



Reliable Resources for Children and Families

R. Denise Everson
President, Board of Directors

Juanita Price
Chief Executive Officer

Hillcrest Children and Family Center Request for Proposals (RFP) - Website Development Due June 4th, 2014 at 5pm EST

Hillcrest Communications and Marketing Committee
Rande S. Atcherson, Chairperson



SECTION A – STATEMENT OF WORK

A.1 – Organization's Background

Hillcrest Children and Family Center, or HCFC (originally named the Washington City Orphan Asylum), was founded in 1815 by a group of concerned Washingtonian ladies to serve children orphaned as a result of the War of 1812. Led by First Lady Dolley Madison and chartered by an Act of Congress in 1828, the institution provided housing, educational and vocational training for orphaned, abandoned and neglected children for more than 100 years.

Today, HCFC operates as an outpatient mental health facility located at 915 Rhode Island Avenue, NW. Hillcrest provides a full range of services designed to meet the psychological needs of children, adolescents, adults and families who are confronted with emotional issues in today's society. Hillcrest's mental health professionals are committed to providing services that promote the well-being of children and families to ensure that their mental health needs are met within their homes, school, and community environments.

A.2 – Project Scope

Hillcrest Children and Family Center seeks a professional firm to develop the website and graphic design for the organization's website templates consistent with the organization's branding. Templates will include the <http://www.hillcrest-dc.org> homepage and key landing and content pages. The design should help bring Hillcrest's web presence up to modern standards for usability and accessibility, while enhancing the end users' experience through an interface design that streamlines the certain online functionality and communicates the organization's brand. The organization currently possesses a website/web hosting provided by Network Solutions, LLC, A Web.com Company. Through the committees analysis of the template options, it was determined that the site needs to be customized, redesigned/replaced and consistently branded with Hillcrest's mission, logo, and color scheme.

The Hillcrest Communications and Marketing committee expects for the offeror to whom this contract is award to successfully complete the following general functions:

- Assisting the Hillcrest Communications and Marketing committee in creating/refining website ideas and determining the functionality of the redesigned website;
- Producing multiple design ideas for the Hillcrest Communications and Marketing committee from which to initially choose;
- Producing a clean and modern design for a website redesign with input from Hillcrest's Communications and Marketing committee;
- Providing functionality on the website that helps to facilitate the donation process to Hillcrest; and
- Applying the design to several page and content types as defined in this document



The newly-designed Hillcrest website should be:

- Easy-to-use;
- Visually pleasing;
- Quick to load and operate;
- Easy for staff to maintain, to update content and to gather analytics and statistics;
- Supportive of multimedia content (pictures, video, sound);
- Able to accommodate online forms;
- Equipped with a search engine toolbar; and
- Integrated with Hillcrest's social media pages (Facebook, Twitter, and LinkedIn)

The vendor to whom the contract is awarded will receive a high-quality image to be used as the Hillcrest logo. All pages for the website shall be coded in HTML5 and should include all applicable CSS style sheets. Additional languages/elements/functionality beyond HTML5/CSS (such as Javascript, PHP, Flash video, etc.) shall be explicitly identified and communicated to the Communications and Marketing committee upon completion of the contract.

Baseline Specifications

These specifications include overall ideas that the Hillcrest Communications and Marketing committee wish to see incorporated into the website's design. Many of these aspects do not exist on the current version of the website.

- Replacement of static page updates with a content manager
- Inclusion of large, visual design elements
- Functionality to help facilitate Hillcrest donations
- Hillcrest branding (logos, color schemes, etc.)
- Color schemes and fonts for the website that are easy to use in print, digital and social media
- Cross-browser functionality (Internet Explorer, Safari, Firefox, Chrome, Opera)
- Mobile phone/tablet compatibility
- Search Engine Optimization (SEO) using industry-standard techniques
- Adherence to Rehabilitation Act of 1973 Section 508 standards (<http://www.section508.gov/summary-section508-standards>)
- Implementation of good performance design practices, such as CSS sprites, where appropriate
- Embedded web analytics tracker (i.e. Google Analytics, StatCounter, SiteMeter)



Design Specifications

The proposed website structure for the redesigned Hillcrest website aims to have the following outline:

- Hillcrest Children and Family Center (Homepage/Landing Page)
 - About Us
 - Who We Are
 - What We Do
 - Staff
 - Board of Directors
 - Partners
 - Awards and Certifications
 - Services
 - Children Services
 - Adult Services
 - Family Services
 - Donations
 - Online Donations
 - Friends of Hillcrest
 - Careers
 - Full-Time Positions
 - Internships
 - Volunteering
 - Resources
 - General Information
 - News
 - Intake Forms
 - Appointment Scheduling
 - Instructions for Patient Referrals
 - Frequently Asked Questions (FAQs)
 - Questions and Answers
 - Hours of Operation
 - Contact
 - Location
 - Phone
 - E-Mail
 - Mailing List

Each indented level indicates a subpage/sublevel beneath the level above it. For instance, the Full-Time Positions page is a subpage beneath the Careers page.



