REQUEST FOR PROPOSALS

Workforce Data Integration and Visualization Platform

Hampton Roads Workforce Council (HRWC)

RFP Number	HRWC-2026-RFP-001
Issue Date	05/06/2026
Proposals Due	05/21/2026 by 5:00 PM ET
Submission Method	Electronic submission to rfpsubmissions@theworkforcecouncil.org
Questions Deadline	05/14/2026 by 5:00 PM ET
Contract Period	12 months from contract execution
Estimated Budget	**Not to exceed $500,000**

Questions regarding this RFP should be directed to:

Hampton Roads Workforce Council • 999 Waterside Drive, Ste. 1314 • Norfolk, VA 23510
(757) 314-2370 • rfpsubmissions@theworkforcecouncil.org • www.theworkforcecouncil.org

SECTION 1: INTRODUCTION AND BACKGROUND

1.1 About the Hampton Roads Workforce Council

The Hampton Roads Workforce Council (HRWC) is the federally designated Local Workforce Development Board for the Hampton Roads region of Virginia. HRWC convenes employers, educators, economic development organizations, and community partners to align workforce development investments with regional labor market demands. Operating under the Workforce Innovation and Opportunity Act (WIOA), HRWC is responsible for strategic oversight of the American Job Center network and coordinates workforce programming serving thousands of job seekers and employers annually.

1.2 Purpose of This RFP

HRWC is seeking proposals from qualified contractors or research institutions to design, develop, and deliver a Workforce Data Integration and Visualization Platform. This initiative will transform how HRWC collects, analyzes, and communicates workforce intelligence to regional stakeholders. The selected vendor will partner with HRWC staff to build a sustainable, scalable data ecosystem that supports evidence-based decision-making across the Hampton Roads workforce development system.

The intent of this engagement is to establish the strategic, technical, and governance foundation for a future regional workforce data ecosystem. HRWC anticipates that the project will focus primarily on stakeholder discovery, data architecture planning, governance framework development, technical solution design, and proof-of-concept prototyping. The selected contractor will support HRWC in assessing the current workforce data landscape, identifying opportunities for alignment and integration across systems, and developing scalable recommendations to support future implementation efforts.

The project is intended to produce a clear strategic framework, conceptual technical architecture, and working prototype with user feedback report and scalability roadmap.

1.3 Problem Statement

Hampton Roads is home to a diverse and strategically important economy spanning defense, healthcare, logistics, maritime industries, and higher education. Despite the region's economic complexity, HRWC currently lacks integrated visibility into the full range of workforce dynamics that shape regional competitiveness. Data from community colleges, four-year universities, employer HR systems, and public labor market sources remain siloed, arrive in inconsistent formats, and update on misaligned schedules.

This fragmentation prevents HRWC from addressing critical questions, including:

- Which regional industries are experiencing skills shortages, and how are educational programs responding?
- How do local training program completion rates translate into employment outcomes and wage gains?
- Where are workforce mobility and retention challenges most acute?
- How do regional compensation benchmarks compare across sectors and demographic groups?

- Which populations face the greatest barriers to employment, and what interventions are most effective?

Note: An initial data landscape assessment is required to confirm availability and quality of data for the metrics described above. Proposers should account for this discovery and validation work in their technical approach.

SECTION 2: SCOPE OF WORK

2.1 Project Overview

The selected contractor will deliver a 12-month engagement comprising four overlapping phases. The project will produce a data integration strategy, a governance framework, a technical platform architecture, and a working proof-of-concept dashboard suite demonstrating the platform's value.

2.2 Project Phases and Deliverables

Phase	Title	Duration	Key Deliverable
Phase 1	Discovery & Strategy	Months 1–3	Data Landscape Report & Stakeholder Workshop
Phase 2	Framework Development	Months 2–5 (concurrent)	Data Integration Strategy & Governance Framework
Phase 3	Technical Solution Design	Months 4–6	Platform Architecture & UX Design
Phase 4	Proof of Concept	Months 6–12	Working Prototype & User Feedback Report

Phase 1: Discovery and Strategy (Months 1–3)

Deliverable: Data Landscape Report and Stakeholder Workshop

- Conduct structured interviews with representatives from community colleges, universities, K-12 education partners, private training providers, employer HR departments, and internal HRWC teams to map the stakeholder ecosystem and understand current data practices.
- Inventory all available educational and employer data sources, assessing quality, completeness, and update frequency.
- Facilitate a multi-stakeholder workshop to define critical workforce metrics and reporting needs.
- Produce a Risk Assessment identifying data availability gaps and recommended mitigation strategies.

