



REQUEST FOR PROPOSALS

Build It Green Website Redesign

www.builditgreen.org

SUBMITTAL OF PROPOSALS

Build It Green requests proposals from qualified consultants to redesign and upgrade the website, www.builditgreen.org, given a budget of \$50,000-\$60,000. This project is anticipated to commence February 1, 2007.

Key Dates

- RFP Issued: October 31, 2006
- Pre-Proposal Conference Call: November 30
- Requests for Clarification due: December 4
- Responses to Requests for Clarification provided: December 7
- Proposals due: December 18
- Interviews (if requested): January 12, 2007
- Successful bidder notified: January 19
- Project kickoff meeting: February 1 (anticipated)

Proposals are due no later than 2:00 PM PST on Monday, December 18, 2006. Proposals received after that time and date will not be considered. Build It Green is not responsible for delayed deliveries due to mailing. One (1) bound and sealed proposal and two (2) copies are required along with an electronic version sent via e-mail to: katy@builditgreen.org. Submit your proposal by mail or hand delivery to:

Build It Green

Attn: Katy Hollbacher

Website Redesign RFP, 1434 University, Berkeley, CA 94702

All materials are to be printed double-sided on 8-1/2" x 11" recycled content paper. The original proposal may be printed single-sided. *Please do not submit plastic covers or binders.*

Build It Green will review all Proposals received by the specified time and date and may select several finalists. These finalists will be invited to an oral interview. We request that attendees at the interview be restricted to those individuals who will be directly involved with the work.

Women, Minority, or Disabled Veteran owned Business Enterprises (WMDVBES) are especially encouraged to apply.

Requests for Clarification

An optional pre-bid conference call is scheduled for November 30, 2006 from 10:00AM to 11:30AM at: (978) 964-0031, conference id number 56365#.

All Requests for Clarification regarding proposal content, format or scope are due by December 4 at 2:00PM and must be sent to the address or email shown above.

To receive all addenda and responses to Requests for Clarification, please send a request to the address or email shown above.

Withdrawal of Proposals

Submission of a Proposal shall constitute a firm offer to Build It Green for ninety (90) days from the submission deadline for Proposals.

A Proposer may withdraw his or her Proposal anytime before the date and time when Proposals are due by submitting a written request for its withdrawal to Build It Green's project contact listed above. A telephone request is not acceptable.

INTRODUCTION

Build It Green requests proposals from qualified consultants to redesign and upgrade the website: www.builditgreen.org. Build It Green's website, first launched in 2003, is not adequately serving the Organization's present needs. The site requires a dynamic and modern design, intuitive interface for distinct user groups, navigation improvement, reorganization of content, standardization of styles, e-commerce & security upgrades, robust in-house content & document management, and development & integration of CRM (Customer Relationship Management). We are seeking proposals from consultants with proven expertise in content-driven web site development that will meet our needs today and over the next 3 years.

CLIENT BACKGROUND

Build It Green is a 501(c)(3) non-profit membership organization that uses outreach, advocacy and education to connect consumers and building professionals with the tools and technical expertise they need to build quality green buildings. Build It Green fosters collaboration with key stakeholder groups to accelerate the adoption of green building practices, policies and programs.

Vision Build It Green's vision is a world where people thrive in buildings and communities sustained by a healthy connection between the natural and built environment.

Mission Build It Green's mission is to promote healthy, energy and resource-efficient buildings in California.

Strategic Objectives

1. Establish credible green building policies across California.
2. Expand the capacity of building professionals and building industry suppliers to provide green buildings in California.
3. Increase consumer demand for green buildings in California.
4. Establish Build It Green as model of effective program delivery and multistakeholder engagement.

To support these objectives, Build It Green will establish its program model across California by systematically expanding its programs region by region. Please see [Appendix A](#) for a draft summary of Build It Green's objectives, strategies and programs. For a copy of Build It Green's draft strategic plan, please send a request to the address or email shown on page one.

