



Atlantic Coastal Fish Habitat Partnership

REQUEST FOR PROPOSALS

ATLANTIC COASTAL FISH HABITAT PARTNERSHIP WEBSITE DEVELOPMENT

SUMMARY

The Atlantic Coastal Fish Habitat Partnership (ACFHP) is a candidate partnership working in support of the National Fish Habitat Plan. ACFHP will involve state and federal agencies, tribes, local governments, non-governmental organizations, and other entities to protect and restore fish habitat for native Atlantic coastal, estuarine-dependent, and diadromous fishes. Pursuant to commitments outlined in our 2008-2009 Multi-State Conservation Grant (MSCG), ACFHP will develop a website which will serve to disseminate information about ACFHP as well as provide a clearinghouse for data, conservation strategy information, and other resources to help coordinate and set priorities for stakeholders engaged in coastal fish habitat conservation.

The overall project goals include creating a website which will include: (i) information about ACFHP; (ii) information about priority habitats and projects; (iii) a clearinghouse of resources for conservation; and (iv) a central point of coordination for partners.



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I. Background

The Atlantic Coastal Fish Habitat Partnership (ACFHP) is a candidate partnership working in support of the National Fish Habitat Plan. ACFHP will involve state and federal agencies, tribes, local governments, non-governmental organizations, and other entities to protect and restore fish habitat for native Atlantic coastal, estuarine-dependent, and diadromous fishes. Pursuant to commitments outlined in our 2008-2009 Multi-State Conservation Grant (MSCG), the ACFHP will develop a website which will serve to disseminate information about ACFHP as well as provide a clearinghouse for data, conservation strategy information, and other resources to help coordinate and set priorities for stakeholders engaged in coastal fish habitat conservation.

With this in mind, ACFHP expects its primary audience to include those individuals working for federal agencies, tribes, local governments, non-governmental organizations, and other entities participating in the Partnership. Its current mailing list includes over 100 people, and is expected to grow in the next three years. It expects that its secondary audience will include researchers, academics, students/teachers, media, and congressionals.

ACFHP is looking for an experienced and creative contractor to design an organized, effective, and attractive website, which its partners can access to read information, to download documents and data, and to link to other sites pertaining to Partnership projects, resources, and other opportunities. The Partnership coordinator and communications working group will be available to provide information, offer input, and answer any questions that the contractor may have at any point during website development.

III. Website Objectives

ACFHP has a number of short-term and long-term objectives for its website to meet:

Short-term objectives, in no particular order:

- 1) Communicate information on ACFHP to its partners and the interested public:
 - a. Provide background information on the Partnership
 - b. Provide basic information on NFHAP
 - c. Provide basic information on ACFHP habitats and species of interest
 - d. Identify partners and contact information
 - e. Provide links to other FHPs in the region
 - f. Provide links to other relevant websites
- 2) Highlight opportunities that are available to partners:
 - a. Post partnership documents
 - b. Post information regarding on-the-ground projects and opportunities for involvement
 - c. Post information on funding, conferences, and other opportunities for partners
- 3) Serve as a clearinghouse of resources for conservation (e.g., provides or links to key scientific information and technical tools).

Long-term objectives:

- 1) Serve as a communication avenue between ACFHP partners
 - a. Act as a centralized mechanism for updating the Atlantic coastal fish habitat “portfolio” developed for the conservation strategic plan
 - b. Provide a mechanism for on-the-ground practitioners to exchange knowledge and experiences

IV. Cost Guidance

Bidders are requested to indicate the total and itemized cost requirement for completing the tasks indicated in the scope-of-work. If the bidder cannot complete all of the tasks outlined in the scope of work and in the time frame provided, the bidder should indicate which tasks can be completed and indicate cost requirements.

V. Technical Questions

Atlantic Coastal Fish Habitat Partnership staff will not respond to telephone questions about the RFP. Questions concerning this RFP must be received in writing (via U.S. mail or email) by Emily Greene at the address provided below by 5:00 pm on June 5, 2009. Applicants wishing to review all questions and answers should submit their email address to EGreene@asmfc.org by June 5, 2009. Atlantic Coastal Fish Habitat Partnership staff shall respond to interested parties by June 12, 2009.

VI. Submission Requirements

Consultants may submit proposals in digital (i.e., PDF) or hard-copy format. Digital format is preferred. Any submittals in hard copy format must submit one (1) original and four (4) copies of the proposal package. Double-sided copies on plain paper are appreciated. The package shall include:

1. **Technical Proposal**, not to exceed ten (10) typed, single-spaced pages.
2. **Cost Estimate** itemized by phases or tasks based on the scope-of-work outlined below; within each task or phase please include an itemization of time and costs per staff specialty/role.

