ADDENDUM NO. 1

Request for Proposals
Website Modernization & Digital Presence Overhaul

Issued By:

Hampton Roads Workforce Council (HRWC)

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RFP Number:

HRWC-2026-WEB-001

Issue Date: May 25, 2026

Addendum Issue Date: June 18, 2026

Revised Proposal Due Date: July 14, 2026, 5:00 PM ET

IMPORTANT NOTICE:

The proposal submission deadline has been extended from June 30, 2026 to July 14, 2026 at 5:00 PM ET. All respondents are responsible for reviewing this Addendum and incorporating any applicable clarifications into their proposals.

Procurement Contact:

Hampton Roads Workforce Council

rfpsubmissions@theworkforcecouncil.org

HAMPTONROADS WORKFORCECOUNCIL

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This Addendum is hereby incorporated into and made part of the Request for Proposals (RFP). The following responses are provided for clarification purposes only and do not modify the requirements of the RFP unless expressly stated herein.

PROCUREMENT SCHEDULE UPDATE

The Hampton Roads Workforce Council (HRWC) has received significant interest in this solicitation and appreciates the engagement and thoughtful questions submitted by prospective vendors.

To provide interested parties additional time to review the information contained in this Addendum and prepare responsive proposals, the proposal submission deadline has been extended from **June 30, 2026, at 5:00 PM ET** to **July 14, 2026, at 5:00 PM ET**.

The revised procurement schedule is as follows:

Milestone	Target Date	Description
RFP Issued	May 25, 2026	RFP published on the HRWC website
Written Questions Deadline	June 5, 2026, 5:00 PM ET	Questions submitted to RFPsubmissions@theworkforcecouncil.org
HRWC Responses to Questions	June 22, 2026	Posted as Addendum No. 1 on the HRWC website
Proposals Due	July 14, 2026, 5:00 PM ET	Electronic submission; late proposals will not be accepted
Evaluation Period	July 15 – August 14, 2026	Evaluation Committee scoring of technical proposals
Oral Presentations (if held)	August 17 – August 28, 2026	Shortlisted vendors; virtual or in-person at the HRWC's discretion
Intent to Award Notice	September 1, 2026	Sent to all proposers
Contract Negotiation	September 7 – September 14, 2026	Final contract terms negotiated with selected vendor
Contract Execution & Notice to Proceed	September 15, 2026	Anticipated contract start date and Project kickoff — Phase 1 begins
Anticipated Site Launch	April 2027	Production launch following completion of all phases

Except as modified by this Addendum, all other terms and conditions of the Request for Proposals remain unchanged.

1. CMS PLATFORM & TECHNOLOGY STACK

HRWC currently utilizes WordPress and staff are familiar with that platform. HRWC will consider other open-source CMS platforms if the vendor can demonstrate that the proposed solution meets or exceeds the requirements outlined in the RFP and provides a rationale for its selection.

HRWC does not have preferred or prohibited themes, plugins, page builders, security tools, or related technologies. Vendors should recommend technologies that best support the project's requirements for accessibility, security, performance, maintainability, scalability, and long-term sustainability.

HRWC expects vendors to provide the training and documentation described in the RFP. Vendors may propose additional training or support services as optional enhancements.

2. HOSTING, INFRASTRUCTURE & ENVIRONMENT

HRWC has not selected a hosting solution for the future website. Vendors should propose the hosting approach they believe best satisfies the security, performance, accessibility, compliance, and operational requirements outlined in the RFP. Vendors should identify whether hosting, DNS management, SSL certificates, CDN services, WAF services, and any other recurring infrastructure costs are included in the proposed pricing or will be billed separately. Any recurring annual costs should be identified as separate line items. HRWC has not identified a preferred hosting provider, infrastructure architecture, or deployment model and welcomes vendor recommendations.

3. CONTENT INVENTORY, AUDIT & MIGRATION

The content inventory, audit, migration planning, and migration process are intended to be vendor-led activities within the scope of work. Vendors should conduct their own assessment of publicly available website content as part of proposal development. HRWC will provide guidance and make final decisions regarding content retention, consolidation, migration, and retirement during the discovery and content review process. Additional information regarding existing website content and systems will be provided to the selected vendor during project implementation.

4. CONTENT DEVELOPMENT & COPYWRITING

HRWC anticipates providing the majority of website content and subject matter expertise. HRWC will provide existing branding assets and materials to the selected vendor. Vendors are expected to work within the existing HRWC brand while modernizing the website experience.

The base scope includes content migration, organization, formatting, and presentation. Vendors may propose optional content strategy, copyediting, copywriting, content development, or editorial services and should identify any associated costs separately.

5. MULTILINGUAL CONTENT & TRANSLATION

The primary requirement is that the website platform and architecture support multilingual content, including English and Spanish. Full translation of existing website content is not required as part of the base scope. HRWC anticipates providing the majority of website content. Vendors may propose translation services and translation management capabilities as optional enhancements and should identify associated costs separately.

