



THE COMMUNITY AND ECONOMIC DEVELOPMENT  
ASSOCIATION OF COOK COUNTY, INC

**Request for Proposal  
Specification No. RFP03132024  
for  
CEDA WEBSITE REDESIGN AND DEVELOPMENT SERVICES**

Submittals from minority, women and disadvantaged business enterprises are encouraged.

Late proposals will not be accepted.

CEDA will accept electronic copies of the submittals however, if your submittal is too large to send electronically it is **YOUR** responsibility to get it turned in by the submittal date due. Electronic submissions should be sent to [slittle@cedaorg.net](mailto:slittle@cedaorg.net).

**Questions are due by Friday, March 29, 2024 by 3:00pm**

**Submissions are due by Friday, April 12, 2024 by 3:00pm**

**DELIVERY VIA EMAIL TO**

Shawnee Little  
[Slittle@cedaorg.net](mailto:Slittle@cedaorg.net)

**SUBJECT LINE MUST INCLUDE THE  
SPECIFICATION NUMBER**

Specification No. RFP03132024

**PRE- PROPOSAL MEETING**

The meeting will be hosted by Microsoft Teams and will be held on Wednesday, March 20, 2024 from 11:00AM – 12:00PM.

**NOTE:** In order to attend the meeting, responders will be required to email Shawnee Little ([slittle@cedaorg.net](mailto:slittle@cedaorg.net)) your contact information prior to the meeting to obtain the link.

## SECTION 1 INTRODUCTION

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The Community and Economic Development Association of Cook County Inc. (“CEDA”) is the largest Community Action Agency in the State of Illinois and a 501 (c)(3) private nonprofit corporation. CEDA is not a governmental entity. CEDA’s mission is to work in partnership with communities to empower individuals and families to achieve self-sufficiency and improve their quality of life. It provides economic development and human service programs to address the needs of low-income Cook County residents and the underlying conditions that cause those needs.

**CEDA’s mission is to empower individuals, families, and communities facing poverty to secure a better quality of life.**

## SECTION 2 SCOPE OF SERVICE

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CEDA is soliciting proposals for the re-design of our organization’s website, [www.cedaorg.net](http://www.cedaorg.net) .The partner chosen will be responsible for leading the design/UX process, working with our team to evaluate and select a new (or continue with the existing) Content Management System, advising on content, and structure, and executing all services related to developing the website in the selected platform.

The culmination of the services requested as part of this RFP will be the launch of the website in early November 2024, (Deadline: November 1, 2024) to be managed and extended by an in-house team in terms of content; with continued help and maintenance from the selected partner in terms of structure and future enhancements to the design.

CEDA currently has a web presence that is not as informative as it could be, static (one way), difficult to navigate, and outdated in appearance and structure, functionality, and content presentation. The existing functionality has only had minor adjustments for several years outside of edits such as text, images, links, videos, and content.

An opportunity exists to re-engineer the site to reflect the mission of CEDA and incorporate the latest web technologies utilizing modular construction. Upon completing the site’s development, all content, coding, and graphics will become the sole property of CEDA.

Our new site should be responsive and engage visitors by presenting attractive visual images, intuitive navigation, concise two-way messaging, while at the same time increasing functionality and ease of use for our clients and the public. CEDA is also implementing an outward facing application and enrollment CRM

portal that must be incorporated in conjunction with the site. We intend to utilize AI chatbots as an educational tool to inform and respond to clients about our available services. CEDA also intends to utilize multiple social media platforms to engage and educate and direct our clients to this re-designed website. The tools that are incorporated must allow for timely delivery of content using a modular approach.

**2.1 Project Timeframe\***

|  |                              |
|--|------------------------------|
| RFP Release Date:  | 3/15/2024                    |
| Pre-Proposal Meeting   | 3/20/2024                    |
| Respondent Questions Due   | 3/29/2024                    |
| Consolidated Answers Sent to Vendors                                       | 4/5/2024                     |
| RFP Deadline Due   | 4/12/2024                    |
| Procurement RFP Review   | 4/15/2024-4/19/2024          |
| Evaluation Committee Review<br>Qualified Respondent Selection (Short List) | 4/22/2024-4/26/2024          |
| Status Notifications Sent to Vendors                                       | 4/29/2024                    |
| Short List Respondent Presentations  | During the Week of 5/06/2024 |
| Final Respondent Selected  | 5/13/2024                    |
| CEDA Board Approval  | 5/21/2024                    |
| Project Kick Off   | 6/1/2024                     |
| Desired Launch Date  | 11/1/2024                    |

\*These dates may change at the discretion of CEDA.

**2.2 Budget Details**

We request fixed cost proposals. Additionally, we request information about any additional or ongoing recurring fees and what level of support and maintenance the website will require annually (these should be separated in your proposal). This includes software all software licensing along with third-party licensing and proposed resources required to maintain the site.

**2.3 Background/Present-Day**

**URL(s)**

The url to be re-designed is [www.cedaorg.net](http://www.cedaorg.net) and all of its sub-sites. There is one development and one staging site (urls's to be provided to selected Respondent once engaged)

## **Existing Hosting**

The site is hosted through WPEngine (wpengine.com)

## **CMS**

WordPress 6.4.3

## **Previous Development & Maintenance**

The website was built in 2019.

Content and design updates on the site are managed in-house by a small team, and over the past five years have been mostly reactionary and limited to CSS/JS/HTML front-end enhancements. The site features very little search-friendly editorial and multimedia content does not tie in with CEDA's social media efforts and offers few opportunities for deep user interaction.

The IT team took over the structure and framework of the site in 2022 and introduced WPEngine to host the site. This has helped CEDA at least maintain up-to-date software enhancements on the site inclusive of automatic plug-in updates however CEDA lost the ability to modify its theme or its updates due to initially selecting a proprietary theme for the site.

## **Current Metrics CEDA tracks**

- Current monthly web traffic is 77,000 visitors.
- The traffic growth rate since last year is approximately 10% per year. Note though that CEDA has seasonal spikes for its larger programs.
- Percentage of mobile vs desktop traffic – CEDA believes much of its traffic is mobile; however, when applications for the programs need to be filled out; often a desktop/laptop is used.
- Sources of traffic (i.e. Our most popular fact sheets on LIHEAP are most often the point of entry.)
- Most popular pages -CEDA will provide to the selected vendor.
- The geographic location of visitors and clients is primarily the City of Chicago and Cook County.

