



CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY

Request for Proposal #27-01

Website & Customer Service System Redesign Project

Issued September 21, 2026

1. Introduction

Central Virginia Waste Management Authority (CVWMA) is seeking proposals from qualified vendors to develop a (1) customized website and (2) customer service log and tracking system, with the goal of implementing a scalable, secure, user-friendly, mobile-responsive, and accessible system that enhances customers' access to relevant information, as well as the ability to track, manage, and analyze customer service activity for use by customers and customer service agents.

2. Background

CVWMA is a regional public service authority created pursuant to the provisions of the Virginia Water and Waste Authorities Act, **§15.2-5100**, et seq., to assist its thirteen-member jurisdictions in developing and implementing effective solid waste management, waste diversion and recycling programs through contracts with the private sector. Member jurisdictions include: the Counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan, Prince George, the Town of Ashland, and the Cities of Colonial Heights, Hopewell, Petersburg, and Richmond (Collectively "Member Jurisdictions"). The CVWMA service area spans 2,442 square miles and serves a population of over 1.3 million.

3. Project Description & Objectives

3.1 Current Program/System:

The CVWMA manages curbside recycling and trash collection for approximately 200,000 households in the region, through contracts with the private sector. Customers contact CVWMA on a multitude of platforms, including telephone, email, self-service web-portal, and social media. The nature of those engagements could be informational or service related. Calls are logged into a custom-designed web-based application that maintains addresses and call information in a database. If a service-related call is logged, a work order is created for the appropriate contractor. Contractors log in to the system and manage work orders daily. Through this RFP, CVWMA is seeking proposals for a custom-designed web-based customer service application to enter, track, follow up and analyze customer engagements to provide efficient and effective customer service to residents and member jurisdictions. CVWMA front-line team receives over 85,000 requests from customers per year. Annual engagements with customers are provided below by type:

Contact Type	Annual # Engagements
Telephone	64,624
Email	10,116
Self-Service Portal	8,831
Other	2,786
Total	86,357

Additionally, a customized website currently exists within the framework of a WordPress template, but specialty functions were created by the current developer. The website provides customer access to service requests, service-related information, news and events, and statistical data related to our operations.

3.2 Project Objectives

The redesigned website should:

- Improve usability, navigation, and overall user experience
- Meet or exceed WCAG 2.2 AA accessibility standards
- Present a modern, visually appealing design aligned with organization branding
- Improve content organization and searchability
- Support mobile-first responsiveness
- Integrate with the customer service portal and other existing online services as needed
- Provide an easy-to-use content management system (CMS) for CVWMA staff to update on a regular basis

The redesigned customer service system should:

- Interact with our cloud-based call system, as well as other available contact platforms
- Provide real-time service request intake and automated acknowledgements
- Have ability to operate both internally (within CVWMA) and externally (with contractors)
- Be able to generate reports for various call log and address data, create a dashboard with general reporting information, as well as generate in a readable, sharable, downloadable format

4. Scope of Work

As described herein, the successful Offeror shall design, develop, host, implement, and maintain a new website for the CVWMA at cvwma.com. The Successful Offeror shall also design, develop, host, implement, and maintain an address and call log database and customer service case management system for internal and external use. The system shall support call logging, tracking, reporting, and workflow management, and shall be capable of interfacing and exchanging data with external partners and third-party applications.

4.1 Discovery and Planning

- Review current website structure, analytics, and content
- Provide a project timeline and communication plan

4.2 Customer Interaction Logging

- Give customer service agents ability to log interactions from phone, email, web forms, chat, social media, and in-person visits
- Automatic timestamping and user identification
- Ability to attach documents, pictures, and other media
- Give public users the ability to log their own customer service requests by address

4.3 Case & Workflow Management

- Case creation, assignment, escalation, and closure
- Ability for tracking and automated reminders
- Task management and follow-up scheduling
- Internal notes and collaboration tools to communicate amongst front-line team in real time
- Configurable workflows and approval processes

4.4 Customer Profile Management

- Ability to organize/link related cases or accounts
- Searchable database with filters and advanced queries

4.5 Reporting & Analytics

- Standard dashboards (case volume, response times, resolution rates)
- Custom report builder
- Export capabilities (CSV, Excel, PDF)
- Trend analysis and performance metrics

4.6 Integrations

- Ability to integrate with email, phone/VoIP systems (optional, but preferred), and other external platforms
- Single sign-on (SSO) and identity management

4.7 Security & Compliance

- Role-based access control
- Audit logs
- Data encryption
- Compliance with relevant regulations and privacy laws

4.8 Technical Requirements

- Cloud deployment
- Browser and mobile compatibility
- Application Programming Interface (API) capabilities for custom integrations
- System uptime and performance expectations (e.g. 24/7 customer access to portal)
- Backup and disaster recovery capabilities

4.9 Accessibility

- Comply with the most updated American Disability Act (ADA) accessibility standards
- Provide alternative text for images, transcriptions for audio, captions for videos, etc.
- Be compatible with screen readers or other assistive technologies
- Display sufficient color contrast

