



APA Colorado Chapter

Request for Proposals

For

Website Design and Web Hosting Services

1. Summary

American Planning Association, Colorado Chapter (APA CO), a Denver 501(c)3 non-profit organization is accepting proposals to update and host our website. The purpose of this RFP is to provide a fair evaluation of all candidates and to provide the evaluation criteria against which they will be judged. We seek proposals from candidates interested in completing specified upgrades to our website using a user friendly platform which will adequately address the objectives discussed in this RFP. It is anticipated that any “off the shelf” software package will include additional modules and/or development to meet the specific needs as discussed in the Purpose and Objectives section below. The successful firm or individual will be willing and able to work closely with APA CO to find the right technologies to meet the needs of the organization and our membership.

2. About APA Colorado Chapter

The APA CO is the state affiliate of the American Planning Association. The Chapter is an organization of professional and citizen planners providing vision and leadership for the future development of Colorado communities. The association serves as a forum for the exchange of ideas, as a network in support of planning professionals, and as a bridge to build cooperation among planners, allied professionals, and the public through education and awareness. We are a member organization of approximately 1400 professional planners and planning officials who serve Colorado’s communities in many ways, at all levels of government, the private sector and non-profit organizations.

Our organization’s website can be found at www.apacolorado.org. Additionally, we manage a Facebook account: <http://www.facebook.com/pages/American-Planning-Association-Colorado-Chapter/189571622666>. The primary audience of our website is our members searching for job announcements, RFPs, and professional development opportunities. Over the next 12 months, it is our intent to expand our technical capabilities and enhance our services to our members by improving networking and information sharing capabilities. Moreover, the updated website should be the digital hub for all APA Colorado functions and information. It should be the location for storing, sharing, and discussing the day to day business operations of the chapter as well as the conduit to sharing information

and interacting with our members. To gain a better understanding of our members' needs, we currently have a survey soliciting feedback from our membership on the most efficient and effective methods of communication. Our website will be a major tool in implementing the information derived from this survey. It is anticipated that the survey results will be compiled and analyzed in mid to late January.

3. Purpose and Objective

Purpose

APA CO currently utilizes a Drupal 6.x platform to manage our website content and interaction. It is our intention to upgrade to a web host, and develop additional functionality as necessary, which will allow us to meet all of our priority objectives outlined below. Because of APA CO's role in providing the most up to date information from the state legislative session, it is imperative that the upgrade DOES NOT shut down our website throughout the session which is anticipated to end in the middle of May.

Once the new site is rolled out, it must be able to manage the day to day business of the organization and connect professionals by providing information, events, and interaction. The successful firm will demonstrate that they have the skills and experience to work with APA CO in finding the right fit for our organization and our members.

Upon completion of the upgrades to the new platform, the successful company will assume maintenance responsibility for APA CO's web site. APA CO will assume basic responsibilities including uploading events, documents and images, processing payments, managing and approving blog entries, administering and updating text content. The successful firm will be responsible for maintenance of the website including installing updates and patches, troubleshooting programming and functional problems, and ensuring developed modules are continually functional. All content and graphics will become the sole property of APA CO.

Objectives

APA CO expects that the following modules/functions will be available on the Chapter's website and will be addressed by the chosen candidate. This list is considered the priority objectives list:

- Update website layout to be more navigable and better location of key tabs and pages to increase the user friendliness of the site.
- Updated homepage to include rotating pictures, articles, and/or events
- Upcoming events on homepage with link to full calendar which is searchable by category
- Updated Jobs & Request for Proposals (RFP) module
- Responsive design to fit on many device formats
- Ability to interface with Facebook, LinkedIn, Twitter, &/or RSS feeds.
- Multiple blogs with different privacy settings.
- Board meeting agendas and minutes page.
- Multi-user administrative privileges with proper approval processes.
- Interface with a mass e-mailing program (ie Constant Contact, Mail Chimp, etc)

The following are modules/functions that APA CO would like to have included on the updated website, however, these are not top priorities. Inclusion of these elements in the final contract will depend on cost:

- A searchable resources page where documents can be uploaded and downloaded by users.
- Contact form with keyword and category search with pre-determined topics to easily track searches.
- Interface with online meeting module
- Supports conference calls and/or video chat
- Create a LinkedIn page for APA CO that is tied to the Chapter's Facebook page.

