

REQUEST FOR PROPOSAL

1. Project Overview

CPWR-The Center for Construction Research and Training is issuing this Request for Proposal (RFP) to identify a firm to audit [our family of websites](#) and produce a plan to improve the experience of users and simplify the management of the sites. We are interested in contracting with an experienced firm that can offer recommendations about both content and technology. Implementing the plan will not be part of this project.

Proposals are due August 31, 2023.

2. Organizational Overview

CPWR is a 501(c)(3) nonprofit created by the North America's Building Trades Unions (NABTU) with the mission of reducing occupational injuries, illnesses and fatalities in the construction industry. Since our inception in 1990, CPWR has become an international leader in applied research, training, and service to the industry. The websites we manage have become a main vehicle for disseminating information about all three of these areas to our target audiences, with a total of more than 45,000 user sessions and 70,000 page views per month.

3. Audiences

CPWR's key audiences are individuals and organizations interested in improving construction worker safety and health, with a particular emphasis on reaching the employers who can implement solutions and effect change and the workers themselves. Other target audiences include trade associations, construction unions, trainers, researchers, consultants, and policymakers.

4. Current Websites

CPWR's first site, [cpwr.com](#), was launched in the mid-1990s. Since then, we have added more than a dozen sites. Most focus on a specific safety topic or hazard, such as nanomaterials or silica, although [cpwr.com](#), [eLCOSH](#), and the Construction Solutions Database range across multiple areas. Because sites were added as needed for a rapid response (as with the two on COVID-19) or as part of a specific grant-

funded project (such as the SC-SMIS), they are not as integrated into CPWR’s overall web presence as would be ideal.

CPWR-MANAGED WEBSITES

Name	URL
BTMed*	btmed.org
Choose Hand Safety	choosehandsafety.com
Construction Safety and Health Network	safeconstructionnetwork.org
Construction Solutions Return on Investment Calculator	safecalc.org
Construction Solutions Database	cpwrconstructionsolutions.org
COVID-19 Clearinghouse	covid.elcosh.org
COVID-19 Exposure Control Planning Tool	covidcpwr.org
eLCOSH	elcosh.org
eLCOSH nano	nano.elcosh.org
Exposure Control Database	ecd.cpwrconstructionsolutions.org
Nano Safety Data Sheet Improvement Tool	nanosds.elcosh.org
Safety Climate-Safety Management Information System	scsmis.com
Smart Mark*	www.esmartmark.org
Stop Construction Falls	stopconstructionfalls.com
Work Safely with Silica	www.silica-safe.org

*The sites marked with an * will not be audited, either because of their content or the way in which they are managed.*

This audit is part of ongoing work at CPWR to better understand our website traffic. For example, there are Google Analytics 3 and 4 dashboards for each site highlighting information such as most popular pages and downloads, Google Search results, and traffic sources. These will be available to the firm conducting the audit, as will our previous Universal Analytics dashboards. There will also be a chart summarizing hosting arrangements and technology for each site.

5. Project Goals

While the current CPWR sites offer exceptional content for advancing construction worker safety and health, users may have difficulty easily accessing relevant materials, in part because information on a particular topic may reside several places. It is also challenging for staff to manage so many sites, because of both their number and the range of technology they employ. This audit will be a central part of making the sites as a group more user-friendly so our audiences can find and take advantage of our resources and allow us to use staff time more efficiently.

6. Scope and Specifications

The firm selected will help CPWR understand how to better organize our content, including making it more accessible to our audiences. We are open to consolidating/eliminating sites by moving content to another site but do not expect that all sites will be rolled into one. We're looking for a partner that will:

- Analyze content on each site, including how current it is and the extent to which it overlaps with/duplicates material other sites
- Understand the audiences for each site
- Evaluate the technology used on each site, including the difficulty of transferring content to another site
- Report on traffic to each site, as well as search performance
- Make recommendations about which sites to consolidate and which to keep separate
- Make recommendations to streamline management of the sites
- Create a project plan, timeline, and budget for implementing the results of the audit

CPWR does not expect the firm selected to have expertise in construction safety and health, although knowledge of construction audiences and/or public health goals and methodologies will be a bonus.

This project does not include implementing changes. CPWR will review the results of this audit and then develop a work plan, at which point we will hire a firm to implement priority changes.

7. Proposal Requirements

Firms submitting proposals should be sure to include:

- A 100-word summary highlighting the key features of the proposal.
- A brief description of the firm's history.
- Examples of previous work on similar projects.
- A list of the main staff who will work on this project.
- A proposed timeline for the stages of the project.
- Description of the process for conducting the work, including how information such as timelines and budgeting will be shared, and points in the project that will require CPWR review and input.
- Three references, including a short description of the work done for that firm and a contact at that firm who will be willing to discuss that work.
 - A detailed project budget, including costs for any additional/unplanned work, reported as an hourly figure

8. Project Timeline

RFP Release	August 4, 2023
Written Questions Due	August 14, 2023
Responses to Questions Distributed	August 21, 2023
Proposal Deadline	August 31, 2023
Selection of Vendor	September 2023

All proposals are due August 31, 2023, by 11:59 PM E.T. They should be emailed to cpwrwebsite@cpwr.com.

Firms with questions on this RFP can submit them by noon on August 14 to cpwrwebsite@cpwr.com. No phone calls, please. Questions will be compiled, answered, and shared with each firm that has submitted a question or asked for the RFP no later than August 21. Firms that do not have questions but would like a copy of the responses should email cpwrwebsite@cpwr.com with that request.

9. Budget

The estimated budget for this project is \$30,000, with a small contingency if a bidder proposes elements that would add significant value.

Please include a total cost proposal for the work specified in this announcement, with categories for main components of the work. The budget must include hourly rates and any other hard costs proposed for carrying out the audit.

10. Evaluation of Proposals

Proposals will be assessed based on the following criteria:

Quality of work – based on the proposal, previous projects and comments from references.

Cost – As a nonprofit, CPWR is interested in creative and cost-effective approaches for improving our web presence. 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.

Timing – Vendors who believe they can accelerate the completion of the project should note that in their proposal.

Approach – Firms that clearly lay out how they will manage the project will be considered favorably.

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.