4.10 Website Development

- Design and build an interactive website (cvwma.com) using secure, scalable Content Management System (CMS)
- Optimize for speed, Search Engine Optimization (SEO), and mobile performance

- Migrate existing content
- Integrate social media accounts

4.11 Implementation

- Provide a seamless transition from current operating systems to new operating systems
- Develop milestones for CVWMA review

4.12 Training & Post-Launch Support

- Provide CMS training for CVWMA staff
- Assist with deployment and DNS updates
- Usability testing
- Offer optional ongoing maintenance services
- Grant CVWMA rights to the code/style sheet

5. Proposal Submission Requirements

5.1 Proposals must include:

- Company overview and years in business
- Experience with similar developments and implementations
- References from at least three (3) comparable clients
- Description of support structure and service levels and description
- Financial stability

5.2 Submission:

a. Offerors must submit one (1) complete copy of the proposal and all required documents and/or attachments. Hard copy proposals provided must be submitted to the CVWMA offices no later than **4:00pm, Wednesday, October 28, 2026**. Sealed proposals provided must be typed or legibly printed in non-erasable ink. An electronic copy can also be provided on a USB drive with the hard copy or through the eVA system, described in 5.2.b. All corrections made to any part of the proposal by the Offeror must be initialed in non-erasable ink.

Proposals must be enclosed in a sealed envelope that is clearly labeled “*PROPOSAL FOR WEBSITE AND CUSTOMER SERVICE REDESIGN PROJECT*” and addressed as follows:

Stephanie Breaker, Senior Contact Center Manager
 Central Virginia Waste Management Authority
 2100 West Laburnum Ave, Suite 105
 Richmond, Virginia 23227

The face of the sealed envelope shall contain the Offeror’s name, contact person, return address, date and the time the proposal is submitted. Any proposal received after the time and date specified shall not be considered and will be returned to the Offeror unopened.

b. **Electronic Proposal Submission** – Offerors must be registered in eVA to submit an electronic proposal. Offerors must submit one (1) complete copy of the proposal and all required documents and/or attachments.

The following are instructions for submitting an electronic proposal through the eVA system:

- i. Go to www.eva.virginia.gov;

- ii. Click on “I Sell to Virginia”;
- iii. Click on eVA Supplier Training; and
- iv. Click on “Viewing and Responding to Solicitation Video”.

NOTE: Offerors need to ensure that they submit their electronic response to the **latest version** of the solicitation. If an offeror needs assistance submitting an electronic response, the Offeror must contact the eVA Customer Care at 866-289-7367 or email eVACustomerCare@dgs.virginia.gov.

Any proposals delivered after the specified date and time will not be considered and will be returned unopened. It shall be the Offeror’s sole responsibility to ensure that the proposal is complete and delivered at the proper time and place.

5.3 Pre-Proposal conference (non-mandatory) and RFP Questions and Amendments

a. The CVWMA will hold a non-mandatory Pre-Proposal Conference on **Tuesday, September 29, 2026 at 10:00am** in the CVWMA Conference Room, 2100 W Laburnum Avenue, Suite 105, Richmond, Virginia 23227. Offerors may participate virtually; if you wish to participate virtually, please email sbreaker@cvwma.com for the link.

b. At the pre-proposal conference, representatives of CVWMA will be available to answer questions and explain the intent of the RFP and expectations of the project for any forthcoming contract(s). CVWMA will address questions or concerns that may be raised at the pre-proposal conference and if deemed appropriate, CVWMA will prepare written responses to questions raised that relate to interpretation of, or changes to, the RFP. The responses will be divided into two (2) categories:

- Items requiring only clarification, interpretation or explanation.
- Items requiring an addition, deletion or change to the original RFP.

c. Questions related to this project and RFP shall be submitted to CVWMA no later than close of business October 16, 2026. Questions should be submitted to Stephanie Breaker, CVWMA Senior Contact Center Manager at sbreaker@cvwma.com. Only written interpretations of, or changes to the RFP received from or issued by CVWMA shall be relied upon by prospective Offerors in preparing proposals. Any written interpretations or changes to the RFP will be issued by the CVWMA no later than 5:00pm, October 21, 2026. Offerors should check the status of this solicitation and any updates on the CVWMA website at <https://cvwma.com/about-us/procurement-opportunities>.

5.4 Proposal Evaluation Process and Contract Negotiations

The CVWMA will review and evaluate all proposals received. Upon review and evaluation of the proposals, the CVWMA will select two or more Offerors deemed to be fully qualified and best suited among those submitting proposals for an interview. Selection shall be made by the top-ranked Offerors who demonstrate the best value for the CVWMA.

If negotiations with the top-ranked Offeror are unsuccessful, negotiations will be formally terminated and the CVWMA will enter into negotiations with the next highest-ranking Offeror, until a contract satisfactory and advantageous to the CVWMA is negotiated. The CVWMA reserves the right to reject all proposals received and initiate a new competitive proposal process.

Should the CVWMA determine in its sole discretion that only one Offeror is fully more qualified than the others, a contract may be negotiated with and awarded to that Offeror. If negotiations are unsuccessful, the CVWMA reserves the right to issue a new Request for Proposal.

