



Request for Proposals #RFP-WEB

Contract Support for

ITRC's Website

April 25, 2011

Interstate Technology
&
Regulatory Council

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Overview

The Interstate Technology and Regulatory Council (ITRC) is a public-private coalition working to reduce barriers to the use of innovative environmental technologies and approaches so that compliance costs are reduced and cleanup efficacy is maximized. ITRC produces documents and training that broaden and deepen technical knowledge and expedite quality regulatory decision making while protecting human health and the environment. With private- and public-sector members from all 50 states and the District of Columbia, ITRC truly provides a national perspective. More information on ITRC is available at www.itrcweb.org.

This Request for Proposals (RFP) is for multiyear contract support for ITRC's website, including project management, website maintenance, website redesign and launch, and related Web development services for ITRC's website. ITRC's website has a variety of uses for the public, as well as for ITRC members. Environmental professionals and others use the website for information on ITRC and remediation topics, as well as to access guidance documents and training courses that are available for free. ITRC members use the ITRC website for membership resources, information on specific ITRC projects, meeting registration, outreach purposes, and a variety of other functional uses, such as draft document upload and storage.

Given the variety of uses, ITRC's website needs to be visually appealing so that the use of ITRC products is promoted and membership in ITRC is encouraged in a "noncommercial" manner. Additionally, the public and ITRC members need a website that is intuitive and easy to navigate and one that is functionally organized so that tools and resources are easy to obtain. The ITRC website should be flexible enough for expansion. In the near future, ITRC also plans to revise, redesign, and launch the structure and content of the website.

ITRC's website is www.itrcweb.org. Contact ITRC for the password to access internal pages (Carolyn Sistare, csistare@ecos.org, 202-266-4932, or Anna Willett, awillett@ecos.org, 202-266-4933).

About ITRC, ERIS, and ECOS

ITRC is a program of the Environmental Research Institute of the States (ERIS), a 501(c)(3) organization incorporated in the District of Columbia and managed by the Environmental Council of the States (ECOS). ECOS is the national, nonprofit, nonpartisan association representing the state and territorial environmental commissioners. Its mission is to serve as a champion for states; to provide a clearinghouse of information for state environmental commissioners; to promote coordination in environmental management; and to articulate state positions on environmental issues to Congress, federal agencies, and the public. ECOS issues and administers contracts on behalf of ITRC.

Definitions

“Proposer” refers to the responder to the RFP and describes the person or organization seeking the contract. “Proposer” also refers to the person or organization providing the good or service in the proposal.

The words “must” and “shall” are used to designate a mandatory condition. Failure to address a mandatory condition shall result in disqualification of the proposal, and the proposal shall receive no further consideration.

The words “will,” “should,” and “would” are used to describe an advisory or permissible action and do not represent a mandatory condition.

Administrative Information

This RFP is for a contract starting at the contract signing date (expected in late May 2011) until December 31, 2011. The contract is renewable for work after December 31, 2011 for an additional 4.3 years via a yearly ECOS Change Order at the request of ECOS and dependent on the availability of funding and organizational goals. The maximum period of performance is from the contract signing date until May 1, 2016.

There will be no presubmittal conferences.

Proposers or key personnel must not be subcontractors. Proposals shall not include the use of subcontractors.

One electronic copy of the proposal must be received by ITRC by 5 p.m. Eastern daylight time, Friday, May 13, 2011. Late proposals will not be accepted or evaluated. Proposals must be e-mailed to awillett@ecos.org. Receipt of proposals will be acknowledged by return e-mail promptly (no later than 1 business day) after receipt. Proposers must contact ITRC if they receive no e-mail response from ITRC indicating proposal receipt. Problems with e-mail submittal can be addressed at any time to Anna Willett, ITRC Director, at 202-266-4933 (office) or 646-761-9069 (cell).

Proposals must be received as one file in Microsoft Word format or text-searchable Portable Document Format (pdf). File size must be no more than 5 MB. Proposals shall be submitted in a

format that is printable on a standard black and white laser printer on standard letter-sized paper. A visually presentable proposal is expected; however, proposals will not be evaluated on the basis of aesthetic embellishments.

Selection will be completed and a contract offered during the week of May 23, 2011. A start date no later than June 1, 2011 is desired. All Proposers will be notified by e-mail of the result of the selection process after June 15, 2011.

All requests, questions, or other communications about this RFP must be made in writing and submitted by e-mail to Anna Willett, ITRC Director, awillett@ecos.org. A response will be provided promptly (no later than 2 business days) after receipt of inquiry. Communications made to other ITRC or ECOS personnel or associates are not allowed or recognized and may disqualify the proposal. Inquiries and questions will be received and answered up to the proposal deadline.

By submitting a proposal in response to this RFP, Proposers waive any and all claims against ITRC, ERIS, and ECOS, including its officers, directors, employees, subcontractors, and agents, and assume full responsibility for all damages, claims, losses, costs, and expenses which the Proposer may incur arising from or relating to its proposal, including any errors or omissions in the proposal.