History

Build It Green is the result of the 2005 merger of the Green Resource Center (est. 1999) and Bay Area Build It Green (est. 2003.) The merger combined resources of these two successful organizations and furthers the goal of transforming the California building industry to embrace green building.

WEBSITE BACKGROUND

Due to the organizational merger noted above, content from two websites was merged to form the current builditgreen.org website. The site supports Build It Green's programs and serves as an information resource for various audiences interested in green building practices, policies, and programs. Currently, the website is static and explored from the left-hand Navigation Bar, which is partitioned into 13 sections:

1. About Green Building: general green building information
2. Green Resources: downloadable green building guidelines, referrals to building professionals, resources, case studies, fact sheets, offsite references & links
3. AccessGreen Directory: database containing green building products and suppliers; also printable standard reports in PDF format
4. Programs & Services: summary of Build It Green's initiatives
5. Workshops & Events: listing of current Build It Green workshops and registration page
6. GreenPoint Rated: information, listing of Certified Raters
7. Green Home Tours: information, archives, volunteers, sponsorship, & guidebook purchasing
8. Professional Training: description of training opportunities and registration page
9. Sponsors & Members: information, applications, and listing of sponsors & members
10. Councils & Guilds: information and support for seven distinct networking groups
11. News
12. FAQ's
13. About Us

Below the Navigation Bar is a Feature Item for the *Ask An Expert* hotline, which users can access through an online question intake form. This data is automatically emailed to the hotline staff and delivered to a password-protected online database.

While the majority of the web site is public, it also offers a Member Log-In, accessible only to Council members via password. This portion of the web site provides access to private resources such as meeting agendas and minutes. Currently, discussion forums are hosted off-site with Google Groups. Email lists are managed with IntelliContact.

The site is currently maintained by Polaris, Inc. Build It Green staff have limited content management capabilities through an online Administration area.

Green Affordable Housing Coalition website

Content from another website must be integrated into the new Build It Green website: www.greenaffordablehousing.org

Except for GREENbase (a Microsoft Access database), which is outlined elsewhere in this RFP, content on the Green Affordable Housing Coalition website consists mainly of links and forms similar to content on Build It Green's existing website.

WEBSITE REDESIGN PURPOSE & GOALS

Build It Green's website, first launched in 2003, is not adequately serving the Organization's present needs. The site requires a dynamic and modern design, intuitive interface for distinct user groups, navigation improvement, reorganization of content, standardization of styles, e-commerce & security upgrades, robust in-house content & document management, and development & integration of CRM (Customer Relationship Management). The overarching objectives for the website are to:

- Present Build It Green as a professional, credible, modern, dynamic organization
- Promote & support Build It Green's programs & services
- Support Build It Green's fundraising goals
- Provide convenient, intuitive access to green building information

Several improvements and additions to the website are critical to accomplishing these objectives, including:

Graphics & Presentation

1. Clear presentation of Build It Green's Vision, Mission, & Goals
2. Promotion of the Build It Green brand throughout California
3. Development of clean, inspiring design
4. Incorporation of dynamic and interactive content

Navigation & Usability

1. Compatibility assurance across all current generation browsers available in the Windows, Macintosh, Unix and Linux environments
2. Restructuring of the site's information architecture to be more useful, accessible (ADA Compliant), and aligned with the site's objectives
3. Portal-like feature on home page to offer convenient access to relevant information for each of the 6-8 user groups (see [Appendix B](#))
4. Design of a navigation system that:
 - a. Clearly associates secondary navigation with its primary navigation
 - b. Clearly indicates the visitor's location in the site
 - c. Appears in a consistent location throughout the site
 - a. Implements cascading rollover navigation to allow users fast and easy access to most pages with a single click
 - b. Strategically places Contextual Navigation and Featured Items throughout the site to engage and draw the users into other areas of the site and not degrade the site's usability
5. Creation of font and page formatting styles that clearly indicate different types and levels of information
6. Incorporation of search engine/indexing for all content