3. **Draft Timeline** for a phased completion of the website.
4. **Statement of Qualifications** for both the organization and those staff who would be assigned to this project, and directly relevant work experience, not to exceed seven (7) pages. This should also include a examples of websites the contractor has created.
5. **List of References** who may be contacted about the consultant's qualifications and work experience on similar projects, not to exceed one (1) page.
6. **Resumes** for project team members, not to exceed two (2) pages per team member. The consultant shall identify a primary contact for their proposal and provide that person's location, phone number, and email address.

All proposals must be received by 5:00 p.m. on June 26, 2009, at:

Emily Greene

Atlantic Coastal Fish Habitat Partnership Coordinator

Atlantic States Marine Fisheries Commission

1444 Eye St. NW, 6th Floor

Washington, D.C. 20005

Phone: (202) 289-6400

Fax: (202) 289-6051

Email: egreene@asmfc.org

Any proposals received after this date and time will be rejected.

VII. Scope of Work

A. Overview

While ACFHP expects that the website infrastructure will be developed from scratch, existing capabilities should be aggregated on the website, where appropriate. ACFHP expects an initial need for 15 pages and the ability to add approximately 5 pages over the next three years. We anticipate an initial need to post approximately 15 documents and 40 links, with the addition of approximately 110 documents and 170 links over the next

three years. Please see Section C for a suggested site map and a breakdown of the estimated volume of material.

The partnership expects to have the ability to control website content. In other words, it would like the ability to conduct in-house language revisions and the deletion/addition of documents, links, photos, and pages as necessary. For maintenance that is design oriented or structural in the nature, the contractor should provide price estimates for periodic maintenance in the proposal.

B. Website Structure and Capabilities

Infrastructure

ACFHP would like to be able to upload documents and photos and add web pages, within the initially developed website infrastructure. The bidder should provide price estimates for both static and database-driven sites. ACFHP is interested in weighing the functional benefits and drawbacks, the training required, and the cost estimates associated with each. It will consider recommendations by the contractor. The bidder should keep in mind that a database driven website should be compatible with ORACLE and should interface with Microsoft Access software.

Cascading Style Sheets (CSS) and Java Script

The website should be written in XHTML and structured using CSS, allowing for consistent web page organization and appearance throughout the site. The website should also incorporate Java Script in concert with CSS, for the purpose of supporting a drop down menu. ACFHP would like to be able to modify text, upload documents and photos, and add links within the initial design, using Dreamweaver and Photoshop software.

Incorporating Existing Capabilities

The website should aggregate existing capabilities, where possible. It should link to or integrate an existing interactive spatial interface (GoogleMap) and decision support system (database queries), developed by NOAA-NOS. These capabilities allow

scientists, managers, and the public to acquire information about Atlantic coastal fish habitats and select regions along the Atlantic coast that provide information on local habitat priorities and threats. Additionally, the website should integrate a Google search function that would allow the reader to quickly find information on the ACFHP website.

Online Forms

The website should support a form that visitors can fill-out and submit in order to sign-up for newsletters (through Constant Contact). This information should be captured in a database that is accessible by ACFHP.

Compliance

The ACFHP website should be 100% Internet Explorer and Mozilla compliant and it should be Section 508 Compliant.

Redundancy

The contractor should provide a backup site (in part or in full) that will function in the instance that the main site is offline.

Security

The ACFHP website should be, to the extent practicable, secured against malicious activity.

C. Suggested Site Map and Estimated Volume of Material

Underline indicates a unique web page

Bold indicates a link

Black text indicates immediate website needs, red indicates near-term additions

Italics indicates estimated long-term additions

Home

Brief Background

Estimated Updates: Text edits

Estimated Frequency: rarely/never

About Us (Dropdown)

Mission and Vision

Mission Statement

Vision Statement

ACFHP Bylaws and Charter.pdf

Estimated Updates: Text edits

Estimated Frequency: rarely/never

Priority Habitats

Brief Overview

Clickable Map

Estimated Updates: Text edits

Estimated Frequency: rarely/never

Partners

Links to partner websites (30)

A point of contact for each partner (30)

2008 ACFHP MOU.pdf

Estimated Updates: Addition of ~20 partner contacts and websites.

