Website Development RFP

The Harford County Forestry Board is currently soliciting proposals for the design, Content Management System development, custom application development, site maintenance, and hosting services for a web address that is yet to be determined.

All proposals must be received by 12:00pm on January 9th, 2012. Any proposals received after the due date and time will not be considered. Digital copies of proposals are to be submitted via email by this date to flopez@dnr.state.md.us, by mail to the following address:

Harford County Forestry Board
C/O Frank Lopez
Suite 101
2 South Bond Street
Bel Air, MD 21014

The Harford County Forestry Board reserves the right to reject any or all proposals, as well as to accept the proposal which will be to the best advantage as determined at the sole discretion of the Harford County Forestry Board.

Introduction – Company Overview and Project Objectives

The Harford County Forest Conservancy District Board works to conserve and improve Harford County's forest resources and promote forest management through education and advocacy. The board cooperates with the Department of Natural Resources Forest Service in running a week-long summer program for high school students on forestry as a career. They promote tree planting projects and programs. Board members work closely with foresters thorough the State and cooperate with those groups having similar goals. The board also reviews proposed laws and ordinances and represents the interest of forestry with local, state, and federal legislatures. They are responsible for advising Maryland's Forest Service. They may serve as a sounding board and a liaison between private individuals, forest-related industry, and government agencies. While subject to overall direction from the Forest Service, they retain a large degree of independence in action to meet local needs.

Under the law, Boards are required to review and pass on timber harvest plans if requested to do so, as they may be in certain counties. Under other, more recent legislation, they approve all forest harvest plans in the Chesapeake Bay Critical Area. They may be also called upon to play a role in the management of forest properties subject to easements acquired by local jurisdictions under the Forest Conservation Act.

The Harford County Forestry Board seeks to create a website which will facilitate the dissemination of information and provide interested users with resources along with upcoming board activities and ways to get involved. Users should have access to a basic description of the function of the board, a calendar of events, contacts, description of forestry practices, programs overseen by the board including the Big Tree Program, seedlings for schools, Small Woodlot Course at Harford County Community College, and the Natural Resources Careers Camp.

Examples of similar websites include:
- The Carrol County Forestry Board website

- o http://ccfb.gardentotable.net/index.html
  - Frederick County Forestry Board website
    - o http://sites.google.com/site/frederickcountyforestryboard/home
  - Maryland Forestry Boards
    - o http://www.marylandforestryboards.org/

Section 1 – Vendor Background and Qualifications
1.1 – Specific Expertise and Examples
Describe what your general capabilities are as a company, and what separates you from others in your industry. Be sure to provide examples of your prior work that illustrates these capabilities when available.

1.2 – Experience Working with Non-Profit Outreach Organizations
Provide examples of projects similar to ours that you have completed in the past, and describe specific lessons learned from working with on these projects which you will bring to our project.

1.3 – Organizational Capacity
List your separate in-house departments and the approximate number of personnel in each. Give an approximate number of projects typically being worked on by each department at a given point in time as well.

1.4 – Proposed Project Personnel
Provide a list of the principal personnel that would lead your development team for our project, along with a short bio for each listing their qualifications and experience.

1.5 – References and Awards
Provide a list of three clients that you have completed projects for in the past. Two can be current clients, but at least one should be a former client who no longer does business with your company. Be sure to a contact name and full contact information for each. Include a list of awards your company or any projects completed by your company have won in the past, including the name of the award, the presenting organization and the year of presentation.

Section 2 – Web Page Design and Development
2.1 – Design Approach and Experience
Briefly discuss your general approach to design for the web, including a description of your in-house design, Flash and other multimedia presentation capabilities. Provide the current URL of three examples of projects you have recently completed that display your expertise in these areas, as well as a short list of the service/services you completed for each.

2.2 –Compliance, Compatibility, and Accessibility
List the browsers with which the site you are proposing will be compatible.