Website Management and Security

1. Design of graphics and architecture to be scalable and flexible to meet Build It Green's future needs
2. Creation of a site standards (i.e. Style Guide) document to ensure consistency of future updates
3. Implementation of a web based CMS (Content Management System) & DMS (Document Management System)

- a. Allow robust in-house control over the site
 - b. Simplify website updates & maintenance
 - c. Enforce style standards through the site's pages and document
- 4. Implementation of a web based CRM (Customer Relationship Management) solution
 - a. Streamline contact & email management
 - b. Support program management
 - c. Provide e-commerce needs
 - i. Membership applications
 - ii. Home Tour Guidebook purchasing
 - iii. Workshop & Professional Training registration
- 5. Review of existing databases and recommendations for standardizing or integrating into CRM
 - a. Ask An Expert (MySQL- PHP)
 - b. AccessGreen Directory (Sybase, MS SQL- Microsoft Access)
 - c. GREENbase (Sybase, MS SQL- Microsoft Access)
 - d. Green building events (MySQL- PHP; not currently live)
 - e. Certified Green Building Professionals (Microsoft Access; not online)
 - f. GreenPoint Rated (Microsoft Access; not online)
- 6. Development of secure login and ecommerce features

Website Maintenance

We expect the Consultant to develop detailed documentation throughout the redesign process to ensure a seamless transition to the Client and maintenance vendor for continually updating, improving, & marketing the web site.

Additional Features

Build It Green anticipates rapid growth of its programs and limitless potential for new program initiatives. We expect the Consultant to be up to date on current and imminent technologies and to design the website in anticipation of future integration of these technologies, including:

- 1. Web 2.0 (JavaScript, XML, Ajax, etc)
- 2. Minibrowser compatibility (i.e. PDA or cell phone access for certain content)
- 3. Blogging, RSS feeds, chat, community forums, & private discussion forums
- 4. Photo albums, streaming video, & Pod casts
- 5. Mapping
- 6. Surveys

For additional details on features required for accomplishing the redesign objectives, see [Appendix C](#).

PROPOSAL CONTENT

Responses to this request should include the following:

- 1. Executive Summary (describe project development approach and costs)
- 2. Preliminary project schedule and scope of work to illustrate the firm's understanding of the project and project management required to complete the work within a reasonable time period. Please include description of user group input process and three (3) home page concepts. This preliminary scope of work will be refined and finalized during meetings with the selected contractor. Please outline:
 - a. Specific project phases and milestones
 - b. Task elements

- c. Anticipated meetings with client
 - d. Roles & responsibilities for Build It Green staff
 - e. Quality control & testing details
 - f. Interim work products and delivery methods
 - g. Final deliverables
- 3. Budget breakdown showing labor rates (including rate for Not In Contract modifications), hours, and anticipated costs by phase and task
- 4. Website Requirements: Develop preliminary recommendations, specifications, and estimated costs for required elements, including:
 - a. Hardware
 - b. Software platform
 - c. CMS, DMS, & CRM solutions
 - d. Hosting solution
- 5. Contractor qualifications
 - a. Financial details and length of time in business
 - b. Number of employees involved in web site design
 - c. Percentage and type of work to be subcontracted out
 - d. Name of primary contact for this project and a list of all personnel who would be working on the redesign
 - e. Brief resumes and examples of previous website design work for the primary contact and key personnel
 - f. Professional fee schedule for the primary contact and key personnel
- 6. Descriptions of five (5) comparable projects that best demonstrate the contractor's expertise in accomplishing the goals set out by this RFP
 - a. Please limit the descriptions to one double-sided page per project.
 - b. Explain the role the contractor played in each project.
 - c. Describe the client's key objectives, audiences and goals of its website. Identify the key design elements you implemented to help the site to fulfill its purposes.
 - d. Provide a client reference for each project that can provide information on the contractor's participation in the project. Include the client reference's name, title, email address and phone number, and the dates services were provided.
 - e. Include the website URLs.
- 7. An offer to conduct the work, which shall remain valid and applicable for 90 days from the date proposals are due