Estimated Frequency: annually

NFHAP

Link to the NFHAP website (1)

Link to other FHP websites (3)

Estimated Updates: Addition of website links (~1)

Estimated Frequency: annually

Projects (Dropdown)

Endorsed Projects

Brief overview

Application .pdf

Links to project websites (~5)

Project materials .pdf (~5)

Estimated Updates: Text edits, addition of ~2 . pdf and ~2 website links

Estimated Frequency: every 3-4 months

Funded Projects

Brief overview

Application .pdf

Brief background on projects

Links to project websites

Project materials .pdf

Estimated Updates: Text edits, addition of ~5 . pdf s and ~5 website links

Estimated Frequency: every 6 months

Conservation Planning Resources (Dropdown)

Databases and Other Tools

Link to Assessment of Existing Information Website

Links to other pertinent databases/tools

Estimated Updates: Text edits, addition of ~2 websites

Estimated Frequency: every 6 months

Publications

(ACFHP Assessment of Existing Information Summary Report .pdf, ACFHP Species-Habitat Matrix Summary Report.pdf, **ACFHP Strategic Planning Document .pdf**)

Partner, or Non-Partner planning documents (websites or .pdf)

Estimated Updates: Text edits, addition of ~2 . pdf s and ~2 websites

Estimated Frequency: every 6 months

Upcoming Opportunities (Dropdown)

Funding

Upcoming ACFHP Deadlines

Partner or Non-Partner deadlines (websites or .pdf)

Estimated Updates: Continually replace ~10 links and ~10 .pdfs

Estimated Frequency: monthly

Conferences

Upcoming ACFHP Meetings

Partner or Non-Partner Conferences (links to websites or .pdf)

Estimated Updates: Continually replace ~5 links

Estimated Frequency: monthly

Other Events

Upcoming ACFHP Events

Partner or Non-Partner Events (links to websites or .pdf)

Estimated Updates: Continually replace ~10 links and ~10 .pdfs

Estimated Frequency: monthly

Communications (Dropdown)

Outreach Materials

ACFHP Fact sheet .pdf, ACFHP Powerpoint .pdf

Estimated Updates: Addition of ~1 pdf

Estimated Frequency: every 6 months

Press Releases

New and ‘archived’ Press Release .pdf s (~1)

Estimated Updates: Addition of ~1 pdf

Estimated Frequency: every 6 months

Newsletters

Subscribe button

Current (~1) and ‘archived’ .pdf newsletters

Estimated Updates: addition of ~1 .pdf

Estimated Frequency: every 4 months

Questions/Comments

Send an Email to this address

Estimated Updates: Text edits

Estimated Frequency: rarely/never

D. Suggested Websites

The Atlantic Coast Joint Venture (<http://www.acjv.org>) provides an example of the organizational structure that ACFHP is seeking for its website. The website provides ample avenues to access information, contact people, and link to other websites. It is organized, attractive, and there is limited text, making website navigation very easy. The home page provides access to the bulk of the website in a clear and organized fashion.

VIII. Additional Info

For more information on the National Fish Habitat Action Plan, please visit www.fishhabitat.org. For information on the habitats and species included under this partnership, and other background information on the ACFHP, please contact Emily Greene at egreene@asmfc.org.

IX. Selection Criteria

Proposals will be evaluated by an ACFHP review group based upon the following criteria:

- a. Demonstrated familiarity in developing the website structure and capabilities described in the RFP,
- b. Demonstrated cooperation with a diverse set of public and private clients to develop a product that is tailored to user needs,
- c. Demonstration of similar, successful past project experience that achieved and enhanced project goals
- d. Demonstrated project management experience of primary personnel,
- e. Clarity and presentation of proposal, and
- f. Cost-effectiveness.

Based on the above criteria, those contractors submitting the highest ranked proposals may be asked to present, either in person at the ASMFC or through a webex/conference call. Invitations to present will be sent out on July 10, 2009. This meeting will ensure that ACFHP and the contractor are in agreement about what is expected under the scope of work, at the proposed cost.

X. Disclaimer

This RFP does not commit ACFHP to award a contract or to pay any costs incurred during the preparation of the proposal, including associated travel costs. ACFHP reserves the right to reject any or all of the proposals for completing this work. ACFHP also reserves the right to eliminate the need for the selected consultant to complete one or

more tasks, pending the outcome of preceding related tasks or issues, and/or the availability of project partners to complete that task.

XI. Timeline

May 27, 2009:	RFP release
June 5, 2009:	Technical questions on RFP due
June 12, 2009:	Answers to technical questions provided to interested parties
June 26, 2009:	Due date for proposals
July 10, 2009:	Invitations to present in person or via webex sent to top proposals
July 31, 2009:	Final selection
August 3, 2009:	Notice to proceed (anticipated)
December 4, 2009:	Beta version made available for ACFHP Communications Working Group to review
December 18, 2009:	Recommendations provided to the contractor
January 29, 2010:	Incorporation of recommendations and website completion