

Website Design

Request for Proposal 098-13



GuilfordChildDevelopment

1200 ARLINGTON STREET – GREENSBORO, NC 27406

PROPOSAL ISSUED: July 9, 2013

PRE-BID MEETING: July 26, 2013

PROPOSAL DUE DATE: August 12, 2013

BID AWARD DATE: August 30, 2013

PROJECT COMPLETION DATE: DECEMBER 15, 2013

CONTACTS FOR THIS REQUEST FOR PROPOSAL

PROCUREMENT DIRECTOR – SHERRY MURR (sherrym@guilfordchilddev.org)

IT DIRECTOR – FRANK WORKMAN (frank@guilfordchilddev.org)

IT NETWORK ADMINISTRATOR II – GRANT HODGINS (grant@guilfordchilddev.org)

DIRECTOR OF COMMUNICATIONS & DEVELOPMENT – MIKE BAKER (mikeb@guilfordchilddev.org)

GUILFORD CHILD DEVELOPMENT
Website Developer
Proposal Issue Date: July 9, 2013

Section 1

Background

Guilford Child Development (GCD) is a 501(c)(3) nonprofit organization that, in addition to other funding sources, manages the Head Start grant for Guilford County. Five (5) separate divisions operate under GCD in a collaborative partnership to provide child-focused, family-centered programs that help young children and families reach their full potential.

GCD Divisions Summary

- 1) Head Start/Early Head Start (HS/EHS) provides high-quality preschool education to at-risk children ages 0-5 years at eleven child care centers located in Greensboro and High Point;
- 2) Regional Child Care Resources and Referral (RCCR&R) provides online child care search tool, online referral requests, parent counseling, child care scholarships, provider training and employer child care services
- 3) Learning Together (LT) provides a supportive, comprehensive literacy program for immigrant and minority moms and their children as they work to accomplish and sustain their educational vocational goals;
- 4) Nurse-Family Partnership (NFP) provides nurse-home visitation to low-income first-time moms. A nurse-home visitor educates the mom about the growth and development of her baby and helps her become more self-sufficient;
- 5) Catering for Kids (CFK) provides nutritious culturally-diverse, Child and Adult Care Food Program (CACFP) approved meals to kids at GCD child care centers, in addition to privately and publically owned day care centers.

Objective of Request for Proposal

The objective of this Request for Proposal is to develop a comprehensive, easy-to-navigate website with resources to support outreach, education and marketing initiatives by GCD to meet the information needs of multiple constituencies including people seeking assistance, service providers, funders, policymakers and the general public. **This project is time-sensitive due to funding availability and in order to qualify for the bid a project timeline must be submitted with the proposal. The project must be completed by December 15, 2013.**

More information about Guilford Child Development can be found at www.guilfordchilddev.org.

Services Requested

The GCD website is the central component of a comprehensive, integrated communications strategy designed to promote public awareness of the resources available to individuals throughout Guilford County.

GCD seeks a vendor who will partner with us to develop a website that will provide people in need with access to our services in a few as one-to-two clicks.

Serving as the face of Guilford Child Development and the agency's primary source of information, the website will have a clean, navigable appearance that includes the following:

- 1) An easy-to-navigate interface designed to provide the full range of users with quick access to critical information they seek in one-to-two clicks;
- 2) A graphical design and content that reflects GCD's diverse communities;
- 3) Integrated social media directed to meet the needs of difference audiences;
- 4) A content management system that permits non-technical GCD staff to easily update website content on specific pages;**
- 5) Transfer of knowledge to GCD's IT staff for technical aspects of the website;**
- 6) Analytic tools for tracking site usage:
 - a. Quantitative data feedback that will be used in process improvement and website design streamlining;
 - b. Qualitative feedback (e.g., personal stories) for use in marketing and communications initiatives, as appropriate;
- 7) GCD requires online registration for workshops, requests for information and online payments and donations. A secure portal must be developed to accurately capture registrant and payment information. This is a critical aspect of GCD's presence in the community.
- 8) GCD recognizes there will be instances that work will be requested that is not included in this Request for Proposal and Scope of Work. Provide your hourly rate for updates, changes, and customizations outside the Scope of Work. This may include trouble-shooting, updates or unforeseen issues.
- 9) A timely response to issues is critical, particularly as this pertains to on-line registrations.