Build It Green reserves the right to reject any and all proposals submitted by Consultants and does not guarantee any work to any Consultant by the issuance of this Request for Proposal (RFP). Build It Green reserves the right: to reject grant money offers; to perform the work without the use of Consultants; and/or to not operate the project in any manner. Consultants that prepare and submit proposals to this RFP should have the understanding that no work and contract may result from this RFP process. Build It Green reserves the right to reject any and all alternate procedures suggested by Consultants submitting proposals. Build It Green is not liable for any costs or work performed by Consultants in submitting proposals to this RFP.

APPENDIX A – BUILD IT GREEN STRATEGIC PLAN SUMMARY

Objective	Strategy	Program Elements
1. Establish credible green building policies across California	1.1 Establish Public Agency Councils (PACs) across the state	1.1.1 ?
		1.1.2 ?
		1.1.3 ?
	1.2 Advocate for adoption of credible green building guidelines and standards by state government	1.2.1 Take leading role in developing state green building guidelines and standards
		1.2.2 Build strategic relationships with key policy makers and opinion leaders
		1.2.3 Obtain endorsements from high-profile opinion leaders and organizations
		1.2.4 Organize coalition of allies
		1.2.5 Advocate for consistent green standards for multiple affordable housing funding sources
	1.3 Advocate for adoption of consistent, credible green building policies and programs by local governments	1.3.1 Conduct training for local governments
		1.3.2 Advocate for local government adoption of model policies
		1.3.3 Train local trainers and spokespersons
		1.3.4 Strengthen and expand the Non-profit Network
2. Expand the capacity of building professionals and building industry suppliers to provide green buildings in California	2.1 Expand building professional expertise by providing statewide training and certification	2.1.1 Provide Certified Green Building Professional (CGBP) training
		2.1.2 Train local trainers and spokespersons
		2.1.3 Conduct workshops for building professionals
		2.1.4 Foster the success of effective green building trade shows and professional events
	2.2 Strengthen and expand guilds and councils for building professionals	2.2.1 Green Building Professionals Guild
		2.2.2 Builders Council
		2.2.3 Green Affordable Housing Coalition
	2.3 Provide green building technical and information resources and services	2.3.1 Enhance and sustain Build It Green's website
		2.3.2 Expand Ask an Expert hotline to serve priority regions
		2.3.3 Provide project-specific information and technical assistance to building owners and building professionals
	2.4 Increase availability, affordability and profitability of green building products	2.4.1 Strengthen and expand the Suppliers Council
		2.4.2 Extend AccessGreen to serve priority regions
		2.4.3 Conduct market research

Objective	Strategy	Program Elements
		2.4.4 Support development of GREENbase
		2.4.5 Establish buyers' coops
3. Increase consumer demand for green buildings in California	3.1 Conduct consumer outreach	3.1.1 Produce green home tours
		3.1.2 Conduct homeowner workshops
		3.1.3 Produce other tools for consumers
		3.1.4 Participate in home shows and other consumer events
	3.2 Establish GreenPoint Rated Homes program	3.2.1 ?
		3.2.2 ?
		3.2.3 ?
	3.3 Develop capacity of real estate professionals and other point-of-sale professionals to inform consumers about green building benefits	3.3.1 Strengthen and expand Real Estate Council
		3.3.2 Conduct workshops for real estate professionals and other point-of-sale professionals
		3.3.3 Include green building criteria in Multiple Listing Service® (MLS) for real estate professionals
		3.3.4 Support development of green lending products by others
	3.4 Engage the media to increase green building exposure	3.4.1 Develop strategic relationships with media professionals in key California markets
		3.4.2 Develop and execute media campaigns to reach broadcast, print and online media in high priority regions
4. Establish Build It Green as model of effective program delivery and multistakeholder engagement	4.1 Develop systems for quantifying benefits of green building and measuring success of Build It Green programs	4.1.1 ?
		4.1.2 ?
		4.1.3 ?
	4.2 Strengthen internal capacity	4.2.1 Train and support staff to develop skills and expertise
		4.2.2 Develop and support board of directors
		4.2.3 Develop and support members and sponsors
		4.2.4 Establish advisory board to bolster strategic initiatives
	4.3 Increase geographic delivery capacity	4.3.1 Cultivate strategic partnerships with resource management agencies
		4.3.2 Cultivate implementation/service partnerships

