

# REQUEST FOR PROPOSALS

## ALLIANCE FOR COMMUNITY MEDIA, NORTHEAST REGION

### 1. Summary.....

The Alliance for Community Media Northeast Region is accepting proposals to redesign, and further develop the regional 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 <http://acm-ne.org> web site was originally designed and produced in 2008 on a Drupal 6 and modified slightly in 2010. 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, March 30, 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.

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.

### 3. Purpose, Description and Objectives.....

By continuing to use an open source content management system we'd like for [acm-ne.org](http://acm-ne.org) to serve as a directory for the region through support the following major activities:

- 1) Serve as a regional repository of information on community media in the northeast
- 2) Enable an easy process for user contribution of job postings, events, and resources.
- 3) Serve as the hub for our annual spring conference and annual fall video festival.

*The visual display of information on the site must promote usability for a multigenerational demographic.*

Enable multi users with varying levels of technical proficiency to easily contribute a variety of specific custom content types:

- events
- job postings
- front page stories

- member resources
- video festival submissions
- conference registrations
- conference topics, materials and discussion
- custom forms for nominating award winners

Aggregation and display of data from national, individual and chapter websites. Provide necessary theming tweaks to display this data in an accessible fashion.

We have two conferences a year, one in the spring and one in the fall. The one in the Fall is a Video Festival where people submit videos. We'd strongly look for guidance in moving the festival online, however the crucial issue of bandwidth capacity is the core of access and this festival must remain accessible to those with limited and slow internet connections.

- 5. Timeline....** Phase I May-June 2011  
 Phase II July-Aug 2011  
 Testing Late August- early September 2011  
**Official Launch September 2011 in time for Video Festival entries & registration**

**6. Budget.....**

The budget must encompass all design, production, data migration 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 Alliance for Community Media Northeast Region has allocated \$5,000 for this project (Phase I and II). Hosting costs will be addressed separately.

**7. Background of Organization**

In order for democracy to flourish, people must be active participants in their government, educated to think critically and free to express themselves.

The Mission of the Alliance for Community Media is to advance democratic ideals by ensuring that people have access to electronic media and by promoting effective communication through community uses of media.

The Northeast Region encompasses Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island and Vermont.

**8.**

**Audience**.....

Our primary audience are the staff of the community media organizations in the Northeast Region

Our secondary audience are the broader stakeholders of community media - cable companies, municipalities, volunteers and board of community media organizations.

**9. Scope & Guidelines**.....

- cross platform, browser and plugin independent.
- developed on an open source platform
- ADA accessible.

**FORMAT FOR PROPOSALS:**

- 1) Introductory cover letter from an authorized representative to the company
- 2) Proposal addressing the following: Available Technology Resources that your company has which will provide a solution to our needs, including a description of functionality, ease of maintenance and ADA compliance of the recommended format
- 3) What Staff Resources you can devote to the website project and their qualifications.
- 4) Examples of your work which demonstrate the ability to build a suitable website
- 5) A budget sheet listing costs for Phase I and Phase II

**Evaluation Criteria.. Proposals will be evaluated on:**

- a. the responses to the format above which demonstrate the necessary experience and resources to complete the website,
- b. ability to adhere to our timeline
- c. ability to provide samples for review
- d. ability to work with volunteer Board members on a flexible basis