Note 1: Content, design and site navigation decisions are subject to final approval by GCD's Executive Director and Technology Director.

Website Architecture Overview

- 1) Main Home Page
 - a. Links to program information, value-added content, frequently asked questions and external resources for the following focus areas:
 - i. Administrative Menu
 1. Home
 2. Contact Us
 3. Employment
 4. Community Partners
 5. Doing Business With Us
 - ii. Programmatic Menu
 1. About Us
 2. Our Services
 3. Volunteer
 4. Donate
 5. For Childcare Providers
 - iii. Quick Links (directs users to our services)
 1. I need Childcare Information, Head Start Information or Assistance
 2. I am pregnant for the first time
 3. I am a parent who needs to improve my English or get a GED

4. I need early Childhood Education or Professional Development
 5. I want to make a donation
- iv. Internal Site Links
 1. Directions
 2. Spanish
 3. Pressroom
 4. Sitemap
- 2) Online Registration link for training and classes
- 3) Online Donation link
- 4) Online Vendor registration link
- 5) Social media links/content sharing via the following platforms:
 - a. Facebook
 - b. LinkedIn
 - c. Pinterest
 - d. Twitter
- 6) Mobile platform friendly
- 7) Newsroom
 - a. Marketing and Outreach Support Materials
 - b. News Stories, either print or television
- 8) GCD would like to explore the feasibility of connecting our existing contact database to the website.
- 9) GCD utilizes Google Adwords, and require search engine optimization to be built into the site.
This will include keyword searches.
- 10) Customized 404 web link not found page with a redirect to guided search.

Back-End Functionality

- 1) Outcome Measurement/Improvements of Quality of Service
 - a. The GCD website will be supported by a measurement strategy that ties the outcome of all in-bound inquiries with process improvement techniques as well as improved customer service tools.
 - b. Links will require periodic updates to include but not limited to workshop updates, Annual Report, and staff changes. If a link resides in more than one location, all links must be updated. If feasible, GCD would like this to be done by our non-technical staff.
 - c. Baseline webpage metrics may include the following:
 - i. Total visits
 - ii. Total page visits
 - iii. Top ten referring sites (how people are getting to our site)
 - iv. Top five pages for each content area
 - v. A graph displaying the ranking of content area visits
 - vi. Top five document downloads for each content area
 - vii. Top 25 search queries
 - viii. Top 25 search queries not found

Qualifications of the Contractor

Required Qualifications

- 1) Demonstrated experience designing websites that are navigable by people with varying levels of technological savvy;
- 2) Excellent proofreading skills and attention to detail;
- 3) Clear and concise communicator that can effectively manage expectations;
- 4) Two or more customer references with successful outcomes;

Preferred Qualifications

- 1) A professional with web design/development practice with a demonstrated track record of success developing websites for human services programs, nonprofit and/or government agencies;
- 2) Experience with SharePoint and interfacing with internal and external websites or experience with platform(s) that are SharePoint compatible.

Issuing Office

Guilford Child Development
1200 Arlington St.
Greensboro, NC 27406
RFP 098-13 Website Developer
Attention: Sherry Murr, Procurement Director

Closing Date and Submittal Information

Three (3) original signed proposals with terms and conditions made a part thereof must be received at the address specified above before 3:00 p.m. on August 12, 2013. Proposals shall not be accepted after the stated deadline; late proposals shall be returned to the vendor unopened and shall not be considered for the bid process.

Proposer shall put their name, address and RFP 098-13 on the outside of the envelope. It is the Proposer's responsibility to ensure that proposals are received prior to the stated closing time. Guilford Child Development shall not be responsible for the proper identification and handling of any proposals submitted incorrectly. Late proposals, late modifications or late withdrawals shall not be considered accepted after the stated bid closing date and time and shall be returned unopened. Electronic (email) proposals may be submitted to: Frank Workman (frank@guilfordchilddev.org); Grant Hodgins (grant@guilfordchilddev.org) Mike Baker (mikeb@guilfordchilddev.org) and Sherry Murr (sherrym@guilfordchilddev.org).

