Sample Request for Proposal

Agency XYZ

REQUEST FOR PROPOSAL

WEB SITE DESIGN, DEVELOPMENT & HOSTING

MAY 2, 2003

NPower

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Table of Contents

1. SUMMARY

The AGENCY XYZ of Rock Hopper County is accepting proposals to design, develop and host the Association's web site. This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The existing AGENCY XYZ web site was originally designed and produced in 2001 and modified slightly in 2003 (see screen print attached). The site is maintained with in-house resources.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

Proposals received after 12:00pm/noon PST, Wednesday, June 4, 2003, will not be considered and will be returned unopened.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit alternate solutions, please do so.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. The AGENCY XYZ of Rock Hopper County will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

3. CONTRACT TERMS

The AGENCY XYZ of Rock Hopper County will negotiate contract terms upon selection. All contracts are subject to review by AGENCY XYZ legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

4. PURPOSE, DESCRIPTION AND OBJECTIVES

Purpose
The AGENCY XYZ currently has a web presence that is somewhat outdated in appearance, structure and in the presentation of content. An opportunity exists to re-engineer the site to better reflect the mission of the AGENCY XYZ and incorporate the latest web technology. Upon completion of the development of the site, the AGENCY XYZ will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of the AGENCY XYZ of Rock Hopper County.

Description
Create a flexible, informative web site that is easy to maintain. We must develop a friendly site that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code.

The AGENCY XYZ of Rock Hopper County will maintain ultimate editorial control of content, without burdening the local AGENCY XYZ branch locations or significantly delaying the publishing of new information on the site. Branch locations and the Association will efficiently manage web publishing processes, preferably by using a system with a browser-based user interface. Administration of web content will be based on roles to control access and work flow (e.g. author, reviewer/editor, publisher).

To be effective, our web site must be:
- Easy and intuitive
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate

Objective
Our primary Internet objective is to continue to build brand identity, awareness, and interest in the organization and the services it provides.

Our Vision
- Maximize web-based technologies
- Build member loyalty and enhance customer relationships
- Improve program delivery and service
- Provide focused web-based solutions
- Leverage human capital
- Increase market share

Specific Strategies
- Increase awareness of the AGENCY XYZ mission and promote involvement through programs
- Retain current members and program participants and gain new ones
- Strengthen relationships with community partners, donors, members, program participants and staff
- Attract qualified and diverse staff
- Improve business efficiencies

- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities
- Integrate brand messaging
- Deliver a consistent image
- Deliver a scalable, maintainable foundation

In short we must tell our story through the use of compelling visuals, intuitive navigation, and concise messaging.

Make it easy
Redesign the site to deliver intuitive navigation, an improved graphical user interface, and easy-to-find content organization.

Make it compelling
Develop tools to deliver timely, relevant answers to the breadth and depth of member questions.

Make it happen
Reinforce the AGENCY XYZ's brand and market leadership and give the member incentive to take action.

5. TIMELINE

- This RFP is dated May 2, 2003. Proposers may also request a copy be sent via email by contacting Betty Boop at bboop@Agency XYZ.org.

- Proposals are due no later than 12:00pm/noon PST, Wednesday, June 4, 2003.

- Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our evaluation team on or about June 30, 2003. You will be notified if this is requested.

- The name of the candidate firm who has been selected will be decided on or about July 18, 2003.

- Negotiations will begin immediately with the successful candidate and should conclude no later than July 30, 2003.

- All other candidates will be notified on or about August 15, 2003.

- Phase I of the project must be completed and delivered by September 30, 2003.

- Engagement work complete and web site live – deliverable date to be determined during Phase I.

6. BUDGET

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site.

Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

List pricing for:

- Phase I: Discovery, Requirements Planning & Site Definition

- Phase II: Site Development, Testing and Deployment

- Hosting: We have not yet made a decision to host on or off-site. Discussions during the discovery phase and your input and advice will help us make a decision in this regard.

The AGENCY XYZ of Rock Hopper County has allocated $25,000 for this project (Phase I and II). However, we will entertain responses for greater than $25,000 if they show an incremental project plan. Hosting costs will be addressed separately.

7. BACKGROUND OF ORGANIZATION

Our Mission
The AGENCY XYZ of Rock Hopper County is composed of people of all ages, ethnic backgrounds and religious affiliations united in sharing the values of caring, honesty, respect and responsibility through programs that build strong kids, strong families and strong communities.

7a. Products and Services Overview: 2002 Program Highlights

More than 64,591 different people participated in a variety of programs at 6 regional operations: Oz, Whoville, Anytown, Smallville, Southeast and Northwest. The AGENCY XYZ of Rock Hopper County is today recognized as the largest child care provider and not-for-profit human service agency in Rock Hopper County.

Camping:
1,591 youth attended day, resident and specialty camps during the summer.

Child Care:
Largest child care provider in Rock Hopper County serving 1,663 children at 33 sites in 7 school districts and 52 schools: we operate infant, pre-school, toddler, kindergarten and before/after school care.

