



BID PACKAGE #1 — Web Developer / ADA / Data Systems Consultant

SECTION 1 — BID SOLICITATION NOTICE

The West Virginia Farmers Market Association (WVFMA) is soliciting sealed proposals from qualified independent contractors or firms to provide Web Development, ADA Accessibility Remediation, and Data Systems Modernization, as part of the *Growing Locally, Connecting Digitally* initiative funded through the Appalachian Regional Food Business Center Business Builder Subaward. All procurement activities under this solicitation shall comply with 2 CFR 200.317–200.327 and Appendix II to Part 200.

WVFMA intends to award one (1) contract based on demonstrated qualifications, competitive value, and ability to meet required timelines.

Contract Term: Upon award – May 15, 2026

Payment Structure: Monthly invoicing

Proposal Due Date: January 10, 2026

Submission Email: executivedirector@wvfarmers.org

Late proposals will not be accepted.

SECTION 2 — INSTRUCTIONS TO BIDDERS

1. All proposals must be submitted electronically as a single PDF.
2. Proposal format must follow Section 3 or it may be deemed non-responsive.
3. All bids must remain valid for 60 days after submission.
4. WVFMA reserves the right to:
 - Reject any and all proposals
 - Request clarifying information
 - Negotiate terms before award
 - Cancel this solicitation



SECTION 3 — REQUIRED PROPOSAL CONTENT

- Bidder Cover Sheet
- 1–2 page approach narrative
- Portfolio links
- Monthly work plan
- Resume or company profile
- Three references
- Signed Required Forms (NDA, Conflict Disclosure, Debarment)

SECTION 4 — PROCUREMENT POLICIES & CONDITIONS

Policies include confidentiality, conflict-of-interest disclosure, nondiscrimination, IP ownership, and termination clause.

4.1 NONDISCRIMINATION

The bidder shall not discriminate against any employee, applicant, or program recipient based on race, color, national origin, sex, age, disability, religion, veteran status, or other protected class.

4.2 CONFLICT OF INTEREST

Bidders must disclose any relationship with WVFMA staff or board members. Undisclosed conflicts may result in rejection of proposals.

4.3 CONFIDENTIALITY

Bidders shall maintain strict confidentiality of all data, including Market Metrics, member information, and sensitive organizational documents.

4.4 OWNERSHIP OF WORK

All work products developed under this contract become the exclusive property of WVFMA.

4.5 TERMINATION

WVFMA may terminate the contract for non-performance, missed deadlines, or breach of confidentiality with written notice.

SECTION 5 — SCOPE OF WORK (SOW)

Web Developer / ADA / Data Systems Consultant SOW



SCOPE OF WORK

The consultant will deliver the following:

1. ADA COMPLIANCE
 - Conduct a full accessibility audit of www.wvfarmers.org
 - Fix all WCAG 2.2 AA issues (navigation, forms, headings, alt text, color contrast)
 - Provide final ADA compliance report and staff training
2. WEBSITE FUNCTIONALITY UPGRADE
 - Rebuild all rental, membership, and application forms
 - Rental system build out to include platform capability for multiple regions and a large quantity of equipment.
 - Ensure single-submission workflows (no duplicate steps)
 - Integrate automated confirmations and error handling
 - Improve mobile responsiveness and UX
3. MARKET METRICS DATA SYSTEM REBUILD
 - Create capability to have a dashboard displayed on website with the ability to compare years.
 - Create staff dashboard + export features
 - Integrate automated email reminders
4. FARMFRESHWV.com REFRESH
 - Add and update 300+ market listings
 - Include payment-type tags (SNAP, WIC, Senior Vouchers)
 - Improve search filters and overall UX

DOCUMENTATION & TRAINING

- SOPs for all new systems
 - Train Staff on automations
 - Video walkthroughs
 - Full changelog
 - “The contractor agrees to provide access to any documents, papers, or records pertinent to this contract to WVFMA, the Appalachian Regional Food Business Center, USDA, and the Comptroller General of the United States, upon request.”



REQUIRED QUALIFICATIONS

- Minimum 5 years professional web development experience
- Demonstrated ADA/WCAG compliance projects
- WordPress expertise (forms, custom post types, automations)
- Experience working with nonprofits or public-facing systems
- Strong portfolio showing similar projects

Preferred:

- Experience with agriculture, food systems, or rural development
- Understanding of mobile-first design for low-bandwidth users

TIMELINE

Contract Start: Upon award

Contract End: May 15, 2026

PAYMENT

- Monthly invoicing
- Payment contingent on approved deliverables each month

SECTION 6 — EVALUATION CRITERIA

Scoring rubric based on experience, approach, qualifications, and references.

SECTION 7 — REQUIRED FORMS

Bidder Cover Sheet, NDA, Conflict Disclosure, Debarment Certification, W-9 requirement.