Phase 2: Framework Development (Months 2–5, concurrent with Phase 1)

Deliverable: Data Integration Strategy and Governance Framework

- Design a tiered data integration approach based on source complexity, update frequency, and stakeholder technical capabilities.
- Define data ownership policies, access rights, privacy and confidentiality controls, and data quality standards.
- Assess existing HRWC IT infrastructure and design a hybrid ETL (Extract, Transform, Load) strategy that is cost-effective and maintainable.
- Present draft frameworks to HRWC staff and key stakeholders for feasibility review and revision.

Phase 3: Technical Solution Design (Months 4–6)

Deliverable: Platform Architecture Document and User Experience Design

- Develop a detailed technical architecture for a multi-source ETL framework with a centralized data warehouse optimized for workforce analytics.
- Design role-based Power BI dashboard suites (or equivalent approved visualization tool) with automated reporting capabilities for different user groups (HRWC staff, employer partners, policymakers, educators).
- Design automated data quality validation and monitoring workflows.
- Produce wireframes and UX prototypes for stakeholder review prior to development.

Phase 4: Proof of Concept (Months 6–12)

Deliverable: Working Prototype with User Feedback Report and Scalability Roadmap

- Deploy ETL processes for 4–5 representative data sources identified during Phase 1.
- Develop a functional dashboard prototype showcasing 5–7 critical regional workforce KPIs.
- Conduct iterative user testing sessions with pilot users including HRWC staff and selected partner organizations.
- Document lessons learned, technical recommendations, and a roadmap for enterprise-scale implementation.

2.3 Key Performance Indicators (KPIs)

The platform must be capable of supporting analysis and visualization of the following workforce metrics at minimum:

- Regional employment trends and occupational demand by industry sector
- Educational program completion rates and credential attainment
- Program-to-employment alignment and labor market outcomes
- Workforce mobility, in-migration, and retention patterns
- Skills gaps relative to employer-stated demand
- Training program effectiveness and return on investment
- Compensation benchmarking across sectors and demographic groups

2.4 User-Centered Design, User Stories, and Data Interaction

The selected contractor will adopt a user-centered and iterative approach to solution design, grounded in the needs of both data consumers and data contributors across the workforce system.

User Story Development

The contractor will work collaboratively with HRWC staff and stakeholders to define and maintain a structured set of user stories that guide platform design and prioritization. These user stories will:

- Represent distinct user roles (e.g., HRWC staff, employer partners, educators, policymakers)
- Clearly articulate the intended use of data, desired outcomes, and decision-making context
- Include defined acceptance criteria and success measures
- Be iteratively refined throughout the project lifecycle based on stakeholder feedback

User stories will serve as a primary mechanism for translating business needs into technical requirements and will inform dashboard design, data modeling, and platform functionality.

Team Integration and Collaboration

The contractor is expected to function as an integrated extension of the HRWC team. This includes:

- Participating in regular project cadence activities (e.g., check-ins, sprint reviews, working sessions)

- Collaborating closely with HRWC staff to prioritize work, review outputs, and adapt to evolving needs
- Utilizing shared tools and documentation practices where feasible
- Ensuring transparency in progress, risks, and dependencies

The contractor will be expected to demonstrate an ability to operate in an iterative, feedback-driven environment rather than a strictly linear delivery model.

Data Definition and Shared Understanding

A core objective of this project is establishing consistent and shared definitions of key data elements across stakeholders. The contractor will:

- Facilitate the development of a business-aligned data dictionary and/or glossary of key terms, metrics, and dimensions
- Align technical data structures with business definitions to ensure clarity and usability
- Identify and reconcile discrepancies in how data is defined and used across partner organizations
- Document data lineage, transformations, and assumptions associated with key metrics

Data Interaction: Users and Data Generators

The contractor must take a holistic view of how data is both consumed and produced within the workforce ecosystem.