Community:
Prayer Breakfast, Healthy Kids Day, Community Fun Fair and Begin to Swim.

Families:
More than 5,099 different families enjoyed a rich variety of programs including Activity Nights, holiday events, recreational outings and Summer and Winter Family Camps.

Mentoring:
Agency XYZ provided 247 quality one-to-one mentoring matches, and 95 school based matches throughout Rock Hopper County

Teen Programs:
9,130 teens participated in Teen and Middle School Programs.

Volunteers:
2,694 volunteers provided valuable assistance with policies, programs and activities.

Wellness:
More than 27,811 adults participated in wellness and fitness activities such as aerobics, swimming, basketball, yoga, martial arts, racquet sports and weights training.

Youth Sports:
7,494 youth participated in organized activities, ranging from swimming to basketball and biddy ball sports.

7b. Geographics

Our immediate geographic market is Rock Hopper County. Rock Hopper County is located on the Pacific Ocean, between South County and North County. Covering 2,090 square miles, it is a very large county.

Rock Hopper is the third most populous county, and one of the fastest growing. The county's population as of April 2001 was 618,600. Between 1990 and 2000, Rock Hopper County population grew by about 30%. The unincorporated (outside cities) population is 294,088 and the incorporated (inside cities) population is 324,512.

According to the Large County Council (1995), the population forecast for Rock Hopper County for year 2010 is 706,959, and for 2020 is 833,661. Job forecast for 2010 is 265,061, and for 2020 is 303,405. The population forecast used for Growth Management planning is 714,244 in the year 2012.

According to 2000 Census results, the county's population was 85.6% white, 1.7% black, 1.4% Native American Indian, 5.8% Asian, 4.7% Hispanic and 0.3% Native Hawaiian/ Other Pacific Islander. Persons identifying themselves as multiracial were 3.4% of the county's population.

7c. Member Demographics

- 48% male
- 52% female
- Make purchasing decision - 69% female
- Average age: 43
- Age breakdown:

- Age 18-29 12.5%
- Age 30-54 31.3%
- Age 55-64 4.2%
- Age 65+ 3%
- Married: 74%
- Have children at home: 58%
- Average income: $72,300

64% of our members spend five or more hours a week on the Internet for personal use.

69% of our members use the Internet for e-mail communication.

41% of our members use the Internet for purchasing.

If the AGENCY XYZ offered online registration for classes, approximately 60% of our members indicated that they would be very or somewhat likely to use this form of access.

45% of our member community indicated that they would be very or somewhat likely to pay for programs online.

Members indicated the importance of the following information to be included on the AGENCY XYZ web site:

General program and class scheduling information	81%
Ability to register for classes online	57%
Wellness information	51%
Reservations for courts and appointments	41%
Ability to pay for programs and memberships online	39%
AGENCY XYZ newsletter	38%
Volunteer opportunities	30%
Ability to interact with AGENCY XYZ personnel	28%
Employment opportunities	22%
Maps and directions	20%
History of organization	15%

8. AUDIENCE

Stakeholders and audience groups:

Primary:
Current members, donors, volunteers, parents, community members and employees.

Secondary:
Prospective members, donors, volunteers, and employees.

9. SCOPE & GUIDELINES

The scope of this project is to update the existing AGENCY XYZ of Rock Hopper County web site. The Y's in-house marketing department will create/provide all of the site copy and provide the successful candidate with the most necessary original and stock photography. A firm that can handle all site planning, interface design and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after the initial launch.

Discovery:
Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

Design:
Web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

Development Guidelines:
The web site designed by the successful candidate must meet the following criteria:

- Create a content management system that will permit non-technical AGENCY XYZ staff to instantly update web site content on specific pages.

- Easily Updated – Once the site has been completed and accepted by the AGENCY XYZ of Rock Hopper County, the site will be maintained by the AGENCY XYZ web editor using Macromedia's Dreamweaver MX.

- Convert substantial amounts of existing content to new web site.

- Visually Appealing – The site must have an attractive mix of text and graphics.

- Common Theme – Each section of the site should have a common look and feel. The AGENCY XYZ of Rock Hopper County logo should be prominently displayed on every page as a common header.

- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.

- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of "drill down" for the user to find the desired information.

- Development of web pages to accommodate the proposed navigation scheme.

- Provide necessary software and licenses to maintain site internally or externally, as decided by the AGENCY XYZ of Rock Hopper County.

- Automated job posting feature.

- ListServ capabilities.

- Provide search capabilities using key words or phrasing that will identify content from throughout the site.

- Branch locater feature (by zip code search).

- Gather e-mail, areas of interest and demographic information from visitors in a format that permits the AGENCY XYZ to maintain a single database of users and e-mail each according to their area of interest and profile. Provide training and all necessary support to permit easy use by a selected AGENCY XYZ staff person.