In addition to addressing the above objectives, APA CO is interested in a candidate that will be able to provide the following additional ongoing support for our website:

- Web Hosting
- Script and program updates as needed
- Regular backups of the website (Quarterly at a minimum)
- Monitor server usage and ensure that appropriate bandwidth is allocated for the site and associated components.
- Updates made to online forms in timely basis as needed throughout the year
- Annual Maintenance Contract
- Training for staff to be able to properly update and manage the content and products enacted through this project
- Create "How To" tutorials for APA CO use.

4. Budget

APA CO has \$5,000 budgeted to complete the project objectives described above. Additionally, there is a monthly budget of \$100 for ongoing maintenance and subscriptions for the main chapter website as well as other modules which may be used to increase interaction with and between members. While this is the total amount budgeted, APA CO will be applying for an APA Chapter Presidents Council grant which may increase the total project budget by up to \$3,000. This grant will not be awarded until after this project is awarded; therefore, any grant money received will be used to "enhance" the base needs or complete lower priority functionality.

5. Proposal Guidelines and Requirements

This is an open and competitive process. Proposals received after **5:00pm MST, Friday, February 22, 2013**, will not be considered. The proposal must contain the signature of a duly authorized officer or agent of the firm 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. APA CO 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.

6. Contract Terms

APA CO will negotiate contract terms upon selection. All contracts are subject to review by APA CO legal counsel and approval by the APA CO Executive Board, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items. APA CO reserves the right to reject all proposals.

7. Proposed Timeline

RFP release date:	January 19, 2013
Submission of questions on RFP:	January 31, 2013
Notification of intention to bid:	January 31, 2013
Answers to questions emailed to all bidders:	February 5, 2013
Proposal deadline:	5:00pm MST on Friday, February 22, 2013
Finalist interviews:	February 27 & 28, 2013
APA Board Approval:	March 1, 2013
Proposal award:	March 1, 2013
Initial meetings:	March 6, 2013
Expected completion of upgrades and testing:	June 1, 2013

8. Format for Proposals

1. Executive Summary
2. Technical Volume
 - a. Address your firms technical capacities which qualify you for this project.
 - b. Address any important technology information and specifications used in your solution (languages, platform, etc.)
 - c. Offer 3 projects the proposed project team has worked on with a similar scope for small non-profit with little staff time and a volunteer board. Explain how your team created solutions to the needs of the client.
3. Management Volume
 - a. Organizational structure: communication process; including lines of reporting and any special tools used.
 - b. Schedule of deliverables; include major milestones.
4. Budget Volume
 - a. Break down cost by production hours, tools and functionalities
 - b. Maintenance and support: Identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future including pricing options for a Yearly Maintenance Contract.
 - c. Hosting: Identify pricing options for web hosting
 - d. Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc. to complete this project.

5. Attachments

- a. Qualifications and Experience: relevant case histories with information on accessing online demos or examples
- b. Biographies of all who will work on this project
- c. Professional references.

9. Questions and Proposal Submission

Questions may be directed to T.J. Dlubac, APA Colorado VP of Communications at 970-744-0623 or Timothy.Dlubac@state.co.us.

Please mail, email, or deliver proposals to the following address by 5:00pm MST Friday, February 22, 2013.

Mailing Address: APA Colorado Chapter
Attn: Website RFP
PO Box 265
Golden, CO 80402

Email: Timothy.Dlubac@state.co.us

Physical Address: CDOT Headquarters Campus
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Denver, CO 80222