Guilford Child Development reserves the right to:

- A. Reject any or all proposals;
- B. Postpone award of the contract for a period not to exceed sixty (60) days from date of proposal opening;
- C. Waive informalities in the proposals; and
- D. Select the proposal which appears to be in the best interest of Guilford Child Development and not necessarily the lowest bid.

PROPOSER'S SPECIAL INSTRUCTIONS

SECTION 2

A. PROPOSAL TIMELINES

July 9, 2013		Advertisement and Release of Proposals
July 26, 2013		Pre-Bid Meeting
August 12, 2013	3:00 PM	Deadline for Submission (including project timeline)
August 30, 2013		Award of Contract by Guilford Child Development
September 30, 2013		Proof of Concept Due
December 15, 2013		Completion of Project

NOTE: Guilford Child Development reserves the right to modify this schedule at its discretion. Proper notification of changes in the proposal will be made to all interested parties.

B. GENERAL

By submitting a proposal, the Proposer certifies that the Proposal has been arrived at independently and has been submitted without any collusion designed to limit competition.

REFERENCES

A minimum of three (3) current or former customers shall be provided to the Procurement Director. References must include names and phone numbers of the references.

C. PROPOSAL SUBMITTAL

The proposal and any amendments must be signed and submitted no later than August 12, 2013 at 3:00 PM to the address below. Each proposal must be submitted in a sealed envelope and designated with **Proposal Number RFP 098-13**. To assure that your proposal receives priority treatment, please mark as follows:

Website Developer
Proposal Number RFP 098-13
Guilford Child Development
Attention: Procurement Director
1200 Arlington Street
Greensboro, North Carolina 27406

Due: August 12, 2013 – 3:00 PM

PROTEST OF SCOPE OF WORK OR TERMS

Protests must be as specific as possible and identify the RFP section number and title, as well as a description and rationale for the objection. Any such protest shall include the reasons for the protest and shall detail any proposed changes to the scope of work or terms. The Procurement Director and/or IT Director shall respond to any protest and, if necessary, shall issue any appropriate revisions, substitutions, or clarification via addenda to all interested Proposers. A protest may be submitted via facsimile or electronic mail (email).

It is GCD's intent that this Request for Proposal (RFP) permits competition. It shall be the offeror's responsibility to advise the Procurement Director in writing if any language, requirement, specification, etc., or any combination thereof, inadvertently restricts or limits the requirements stated in this RFP to a single source. A proposer who believes any details in the scope of work or terms detailed in the proposal packet are unnecessarily restrictive or limit competition may submit a protest in writing to the Procurement Director or IT Director. Such notification must be received by the Procurement Director or the IT Director not later than ten (10) days prior to the date set for acceptance of proposals.

To be considered, protests must be received at least ten (10) days before the proposal closing date. Guilford Child Development shall not consider any protest against award due to the content of proposal scope of work or contract terms submitted after the established protest deadline. All protests should be directed to Procurement Director and be marked as follows:

RFP Specification/Term Protest
RFP 098-13 Website Developer
Guilford Child Development
Procurement Director
1200 Arlington Street
Greensboro, North Carolina 27406

If a protest is received in accordance with section above, the proposal opening date may be extended if necessary to allow consideration of the protest and issuance of any necessary addenda to the proposal documents.

D. PROPOSAL SUBMISSION AND SIGNING

All requested forms and attachments (Signature Page, Acknowledgement Addendum, Statement of Proposal, etc.) must be submitted with the Proposal and in the required format. The submission and signing of a proposal shall indicate the intention of the firm to adhere to the provisions described in this RFP.

E. COST OF PREPARING A PROPOSAL

The RFP does not commit Guilford Child Development to paying any costs incurred by the Proposer in the submission or presentation of a proposal, or in making the necessary studies for the preparation thereof.

F. INTERPRETATIONS AND ADDENDA

All questions regarding this project proposal shall be directed to the Procurement Director. If necessary, interpretations or clarifications in response to such questions will be made by issuance of an "Addendum" to all prospective Proposers within a reasonable time prior to proposal closing, but in no case less than 72 hours before the proposal closing. If an addendum is necessary after that time, Guilford Child Development, at its discretion, can extend the closing date.

Any Addendum issued, as a result of any change in the RFP, must be acknowledged by submitting the "Acknowledgment of Addendum" with proposal. **Only questions answered by formal written addenda will be binding.** Oral and other interpretations or clarifications will be without legal effect.

