quantitative or qualitative usage data we can review before the project begins?**

*The main website averages 2,500 sessions and over 2,000 unique users per month, and the interactive planning tool averages over 850 sessions and over 600 unique users per month. CPWR maintains a Google Analytics dashboard for both the main website and the planning tool and will be happy to share access to that data with the selected firm.*

*Metrics on specific items clicked on or fields completed are of limited value given how the industry uses the site. The tool was developed to encourage industry stakeholders to plan for controlling silica dust and to provide them with an easy to use, free tool to help. The tool is comprehensive, but users are intentionally not required to complete all fields to use the planning tool, and we are not interested in pointing them toward any specific section or field.*

*There is only one interactive tool; the ROI calculator (safecalc.org) is not part of this rebuild project.*

**48. Are there plans to add analytics or tracking within the planning tool, such as number of plans generated or materials selected?**

*Yes, at minimum, we would like to preserve the Google Analytics currently collected, which can be shared with the selected developer. In addition, it would be helpful to be able to track the number of plans saved by registered users as well as plans printed (but not saved).*

**Project Management and Collaboration**

**49. Who is involved in the background and decision-making process of the project?**

**How many people are on your project team?**

**Who will be the primary contact(s) and decision-makers at CPWR for approvals and testing?**

**Are there any other internal approval processes or stakeholders we should be aware of?**

**How many individuals at CPWR will need to approve major decisions we make during the project (design, structural changes, etc.)?**

*There are five people on our project team. Full introductions will be made to the selected firm. Eileen Betit (bhrbpr@msn.com) and Grace Barlet (gbarlet@cpwr.com) will be the primary points of contact for questions, approvals, and scheduling during the development process, however we anticipate that our full team will be involved in any major discussions and decisions. In particular, Bill Wright and Jessica Bunting will be involved in any major decision making. In addition to the project team, CPWR's executive director will likely be involved in certain decisions as well.*

**50. How many people within CPWR do you anticipate will be editing content within the content management system?**

**Would you require workflow management capabilities (i.e. admin-level users need to approve content changes by non-admin level editors before publication)?**

*We anticipate having at least two to three staff to be set up with full admin-level accounts as well as additional two to three staff to be set up with editor permissions. We therefore estimate that four to six staff members will need to be trained on the site's management. These staff members will internally coordinate editing and approving content and should be able to handle all regular edits and changes without involving the developer unless there's a glitch in the system.*

**51. Given the short timeline over the winter holiday season, what is the anticipated availability for CPWR decision makers and CMS users during the project?**

*Once an award is made, we will meet to review the timeline and the developer's needs to ensure a smooth process and appropriate staff are available when needed. Because of the importance of making this project successful, we will have staff available throughout the process, including the holidays, to support the developer.*

**52. Can you provide insight into CPWR's in-house staff capabilities and existing bandwidth to work alongside vendor on this project? For example. Is there an in-house graphic designer / content editor to support with sourcing imagery, photo editing, and/or content editing according to approved new editorial styling? Or a content coordinator to help manage content audit/migration process?**

*The team listed earlier have experience providing support for website development, content, editing, and sourcing imagery, etc. The proposals will provide CPWR with an understanding of what level of support prospective developers will require.*

### **Timeline**

**53. Why the rather short timeline? Why is the current site coming down in January- what is driving the decommission? Is it hosted with the firm that will no longer offer web services / hosting will be terminated? Are there any pain points with the current web provider? Are you on good terms with your current webmaster, and would they be open to cooperating with CPWR or another agency during the transition?**

*We have had a good working relationship with the current firm that developed and hosted the site since 2011 when they were awarded the original work. The website and planning tool have functioned well for more than a decade. The need for the rebuild is because the firm has decided to end their website development practice area and alerted us that the site can no longer be supported or maintained because the codebase is outdated.*

**54. Do you have a specific timeline for the launch? What is driving the January 23<sup>rd</sup> launch date? Is there any flexibility on the launch date or must the new site launch in January 2026? If yes, can the site be launched at the end of the month? Would you consider a phased launch approach to the project?**

*Because of the situation explained in the previous answer, the existing site is scheduled to be taken down at the end of January, by which time the new site must be launched and fully functional. The timeline is included in the RFP. A January 23, 2026 deadline provides a one-week cushion to ensure there is no downtime between retiring the old site and launching the new version.*

## **Budget & Post-Launch Operations**

### **55. What budget do you have allocated for this project?**

*As noted in the RFP, the estimated budget for this project is \$50,000, with potential for a small contingency if a bidder proposes elements that would add significant value.*

### **56. What level of post-launch training and support is expected? How much time and what level of support is expected for ongoing maintenance post launch? How does CPWR envision managing updates after launch—through an internal content team or an ongoing vendor relationship for content and technical support? How often will the data or other content on the website need to be updated? Would there be a need for regular updates & expansions to the site?**

*The amount of time needed for immediate post-launch support and training will depend on how intuitive it is to update and maintain the site. We anticipate needing more support in the initial months post-launch, with only intermittent support needed after that. The support will involve hosting the site and addressing any technical issues that arise. We do not anticipate modifications to the structure of the site once launched. We will be responsible for regular updates to the site's content. We will put a new contract in place for hosting and maintenance after the site is launched, and will estimate the number of hours needed based on a discussion with the developer as well as the complexity of the maintenance expected, but we anticipate only a few hours a month will be necessary once internal staff is trained and experienced.*

### **57. How many people will need training on how to update the site's content and what are their technical backgrounds? What is their technical expertise level for ongoing website management?**

*Approximately five staff members will need to be trained on how to use the CMS. In terms of backgrounds, both individuals have experience working with developers to create websites and have been actively involved in updating more than one of CPWR's existing sites, including the existing silica website and planning tool. Ease of maintenance is one of the factors that will be considered in awarding this project.*

### **58. Can you share your anticipated or ideal budget for ongoing services after launch? Or else share what you pay now for that?**

*We do not currently have a specific budget; however, the proposed hourly rate, site hosting rate, and minimum hours required for a contract will certainly influence our firm selection. We anticipate being able to maintain the site internally after an initial period of increased support after launch and would like a contract focused on hosting and maintenance with a minimal number of hours allocated for troubleshooting and*

*additional support each month. Please keep in mind that we are a non-profit organization.*

### **Proposal Evaluation Criteria and Selection Timeline**

**59. What are your considerations or criteria for choosing a vendor? Will proposals be evaluated primarily on technical implementation and cost, or will strategic considerations—such as long-term sustainability, modernization, and support model—also be weighted in the decision?**

*Proposals will be evaluated based on the firm's experience, project management approach, and ability to meet the needs and deadlines outlined in the RFP.*

**60. How many proposals do you expect to receive?**

*Eighteen firms have expressed interest and submitted questions during this initial period. We cannot know at this time how many will submit a proposal.*

**61. What is your estimated timeline for contract approval after vendor selection?**

*We will work with our finance department to put a contract in place as quickly as possible after firm selection.*

### **Communication Preference**

**62. What is your preferred communication style? (e.g., email, project management tools, regular meetings)?**

*Given the expedited timeline, email, calls, and meetings as needed.*