Request for Proposal

Expansion of current web site

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1. SUMMARY

InterAction, the largest coalition of U.S.-based humanitarian organizations working in the developing world, is accepting proposals to expand and extend its integrated online content management system (CMS). This will be a concept to completion production with continued technical support. This project will create a separate section of the current website which will be dedicated to the Security Advisory Group (SAG) and its various functions. Based on the *Drupal* platform, this project will primarily focus on mechanisms of information sharing and distribution on a community basis with various levels of access control. It is imperative that this be a secure site and that all data is well protected.

The purpose of this RFP is to provide companies with a description of our organization and core needs for this project.

The existing InterAction website, originally designed and produced in 2001 was recently redesigned with robust CMS functionality. Content updates are typically managed by several different staff members; architectural updates are made by the current in-house web master. The additions to the existing website need to be made in keeping with the standards being employed by the web team and in no way detract from the other functions or branding aspects of the site as it stands.

Only proposals that ensure a new site can be launched before November 01, 2011 will be considered; this includes sufficient time for testing, training and appropriate usability assessment.

2. BACKGROUND OF ORGANIZATION

InterAction is the largest coalition of U.S.-based international nongovernmental organizations (NGOs) focused on the world's poor and most vulnerable people.

Collectively, InterAction's 198 members work in every developing country. Members meet people halfway in expanding opportunities and supporting gender equality in education, health care, agriculture, small business, and other areas. The U.S. public shows its support for this work through contributions to InterAction members totaling around $6 billion annually. InterAction leverages the impact of this private support by advocating for the expansion of U.S. government investments and by insisting that policies and programs are responsive to the realities of the world's poorest and most vulnerable populations.

InterAction's member organizations range in size from very small to very large, the smallest having total revenue under $65,000 while our largest rises above $940 million total revenue (revenue for international work greater than $875 million). Our largest member organization employs more than 54,000 staff and the smallest has no paid staff at all.

Sectarian organizations make up about 31 percent of our members; secular organizations account for about 69 percent. Approximately a quarter of our members work on humanitarian relief and disaster response; over two-thirds are focused on international development, including health, education, economic

empowerment, and the environment; 10% work exclusively on advocacy or public education related to those issues, but have no direct service component. While this diversity raises challenges for our community in speaking with a united voice, coordinating efforts, and learning from each other, InterAction serves as the vehicle through which our diversity reaches common ground.

InterAction and its members' policy staff work to educate policy-makers in Congress and the executive branch about development and humanitarian needs and opportunities in the world. This involves coordination of outreach efforts and serving as an information conduit between our members and administration and congressional staff. Among other things, the unit needs to keep track of staff, issue interests, and positions taken (votes cast, bills sponsored, letters signed, etc.) for all 535 personal congressional offices, congressional committee offices, as well as administration offices, and links between individual IA members and these offices.

Our members' staff work in every developing country in the world, expanding opportunities and developing capacities for individuals and communities across the globe. The ability for them to share information with colleagues and the wider development community via InterAction's online presence is an important goal of our larger rebranding and web redesign effort.

3. AUDIENCES

The intended audience of the SAG portion of the website will be security professionals on staff of our member organizations, their designated delegates, the wider NGO Security community, and the general public. Access control must be such that each subset of the intended audience can only access portions of the site and certain information assigned to their access level. Sensitive and sometimes proprietary information will be a prominent feature of this project.

4. PROJECT STAFF

The selection of a company and planning efforts will be overseen by a technical committee composed of select members of the SAG, IA security staff, IA Technical staff, and the HPP vice president. This group will be driven by two roles:

- Project Lead: Responsible for sign-off on key decisions, providing project steering, working with internal team members and external advisors, and keeping the project on schedule–Pete Murphy, Associate Security Coordinator.
- Project Supervisor: Responsible for keeping project within budget and maintaining relationships with key internal and external stakeholders–Laky Pissalidis, Director of Security.