## **2.4 Project Scope and Deliverables**

From a high level, we have been approaching the re-development of the entire cedaorg.net website experience in four main components:

1. Design & Brand
2. Content Strategy & Organization
3. Content Management Technology and Platform

4. E-commerce Technology – CEDA wishes to also enhance its donor portal.

**2.4.1 Below is what is expected as part of the scope and deliverables of this RFP**

- Define the objectives of the website redesign (as listed below)
- Create a timeline for the project, including milestones and deadlines.
- With CEDA's help, conduct an audit of the current website's performance, including traffic analytics, user behavior ([www.cedaorg.net](http://www.cedaorg.net))
- Analyze other websites and industry best practices (Please refer to the websites listed in this document that CEDA likes).
- Gather feedback from CEDA stakeholders. CEDA will assign a member of each Department to work with the selected vendor.
- Develop wireframes and prototypes for the redesigned website.
- Optimize navigation and information architecture for a seamless user experience.
- Incorporate user feedback and usability testing to refine the design.
- Refresh the website's visual identity, including the logo, color scheme, and typography (CEDA will work with selected Respondent to decide on this)
- Design high-fidelity mockups for key pages, ensuring a consistent and appealing visual language.
- Consider accessibility principles to make the website inclusive. (see accessibility requirements below)
- Review and update existing content for relevance and accuracy. (CEDA may have old pages and events that can be removed)
- Develop a content plan for the redesigned website, including new pages, blog posts, and multimedia content.
- Ensure a content management system (CMS) is in place for easy updates. (CEDA currently uses WordPress)
- Assess and enhance existing features and consider adding new functionalities such as chatbots.
- Integrate social media, contact forms, and any other necessary elements.
- Ensure CEDA's CRM is integrated with website components.
- Implement a responsive design to ensure a consistent and user-friendly experience across various devices, especially mobile devices.
- Test and optimize the website for mobile responsiveness.

- Evaluate the current technology stack and update or migrate components as needed.
- Ensure the website is compatible with the latest web browsers and adheres to security best practices.
- Implement necessary performance optimizations, such as caching and image compression.
- Conduct keyword research and update on-page SEO elements.
- Optimize meta tags, headers, and URLs for improved search engine visibility.
- Ensure mobile-friendliness and secure HTTPS connections.
- Conduct comprehensive testing, including functionality, usability, and cross-browser compatibility.
- Address and resolve any bugs or issues identified during testing.
- Provide training sessions for content creators and administrators on the updated CMS.
- Create documentation outlining website features, functionalities, and maintenance procedures.
- Monitor analytics to assess the impact and make necessary adjustments.
- Implement ongoing marketing efforts to drive traffic and engagement.
- Establish a support plan for addressing post-launch issues.
- Monitor website performance and implement updates as needed.
- Schedule regular reviews and assessments to ensure continued effectiveness.

## **2.5 Goals and Objectives**

Our goals for a new site are to:

The cedaorg.net website is a crucial component to the success of our organization.

We expect this project to transform the site from a static online informational site to a central destination for online engagement that is designed to evolve with the needs of our constituent base.

- Clearly communicate CEDA's brand, mission and value proposition
- Broaden and grow our reach among key target audiences and our constituent base.
- Establish CEDA and its services as the leader in Community Action Agencies that helps and assists families in their time of need focusing on Cook County and Chicago
- Make it easy for website visitors to understand and explore the depth and breadth of CEDA's offerings.
- Accessibility, ease of use and optimized experience to CEDA's website both through desktop and mobile interfaces (and not forget the diverse, multi-lingual community we serve)

- Inspire our target constituents to discover our assistance offerings through rich, engaging digital content and participatory and educational online experiences.
- Drive donation revenue.
- Easily offer additional services and programs and/or point constituents to where they can get additional help.
- Demonstrate our mission by being an example in excellent contemporary design, understandable and easy-to-navigate design.
- Serve as the “hub” that connects our digital ecosystem across all CEDA programs, for all social media outreach, and through our CRM. The “hub” provides resources for low-income residents and partners to find information.
- Revolutionize CEDA’s management of digital content (updating, expiring, archiving, re-packaging, cross-promoting)
- Enable accurate, detailed tracking and measurement of site performance—within cedaorg.net. This includes the use of analytics tools per program, targeted ad-tools, social media links, etc.
- Cedaorg.net must be modular to allow CEDA to incorporate new features into the site without extensive customization.
- Be a progressive platform that inherently promotes and supports integration with other tools and software through APIs and open development standards.
- Make cedaorg.net more user-friendly, more engaging and to tell CEDA's story. The website should be engaging for customers, stakeholders, donors, etc.
- Enhanced user experience - Facilitating clear messaging and mission communication - Improved visual appeal - Community & stakeholder engagement – Analytics & data integration - Donation and Fundraising opportunities.
- Simplicity and language that matches the reading level of our served population. Links that allow potential clients to interface with CEDA more directly. More information about service offered and impact.
- Design to best incorporate CEDA's forthcoming CRM into the design to help maximize client use of our online application process. Less scrolling to find service-related resources for clients would be great.
- An automated assistant for CEDA Programs may be useful, especially considering more recent AI developments.
- To enhance the overall user experience by implementing better navigation, responsiveness, and usability.

- Mobile Responsiveness: Adapting the site to be more responsive on mobile devices, considering the increasing use of smartphones and tablet
  - Adapting to Trends: Aligning with current design and user experience trends to keep the website visually appealing and engaging. Refreshing or updating content to ensure it remains relevant, accurate, and engaging for the audience.
  - Improved identification of CEDA, our history, work as a CAA, programs, and impact - Program pages are better defined and provide customers ability to access program documentation and resources. Serve as a platform to connect customers to other resources not provided by CEDA.
  - Serve to showcase customer impact stories/testimonies.
  - Interactive map and directions to CEDA sites that show programs and main contact. CEDA wants consistency in terms of locations, sites, contacts, mailing lists, addresses.
  - Connectivity to CRM.
  - List of community partners and supporting elected officials
  - Easier way finding to CEDA careers.
  - More prominent way for donors to contribute.
  - Employee spotlights.
  - CEDA in the community feature.
  - Connectivity to other social.
  - Customer feedback section.
  - Many of our client's lack a full-size electronic device. They rely also greatly on their smart phone to access website.
  - Encourage traffic, increased exposure to broaden our impact.
  - Enhanced user experience (UX)
  - Modular, easy to manage internally in terms of content.
  - Accessible – ADA Section 508 compliant
  - SEO optimized.
  - Event calendars and registrations
  - Contact forms, request assistance forms, re-vamped donation forms
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- Comprehensive searchable website
  - Easily available Sitemap navigation
  - Videos and multimedia on “happenings” and “events”
  - RSS feeds for external information
  - Integrate with social media.
  - Slideshows of events



