

REQUEST FOR PROPOSAL

Public Lands Day Program

Organization Overview

The National Environmental Education Foundation (NEEF) provides knowledge to trusted professionals who, with their credibility, amplify messages to national audiences to solve everyday environmental problems. Together, we generate lasting positive change.

NEEF works with professionals in health, education, public lands and the media to connect the environment to everyday choices and actions so the public can live well while protecting and enjoying the environment. Through our programs, such as Classroom Earth, National Public Lands Day, National Environmental Education Week, Earth Gauge® and our Pediatric Environmental History Initiative, we offer Americans knowledge to live by.

The **Public Lands Program** (PLP) strives to increase capacity of public lands stewards to engage local communities to help care for our public lands. The NEEF's Public Lands Program is a new initiative designed to increase the stewardship of public lands through the education of land managers and groups that serve the land.

www.neefusa.org

Purpose

The purpose of this Request for Proposal (RFP) is to hire a contractor to create a website for the **Public Lands Program** (PLP). PLP consists of grant opportunities, organizational capacity building resources, event management resources and public land event information. The main public face of the program will be its website. Through the website, all components mentioned above will be available to users.

Objectives and Goals

The objective of this RFP is to hire a contractor who can:

- 1) Advise program team on website design and architecture.
- 2) Design a dynamic and interactive website, focused on two specific audiences—public land managers and public land “friends groups.”
- 3) Create an architecture that is user friendly and easily navigable, but able to offer many resources.
- 4) Integrate current social media accounts as part of the website plan.
- 5) Create a seamless connection between publiclandsprogram.org and publiclandsday.org.

Scope of Services/Tasks

We would like a new website for **publiclandsprogram.org** that will incorporate new elements and components, but will tie-in with the current publiclandsday.org site.

As we envision the website, there will be three major components:

- **Every Day Events** – This component would provide tools and resources public land managers and friend organizations need to organize events that promote community involvement. These events highlight and promote community involvement through service, recreation and environmental education.
- **Event Grants** – PLP offers grant opportunities to friends groups who promote events that help maintain public lands and encourage the public's connection to the land.
- **Professional Development** – This area would include information about Capacity Building Grants, and Training Resources. Capacity Building Grants provide grant money to Friends groups to help strengthen these organizations. Training resources would include capacity building webinars, and an online library of facts-sheets and other information

The site must have the following functionality:

- **Registration** – Registration would be needed for Every Day Events, and would need to have a way to differentiate between the different event areas – service, recreation and environmental education.
- **Calendars** – A site-wide calendar that would include information on events, webinars, grant deadlines, etc. and would allow for filtering by date, state/zip code, event type, and event area.
- **Maps** – Map functionality that includes information about all aspects of an event or public land (e.g., stories, events, grants), and the ability to filter by several options including state, zip, region, date, and area of focus.

Design

Graphics, including logo and color scheme will be based on branding guidelines provided by NEEF.

Content Management System

We would like the new website to be designed using Drupal 7.

RFQ Submittal and Requested Information

Submissions should include:

- 1) A cover letter from a representative authorized to sign any contract that may result.
- 2) A description of services, qualifications and experience, including how you work with clients and history and success of the company.
- 3) Proposal outlining how you would achieve the Scope of Services/Tasks and goals described above and in what timeframe.
- 4) Detailed budget for work described in the proposal and any other fees or indirect costs charged by your company.

- 5) Project Lead's qualifications, as well as qualifications of the project team, whether part of the company or subcontractors, if a team is involved.
- 6) A description of any services provided by subcontractors and their qualifications and experience, if applicable.
- 7) An example of similar work (as described under Scope of Services/Tasks) done on a national scale.
- 8) At least three references from organizations you have worked with previously.

Selection Process

Submissions will be due on **March 19, 2012 COB**. They will only be accepted by email at fclem@neefusa.org.

There will be a question period for contractors considering a submission. Questions will be taken by email at fclem@neefusa.org. All questions will be due by March 7, 2012, COB.

Questions and answers will be posted on **March 8, 2012**, at www.neefusa.org/rfp_questions.htm.

NEEF will take into consideration each submission equally based on the requirements stated above under RFP Submittal and Requested Information and how the submission responds to the goals, services and tasks outlined above. NEEF may follow up with questions to specific submissions.

The field will be narrowed to three candidates in **March 23, 2012**. Based on the interviews and calls to references, a candidate will be selected and begin work upon execution of a contract.

We expect to have made a choice and start work by **April 16, 2012**.

Timeline

RFP Released		March 1, 2012
Questions Submitted		March 7, 2012
Questions Answered		March 8, 2012
Submission Due		March 19, 2012
Candidates Invited to Interview		March 30, 2012
Candidate Chosen and Work Started		April 16, 2012

Budget

Proposals should be within a budget scope of \$15,000 – \$25,000. Competitive estimates will be taken into strong consideration, though it will not be the only consideration. We will look for competitive pricing, as well expertise, services and the ability to achieve the goals outlined in the RFP.

Contact Information

For the purposes of this RFQ, the contact will be:

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For more information on NEEF and its programs, please go to www.neefusa.org.