For data users (end users):

- Design role-based data access and visualization experiences tailored to different stakeholder groups
- Ensure that data is presented with sufficient context, definitions, and metadata to support interpretation and decision-making
- Incorporate user feedback into iterative improvements

For data generators (data providers and upstream systems):

- Document how data is created, collected, and transmitted across systems
- Identify opportunities to improve data capture processes to enhance quality and consistency
- Ensure that system design reduces manual intervention and supports sustainable data workflows

This dual focus is essential to ensuring long-term data quality, usability, and system adoption.

SECTION 3: CONTRACTOR REQUIREMENTS

3.1 Minimum Qualifications

Proposals will only be considered from organizations or teams that demonstrate all of the following:

- A minimum of three (3) years of demonstrated experience delivering data integration, analytics, or workforce intelligence solutions for public sector, workforce development, or higher education clients.
- Demonstrated experience with ETL pipeline development, data warehousing, and business intelligence tools (Power BI, Tableau, or equivalent).
- Prior experience conducting stakeholder-engaged research, including structured interviews and facilitated workshops with diverse institutional partners.
- Demonstrated capacity to manage complex, multi-phase projects within established timelines and budgets.

- Ability to comply with applicable data privacy laws and regulations, including FERPA, HIPAA (where applicable), and Virginia data privacy statutes.

3.2 Preferred Qualifications

- Prior engagement with workforce development boards, American Job Centers, or WIOA-funded programs.
- Experience working with Virginia Community College System (VCCS) or Virginia higher education institution data systems.
- Regional presence in or prior projects serving the Hampton Roads area.
- Familiarity with labor market information (LMI) data sources such as VDOL, BLS QCEW, O*NET, and Burning Glass/Lightcast.
- Academic research capacity with Modeling & Simulation, Computational Social Science, or Data Science expertise.

3.3 Required Staffing

Proposals must identify key personnel for the following roles. Resumes or CVs must be included for all named individuals. HRWC must approve any staff changes after contract execution.

- Project Lead / Principal Investigator: Responsible for overall project management, stakeholder communication, and deliverable quality.
- Data Architect / Integration Specialist: Leads ETL design, data warehouse architecture, and governance framework development.
- Data Scientist / Analyst: Conducts labor market analysis, KPI definition, and data quality assessment.
- Full-Stack Developer / Software Engineer: Implements data pipelines, platform architecture, and back-end systems.
- Front-End Developer / UI/UX Designer: Designs and develops dashboard interfaces and user experience components.
- Research Support Staff: May include graduate or undergraduate students under direct supervision of senior staff.

SECTION 4: PROPOSAL REQUIREMENTS

4.1 Proposal Format and Organization

Proposals must be submitted as a single PDF document not to exceed 40 pages (excluding appendices). Proposals must be organized in the following order:

- Cover Page (1 page)
- Executive Summary (1–2 pages)
- Organizational Background and Qualifications (3–5 pages)
- Technical Approach and Methodology (8–12 pages)
- Project Team and Staffing Plan (3–5 pages)
- Project Timeline and Milestones (1–2 pages)
- Budget Narrative and Budget Summary Table (3–5 pages)
- References (minimum 3 relevant clients, with contact information)
- Required Certifications and Signatures
- Appendices (resumes/CVs, work samples, data governance examples — not counted in page limit)

4.2 Required Content: Technical Approach

The Technical Approach section must address the following elements:

- Proposed methodology for each of the four project phases, including specific activities, milestones, and decision points.
- Approach to stakeholder engagement, including how partner organizations will be involved throughout the project.
- Data integration architecture strategy, including proposed tools, technologies, and ETL methodology.
- Data governance approach, including proposed ownership model, access controls, and quality assurance processes.
- Dashboard and visualization design philosophy, including examples of prior work.
- Risk identification and mitigation strategies, particularly regarding data availability and stakeholder coordination.
- Long-term sustainability and maintainability strategy, including anticipated technical staffing needs, licensing or subscription requirements, recurring operational costs, documentation standards, administrator training, and the proposer's approach to ensuring that HRWC can sustainably maintain and expand the solution over time.
- Approach to developing, managing, and prioritizing user stories, including examples of how user needs are translated into technical requirements and validated through iterative delivery.
- Strategy for integrating with HRWC staff as an embedded team, including communication cadence, collaboration tools, and workflow alignment.
- Methodology for defining and maintaining a shared data dictionary, business glossary, and data lineage documentation across multiple stakeholders.
- Approach to understanding and improving how data is generated, collected, and maintained by upstream partners, in addition to how it is consumed by end users.