- Language Translations – Many of CEDA’s customers would like the website to be available in multiple languages – ***[Proposal should include costs on language translation]***
- Blog functionality (with registration)
- Ratings and customer success stories

## 2.6 Measures of Success

Our goals for success of this project and the new site are to:

- Increase non-paid, organic search traffic to the site will increase by at least 10% percent.
  - Utilize Google Ad-Words for TARGETED pay per click Ads.
  - Increase Inbound links to our content and interactives from external sites by at least 10%.
  - Social shares of content and interactives by cedaorg.net visitors to increase.
  - Set up goals in Google Analytics and accurately track conversions.
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- At least 5 % of increase on traffic to cedaorg.net via social media
  - Increase registrations and signups by 20%
  - Decrease time it takes to update site content. *[We have a hosting service provider that automatically updates software/plugins that we can leverage if the same platform is selected]*
  - Allow for many Programs/Departments to update their own content with minimal intervention from IT.

## 2.7 Audience

Our audience is in the US and primarily in Cook County, Illinois. Our visitors are often families age 18+, with most visitors age 50+ and quite a few over 70+. They can range from, young expectant mothers looking for advice and assistance on how to take care of their babies and children to families looking for help in paying their heating and utility bills, to families looking for assistance in home weatherization and insulation, to other families looking for housing help or family support services. We work with several hundred partners including churches and community groups to assist families that are struggling to make ends meet. In any given year we can serve approximately 250,000 families in Cook County. CEDA also would like to encourage and promote our site as a great career move for candidates that want to come and work with us.

## 2.8 Websites Examples

We like the following websites:

- <https://doubleupfoodbucks.org>

- <https://liveunitedchicago.org> clean and easy to navigate
- [www.ywcachicago.org](http://www.ywcachicago.org)
- <https://www.envisionunlimited.org/>
- <https://www.allianztravelinsurance.com/> it is easy to find the service you need and sign up with little effort and a lot of clarity. It was an exceptional online experience
- <https://hudsonguild.org/> easy to navigate has tool search on top and then pictures with links in body of main page to take to additional pages has stats and stories to highlight successes as well
- <https://www.lung.org/about-us/> easy to navigate, simple reading, story telling
- <https://weareloop.com/best-nonprofit-websites/>
- <https://www.dupagehealth.org/> photos of diverse clients
- <https://www.purposeforward.org/>
- <https://www.chicagosfoodbank.org> clean and easy to find resources
- <https://www.brightpoint.org>
- <https://uswaterproofing.com> excellent customer service from this company and it all starts with your online process for a free consultation. They do an excellent job of keeping clients informed of their wait status and services available.
- [www.girlscoutsgcnwi.org/](http://www.girlscoutsgcnwi.org/) very user friendly and easy to navigate bright colored
- [www.doctorswithoutborders.org/](http://www.doctorswithoutborders.org/) color scheme works, appeals to the audience, pictures are excellent showing action. It is very engaging
- <https://www.ymca.org>
- <https://www.habitat.org/> website is really bright. You right away know what the organization is about without scrolling down or clicking on anything.
- <https://blackwomanleading.com>
- <https://www.formyblock.org/> modern easy to use full of stats and successes.
- <https://www.worldwildlife.org/> visually appealing and easy to navigate
- <https://www.metrofamily.org>
- <https://www.feedingamerica.org/>

## 2.9 Branding & Graphic Design

Vendors, please visit [www.cedaorg.net](http://www.cedaorg.net) to review our current branding and design. CEDA will provide existing brand and design components to the selected vendor. We are willing to discuss enhancements to our branding and graphic design. We are interested in introducing real success stories and real customer testimonials as opposed to stock material.

## 2.10 Content

Please find a preliminary sitemap attached to this document.

- All pages, sub-sites need to be migrated.
- E-Commerce/Donations pages need to be re-visited.
- We do not require Copywriting services.
- We intend to provide Photo/Video clips to the selected vendor.
- On-Page SEO services would be beneficial (vendors please break out SEO costs separately).
- Cyber-security pen-testing and audit services are desirable (vendors please break out these costs separately) CEDA may use independent third-party vendors to do this.
- Value-added services such as strategic guidance are desirable.

## 2.11 Digital Marketing

- a. SEO & Analytics: Google Analytics, Google Tag Manager services are required. CEDA has some of these components set up already.
- b. Organic Social Media: CEDA would like embedded streams, login via social. CEDA utilizes Sprout Social to disseminate information to social media.
- c. Paid Social Media Ads: CEDA utilizes QR codes and landing pages to re-direct to events.
- d. Google Ad Grant/Google Ads: CEDA requires assistance in setting this up. CEDA intends to utilize paid Google Ads along with the Google Ad grant to reach its constituents.

## 2.12 Technical Components

### A. Integrations

CEDA wants to work with the selected Respondent to incorporate certain currently disjointed components to help with CEDA's messaging and future growth. We will consider all best practices in good and mature website development inclusive of APIs and embedded forms.

- e. CEDA uses Constant Contact and Mailchimp for email marketing.
- f. CEDA is in the process of implementing a customer facing Salesforce CRM (Client Relationship Management) portal.
- g. CEDA wishes to revamp its Donor Management and E-Commerce
- h. CEDA wishes to revamp its Event Management website component utilizing Calendaring.
- i. CEDA is looking at instructional and learning management components to incorporate on its website.
- j. CEDA wishes to utilize AI chatbots for customer engagement.
- k. CEDA wishes to have separate landing pages for Careers and Procurement.

I. CEDA welcomes other Respondent ideas and best practices – (tbd).

**B. Custom Code**

CEDA's clients and audience are mobile first, do not necessarily have high speed internet but may, so mobile friendly website "skin", page speed and page loads are of paramount importance. CEDA intends to use the new website design for at least 5 years. CEDA believes in proper website design adhering to Whitehat SEO standards and building links, sitemaps, descriptive features and creating reliable long term, helpful, **people first** content.