In evaluating proposals, the CVWMA will consider:

- 1. Responsiveness and completeness of the proposals with respect to this RFP;
- 2. Qualifications and experience of the Offeror and proposed staffing to implement the project;
- 3. Approach to development and implementation demonstrated in the proposal;
- 4. The proposed work plan, timeline for completion;
- 5. Responsiveness to questions at interview (if proposer is selected for interview);
- 6. Reference checks; and
- 7. Overall value of the proposal.

5.5 Proprietary Information

Pursuant to Va. Code **§2.2-4342(F)**, trade secrets or proprietary information submitted by any Offeror in connection with this RFP shall not be subject to public disclosure under the Virginia Freedom of Information Act, however **the Offeror must invoke the protection prior to or upon submission of the data or other materials, and identify the data or other materials by page or paragraph number to be protected, and state the reasons why protection is necessary.** Failure to follow these guidelines shall constitute a waiver of the Offeror’s request for confidentiality, where invoked and/or may automatically prevent CVWMA from withholding such information pursuant to a Virginia Freedom of Information Act request for the same.

5.6 Tentative Procurement and Contract Dates

Although the following dates are subject to change, it is anticipated that the following schedule will apply:

RFP Released	September 21, 2026
Pre-Proposal Meeting	September 29, 2026 at 10:00am
Deadline for Questions	October 16, 2026
CVWMA Responses to Questions	no later than October 21, 2026
Proposal Deadline	October 28, 2026 by 4:00pm
Interviews with Offerors	November 2-20, 2026
Award by CVWMA Board	December 11, 2026
Contract Executed	February 1, 2027

6. Contract Award

The CVWMA Board of Directors will award a contract for a Website & Customer Service System Redesign Project. CVWMA may offer two separate contracts, one for the Website and one for the Customer Service System. If two separate contractors are awarded, the systems will still need to operate in alignment with one another. Successful Offeror(s) will be notified prior to the recommendation of the award, and the award will be posted in CVWMA Board meeting agenda and meeting minutes on the CVWMA website.

7. General Terms and Conditions

Any contract resulting from this RFP shall include but not necessarily be limited to the following terms and conditions:

7.1 Compliance with equal opportunity:

During the performance of any contract resulting from this RFP, the Contractor must agree to the following:

- A. The Contractor shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability or other basis prohibited by law relating to discrimination in employment, except where such is a bona fide occupational qualification reasonably necessary to the normal operation of the Contractor. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this non-discrimination clause.
- B. The Contractor, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, will state that such Contractor is an equal opportunity employer.
- C. Notices, advertisements, and solicitations placed in accordance with Federal law, rule, or regulation shall be deemed sufficient for the purpose of meeting these requirements.
- D. The Contractor shall include the provisions of the foregoing in every subcontract or purchase order in excess of \$10,000 so that the provisions will be binding upon each subcontractor or vendor.
- E. The Contractor shall comply with Executive Order No. 11246, entitled "Equal Employment Opportunity" as supplemented in Department of Labor Regulation (41 CFR, Part 60). During the term of the contract, the Contractor, for itself, its assignees and successors in interest, agrees to comply with Title VI of the Civil Rights Act of 1964 (as amended), which will be made a part of the Contract by reference, and with any other applicable provision of federal or state law guaranteeing equal employment opportunity.

7.2 Drug-Free Workplace:

During the performance of this Contract, the Contractor shall comply with all federal, state, and local government laws regarding controlled substances, where applicable. In addition, the Contractor agrees as follows:

- A. The Contractor will provide a drug-free workplace for its employees.
- B. The Contractor will post in a conspicuous place(s), available to employees and applicants for employment, a statement notifying employees that the unlawful sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the workplace and specifying the actions that will be taken for violation of this prohibition.
- C. The Contractor will state in all solicitations or advertisements for employees placed by or on behalf of the Contractor that the Contractor maintains a drug-free workplace.
- D. The Contractor will include the provision of the foregoing Subparagraphs a, b and c of this Section in every subcontract or purchase order under this Contract over \$10,000, so that the provisions will be binding upon the Contractor's sub-contractors and employees.

7.3 Independent Contractor:

Contractor shall perform all work and services described herein as an Independent Contractor and not as an officer, agent, servant or employee of the CVWMA or its Member Jurisdictions. Nothing herein shall be construed as creating a partnership or joint venture between the CVWMA and Contractor. No person performing any of the work or services described hereunder shall be considered an officer, agent, servant or employee of the CVWMA

or Member Jurisdictions and no such person shall be entitled to any benefits available or granted to employees of the CVWMA

7.4 Compliance with Laws and Governing Law:

This RFP and any contract resulting from this RFP shall be interpreted pursuant to the laws of the Commonwealth of Virginia. The Contractor shall always observe and comply with all laws, ordinances, and regulations of federal, state and local governments which may affect the performance of the contract. Any dispute relating to the RFP or resulting Contract shall be brought only in applicable state court in the City of Richmond, Virginia.