Deliverables

- Visual mockups/screenshots of initial/final website layout ideas
- Formal presentation of the completed website (including subpages) to Hillcrest Board of Directors (to be conducted within the month following completion of the contract; specific date will be provided by the Hillcrest Communications and Marketing committee chairperson)
- All HTML pages, CSS style sheets and any other content/media (Javascript, PHP, Flash video, logos/images, etc.) used to create the approved website

Inspection and Acceptance of Finalized Website

The final version of the redesigned Hillcrest website will be based upon one of the layout ideas that is formally approved by the Hillcrest Communications and Marketing Committee. The final ideas will be approved, in writing, by the Hillcrest Communications and Marketing committee. Any requested changes to the website layout/functionality will be communicated, in writing, to the offeror by the Communications and Marketing Committee.

SECTION B – EXAMPLES OF DESIRED WEBSITE LAYOUTS/DESIGNS

B.1 – Websites with Acceptable Design Features and Functionality

The Hillcrest Communications and Marketing committee has identified and researched a number of organizations with websites that incorporate various features that can be included in the design of the new Hillcrest website. Some of the organizations are as follows:

- **American Red Cross** (<http://www.redcross.org/>) – the organization’s logo is featured prominently at the top of the homepage. The large, widescreen, rotating pictures on the homepage are visually appealing. The “Donate Now” button is featured prominently on the homepage and throughout the subpages. Links to the organization’s social media pages are featured on the homepage. Visitors to the site can sign up for the organization’s mailing list.
- **Bill and Melinda Gates Foundation** (<http://www.gatesfoundation.org/>) - the organization’s branding is featured prominently at the top of the homepage. The large, widescreen, rotating pictures on the homepage are visually appealing. Links to the organization’s social media pages are featured on the homepage.
- **Teaching for Change** (<http://www.teachingforchange.org/>) - the organization’s logo is featured prominently at the top of the homepage. The large, widescreen, rotating pictures on the homepage are visually appealing. The “Donate” button is featured prominently on the homepage and throughout the subpages. The slideshows on the subpages are engaging to the reader. The biographies and photographs of the staff, Board of Directors, interns and volunteers are essential.



SECTION C – INSTRUCTIONS TO OFFERORS

C.1- Intent to Bid

Offeror shall complete and return the Intent to Bid form as instructed in the attachment by no later than **May 13, 2014 at 5pm EST**. The purpose of the Intent to Bid form is to identify each bidder's interest and willingness to participate in the Center's RFP process. Providing an authorized company signature on the form and returning it to Hillcrest Children and Family Center via email binds the bidder to properly maintain the Center's information as proprietary and confidential.

C.2 - Information and Considerations Affecting Offeror Proposal Submissions

The procurement process will involve the evaluation of proposed website layouts, past performance, management plan, transition plan, proposed schedule and cost/price proposals. Evaluations will permit Hillcrest to select an offer that is the most highly rated submission based on overall best value.

C.3 – Instructions for Preparation of Proposals

Interested firms should provide a detailed description of how they will meet the project criteria, a description of projected costs and a statement of their qualifications as they apply to the project. The firm should illustrate that they understand the scope of the project, and provide a summary and detailed analysis of how they will meet the requirements of this RFP. Finalists may be asked to present their proposal and a portfolio of past work to the project team in person.

Each offeror will submit information identified in the format outlined below. The data submitted should be complete, concise and relevant to the requirements of the RFP. Failure to submit information in the format outlined below will disqualify the proposal from being evaluated.

Part A - Executive Summary – this section will not exceed one (1) page. Provide a concise summary of your business experience, highlighting any key or discriminating features. If any portion of the work will be subcontracted, identify the subcontractors(s) or team members and their respective roles.