Proposer acknowledges that submission of a proposal in response to this RFP does not create a contract between the Proposer and ITRC, ERIS, and/or ECOS.

Disadvantaged, women-owned, and minority-owned Proposers are encouraged to apply.

Any false or misleading statements found in a proposal will be grounds for disqualification or contract nullification, if awarded.

Proposal Requirements

Proposals that do not meet the following requirements (including page lengths and word counts where indicated) shall not be evaluated. Addenda in or to the proposal other than the requirements listed here shall not be considered during the evaluation, and their inclusion may disqualify the proposal from evaluation. Proposals shall include only information as specified in this RFP (proposals on other services will not be considered).

Cover Letter/Key Personnel

A 1-page cover letter on Proposer letterhead indicating the Proposer's acceptance of the terms of the RFP and commitment to the contract, if awarded. List the names and contact information of up to two key personnel who shall be the point of contact for ITRC and provide project management services for the extent of the contract. Proposers or key personnel cannot be subcontractors.

Narrative

A 5-page narrative outlining the Proposer's capabilities and approach to the work. The narrative must do the following:

- Address the items listed in the Required Tasks and Competencies section and connect Proposer and key personnel skills and experience back to the Required Tasks and Competencies.
- Show that the Proposer and key personnel understand ITRC as an organization and the scope of this RFP.
- Provide detail on three projects for which the Proposer has provided services similar in scope to this RFP in the past 5 years. Screen shots of the work or website references are desired. Please include the names, addresses, telephone numbers, and e-mail addresses of three references for the three projects who are familiar with the key personnel and your business.

Resume(s)

Resumes (1 page in length each) of the key personnel named in the cover letter, as well as any other proposed personnel assigned to major tasks (e.g., programmers, developers, graphics, etc.). **Resumes longer than 1 page will not be considered.** Resumes should be customized to indicate how the experience and skills of the personnel will allow ITRC to develop and maintain an outstanding website and should focus on the items listed in the Required Tasks and Competencies section.

Proposer Information

1. Full legal name of the company and corporate address
2. Year the business started
3. State of incorporation or headquarters
4. Are you a United States corporation?
5. Are you a public or private corporation?
6. Is your firm subject to any litigation, judgment, debarment, or suspension that would prohibit it from fulfilling the terms of the contract?
7. Are you a disadvantaged, women-owned, or minority-owned firm?
8. Current number of people employed

Pricing

Two pricing sections are required: (1) a price for maintenance of the current website and associated processes and procedures and (2) a price for design, development, and implementation of a redesigned website and associated processes. Please see the sections below for detailed instructions.

1. A 1-page price statement that includes a price for work to be completed for a **one calendar year** (January 1 – December 31) period of performance and according to the work scope listed in Required Tasks and Competencies under the Maintenance of Website Tasks section and the Competencies section. Proposers should indicate the number of hours or level of effort, hourly billing rate for personnel that are included in the price, and total price. Billing rates should be fully loaded and include labor and overhead. Fixed costs or other expenses should also be listed (note that expenses shall be shown at cost and without markup). **The**

actual contract amount for 2011 will be prorated on a time basis from the contract signing date to December 31, 2011 and according to the remaining work tasks to be completed in 2011.

2. A 1-page price statement that includes a price for the work scope listed in Required Tasks and Competencies under the New Website section and the Competencies section. Proposers should indicate the number of hours or level of effort, hourly billing rate for personnel that are included in the price, and total price. Billing rates should be fully loaded and include labor and overhead. Fixed costs or other expenses should also be listed (note that expenses shall be shown at cost and without markup). Proposers should assume a 6–8-month time period for the redesign and launch work.

The following items should not be included in either price statement:

- Server hardware and software are provided by ITRC (server storage and hosting is part of the price).
- Most website content is provided by ITRC.
- ITRC provides conference call services, printing of in-person meeting materials, and advertising/marketing materials and other such organizational items.
- Travel (any required travel will be reimbursed at cost on a case-by-case basis).
- Fees for website hosting, statistics, domain name registration, e-mail registration, or other such fees that will be provided by ITRC.

Required Tasks and Competencies

This RFP is for multiyear contract support for ITRC's website, including project management, website maintenance, website redesign and launch, and related Web development services for ITRC's website. Proposers (and the personnel proposed) must be able to demonstrate that they can successfully fulfill the Required Tasks and Competencies. Proposers will be evaluated on how likely they are to complete the Required Tasks and Competencies on schedule and with excellence, as well as on total price.