**C. Website Sustainability**

CEDA would like the website implementation responding to assist in future maintenance of the site in terms of structure and introduction to additional features. CEDA will own all assets and please provide full documentation to migrate the website to another support provider in the future. This includes wireframe diagrams, mockups and any custom code.

Whatever hosting provider CEDA chooses (if not the existing provider) will require a development and a staging site (replicas of the Production site). CEDA intends to auto update software with the hosting service provider services and will continue to update the website(s) on a weekly basis. CEDA will do these content updates.

**D. Name**

CEDA owns the current domain cedaorg.net and is locked into a hosting contract with WP Engine; however, if the selected Respondent suggests or if the platform changes, CEDA is willing to switch out its hosting provider.

**E. Accessibility**

Since CEDA's clients are mobile-first, CEDA prefers WCAG 2.1 standards for complying with the Americans with Disabilities Act (ADA); although no official external auditor certificate is necessary.

**F. Languages**

CEDA's audience and clients are multilingual – The following languages translations of its website are desired.

English, Spanish, Chinese, Hindi, Arabic, Polish, Russian. Content can be translated utilizing Google Translate. The website should have a translated tagline + logo for each language. All form templates should be translated in each language although submissions must be in English.

### **G. Site Search**

Our Future Need:

An intuitive, crawlable navigation structure and robust search capability to attract traffic through external search engine (and site-based) searches using the following terms:

Utility bill assistance, Home Weatherization, Home Energy Assistance, Utility bill help, LIHEAP, IWHAP Cook County, Home Energy Savings, Rental assistance in Suburban Cook County; dental assistance in Suburban Cook County; auto repair assistance in Suburban Cook County; Suburban Cook County scholarships; suburban Cook County Homeownership Advice; suburban Cook County Mortgage Advice; suburban Cook County Foreclosure Prevention Advice; suburban Cook County Landlord/Tenant Advice; suburban Cook County First-time Homebuyer Advice; suburban Cook County Budget and Credit Advice for Renters/Homeowners. Family support services in Suburban Cook County; Summer Youth Employment in Suburban Cook County. WIC, Women, Infants and Children program, WIC offices near me, Pregnancy, Infant, Toddler, Breastfeeding, Nutrition, Healthy Food, Growth, I'm pregnant and I need help, Healthy food for babies and children, Healthy food for pregnancy, Food assistance, Food assistance near me, Low income programs, Low income assistance, Resources for new moms, Help with food, IL benefits for low income, IL programs for mothers, Homeless resources, Help paying rent, Children food help, Migrant resources in IL, immigrant food assistance, help with feeding baby.

## **SECTION 3 INSTRUCTIONS TO RESPONDENTS**

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### **3.1 Instructions**

This RFP provides potential Respondent with sufficient information to enable them to prepare and submit proposals. This RFP also contains the instructions governing the submittal of a proposal and the materials to be included therein, including CEDA requirements, which must be met to be eligible for consideration. All proposals must be complete as to the information requested in this RFP in order to be considered responsive and eligible for award. Respondent providing insufficient details will be deemed non-responsive. CEDA is not obligated, either to purchase the full services or the products proposed by the Contractor, nor to enter into an agreement with any one Respondent.

### **3.2 Pre-Proposal Meeting**

A Virtual Pre-Proposal Meeting will be held on **Wednesday, March 20, 2024 at 11:00AM** Central Standard Time. If you are interested in participating in the meeting, email Shawnee Little at [slittle@cedaorg.net](mailto:slittle@cedaorg.net) for dial-in instructions. This is not a mandatory meeting; however, this meeting is highly encouraged.

### **3.3 Clarifications/Questions**

Questions regarding this RFP will be submitted in writing to the Contact person listed on the cover page of this RFP no later than **Friday, March 29, 2024 by 3:00PM**. Oral interpretations of proposal documents are not binding.

### **3.4 Uniformity**

To provide uniformity and to facilitate comparison of Proposals, all information submitted must clearly refer to the page number, section or other identifying reference in this RFP. All information submitted must be noted in the same sequence as its appearance in this RFP. CEDA reserves the right to waive minor variances or irregularities.

### **3.5 Proposal Material**

The Proposal material submitted in response to the RFP becomes the property of CEDA upon delivery to the Department of Procurement and will be part of any contract formal document for the goods or services which are the subject of this RFP.

### **3.6 Addenda**

Should any Respondent have questions concerning conditions and specifications, or find discrepancies in or omissions in the specifications, or be in doubt as to their meaning, they should notify the Department of Procurement no later than **Friday, March 29, 2024 by 3:00PM** to obtain clarification prior to submitting a proposal. Such inquires must reference the proposal due date and specification number.

Any clarification addenda issued to Respondents prior to the proposal being due date shall be made available to all Respondents.

Interpretations that change the terms, conditions, or specifications will be made in the form of an addendum to the solicitation by CEDA. If issued, CEDA will post the addenda on CEDA website: [www.cedaorg.net](http://www.cedaorg.net). In the event there are any conflicts between the general terms and conditions and any special terms and conditions, the special terms and conditions shall take precedence.

### **3.7 Contractors Responsibility for Services Proposed**

The Respondent must thoroughly examine and will be held to have thoroughly examined and read the entire RFP document. Failure of Contractor to fully acquaint themselves with existing conditions or the amount of work involved will not be a basis for requesting extra compensation after the award of a Contract.

### **3.8 Errors and Omissions**

The Contractors expected to comply with the true intent of this RFP taken as a whole and shall not avail itself of any error or omission to the detriment of the services or CEDA. Should the Respondent suspect any error, omission, or discrepancy in the specifications or instructions, the Respondent shall immediately notify CEDA in writing, and CEDA will issue written corrections or clarifications. The Respondent is responsible for the contents of its Proposals and for satisfying the requirements set forth in the RFP. Contractor will not be allowed to benefit from errors in the document that could have been reasonably discovered by the Respondent in the process of putting the proposal together.

### **3.9 RFP Interpretation**

Interpretation of the wording of this document shall be the responsibility of CEDA and that interpretation shall be final.

### **3.10 Confidentiality and Response Cost and Ownership**

From the date of issuance of the RFP until the due date, the Respondent must not make available or discuss its Proposal, or any part thereof, with any employee or agent of CEDA. The Respondent is hereby warned that any part of its Proposal or any other material marked as confidential, proprietary, or trade secret, can only be protected to the extent permitted by Illinois statutes.