APPENDIX B - BUILD IT GREEN USER GROUPS

1. Consumers/General audience
 - a. Homeowners
 - b. Other building owners
 - c. Tenants
2. Building professionals
 - a. Architects/designers
 - b. Custom home builders
 - c. Remodelers
 - d. Production home builders
 - e. Affordable housing/multifamily developers
 - f. Commercial developers
 - g. Specialty trades & contractors
3. Real estate
 - a. Realtors
 - b. Lenders
 - c. Appraisers
4. Suppliers
 - a. Manufacturers
 - b. Retailers
5. Organizations, Public Agencies & Utilities
 - a. Nonprofits
 - b. Cities
 - c. County/Regional
 - d. State
 - e. Utilities
6. Media

APPENDIX C – ADDITIONAL DETAILS FOR WEBSITE OBJECTIVES

Promote & support Build It Green's programs & services

1. Ask An Expert
2. AccessGreen Directory
3. Best Builders
4. GreenPoint Rated
5. Green Home Tours
 - a. archives
 - b. upcoming tours
 - c. volunteering
 - d. sponsorship
 - e. registration/guidebook purchasing
6. Presentations
7. Workshops for Homeowners
 - a. description of upcoming workshops
 - b. archives
 - c. registration
8. Professional Training
 - a. Certified Green Building Professional
 - b. Advanced Training
 - c. GreenPoint Rater

Features for each training section:

 - i. description of training
 - ii. recertification
 - iii. registration
 - iv. database of certified individuals
9. Advocacy
10. Councils & Guilds: portals for 7 various Councils & Guilds
 - a. PAC (Public Agency Council)
 - b. NPN (Non-profit Network)
 - c. GRG (Green Remodelers Guild)
 - f. Green Affordable Housing Coalition
 - g. Real Estate Council
 - h. Suppliers Council
 - i. Builders Council

Each Council & Guild section requires these features:

 - i. News
 - ii. Archives
 - iii. Login/password-protected area
 - iv. Meeting agendas
 - v. Minutes
 - vi. Discussion forum
 - vii. Other member-only resources/tools/forms

Support Build It Green's fundraising goals

1. Sponsorship & Membership
 - a. Electronic applications
 - b. Listing of sponsors & members
 - c. Random logo rotation on most website pages for Silver, Gold, & Platinum Sponsors
 - d. Login/password-protected area (member-only resources/tools/forms)

2. Donations

Provide convenient, intuitive access to green building information

1. Introductory info
2. Green building events & education
3. Professional referrals
4. Green Building Guidelines
5. Fact sheets
6. Case studies
7. Incentives
8. AccessGreen Directory of Products & Suppliers
9. Ask An Expert Green Building Hotline
10. GREENbase Database for multifamily developers
11. Offsite resources & tools
12. Self-service customer support
 - d. Update contact info
 - i. Email list subscribe-unsubscribe
 - ii. Opt in for selected types of news
 - e. View purchasing history with Build It Green
 - f. Provide automatic email reminders for upcoming events
 - g. Sign up for Membership
 - h. Offer login/password-protected feature
 - i. Access private Council, Guild, & Member resources
 - ii. Enter AAE inquiry w/o having to re-enter all info
 - i. Customize portal
 - i. Local resources
 - ii. Favorite pages