4.3 Budget Requirements

HRWC anticipates awarding a single fixed-price contract with a total not-to-exceed value of $500,000. Proposers must submit a complete budget in the format below, along with a budget narrative that justifies each line item. All costs must be expressed as 12-month totals. Indirect/overhead rates must be disclosed and, if applicable, supported by a negotiated indirect cost rate agreement (NICRA) or similar documentation.

Budget Category	Estimated Amount	Proposer Amount
Personnel (Project Lead, Data Architect, Developer, Analyst, UI/UX)	$339,000	
Fringe Benefits	$86,930	
Other Direct Costs (Software, Travel, Materials)	$8,400	
Total Direct Costs	**$434,780**	
Indirect/Overhead Costs	Proposer Rate	
TOTAL PROJECT COST (12 months)	**~$500,000**	

The total project cost must not exceed $500,000. HRWC reserves the right to negotiate final costs and scope prior to contract execution.

SECTION 5: EVALUATION CRITERIA AND PROCESS

5.1 Evaluation Process

All responsive proposals will be evaluated by a review committee composed of HRWC staff and selected board members. HRWC reserves the right to conduct oral presentations or interviews with finalists. The committee will use the scoring rubric below to rank proposals.

Evaluation Criterion	Points Possible	Evaluator Score
Relevant Experience & Past Performance	25	
Technical Approach & Methodology	25	
Understanding of HRWC's Needs	20	
Qualifications of Proposed Staff	15	
Cost Realism & Budget Justification	10	
Local/Regional Presence or Partnerships	5	
TOTAL	**100**	

5.2 Evaluation Criteria Detail

Relevant Experience & Past Performance (25 points)

Demonstrated track record of completing similar projects on time and within budget. Quality and relevance of provided references. Experience with workforce development, education, or public sector data systems.

Technical Approach & Methodology (25 points)

Clarity, feasibility, and rigor of the proposed methodology. Soundness of data integration and governance strategy. Quality of proposed dashboard and visualization design. Strength of risk identification and mitigation planning.

Understanding of HRWC’s Needs (20 points)

Evidence that the proposer understands the regional workforce context, HRWC’s operational environment, and the data challenges described in this RFP. Quality of proposed KPIs and alignment with HRWC’s strategic priorities.

Qualifications of Proposed Staff (15 points)

Education, experience, and relevant credentials of named key personnel. Adequacy of staffing levels relative to proposed scope. Clear identification of roles and responsibilities.

Cost Realism & Budget Justification (10 points)

Budget is realistic, reasonable, and well-justified. Costs are aligned with proposed scope and staffing. Indirect cost rates are documented and appropriate.

Local/Regional Presence or Partnerships (5 points)

Demonstrated familiarity with the Hampton Roads region. Evidence of existing relationships with regional higher education institutions, employers, or workforce partners.

SECTION 6: PROCUREMENT TIMELINE

Milestone	Target Date
RFP Issued	05/06/2026
Deadline for Written Questions	05/14/2026
HRWC Responses to Questions Posted	05/19/2026
Proposals Due (5:00 PM ET)	05/21/2026
Proposal Review and Evaluation Period	05/22/2026 – 05/29/2026
Notice of Award Intent / Notification to Finalists	06/01/2026
Contract Negotiations	Dependent upon receipt of funding.
Contract Execution and Project Kickoff	Dependent upon receipt of funding
Project Completion	12 months from contract execution

SECTION 7: TERMS, CONDITIONS, AND ADMINISTRATIVE REQUIREMENTS

7.1 General Terms

- This RFP does not constitute a commitment by HRWC to award a contract. HRWC reserves the right to cancel this RFP, reject any or all proposals, waive technicalities, or reissue the RFP at any time.
- All costs incurred in responding to this RFP are solely the responsibility of the proposer. HRWC will not reimburse any proposal preparation costs.
- Proposals become the property of HRWC upon submission and are subject to Virginia Freedom of Information Act (FOIA) provisions, except for information properly designated as proprietary.
- Proposers must disclose any actual or potential conflicts of interest involving HRWC, its board members, staff, or partner organizations.