6. JOBS BOARD INTEGRATION

HRWC intends to maintain the existing functionality currently provided through the Jobs Board platform. The RFP permits either API-based integration or responsive iframe implementation. Vendors should recommend the approach they believe best balances user experience, accessibility, functionality, maintainability, and cost. Documentation and system access will be provided to the selected vendor during implementation as applicable.

7. EVENTS CALENDAR INTEGRATION

HRWC intends to maintain the existing functionality currently provided through the Events Calendar platform. Vendors should recommend the integration approach they believe best supports the project objectives. Available technical documentation and system access will be provided to the selected vendor as applicable during implementation.

8. REGIONAL DEMOGRAPHICS DASHBOARD INTEGRATION

HRWC is open to vendor recommendations regarding the most effective integration approach for the Regional Demographics Dashboard. The objective is to provide users with a seamless and intuitive experience when accessing demographic and labor market information. Appropriate technical contacts and coordination resources will be made available during implementation as needed.

9. IMPACT DASHBOARD & OUTCOME REPORTING

At a minimum, the Impact Dashboard should support manual entry and updating of metrics by authorized HRWC staff through the CMS. Automated integrations, APIs, external data feeds, and scheduled file imports are not required as part of the base scope but may be proposed as optional enhancements.

10. CRMS, FORMS & MARKETING AUTOMATION

The base requirement is for employer and job seeker inquiries to be routed appropriately through forms and notifications to designated HRWC staff. Vendors may propose additional CRM, marketing platform, workflow automation, or reporting integrations if they believe such

functionality would provide additional value. Relevant system information will be shared with the selected vendor during implementation as appropriate.

11. ACCESSIBILITY & COMPLIANCE

The website must comply with WCAG 2.1 Level AA and applicable Section 508 accessibility requirements. Vendors should describe their accessibility testing and validation methodology, including any automated and manual testing approaches. Formal VPAT documentation, independent third-party accessibility audits, and certification-related services may be proposed as optional enhancements. The Virginia Accessibility Initiative reference is intended to encourage accessibility best practices and continuous improvement and is not a required contractual deliverable under the base scope.

12. SECURITY, PRIVACY & REGULATORY REQUIREMENTS

The references to NIST, VITA, CSAM, the Virginia Consumer Data Protection Act, and related frameworks establish HRWC's expectations regarding security, privacy, and risk management. Vendors are expected to align with these frameworks and applicable requirements to the extent relevant to the services provided under this project. Vendors should propose solutions consistent with public-sector cybersecurity and privacy best practices and describe their relevant controls, governance processes, and experience. Vendors are responsible for complying with all applicable federal, state, contractual, security, and privacy requirements.

13. ANALYTICS, REPORTING & SEO

The website should provide HRWC staff with access to meaningful analytics and reporting that support ongoing content management, user engagement analysis, performance monitoring, and continuous improvement.

Preserving SEO value, maintaining search visibility, and minimizing user disruption are important project objectives. Vendors should include an SEO preservation, URL redirection, and search performance strategy within their proposed migration approach.

14. PROJECT GOVERNANCE, STAFFING & TRANSITION

The selected vendor will be provided with appropriate access to systems, platforms, documentation, and resources necessary to perform the contracted work, subject to applicable security and access-control requirements. HRWC will collaborate with the selected vendor to facilitate reasonable access to stakeholders necessary to complete discovery, user research, stakeholder engagement, and testing activities. HRWC will work with the selected vendor to facilitate a smooth transition and provide reasonable access to available documentation, credentials, and resources.

The RFP does not prohibit the use of offshore personnel or globally distributed project teams. Vendors remain responsible for ensuring compliance with all applicable contractual, security, privacy, and project requirements.

15. PROCUREMENT, CONTRACTING & ADMINISTRATIVE MATTERS

The anticipated budget for the project is identified in the RFP as $75,000 to $150,000 for the base scope of work. Maintenance, support, or retainer services should be clearly identified and priced separately from the base project scope.

This procurement is limited to the modernization of www.theworkforcecouncil.org. Related websites, initiatives, or microsites are not included in the base project scope.

Electronic submission of a PDF proposal to RFPsubmissions@theworkforcecouncil.org satisfies the proposal submission requirements. Physical copies are not required.
Qualified firms may submit proposals regardless of geographic location. Vendors should disclose the location of key personnel, subcontractors, and any offshore resources proposed for the project.

The final contract is expected to incorporate the selected vendor's proposal, the RFP, negotiated scope elements, and other contract documents as appropriate. Final contract terms will be established during contract negotiations with the selected vendor.

Administrative Note:
The numbering of evaluation steps in Section 5.3 contains a formatting error only. No evaluation criteria or procedural requirements have been omitted or modified.