



ROBERT  
RODRIGUEZ  
**CHAIR**

GEORGE  
SARKISSIAN  
**DISTRICT  
MANAGER**

## COMMUNITY BOARD ELEVEN

BOROUGH OF MANHATTAN  
55 EAST 115<sup>TH</sup> STREET  
NEW YORK, NEW YORK 10029-1101  
TEL: (212) 831-8929/30  
FAX: (212) 369-3571  
[www.cb11m.org](http://www.cb11m.org)

### REQUEST FOR PROPOSAL

### WEB SITE DESIGN, DEVELOPMENT & HOSTING

JUNE 14, 2007



ROBERT  
RODRIGUEZ  
**CHAIR**

GEORGE  
SARKISSIAN  
**DISTRICT  
MANAGER**

## COMMUNITY BOARD ELEVEN

BOROUGH OF MANHATTAN  
55 EAST 115<sup>TH</sup> STREET  
NEW YORK, NEW YORK 10029-1101  
TEL: (212) 831-8929/30  
FAX: (212) 369-3571  
[www.cb11m.org](http://www.cb11m.org)

### Summary

Manhattan Community Board 11 is accepting proposals to design and develop the board's 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.

### Proposal Guidelines and Requirements

This is an open and competitive process. Proposals received after June 22, 2007, 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. Applicants may submit more than one proposal.

The price that you submit should be inclusive. If your price includes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Provisions of this RFP and the contents of other successful responses are considered available for inclusion in final contractual obligations.

### Contract Terms

Manhattan Community Board 11 will negotiate contract terms as part of the selection process. All contracts are subject to review by the Board's legal counsel and/or the City of New York, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

### Purpose, Description and Objectives

#### *Purpose*

Manhattan Community Board 11 currently has a web presence ([www.cb11m.org](http://www.cb11m.org)) that is somewhat outdated in appearance, structure and in the presentation of content. An opportunity exists to re-engineer the site to better reflect the mission of Manhattan Community Board 11 and incorporate some of the latest web technologies. Upon completion of the development of the site, Community Board 11 will assume full responsibility for web

site content, maintenance and administration. All content, coding and graphics will become the sole property of Community Board 11.

#### *Description*

Install a flexible, informative web site that is easy to maintain and that can deliver large amounts of constantly changing information. The goal of the site is to provide a user-friendly and appealing environment for both visitors and administrators. To this end, the overall layout and design should be basic yet attractive, incorporating simple blocks of navigation, main content area, images and featured modules. The site should be based on an open-source, database-driven, content management system (CMS).

To be effective, our web site must be:

- Easy and intuitive
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate

#### *Objective*

Our primary Internet objective is to continue in our outreach efforts in the community, to build awareness and interest in our organization and the services it provides and to be a source of information.

#### *Our vision*

- Maximize web-based technologies
- Enhance constituent relationships
- Improve program delivery and service

#### **Timeline**

- This RFP is dated June 14, 2007. Applicants may also request a copy be sent via emails by contacting George Sarkissian at [gsarkissian@cb11m.org](mailto:gsarkissian@cb11m.org).
- Proposals are due no later than 12pm/noon, June 22, 2007.
- Proposals will be evaluated immediately thereafter. The name of the candidate firm who has been selected will be decided on or about June 26, 2007.
- Negotiations will begin immediately with the successful candidate and should conclude no later than June 28, 2007.
- All other candidates will be notified on or about July 6, 2007.
- Phase I of the project is to be completed at a date to be determined once the candidate has been selected.
- Engagement work complete and web site live – deliverable date to be determined during Phase I.

## **Budget**

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisition necessary for development and maintenance of the web site.

Hosting may be addressed separately. However, if being addressed it must be included in the cost proposal as a line item.

List pricing for:

- Phase I: Discovery, Requirements Planning & Site Definition
- Phase II: Site Development, Testing & 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.

## **Background of Organization**

Manhattan Community Board 11 proudly serves the residents and users of East Harlem, Randall's and Ward's Island. The Community Board plays an important role in improving the quality of life for the Community, but many people don't know about them. Community Boards are local representative bodies. There are 59 throughout the city. Each Board consists of up to 50 unsalaried members appointed by the Borough President, with half nominated by the City Council Members who represent the community district. Board members are selected by the Borough Presidents from among active, involved people of each community, with an effort made to assure that every neighborhood is represented. Board members must reside, work or have some other significant interest in the community.

Community Board 11 meets once each month on the third (3rd) Tuesday. At these meetings, members address items of concern to the community. Board meetings are open to the public, and a portion of each meeting is reserved for the Board to hear from members of the public. In addition, Boards regularly conduct public hearings-on the City's budget, on land use matters, and other major issues-to give the people of the community the opportunity to express their opinions. Board committees do most of the planning and work on the issues that are acted on at Board meetings. Each Board establishes the committee structure and procedures it feels will best meet the needs of its district. Non-Board members may apply to join or work on Board committees.

Boards have an important advisory role in dealing with land use and zoning matters, the City budget, municipal service delivery and many other matters relating to their communities' welfare. Community Boards must be consulted on placement of most municipal facilities in the community and on other land use issues. They may also initiate their own plans for the growth and well being of their communities. Also, any application for a change in or variance from the zoning resolution must come before the Board for review, and the Board's position is considered in the final determination of these applications. The Community Board, its District Manager, and its office staff serve as advocates and service coordinators for the

community and its residents. They cannot order any city agency or official to perform any task, but Boards are usually successful in resolving the problems they address.