This Request for Proposals (RFP) is issued in support of a project funded by BlueForge Alliance, and any resulting award will be subject to applicable Federal Acquisition Regulation (FAR) and Defense Federal Acquisition Regulation Supplement (DFARS) requirements.

By submitting a proposal, Offerors acknowledge and agree that the following provisions will apply to any resulting contract or purchase order:

- **Contractor-Furnished Proprietary Information**
  The Contractor shall not provide or incorporate proprietary information into deliverables without prior written notice to and concurrence from the Buyer. All submitted data must be properly marked in accordance with applicable DFARS data rights clauses. Failure to provide notice or proper markings may result in the information being treated as delivered without restriction.
- **Intellectual Property and Data Rights**
  The rights and obligations of the parties shall be governed by applicable federal clauses, including but not limited to:
  - FAR 52.227-11 (including Alternate II, if applicable); and

- DFARS 252.227-7038, as well as all other applicable **technical data and computer software rights clauses**, including DFARS 252.227-7013 and DFARS 252.227-7015.

The term “technical data” shall have the meaning set forth in the applicable DFARS clauses.

If any subcontractor asserts restrictions inconsistent with these requirements, the Contractor must promptly notify the Buyer and provide supporting justification.

- **Ownership of Deliverables**
  All reports, memoranda, and other materials prepared under any resulting award shall become the sole property of the Buyer, unless otherwise specified by applicable FAR/DFARS clauses.

7.2 Contractual Requirements

The selected contractor will be required to execute a professional services contract with HRWC that includes:

- Scope of work, deliverables, and payment schedule tied to milestone completion.
- Data use and confidentiality provisions consistent with FERPA, HIPAA, and applicable Virginia law.
- Intellectual property provisions granting HRWC ownership of all work products, data, documentation, and platform components developed under the contract.
- Requirements for general liability, professional liability, and workers’ compensation insurance.
- Compliance with federal WIOA requirements and HRWC procurement policies.
- Provisions for contract modification, dispute resolution, and termination for convenience.

7.3 Data Privacy and Security

Proposers must demonstrate the capacity to handle sensitive workforce and educational data in compliance with all applicable laws. The proposal must describe the organization’s data security practices, including:

- Data encryption and access control protocols
- Incident response and breach notification procedures
- Policies for data retention and destruction
- Any relevant certifications (e.g., SOC 2, ISO 27001)

7.4 Equal Opportunity and Non-Discrimination

HRWC is an Equal Opportunity Employer and requires that all contractors comply with applicable federal and Virginia non-discrimination laws. Contractors must certify compliance with Section 188 of WIOA, Title VI of the Civil Rights Act, and the Americans with Disabilities Act.

SECTION 8: SUBMISSION INSTRUCTIONS

8.1 How to Submit

Proposals must be submitted electronically as a single PDF document to rfpsubmissions@theworkforcecouncil.org by 05/21/2026 at 5:00 PM Eastern Time. The email subject line must read: "RFP HRWC-2025-RFP-001 – [Organization Name]." Late submissions will not be accepted.

8.2 Questions and Clarifications

All questions regarding this RFP must be submitted in writing to rfpsubmissions@theworkforcecouncil.org no later than 05/14/2026 at 5:00 PM Eastern Time. Questions will not be accepted by phone. HRWC will post written responses to all questions on its website at www.hrworkforce.org by 05/19/2026. Proposers are responsible for monitoring the HRWC website for any addenda or amendments to this RFP.

8.3 Required Certifications

The proposal must include a signed cover page certifying that:

- The information provided is accurate and complete to the best of the proposer's knowledge.
- The proposer has not engaged in collusion with other proposers.
- The proposer is not debarred, suspended, or otherwise excluded from federally funded programs.
- The proposer agrees to comply with all terms and conditions of this RFP.

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This RFP was issued in accordance with HRWC procurement policies and applicable WIOA regulations.