### **3.11 CEDA Rights**

CEDA reserves the right to reject any and all offers, to waive any informality in the offers and, unless otherwise specified by the Contractor, to accept any item in the offer. CEDA also reserves the right to accept or reject all or part of your Proposal, in any combination that is economically advantageous to CEDA.

### **3.12 Alteration/Modification of Original Documents**

The Respondent certifies that no alterations or modifications have been made to the original content of this RFP or other procurement documents (either text or graphics and whether transmitted electronically or hard copy in preparing this proposal). Any alternates or exceptions (whether to products, services, terms, conditions, or other procurement document subject matter) are apparent and clearly noted in the offered

proposal. Contractor understands that failure to comply with this requirement may result in the proposal being disqualified and, if determined to be a deliberate attempt to misrepresent the proposal, may be considered as sufficient basis to suspend or debar the submitting party from future procurement opportunities.

## **SECTION 4 EVALUATION PROCESS**

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### **4.1 Proposals Evaluation and Award**

Proposals will be evaluated based on their ability to meet the requirements in section 2. Scope of Services, price, the quality of the Respondents credentials, reputation and references. Evaluation of proposals is the sole responsibility of CEDA staff and based on CEDA's assessment of responses. CEDA reserves the right to enter into an agreement or reject any or all proposals when based on the best interest of CEDA.

### **4.2 Responsiveness Review**

CEDA personnel will review all proposals to ascertain that they are responsive to all submission requirements.

### **4.3 Acceptance of Proposals**

CEDA reserves the right to reject any or all Proposals or any part thereof, to waive informalities, and to accept the Proposal deemed most favorable to CEDA.

### **4.4 Evaluation Process**

Proposals will be scored on a zero to one hundred (0-100) point scale by an evaluation committee comprised of CEDA personnel. The committee will evaluate all responsive proposals in accordance with the evaluation criteria detailed below.

After the evaluation committee has evaluated proposals in response to this RFP, CEDA shall establish a competitive range. Those Respondents within the competitive range will be notified. **CEDA, however, reserves the right to make its decision to award a contract based solely on the written submitted Proposals without any requests for presentations, formal interviews, negotiations or further discussions.**

The evaluation process may result in a short-list of proposals. The evaluation committee will request that the short-listed Respondents make a presentation to the committee may be held at CEDA's office or via TEAMS or Zoom. The presentation is expected to include an interactive software demonstration and other content that demonstrates why the Respondents should be selected. CEDA may also consider customer testimonials or references, request clarifications, request a site visit of Respondents' premises (as appropriate), request a best and final offer, respond to questions, or consider alternative approaches.

### **4.5 Right to Inspect**

CEDA reserves the right to inspect and investigate thoroughly the establishment, facilities, equipment, business reputation, and other qualifications of the Respondents and any proposed sub-contractor and to



reject any Proposal regardless of price if it shall be administratively determined that in CEDA’s sole discretion the Respondents is deficient in any of the essentials necessary to assure acceptable standards of performance. CEDA reserves the right to continue this inspection procedure throughout the life of the Contract that may arise from this RFP.

**4.6 Best and Final Offer**

CEDA reserves the right to request a Best and Final Offer from finalist Respondents, if it deems such an approach necessary. In general, the Best and Final Offer will consist of updated costs as well as answers to specific questions identified during the evaluation of Proposals.

If CEDA chooses to invoke this option, Proposals will be re-evaluated by incorporating the information requested in the Best and Final Offer document, including costs, and answers to specific questions presented in the document. The specific format for the Best and Final Offer would be determined during evaluation discussions. Turnaround time for responding to a Best and Final Offers document is usually *brief (i.e., five (5) business days or less)*.

**4.7 Selection Process**

Upon review of all information provided by shortlisted Respondents, the evaluation committee will make a recommendation for selection to the Procurement Manager for concurrence and submission to CEDA Board of Directors. CEDA reserves the right to check references on any projects performed by the Respondents whether provided by the Respondents or known by CEDA. CEDA intends to select a proposal that best meets the needs of CEDA and provides the best overall value.

**SECTION 5 EVALUATION CRITERIA (Listed in Order of Importance)**

---

**5.1 Responsiveness of Proposal**

Respondent is compliant with all the submission requirements of the RFP.

**5.2 Evaluation Criteria**

The following criteria will be utilized by the Evaluation Committee to assist with the evaluation:

| CRITERIA  | POINTS 0-100 |
|---|--------------|
| The bidder’s approach to the creativity and ease of use of the site.                        | 0-30         |
| The bidder’s general approach and plans to meet the requirements of this RFP                | 0-15         |
| The bidder’s cost proposal.   | 0-15         |
| The bidder’s demonstrated approach to showcase wireframes and mockups for the proposed site | 0-10         |

|  |              |
|--|--------------|
| The bidder's documented experience in successfully completing contracts of a similar size and scope of those required by this RFP.   | 0-10         |
| The qualifications and experience of the bidder's management, supervisors, or other key personnel assigned to the contract, including level of experience, background, and references of the consulting team to be assigned to this project. | 0-10         |
| The overall ability of the bidder to mobilize, undertake and successfully provide the services requested by this RFP within the necessary time frame.  | 0-10         |
| <b>TOTAL</b>   | <b>0-100</b> |

**SECTION 6 SUBMISSION OF PROPOSAL**

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**6.1 Instructions for Submission**

**6.1.1 Time for Submission**

Proposals shall be submitted no later than the date and time indicated for submission in this RFP. Late submittals will not be considered.

**6.1.2 Format**

We ask that you follow the checklist and present your submittal in that format. If you have a large submission, it is ok to send more than one email, please keep them numbered (ex. Email 1 of 2).

**6.1.3 Complete Submission**

Respondents are advised to carefully review all the requirements and submit all documents and information as indicated in this RFP. Incomplete proposals may lead to a proposal being deemed nonresponsive. Nonresponsive proposals will not be considered.

**6.1.4 Timely Delivery of Proposals**

The proposal must be received by the submittal date that is listed in this RFP. If using an express delivery service, the package must be delivered to the designated building. **Respondents are responsible for the on-time delivery no matter the method of submission.**

**6.1.5 Schedule of Revisions to RFP Schedule**

Should the Respondent consider that changes in CEDA's RFP schedule are required; the Respondent shall submit a revised summary schedule with an explanation for the revision for CEDA's review. CEDA will be under no obligation to accept revised schedules.