5. PURPOSE AND OBJECTIVES

Purpose

InterAction currently has a web presence that is somewhat outdated in structure and in the updating of content, which therefore is insufficient to the needs of the security community. An opportunity exists to re-engineer the site with the latest web and new media tools to better reflect the mission and wealth of information available from InterAction and its members. Upon completion of the development of the site, InterAction will assume full responsibility for website content maintenance and administration. All content, coding and graphics will become the sole property of InterAction.

Objectives

The outcome of this project is a subset of the InterAction website that allows a large amount of constantly changing content to be maintained by non-technical staff. Administration of the site should allow, but not require, access to source code. The ability to update content, make design changes or create new pages will be based on roles to control access and work flow (e.g. author, reviewer/editor, publisher.)

The site must in all ways reflect the current design and branding parameters as designated by the IA web/technical team.

6. TIME FRAME

- This RFP is dated Monday, August 8, 20010. Companies may also request a copy be sent via email or postal mail by contacting Pete Murphy at pmurphy@interaction.org or 202-552-6541.
- Proposals are due no later than the close of business on Wednesday September 21, 2011.
- Proposals will be evaluated immediately thereafter. During this time, or soon thereafter, we may require interviews at our office with our evaluation team . You will be notified if this is requested.
- Completion dates for the project's different phases (development, implementation and testing) will be determined during negotiations.

7. SCOPE & GUIDELINES

The scope of this project is to transform the existing InterAction website, including discovery, development, and design. A company that can handle all of these elements is required.

Discovery

The discovery phase should be designed to confirm InterAction's key audiences and other selected targets, their needs, usage patterns, and the required navigation and technology functions. It should result in a creative brief that informs InterAction staff and leadership on appropriate development and design elements, recommended phasing and growth, and the necessary budgetary parameters.

Development Guidelines

The SAG had identified 18 elements it wishes which to incorporate into the site. They are listed below in order of precedence/relevance; this list uses extremely informal language as the members of the committee who oversaw its development are woefully ill-suited to technological terms and modes of expression. We hope that the basic intent is clear both from this list and from the various descriptions of desired functionality in the previous pages. Clarification will be provided where/when necessary.

Hard Requirements

1. The site is to be hosted on site at InterAction on a dedicated fully secure server, managed by the CTO and IT team.
2. Stringent access control and user management capabilities with a multi-tiered permissions system.
3. An intuitive CMS interface to govern control of a centralized Resource Library which will serve as a repository for various types of media. These files should be intrinsically and dynamically linked through the various other areas/aspects of the site, to include tagging, embedding, searching, etc.
4. RSS compatibility to include an RSS server, GeoRSS support, and a feed aggregator, all of which can be user defined and/or administratively defined to display in any number of areas.
5. An Incident Reporting Interface with a two-fold capability:
   a. To aggregate extant sources of incident reporting from external databases/feeds (OSAC; Care; WV; NSP; ANSP; etc.)
   b. To accept direct user input – either form-filled or database driven – which will then be compiled and displayed in a module that permits complete dynamic searching through (textual, geographic, source.)
6. A database populated by continuous user input/editing which will generate an index representing the global geographic distribution of members with professional security representation.
7. Separate sub-pages for calendar functions, trainings, conferences, ongoing research, current vacancies, a job-board, etc.
8. USAID/OFDA Branding

Desired Capabilities:

1. FORUM: thread-based topical conversation zone capable of interfacing with the resource library and other content.
2. General Wiki space where users can contribute and edit living documents which will be subject to peer review and serve to define standards and terms for the community at large.
3. A sub set of the Wiki space where communal analysis can be conducted on various topics based on idea-refinement/ Group Think.
4. Blogging capacity (open to all users) where opinion pieces can be written. This should be editable only by the Original Poster and administrators. Commentary by other registered users is to be permitted (similar to the forum, but not thread based.
5. Text only/ low bandwidth access.
6. Mobile browser capable.
7. Link-through to conference capability: webinars/phone conference/desktop application sharing programs.