G. FEDERAL TAX ID REQUIRED

Upon award of proposal Guilford Child Development requires contractor to complete a W-9 form.

H. STATE/FEDERAL NONCOMPLIANCE NOTICE

The contractor shall comply with all laws, rules and regulations of any Federal, State, County, or City government, bureau or department applicable to the operations of GCD.

I. PROPOSAL VALIDITY PERIOD

Each proposal shall be irrevocable for a period of sixty (60) days from the Proposal Opening Date.

J. FORM OF CONTRACT

The contract will incorporate the terms and conditions from this RFP document and the successful proposer's response documents. **Firms taking exception to any of the contract terms shall submit a protest or request for change in accordance with Section 2.D. "Protest of Scope of Work or Terms" or their exceptions will be deemed waived.**

K. TERM OF CONTRACT

The term of the contract shall be for one (1) year with the option to renew for up to three (3) additional years. The contract shall commence on August 30, 2013 and expire on December 15, 2013.

L. TERMINATION

The contract may be terminated by mutual consent of both parties or solely by Guilford Child Development at its discretion with sixty (60) days written notice. If the agreement is so terminated, Proposer shall be paid in accordance with the terms of the agreement.

M. NON-COLLUSION

Proposer certifies that this proposal had been arrived at independently and has been submitted without collusion designed to limit independent bidding or competition.

N. PUBLIC RECORD

All material submitted by bidder shall become the property of Guilford Child Development and is public record unless otherwise specified. A bid that contains any information that is considered trade secret should be segregated and clearly identified as such. This information will be kept confidential shall not be disclosed except in accordance with the North Carolina Public Records Law. The above restrictions may not include cost or price information, which must be open to the public.

O. CONTRACT AWARD

If a contract is to be awarded as a result of this Request for Proposal, it shall be awarded to proponent who is responsible and whose proposal provides the best potential value to GCD. Responsible means the capability in all respects to perform fully the contract requirements and the integrity and reliability to assure performance of the contract obligations. Notice in writing to a proponent and subsequent execution of a written agreement shall constitute the making of a contract. No proponent shall acquire any legal or equitable rights or privileges whatever until the contract is signed.

Contractor shall furnish GCD's Procurement Director within 10 calendar days after award the following items:

- a. Phone numbers for emergency contacts for the Contractor.
- b. Completed W-9 Form.

P. PROVISIONS

The contract shall contain the relevant provisions of this Request for Proposal and of the successful proposal, as well as such other terms as may be mutually agreed upon, whether arising from the proposal or as a result of any negotiations prior or subsequent thereto. In the event of any inconsistency between this Request for Proposal and the ensuing contract, the contract shall govern.

Q. CANCELLATION

GCD has the right to cancel this Request for Proposal at any time and to reissue it for any reason whatsoever without incurring any liability and no proponent shall have any claim against GCD as a consequence.

R. REVIEW

An evaluation committee shall review each proposal. GCD reserves the exclusive right to determine the qualitative aspects of all proposals relative to the evaluation criteria. The proposal and accompanying documentation submitted by the proponents are the property of GCD and shall not be returned.

Please answer the following questions fully and to the best of your ability

- 1) What is your proposed total cost for the production of GCD's website design as described in this RFP?
- 2) What is your hourly rate for required work beyond the scope of work described in this RFP?
- 3) What is your response time for trouble-shooting?
- 4) How many people do you employ or subcontract? Please specify either employee or subcontractor.
- 5) **This work must be completed by December 15, 2013. How confident are you in meeting this deadline? Provide a detailed project timeline.**
- 6) What websites have you worked on in the past?
- 7) From a web developer perspective, what are a few sites you admire and why?
- 8) What is your preferred development language and why?
- 9) Are you able to program for multiple web browsers? GCD uses Internet Explorer internally.
- 10) What are a few personal web projects in which you're currently engaged?
- 11) Briefly detail your social media experience and implementation.
- 12) Briefly describe your integration for mobile platforms.

EVALUATION CRITERIA

Total Cost	35 pts.
References	15 pts.
Experience with similar projects	25 pts.
Expertise and availability to meet the project timeline	25 pts.

Name: _____

Company: _____

Phone: _____ Email: _____

Signed

Date