**6.1.6 Ambiguities, Conflicts or Other Discrepancies in the RFP**

If a Respondent perceives any ambiguity, conflict, discrepancy, omission, or other uncertainty in the Request for Qualifications, they shall immediately notify the Department of Procurement of such uncertainty in writing and request clarification of the perceived uncertainty. Procurement will make all clarifications known by issuing a written notice to all parties who have received this RFP from the Department of Procurement. The Respondent is responsible for fully understanding any perceived ambiguity, conflict, discrepancy, omission, or other uncertainty in the Request for Proposals prior to submittal of the proposal.

**6.2 Submission Requirements**

**6.2.1 Cover Letter**

The cover letter shall be signed by an authorized representative of the Respondent. The letter shall indicate the Respondents commitment to provide the services proposed at the price and schedule proposed.

**6.2.2 Experience**

Describe the company's' previous experience with doing projects of similar type as described in the Scope of Services. Provide those skills that demonstrate prior experience in providing similar services. Provide at least five (5) contract examples.

**6.2.3 MBE/WBE/SBE/DBE/VBE Participation**

If the Respondent is a minority vendor, please complete Exhibit C of this document. Certifications will be accepted from the City of Chicago, CEDA of Cook, State of IL., Women's Business Development Agencies' Chicago Minority Business Development Council, Inc. Other certifications may be accepted at CEDA's discretion. **Please include a copy of your certification.**

**6.2.4 Legal Actions**

Respondents should include a detailed description of any disputes they currently are involved in, as well as, a complete list of any lawsuits, judgments occurring within the last five (5) years, and all current liens pending, if applicable.

**6.2.5 System for Award Management (SAM)**

Provide a SAM number. For information on how to obtain a SAM number for your organization, please refer to the following website: <http://www.sam.gov>

**6.2.6 Independence and Conflict of Interest**

Discuss the firm's independence with respect to CEDA. Provide information regarding any real or potential conflict of interest. Failure to address any potential conflict of interest upfront may be cause for rejection of the proposal.

**6.2.7 Insurance**

Provide proof of **CURRENT** liability insurance coverage.

**6.3 Proposal Evaluations and Award**

**6.3.2 Contract Award**

A contract will be awarded to the Respondent whose proposal, in the sole judgment of CEDA most thoroughly meets the qualifications outlined in this document. CEDA reserves the right to review all proposals submitted for a maximum period of sixty (60) days after the date of submission, and by submitting a proposal, the Respondent agrees that the amount specified in the proposal shall remain in full force and effect for the sixty (60) day period. No Respondent shall modify, withdraw, or cancel its proposal or any part thereof for sixty (60) days after the date of submission.

The selected proposal(s) must enter into an Agreement with CEDA within fifteen (15) days following its notification of selection. CEDA in its sole discretion may extend the period up to a maximum 3-day period. CEDA may replace the selected proposal with a replacement if the selected proposal does not sign the Agreement with CEDA by the end of the 15th day or extended period.

**SECTION 7 GENERAL CONDITIONS**

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**7.1 Insurance Requirements and Indemnification**

Proposal must be accompanied by written evidence of the type and amount of insurance maintained by Contractor. The Contractor shall indemnify, keep and hold harmless its agents, officials, and employees, against all injuries, deaths, loss, damages, claims, patent claims, suits, liabilities, judgments, costs and expenses, which may in anyway accrue against CEDA in consequence of the granting of this contract, or which may in anyway result there from, whether or not it shall be alleged or determined that the act was caused through negligence or omission by the Contractor or his employees, of a sub-contractor of his employees, if any, or of CEDA or its employees. The Contractor shall, at his own expense, appear, defend and pay all charges of attorneys and costs and other expenses arising there from or incurred in connection therewith, and if any judgment shall be rendered against CEDA in any such action, the Contractor shall, at his own expenses, satisfy and discharge them. The Contractor expressly understands and agrees that any performance bond or insurance protection required by this contract, or otherwise provided by Contractor, shall in no way limit the responsibility to indemnify, keep and hold harmless and defend the CEDA as herein provided.

**7.2 Investigations Prior to Proposal Award**

CEDA may make such investigations as are deemed necessary to determine the ability of the Contractor to perform the work, and the Contractor shall furnish all such information and data for this purpose as CEDA

may request. CEDA reserves the right to reject any proposal if the evidence submitted by, or investigation of such Contractor, fails to satisfy it that such Contractor is properly qualified to carry out the obligations of the contract.

### **7.3 Officials or Employees**

No officer or employee of the CEDA, or the governing body of the CEDA, who exercises any responsibilities with respect to the purchase to be made, shall during his tenure in office, have any interest, direct or indirect, in any contract or purchase order issued as a result of this proposal process.

### **7.4 Exemption from Retailers, Occupation or Use Taxes**

CEDA is a non-profit corporation recognized by the Internal Revenue Services as a 501 (c) (3) exempt organization and by the State of Illinois as organized exclusively for charitable purposes. CEDA is exempt by law from Retailers Occupation Tax (both State and Local), Use Tax and the Service Use Tax of IL on materials or services purchased in connection with the work. Consultants, Contractor or selected Contractor that perform services for or supply equipment and materials to CEDA must pay, as a cost of the Work, all existing and future applicable federal, state, and local taxes that apply to them, whether direct or indirect, incurred in connection with the services.

### **7.5 Cost/Ownership of Proposals**

CEDA owns all Proposals. Proposals will not be returned to select Sub-Recipient. CEDA shall not be responsible for expenses incurred in preparing and submitting the Proposal. Such costs shall not be included in the Proposal.

### **7.6 Response to Exhibits**

Contractors are required to complete and submit detailed responses to this Proposal, including, but not limited to the submittal requirements set forth in section 6.2 of this document and all Exhibits and applicable schedules.

### **7.7 Confidentiality**

The Contractor agrees to keep the information related to all contracts in strict confidence. Contractor agrees not to publish, reproduce or otherwise divulge such information in whole or in part, in any manner or form or authorize or permit other to do so, taking such reasonable measures as are necessary to restrict access to the information in the Contractor possession, to those employees on the Contractor staff who must have the information on a "need-to-know" basis. The Contractor agrees to immediately notify, in writing, CEDA's authorized representative in the event the Contractor determines or has reason to suspect a breach of this requirement.

### **7.8 EEOC**

Contractor participating on this agreement must display EEO (Equal Employment Opportunities)AA (Affirmative Action) posters; they must have established policies, processes and forms to address complaints of discrimination by employees and clients.