8. Tie-in to International NGO Safety and Security Association (INSSA) web-site.
9. Tie-in to Overseas Security Advisory Council (OSAC) web-site.
10. Commercial info services tie in: separate level of access for paid subscriptions.

Interface

The interface should match that of the current site (www.interaction.org). Continuity of design and function shall be overseen by the IA web manager and CTO.

8. PROPOSAL GUIDELINES AND REQUIREMENTS

- This is an open and competitive process. Multiple solutions may be submitted. Companies submitting proposals shall be responsible for any and all costs and/or expenses associated with preparing such proposal.
- Proposal should be submitted by email (Adobe PDF format preferred) by the close of business on Wednesday, September 21, 2011. Proposals received after this deadline will not be considered and will not be returned. Deliver proposals to the attention of: Pete Murphy, Associate Coordinator at pmurphy@interaction.org.
- Price quotes should be inclusive and detailed. 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 requires the hiring of sub-contractors or other companies, this must be clearly stated this in the proposal. Sub-contractors must be identified and the work they will perform must be defined. InterAction 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. InterAction will not work directly with sub-contractors; ensuring that all work is completed on time and as agreed will be the responsibility of the design and development company.
- The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- The proposal should indicate your company's name and relevant information ONLY on the Title Page and Cover Letter. This information should not appear anywhere in the proposal itself. This will facilitate our evaluations on an equal footing.

9. QUALIFICATIONS

- Provide reference information of 3-5 current clients for whom you have produced websites that best reflect your work and relevancy to this project. Briefly describe the role your company continues to play in working with these clients. Only sites that are live will qualify during evaluation.
- Briefly describe your company's organizational capacity and core competencies that will allow you to produce our website and maintain professional support services (e.g., staff, equipment,

software, physical space, office location, etc.). Note particularly your experience in consulting with clients' communications and IT staff.

- Briefly describe your company's experience with integrating other website technologies, third party or "off-the-shelf" software tools and applications into web development projects. Note particularly whether any third-party software will require upgrades and licensing fees for programming.
- Please explain your customer service agreement approach related to testing and support plans.
- Any additional terms and conditions that you will require in a contractual agreement.

10. EVALUATION CRITERIA

- The following criteria will form the basis upon which InterAction will evaluate proposals. The mandatory criteria must be met and include:
- Suitability of the proposal in meeting the needs and criteria set forth in this RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic capabilities as demonstrates by prior work - artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate experience in successfully completing similar projects and the qualifications necessary to undertake this project.
- Pricing as commensurate with the value offered by the service provider. As a non-profit institution, InterAction is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the service provider within the website and other collateral as an InterAction supporter and partner.
- Competencies and ability of staff in developing the site in the time frame needed and reflected by prior work with other clients.
- Clarity and organization of the proposal presentation.
- Demonstrated commitment to strong client service.

11. BUDGET

Please submit a detailed cost proposal to accomplish the scope of the project outlined herein; you may also submit additional detailed cost proposals for alternate approaches to meeting the requirements of the project. Cost proposals should also include any necessary software or licensing acquisitions necessary. Hosting options and costs should be broken out and presented in the proposal separately.

12. CONTRACT TERMS

InterAction will negotiate contract terms upon selection. All contracts are subject to review by InterAction legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items. Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

13. FORMAT FOR PROPOSALS
Please use the following as a guideline to format your proposal:

Length and Font Size:
Please use fonts no smaller than 11 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 15 pages (not including attachments noted below).

Title Page:
InterAction, Website Design & Development Proposal, your company name, address, website address, telephone number, e-mail address and primary contact person.

Cover Letter:
Signed by the person or persons authorized to sign on behalf of the company.

Budget and Fees:
List budgets and staff you anticipate working on the project and their hourly rates for work as requested above.