

Opportunity Stanislaus Request for Proposal

Website Development

November 4, 2019

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## **SUMMARY**

Opportunity Stanislaus, a 501(C)3 located in Stanislaus County, California, is dedicated to strengthening the regional economy by serving the needs of local business, attracting new high-quality business and jobs to the county, and engaging in initiatives that strengthen the quality of life for Stanislaus County citizens.

Opportunity Stanislaus is accepting proposals for development of its current website, which can no longer continue operation because of issues with proprietary and dated software. The purpose of this Request for Proposals 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 Opportunity Stanislaus website was originally designed and produced in 2016 and is updated where possible by the Opportunity Stanislaus Marketing team.

## **PROPOSAL GUIDELINES AND REQUIREMENTS**

This is an open and competitive process beginning November 4 at 8 am and ending on December 2 at 5 pm. Times given are in Pacific Standard Time. Proposals received after 5 pm on December 2, 2019 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. Opportunity Stanislaus 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.

## **CONTRACT TERMS**

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

## **PURPOSE, DESCRIPTION AND OBJECTIVES**

Opportunity Stanislaus currently has a website that is not written in accordance with current best coding practices, is difficult to update internally, and which is built upon propriety software. An opportunity exists to re-engineer the site to better reflect the needs of Opportunity Stanislaus. Upon completion of the development of the site, Opportunity Stanislaus desires control of website content maintenance and administration. All content, coding and graphics will become the sole property of Opportunity Stanislaus.

The vendor is asked to 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. The objective is creation of a user-friendly site with an intuitive interface that allows key management personnel to easily update content without directly accessing source code. 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; mobile-friendly; visually pleasing; informative; safe and secure; quick to load and operate; and be designed so that it earns satisfactory search engine optimization ranking.

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

Our vision is to maximize web-based technologies; enhance customer relationships; improve program awareness and delivery; provide focused web-based solutions; and leverage human capital. We believe that doing so will result in stronger relationships with investors, partners, and members of the community.

We prefer that the website present comprehensive information and resources in an easy to use format; increase site promotion activities, integrate brand messaging; deliver a consistent image; and have a scalable, maintainable foundation.

In short, we must tell our story through the use of compelling visuals, intuitive navigation, and concise messaging. The selected vendor will deliver intuitive navigation, an improved graphical user interface, and easy-to-find content.

## **TIMELINE**

This RFP is dated November 4, 2019. Proposers may also request a copy be sent via email by contacting Amber Edwards at [aedwards@opportunitystanislaus.com](mailto:aedwards@opportunitystanislaus.com).

Proposals are due no later than 5 pm on December 2, 2019. Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our evaluation team. You will be notified if this is requested.

The name of the candidate firm who has been selected will be decided on or about December 16. Negotiations will begin immediately and all applicants will be notified about the decision.

Opportunity Stanislaus envisions having a completed site by February 14, 2020 completed defined as the site being live and training to operate the site delivered in-person, via an instructional video, or via writing.

## **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 website.

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

List pricing for:

- Discovery, Requirements Planning & Site Definition
- Site Development, Testing and Deployment

Opportunity Stanislaus has allocated \$5,000 for this project. However, we will entertain responses for greater than \$5,000 if additional costs can be justified.

## **ORGANIZATIONAL BACKGROUND**

Opportunity Stanislaus is a nonprofit economic development organization based in Stanislaus County. As an investor-driven 501(c)(3) we are moving the needle on business development, workforce readiness, community development, and marketing of the county.

We help businesses start and grow and provide services related to site selection; supply chain; employee engagement; wage analyses; strategies for growth in key sectors; hiring and recruitment; access to incentives; and specialized workforce training.

## **SCOPE & GUIDELINES**

The scope of this project is to update the existing Opportunity Stanislaus website located at [www.opportunitystanislaus.com](http://www.opportunitystanislaus.com). The organization's in-house marketing department will create/provide all of the site copy and provide the successful candidate with necessary photos. 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: Website information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

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

- Create a content management system that will permit non-technical Opportunity Stanislaus staff to easily update web site content on specific pages.
- Insofar as possible existing content should be converted to the new website. The capability to add new pages, photos, and documents must exist.
- Each section of the website should have a common look and feel in keeping with the existing Opportunity Stanislaus branding.
- The site should be easy to navigate, with information grouped and presented in a logical manner and requiring no more than three levels of “drill down” for the user to find the desired information.
- The proposer should provide search capabilities using key words or phrasing that will identify content from throughout the site.
- The website must be compatible with current commonly used browsers and utilize software that is not proprietary or outdated. Additionally, 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.
- Website must have updated tracking software embedded or linked allowing Opportunity Stanislaus to monitor analytics on an ongoing basis.

## **AVAILABLE TECHNOLOGY RESOURCES/INTEGRATION ISSUES**

We will use much of our existing web content. New pages will be added but content and photos will be provided. 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 needs to incorporate.

## **QUALIFICATIONS**

List 3-5 websites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your organization 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 nonprofit and/or community-focused projects.

Provide current reference information for three former or current clients.

Briefly describe your firm’s organizational capacity to develop our website (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.

Discuss the team members assigned to the project and their role and individual qualifications related to the work.

Describe the software you will utilize in development of our website and its viability now and in the future.

Discuss your timeframe for completion of the site and required training of Opportunity Stanislaus staff.

## **EVALUATION CRITERIA**

The following criteria will form the basis upon which Opportunity Stanislaus will evaluate proposals. The mandatory criteria must be met and include:

An electronic copy of your proposal must be received via email no later than 5 pm on December 2, 2019. Proposals must be emailed care of Amber Edwards at [aedwards@opportunitystanislaus.com](mailto:aedwards@opportunitystanislaus.com) with the subject line “Website Development Proposal.”

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 nonprofit institution, Opportunity Stanislaus is able to accept pro bono service and recognize the provider as an organizational investor if such an arrangement is of interest to the proposer.

**Depth and Breadth of Staff**– The candidate firm has appropriate staff to develop the site in the timeframe needed.

**Proposal Presentation** – The information is presented in a clear, logical manner and is well organized with demonstrated commitment to high service level agreements (SLA).

## **FORMAT FOR PROPOSALS**

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

**Length and Font Size:** Please use fonts no smaller than 12 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 30 double-spaced pages. Appendixes with photos are allowable.

**Title Page:** Opportunity Stanislaus, Web Site Development Proposal, your company name, address, web site address, telephone number, email 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 provided.

**Qualifications:** Provide the information requested in the qualifications section.

**Budget and Fees:** List budgets as requested herein. Identify staff you anticipate working on the project.