## **Audience**

Stakeholders and audience groups:

### *Primary*

Residents, Board members, Community Based Organizations, Elected Officials

### *Secondary*

Prospective members, New York City residents, City Agencies, Developers

## **Scope & Guidelines**

The scope of this project is to update the existing Manhattan Community Board 11 web site. The board staff will provide the successful candidate with all the background information that they require. A firm that can handle all site planning, interface design and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after the initial launch.

### *Discovery:*

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

### *Design:*

Web site information architecture, graphic look and feel, user navigation and main templates.

### *Development Guidelines:*

The web site designed by the successful candidate must meet the following criteria:

- Install an open source, database driven, content management system that will permit non-technical board staff to instantly update web site content.
- Easily updated – once the site has been completed and accepted by the Manhattan Community Board 11, the site will be maintained by the board staff using the CMS backend, Adobe, Dreamweaver (or similar software) to adjust design and function as desired.
- Potential capability for the conversion of substantial amounts of existing content to the new web site.
- Visually appealing – the site must have an attractive mix of text and graphics.
- Common theme – each section of the site should have a common look and feel. The Manhattan Community Board 11 logo should be prominently displayed on every page as a common header.

- Consistent design – as stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to navigate – the site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than two levels of “drill down” for the user to find the desired information.
- Development of web pages to accommodate the proposed navigation scheme.
- Automated job posing feature.
- Must have ListServ, e-newsletter, calendar, registration and search capabilities.
- Gather e-mail, areas of interest and demographic information from visitors in a format that permits the Manhattan Community Board 11 to maintain a single database of users and e-mail each according to their area of interest and profile. Provide training and all necessary support to permit easy use by a selected board staff person.
- Project management – an assigned project manager will be made available to present information and coordinate with the Manhattan Community Board 11 staff person, including a reasonable number of meetings to present design and development solutions.
- Once the web site has been completed and accepted by the Manhattan Community Board 11, the web site design and all of its contents and architecture become property of the Manhattan Community Board 11.

*Site specifications:*

The Manhattan Community Board 11 encourages creativity in the proposals submitted; however there are certain requirements for the web site project. Your proposal must account for all of these requirements.

- Site must be compatible with IE, Firefox and Netscape browser versions at least two years old.
- Web site should not require plug-ins as a default.
- Meets ADA requirements – the site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act. A text size adjustment plug-in or module should be present in all pages.
- Site must be built in accordance to the Web Content Accessibility Guidelines 1.0. provided by the W3C and should also be easily accessible to the novice as well as the experienced internet user.
- Fast loading pages – the web site must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer using a 56K modem.

*Testing:*

Testing of site on all applicable platforms to ensure the web site works as promised. Explain testing plan through development process.

### *Delivery:*

Delivery and uploading of site to client for internal hosting, to an outside third party, or hosting by consultant (to be determined).

### *Tracking:*

Implementation of tracking software to produce user defined site log reports. We need a tool to help us better understand and measure web visitor behavior and improve web site performance and availability (This may be offered through hosting service).

- Web traffic analysis
- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

### **Available Technology Resources/Integration Issues**

- We will use much of our existing web content. New content will be identified through discussion with our board members and other community stakeholders.
- There are no existing databases that will need to be imported or connected to the new site.
- We do not have existing e-commerce systems, web forums or other tools that the new site should be connected to.

### **Qualifications**

- List the five (5) most recent web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for non-profit and/or community-focused projects.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc).
- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.
- Provide a company profile, length of time in business and core competencies.

- Briefly describe the percentage of your web staff that would end up working on this project relative to your entire staff.
- What type of team will be assigned to this project? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process.
- Time frame for completion – the time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Terms and conditions.

## **Evaluation Criteria**

The following criteria will form the basis upon which the Manhattan Community Board 11 will evaluate the proposals. The mandatory criteria must be met and include:

Ten (10) copies of your proposal must be received no later than 12:00pm/noon, June 22, 2007. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

George Sarkissian, District Manager  
Manhattan Community Board 11  
55 East 115<sup>th</sup> Street  
New York, NY 10029

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic capabilities – prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate experience – candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – the price is commensurate with the value offered by the applicant.
- Depth and breadth of staff – the candidate firm has appropriate staff to develop the site in the time frame needed.
- Proposal presentation – the information is presented in a clear, logical manner and is well organized.

## **Format for Proposals**

Please use the following as a guideline to format your proposal:

### *Cover Letter:*

Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).

### *Proposal:*

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted above.

### *Qualifications:*

Provide the information requested above and how you meet those qualifications.

### *Budget and Fees:*

List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed for Phase I and II.

### *Attachments:*

#### Hosting options/information

- Do you provide hosting? If so, please provide answers to the following questions.
  - How often do you back-up?
  - How often do you have down time?
  - How often do you upgrade software/hardware?
  - Please describe your technical support.
  - Please describe your security.
  - Do you have a high speed, direct connection to the internet?
  - Please describe your methodology and service level agreements.
  - Pricing, terms and conditions.

If you do not provide hosting, please suggest a vendor/partner to provide this service and provide answers to the above questions.