### **7.9 Non-Discrimination**

Contractor participating on this agreement shall not (1) fail or refuse to hire or to discharge any

individual or otherwise discriminate against any individual with respect to his or her compensation, or the term, conditions, or privileges of his/her employment because of such individual race, color, religion, sex, age, handicap or nationals' origin. (2) Limit segregate or classify employees or applicants for employment in any way which deprives or tends to deprive any individual of employment opportunities or otherwise adversely affect his/her status as an employee, because of such individuals.

### **7.10 Drug-Free Workplace**

Every contract of over \$10,000 shall include the following provisions:

During the performance of this contract, the Contractor agrees to (i) provide a drug-free workplace for the Contractor's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the Sub-Recipient's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or behalf of the Contractor that the Contractor maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every sub-contract or purchase order of over \$10,000, so that the provisions will be binding upon each sub-contractor.

For the purpose of this section, "drug-free workplace" means a site for the performance of work done in connection with a specific contract awarded to a Contractor in accordance with this chapter, the employees of whom are prohibited from engaging in the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana during the performance of the contract.

### **7.11 Appeal and Protest**

Unsuccessful Contractors shall have (5) five calendar days from the date of notification of the contract award to file a written protest with CEDA, through the Procurement Department. The written protest shall include reason(s) for the protest with supporting documentation where appropriate.

Appeal/Protest procedures that are required by federal/state program funding sources shall take precedent where applicable. The President/CEO or his designee shall conduct a review of all information/documents submitted by the Respondent and shall take other steps as deemed necessary for a fair and impartial process of review. The President/CEO or his designee will render a final decision, which shall be binding and without additional appeal rights.

## EXHIBIT A INSURANCE REQUIREMENTS

Contractors must meet the following CEDA standards and maintain at a minimum the types and amounts of insurance coverage set forth below and must provide CEDA with the certificates evidencing such coverage. CEDA reserves the right to ask for higher levels of coverage.

| TYPE   | MINIMUM ACCEPTABLE LIMITS OF LIABILITY  |
|--|---|
| Worker's Compensation  | Statutory-State of Illinois   |
| Employers <ul style="list-style-type: none"> <li>a. Each Accident</li> <li>b. Each Employee Disease</li> <li>c. Policy Aggregate Disease</li> </ul>  | \$500,000.00<br>\$500,000.00<br>\$500,000.00<br>To the fullest extent allowable by law, the policy must include a waiver of subrogation in favor of CEDA.   |
| Commercial General Liability <ul style="list-style-type: none"> <li>a. Per occurrence</li> <li>b. General Aggregate               <ul style="list-style-type: none"> <li>1. General Aggregate-Per Project</li> <li>2. General Aggregate Products</li> </ul> </li> </ul> Completed Operations<br>Personal and Advertising Injury<br>Fire Legal Liability (any one fire)<br>Medical Expense (any one person) | \$1,000,000.00<br>\$2,000,000.00<br>\$2,000,000.00<br>\$1,000,000.00<br>\$1,000,000.00<br>\$1,000,000.00<br>\$100,000.00<br>\$5,000.00<br>To the fullest extent allowable by law, the policy must include a waiver of subrogation in favor of CEDA. |
| Umbrella Excess Liability<br><br>(Coverage must be in excess of Commercial General Liability, Automobile Liability, and Employer's Liability. It shall be no more restrictive than the primary coverage listed.)   | \$2,000,000.00 over Primary Insurance<br><br>\$1,000.00 retention for Self-Insured Hazards Each Occurrence  |
| Business Auto Liability<br>(This Policy must provide coverage for all owned, non-owned, and hired autos.)  | \$1,000,000.00  |

CEDA must be named as additional insured on all coverages noted above. Contractors' policies must include Primary and Noncontributory status in favor of CEDA. Contractor must name the following as additional insured on all certificates of insurance:

**CEDA, its board members, officers, employees, agents, and consultants**

All insurance companies must be rated A-VIII or better by the A. M. Best Company.

Contractor's assumption of liability is independent from, and not limited in any manner by, the Contractor's insurance coverage obtained pursuant to this proposal, or otherwise. All amounts owed by Contractor to CEDA as a result of the liability provisions of the Contract shall be paid on demand.



**EXHIBIT B  
CONTRACTOR'S AFFIDAVIT**

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Contractor Name

---

Contractor Address

---

Contractor Telephone Number

*Instructions:*

FOR USE WITH ALL CONTRACTS. Every Contractor submitting a bid/proposal to CEDA must complete this Affidavit. Please note that in the event Provider is a joint venture, the joint venture and each of the joint venture partners must submit a separate and completed Contractor's Affidavit. In the event Provider is unable to certify any of the statements contained herein, Provider must contact CEDA and provide a detailed factual explanation of the circumstances leading to Provider's inability to so certify.

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I certify that I am authorized to execute this Contractor's Affidavit on behalf of the Proposer set forth above, that I have personal knowledge of all the information set forth herein and that all statements, representations, information and documents provided in or with this Affidavit and attachments hereto are true and accurate.

Proposer may report any change in any of the facts stated in this Affidavit within fourteen (14) days of the effective date of such change by completing and submitting a new Affidavit.

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Company Name

---

Signature of Authorized Officer

---

Name of Authorized Officer (Print or Type)

---

Title

All Proposers shall provide the following information with their bid/ proposal/ contract. Complete all blanks by entering the requested information, or, if the question is not applicable, answer with "N/A". If the answer is other, please identify.