- Connection to Finesstri member registration program. Finesstri is an integrated GUI program for program membership and registration housed on a separate server. For more information on Finesstri please visit: http://www.finesstri.com/index.htm. To see an example of how this program works, please go to: http://www.cdAgency XYZ.org/default.asp and click on online registration. A new window will open demonstrating the Finesstri program management application in action.

- Project Management – An assigned project manager will be made available to present information and coordinate with AGENCY XYZ staff, including a reasonable number of meetings to present design and development solutions.

- Once the web site has been completed and accepted by the AGENCY XYZ, the web site design and all of its contents, software and architecture become property of the AGENCY XYZ of Rock Hopper County.

Site Specifications:
The AGENCY XYZ encourages creativity in the proposals submitted; however there are certain requirements for the web site project. Your proposal must account for all of these requirements.

- Site must be compatible with IE and Netscape browser versions 4.0 and higher.

- Web site must not require plug-ins as a default.

- Meets ADA Requirements – The site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.

- Site must be built in accordance to the Web Content Accessibility Guidelines 1.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.

- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer (using a 56K modem).

Testing:
Testing of site on all applicable platforms to ensure web site works as promised. Explain testing plan through development process (i.e. focus groups, etc.).

Delivery:
Delivery and uploading of site to client for internal hosting, to an outside third party, or hosting by consultant (to be determined).

Tracking:
Implementation of tracking software to produce user defined site log reports. We need a tool to help us better understand and measure web visitor behavior and improve web site performance and availability. (This may be offered through hosting service.)

- Web traffic analysis
- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

10. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES

- We will use much of our existing web content. New content will be identified through interviews and user focus groups.

- There are no existing databases that will need to be imported or connected to the new site.

- We do not have existing e-Commerce systems, web forums or other tools that the new site should be connected to. Verisign will be used with the member registration system

- The site will link to our member registration program.

11. STAFF RESOURCES

A successful planning effort is driven by an interdisciplinary team of participants. The core team will be driven by two roles:

Project Lead: Responsible for sign-off on key decisions, providing project steering and maintaining relationships with outside stakeholders (Association Staff Leadership Team, Board Members) – Ted Tophat

Project Manager: Responsible for keeping the project on schedule and within the budget. Maintains communication between other team members – Betty Boop.

Other team members and content stakeholders will include:

Steering Committee / Task Force   **Content Committee**

                                                Member Advisory Team

12. QUALIFICATIONS

- List the five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.

- Describe your experience in producing sites for non-profit and/or community-focused projects.

- Provide current reference information for three former or current clients.

- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.).

- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.

- Provide a company profile, length of time in business and core competencies.

- Briefly describe the percentage of your web staff that would end of working on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%.

- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.

- Briefly describe your firm's project management process.

- Percent of total revenue derived from site developments and other business ventures.

- Explain your business model.

- Please discuss any planned IPOs, mergers or acquisitions.

- Please discuss any hardware/software vendor partnerships.

- Please discuss your testing and support plan.

- Please explain your service level agreement (SLA) structure.

- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.

- Process to include input from all program areas. Please state how you intend to communicate with all program areas to gather all of the required information.

- Terms and conditions.

13. EVALUATION CRITERIA

The following criteria will form the basis upon which the AGENCY XYZ of Rock Hopper County will evaluate proposals. The mandatory criteria must be met and include:

Ten (10) copies of your proposal must be received no later than 12:00pm/noon PST, Wednesday, June 4, 2003. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

> Betty Boop
> AGENCY XYZ of Rock Hopper County
> 2720 Rock Avenue
> Smallville, USA 12345

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.

- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.

- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.

- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.

- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer. As a non-profit institution, the AGENCY XYZ is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the web site and other collateral as a AGENCY XYZ supporter and partner.

- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed.

- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.

- Demonstrated commitment to high service level agreements (SLA).

14. FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal:

Length and Font Size:
Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 35 pages (not including Hosting Attachment information).

Title Page:
AGENCY XYZ of Rock Hopper County, Web Site Development Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

Cover Letter:
Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).

Proposal:
Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted in Section 5 (3-10 pages).

Qualifications:
Provide the information requested in Section 12 (10-20 pages).

Budget and Fees:
List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed for Phase I and Phase II.

Attachments:
Hosting options/information:
- o Do you provide hosting? If so, please provide answers to the following questions.
- o How often do you backup?
- o How often do you have down time?
- o How often do you upgrade software/hardware?
- o Please describe your technical support.
- o Please describe your security.
- o Do you have a high-speed, direct connection to the Internet?
- o Please describe your methodology and service level agreements.
- o Pricing, terms and conditions.

If you do not provide hosting, please suggest a vendor/partner to provide this service and provide answers to the above questions.

<Insert existing screen shot here>
Screen shot of existing AGENCY XYZ Web Site (www.Agency XYZ.org):
- ▪ *Program area navigation runs across the top (yellow).*
- ▪ *Administrative navigation runs down the left.*
- ▪ *Page-specific navigation runs down the right.*