Maintenance of Website Tasks

- Maintain data-driven website using classic ASP with SQL Server 2000 db (current configuration, future configuration may differ)
 - Provide hosting and maintenance of co-located server (server and software provided by ITRC)
 - Monitor server space and keep all backup systems, domain licenses, etc. up to date
- Provide support and configuration for additional site components
- Maintain and add content and images through HTML and CSS (the Website must be compliant with Section 508 of the Rehabilitation Act of 1973 (29 U.S.C. 794d) and 1998 amendments)
- Site design and programming enhancements as requested
- Search engine optimization guidance and support
- Maintain administrative area
- Provide overall user support throughout website via e-mail and phone
- Track user statistics and downloads

- Maintain various ITRC e-mail lists and send out group e-mails and other announcements as needed
- Create ITRC online meeting registrations with and without e-Commerce capabilities
 - Provide on-demand reports as requested
 - Provide user support as requested
- Set up and provide support for annual online multisector membership registration with and without e-commerce capabilities
 - Provide on-demand reports as requested
 - Provide user support as requested
 - Maintain membership roster, including accurate display on website and sectors designations
 - Allow Team Leads to review and accept or decline team members online
- Provide electronic document inventory support and maintenance
 - Addition of new documents to database and online ordering system
 - Provide dynamic inventory control
 - Provide on-demand reports as requested
- Provide electronic conference materials support and maintenance
 - Maintain online outreach ordering system
 - Enable review and approval of online conference requests
 - Provide dynamic inventory control of all conference requests
 - Provide annual conference reports
- Manage dynamic elements, including the following:
 - Private team pages with document upload and security permissions
 - Public team pages
 - Scrolling upcoming events
 - Maintaining dynamic news list
 - Maintaining dynamic contact list
 - Ability for registered users to edit profile online
 - Ability to search membership records
 - Maintain appropriate security permissions for members
 - Maintain Internet-Based Training class and other schedules
- Maintain Industry Affiliates Program (IAP) membership page
 - Update IAP company list for membership registration
 - User communications and support
 - Maintain member pages for each membership level
 - Provide on-demand reports as requested

New Website Tasks

- Assessment of the current website to determine opportunities to improve navigation, organization, utility, visual appeal, and use of appropriate social networking applications.
- Identification and use of an appropriate, easy-to-use, open-source Web content management system (CMS). ITRC does not prefer a particular CMS. Proposer must make a recommendation and provide an explanation for the choice.
- Development of three design options for consideration.
- Migration of all existing content.

- Incorporation of Google analytics.
- Duplication and/or improvement of the user experience at www.itrcweb.org.
- Testing of the new site to ensure compliance with Section 508 of the Rehabilitation Act of 1973 (29 U.S.C. 794d) and 1998 amendments.
- Deployment of the new site to ITRC's Web server (ITRC will provide server hardware and software).
- Development and delivery of a minimum 20 hours of training at a phone, online, or in-person venue of ITRC's choice (travel costs are provided by ITRC and should not be included in the pricing).
- Development of documentation for long-term maintenance of CMS.
- Communication of project progress through written monthly reports.

Competencies for Maintenance of Website and New Website

Proposers must have the following:

- experience in managing teams of people
- project management experience, including budgeting, planning, tracking, and updating project status
- business office administrative capabilities like photocopying, facsimile communications, high-speed Internet access, e-mail, postage/mail handling, cellular phone services, and telephone/Web conferencing
- its own work facilities and materials (ITRC will not provide workspace or supplies)
- accessibility during normal working hours and be responsive to telephone and e-mail messages

Preference will be given to Proposers who do the following:

- demonstrate experience implementing projects and providing services similar to the scope of the RFP
- demonstrate experience working with nonprofit associations; local, state, or federal government; and/or environmental organizations
- have key personnel and senior-level Web designer, developer, and programmers with 5 or more years of experience

Waiver and Acknowledgments

ECOS/ITRC reserves the right to award the contract at its sole discretion and based on any factors it chooses to consider. Competitiveness of price will be considered, but low cost is not essential to be awarded the contract. Proposers acknowledge that a proposal does not create a contract between the Proposer and ECOS, ERIC, or ITRC. Proposers expressly acknowledge that ECOS, ERIS, and ITRC may be required to publicly disclose the contents of any proposals received. In addition, ECOS, ERIS, and ITRC may distribute proposals, via e-mail or otherwise, to a committee of state employees and others who will act as reviewers. Proposals will not be shared outside of ECOS, ERIS, the ITRC Board of Advisors, and the committee of reviewers except as required by a judicial order or other legal obligation. Some of these reviewers may be bound by their state's requirements to disclose information sent through their state's e-mail system.

By submitting a proposal in response to this RFP, Proposers agree to keep confidential and not use or disclose any information acquired during the bidding process concerning ECOS, ERIS, or ITRC, its business, finances, or operations. The provisions of this section shall not prevent Proposers from disclosing information to the extent required by a judicial order or other legal obligation, provided that, in such event, the Proposer shall promptly notify ECOS in writing and shall cooperate with ECOS to contest or minimize the scope of the disclosure (including application for a protective order).