- 1. Date of application: \_\_\_\_\_
- 2. Company: \_\_\_\_\_
- 3. Parent Company: \_\_\_\_\_
- 4. Contact Name: \_\_\_\_\_
- 5. Street Address: \_\_\_\_\_  
\_\_\_\_\_
- 6. Mailing Address [if different]: \_\_\_\_\_  
\_\_\_\_\_
- 7. Telephone (1): \_\_\_\_\_
- 8. Telephone (2): \_\_\_\_\_
- 9. Fax Number: \_\_\_\_\_
- 10. Website Address: \_\_\_\_\_
- 11. E-mail Address (include name): \_\_\_\_\_
- 12. Employer's FEIN# / Social Security #: \_\_\_\_\_
- 13. SAMs Cage Code #: \_\_\_\_\_

Contractor is a                     Corporation                     Sole Proprietor  
    Partnership                     Not-For-Profit  
    Joint Venture                     LLC

Date Business Started: \_\_\_\_\_

**SECTION 1. For Profit Corporations, Limited Liability Corporations, or Not-For-Profit Corporations**

- a. Incorporated in \_\_\_\_\_
- b. Authorized to do business in the State of Illinois  Yes  No
- c. Names of all officers and directors of corporation (or attach a list)

*Name & Title*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SECTION 2. Partnership**

If the Proposer is a partnership, indicate the name of each partner or attach a list and the percentage of interest of each therein.

| <i>Name of Partners</i> | <i>Percentage of Interest</i> |
|-------------------------|-------------------------------|
| _____                   | %                             |
| _____                   | %                             |
| _____                   | %                             |
| _____                   | %                             |
| _____                   | %                             |

**SECTION 3. Sole Proprietorships**

- a. The Proposer is a sole proprietor and is not acting in any representative capacity on behalf of any beneficiary:  
 Yes  No *If "No," complete items b and c.*
  
- b. If the sole proprietorship is held by an agent(s) or a nominee, indicate the principle(s) for whom the agent or nominee holds such interest.

*Name(s)*  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- c. If the interest of a spouse or any other party is constructively controlled by another person or legal entity, state the name and address of such person or entity possessing such control and the relationship under which such control is being or may be exercised:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SECTION 4. Joint Venture**

If the Respondent is a joint venture, indicate the name of each partner or attach a list and the percentage of interest of each therein.

| <i>Name of Partners</i> | <i>Percentage of Interest</i> |
|-------------------------|-------------------------------|
|-------------------------|-------------------------------|

|       |   |
|-------|---|
| _____ | % |
| _____ | % |
| _____ | % |
| _____ | % |

**SECTION 5. Certification Regarding Suspension and Disbarment**

The contractor certifies to the best of its knowledge and belief, that it and its principles are not presently debarred, suspended, proposed for debarment, ineligible or voluntarily excluded from transactions by any Federal, State or local government agency and have not within a (3) year period preceding this proposal been convicted of or had a civil judgment rendered against them for the commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or Local) transaction or contract under a public transaction, a violation of Federal or State antitrust statutes, or the commission of embezzlement, theft forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property. Further, contractor certifies it is not presently indicted for or otherwise criminally or civilly charged by a government entity (Federal, State or Local) with commission of any of the offenses enumerated in Section 2(a) above and have not within a (3) year period preceding this agreement had one or more public transactions (Federal, State or Local) terminated for cause or default.

**SECTION 6. Verification**

Under penalty of perjury, I certify that I am authorized to execute this Contractor's Affidavit on behalf of the Contractor set forth on this page, that I have personal knowledge of all the certifications made herein and that the same are true.

\_\_\_\_\_  
Signature of President or Authorized Officer

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**NOTARY PUBLIC**

On this day, \_\_\_\_\_ personally appeared before me to me known to be the person(s) described in and who executed the within and foregoing instrument, and acknowledged that he/she signed the same as his/her voluntary act and deed, for the uses and purposes therein mentioned.

Witness my hand and official seal hereto affixed

This \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

Notary Public in and for the State of \_\_\_\_\_, CEDA of \_\_\_\_\_.

My commission expires \_\_\_\_\_.

Notary Signature \_\_\_\_\_

**AFFIX NOTARY SEAL:**

**EXHIBIT C  
DIVERSITY FORM**

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- a. Name of Company: \_\_\_\_\_
- b. Is your company certified as a small, minority, female or disadvantaged business enterprise by a municipal, county, State, or Federal agency? Yes \_\_\_ No \_\_\_
- c. If yes, please answer the following:
  - I. Please list agency \_\_\_\_\_
  - II. Please attach a copy of your certification letter
- d. Is your firm certified as a minority business by the Chicago Minority Business Development Council? Yes \_\_\_ No \_\_\_
- e. Is your firm certified as a female owned business by the Women’s Business Development Agency? Yes \_\_\_ No \_\_\_
- f. Please attach a copy of your certification letter.
- g. Small businesses, minority-owned firms and women’s business enterprises will be given preference for purchases whenever possible. Information will be made available to these firms to encourage their participation in CEDA’s Procurement functions.

**EXHIBIT D**  
**CERTIFICATION REGARDING LOBBYING**

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Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all sub-recipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Statement for Loan Guarantees and Loan Insurance

The undersigned states, to the best of his or her knowledge and belief, that:

If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions. Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required statement shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

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**Signature**

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**Title**

---

**Organization**

**EXHIBIT E**  
**BUSINESS INFORMATION AND REFERENCES**

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1. How many years has this company been in business? \_\_\_\_\_
  
2. Do you have a current business license? [ ] Yes [ ] No
  - a. In what city or town is the business licensed? \_\_\_\_\_
  
3. Provide the name, telephone number and address of (3) references for jobs whose scope of work is similar to that which is specified in this bid.

Company/Agency Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Contact \_\_\_\_\_

Type of Business \_\_\_\_\_

---

Company/Agency Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Contact \_\_\_\_\_

Type of Business \_\_\_\_\_

---

Company/Agency Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Contact \_\_\_\_\_

Type of Business \_\_\_\_\_



# \$100k/mo Opportunity (for the right web agency)

*Want More Web Dev Projects Like This One, Without Competing On Public Bids?*

Hi, I'm Chris Upscale Johnson, and 5 years ago I started helping Web Agencies get WordPress & Web Dev Projects as part of my Program "Upscale Method". Now many have added \$100k/mo in additional revenue ([See Case Studies Here](#)) and I would like to help you do the same.

📧 To get 100 WordPress & Web Dev projects like this every month without having to publicly compete with other agencies, just message me here: <https://m.me/upscalemethod>

You'll get access to a pool of 15,000 new inbound projects per month from my network of 9,500 agencies and lead generation channels:

- ✓ Large, Medium & Small clients suitable for your agency
- ✓ US Businesses seeking Web Development, WordPress, Python, Node, PHP, SEO, Woocommerce, Shopify, AI & More
- ✓ Web Design Projects: Front End Design, Branding & Redesigns

What kind of projects are you looking for? Just let me know, and I'll help you find suitable clients for your web agency.

📧 Message me here: <https://m.me/upscalemethod>

Looking forward to your success!

Chris Upscale Johnson  
WordPress & Dev Leads - Agency Success Coach  
UpscaleMethod.com