2.3 – Project Requirements

Outline:
- (Home Page) "Welcome to the Harford County Forestry Board"
    - What is the Forestry Board
        - Reference State law, goals, of the forestry board
        - Describe the board (volunteers, monthly meetings, general activities)
- (1st Tab) Calendar of Events
    - monthly
- (2nd Tab) Contact the Board
    - Mailing address
    - Contact form (via email)
- (3rd Tab) Get Involved
    - Arbor Day
    - Attend a meeting
    - Join the Board
    - Volunteer to support any of our activities
- (4th Tab) Subcabinets
    - Rural Forestry
    - Community & Urban Forestry
- (5th Tab) Big Tree Program
    - Basic criteria
    - List of the largest trees in Harford County of certain species
    - List of Stat/National champion trees in Harford County
    - How to nominate a tree
- (6th Tab) Practice Forestry
    - General Description
    - Forestry for small woodlots
    - List of advantages
    - List of potential activities, based on Forest size
- (7th Tab) Timber Harvests
    - Contact a licensed forester
- (8th Tab) Education / Resources / Links
    - Tree-Mendous Maryland
    - Buffers in a Bag
    - Maryland Extension Office
    - Harford County Community College Class for Small Woodlot Owners
    - Envirothon

Section 3 – Content Management
3.1 – Content Management Approach and Experience
Describe your general approach to designing and building Content Management Systems; including specifying if your solution is custom or 3rd party. List examples of projects you have previously completed CMS's for, including a description of how each compares to the solution being proposed for our project.

3.2 – CMS Impact on Search Engine Optimization

Describe how you approach the common issues that dynamic web sites experience with getting properly and fully indexed by the search engines. Be sure to also explain the level of control your CMS solution will give us going forward to optimize our site on our own.

3.3 – Project Requirements
This project will require the building and implementation of a full Content Management System to allow us to add edit and remove content and pictures for the site through a web-based, secure administrative area. Please describe how your proposed solution will meet these goals, as well as outlining any and all additional functionality your CMS will bring to the project.

Section 4 – Custom Application Development
4.1 – Custom Application Development Approach and Experience
Describe your general approach to custom application development, including a list of your most popular applications and a list of examples of projects you have previously completed which show these features.

4.2 – Project Requirements
The website should engage the user as much as possible to generate interest and interaction. Potential functions include:
- Calendar (required)
- Dedicated email address with contact form (required)
- Discussion tab with the ability to comment
- Frequently asked questions page
- Design should accommodate the ability to print a screen view on a standard 8.5"X11" page

Section 5 – Site Maintenance
5.1 – Site Maintenance Approach and Expertise
Include in Response
List your service options for ongoing maintenance, including the pricing, number of hours and scope of services included for each.

5.2 – Project Requirements
Requirements
The majority of site updates should be able to be accomplished by a board member on a monthly basis. This would include adding recent news items, calendar dates, etc. Page or tab additions may be necessary on a yearly basis.

Section 6 –Hosting and Colocation Data Services
6.1 – Data Services Approach and Expertise
Include in Response
Describe your hosting capabilities, including the experience and qualifications of your personnel, the equipment and capacity of your server environment, power and data supply and redundancies, and your facility security. Follow this with a list of your levels

of hosting services, including the monthly bandwidth, disk space and email account for each, along with the cost for each. .

6.2 – Project Requirements
Requirements
Site Hosting, data hosting, and email hosting

Section 7 – Investment and Timeline
7.1 – Project Investment Breakdown
List the specific products and services you are proposing for this project, and include pricing for each. This includes indicating if there is a difference in price if all items are purchased as a package versus certain items being selected a la carte, and be sure to provide pricing for both instances.

A base price should be provided that includes all costs associated with the creation of the website outline described in Section 2.3. A la carte pricing should be provided for custom application items outlined in section 4.2. Any additional costs or fees shall be specifically outlined including hourly rates for unexpected additional work.

7.2 – Proposed Timeline
Provide an approximate timeline for the proposed project by breaking the development into stages and then listed time ranges for each to be completed.

7.3 – Contract Terms and Conditions
Provide the terms and conditions that would be included with the contract for the project as you have proposed it.

The Harford County Forestry Board shall own any and all source code, including a back up copy that is associated with the website.

The contract should be written to provide for one year worth of site development and maintenance services with the option for additional maintenance in the future on a yearly basis.