Part B - Pricing/Business Information – the pricing/business information of the proposal shall include the following information:

- Authorized Individuals – the offeror shall provide the name, title, telephone number and e-mail address for the individual authorized to enter into this contractual obligation with Hillcrest and designated as the primary point of contact for this proposal/contract.
- Assumptions – the offeror shall describe any assumptions used to develop the proposed prices.
- Pricing Table – the offeror shall provide hourly rates for the services offered, differentiating separate services where necessary. The offeror shall prepare their pricing table in the following format:



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Cost Description (Use Position Title, If Applicable)	Hourly Rate (If Applicable)	Estimated Hours (If Applicable)	Total Costs
Total Cost			

Part C - Past Performance Information - the offeror shall provide write-ups, including mockups/screenshots, relating to its corporate experience providing similar services in the past. At a minimum, the write-ups shall include three (3) projects similar to the work requested in this RFP. The write-ups shall include the following information at a minimum:

- Client/company name and website URL
- Duration of project
- Project value (in US dollars)
- Client's point of contact (POC) information, including e-mail address and telephone number
- Description of work performed

Hillcrest intends to use the POCs as references to validate the accuracy of the past performance.

Part D – Proposed Schedule with Milestones – the proposed schedule with milestones should include an estimated schedule for submitting initial mockups/screenshots, regularly occurring status updates, schedule for testing the website on the server/web hosting site (Network Solutions LLC) and schedule for uploading the finalized website to Hillcrest's web hosting site.

Part E – Management Plan – this section will outline the approach that will be utilized to manage the work on this contract. The management plan shall include the following information at a minimum:

- Name, qualifications and experience of the person responsible for managing the work performed for this contract (this person will serve as a point of contact for the Hillcrest Communications and Marketing committee)



- Name, qualifications and experience of personnel who will be primarily responsible for the website design/coding
- Name and contact information (phone and e-mail) for any individual or firm that the offeror intends to subcontract/outsourcing work pertaining to this proposal.

The management plan should include methods of communicating risks and issues related to the completion of the contract and the frequency of status updates. All status updates will be submitted electronically to the Hillcrest Communications and Marketing committee.

- **Part F– Transition Plan** - the transition plan will detail how the offeror will transition the website and all related materials to the Hillcrest Communications and Marketing committee. The completed website will be uploaded by the offeror to Hillcrest's web hosting service as a part of the transition. The transition plan should include a training session to assist the Hillcrest Communications and Marketing committee, as well as selected staff members, with managing/updating content on the website.

C.4 - Instructions for Submission of Proposals

Proposals submitted in response to this RFP shall be formatted in accordance with the instructions provided in this section. Vendors shall furnish proposals in electronic version. Electronic copies shall be submitted in MS Word format.

Proposals shall be no longer than 15 pages in length, inclusive of the Executive Summary, Pricing/Business Information, Past Performance Information, Proposed Schedule with Milestones, Management Plan and Transition Plan.

Formatting shall allow proposal to be printed on standard 8 ½" x 11" paper, minimum 1-inch margins, left, right, top, and bottom, single-side printing only, with text font size no less than 11.

Proposals are due to Hillcrest Children and Family Center (HCFC) using the e-mail shown below **no later than June 4th, 2014 by 5pm Eastern Standard Time**. The proposals will include a subject line of "Hillcrest Children and Family Center – Website Development Proposal". Proposals shall be submitted to:

Rande Atcherson, Chairperson – Hillcrest Communications and Marketing Committee
E-mail: rfp@hillcrest-dc.org

Questions shall be submitted, in writing, via e-mail from release of the RFP. All questions should be submitted to:

Rande Atcherson, Chairperson – Hillcrest Communications and Marketing Committee
E-mail: rfp@hillcrest-dc.org

C.5 – Proposal Acceptance

Only one proposal from each offeror shall be considered. Each offeror will receive a confirmation e-mail once the proposal has been received by the Hillcrest Communications and Marketing committee.



Hillcrest reserves the right to consider as acceptable only those proposals submitted in accordance with the terms set forth in the RFP that demonstrate a thorough understanding of the requirements.

Hillcrest further reserves the right to reject, as unacceptable, proposals deleting or altering requirements.

Hillcrest Children and Family Center (HCFC), its Board of Directors and its staff assume no responsibility for delays in the delivery service causing the submission to be late. The final selection will be made at the sole discretion of the Hillcrest Communications and Marketing committee.

C.6 – Request for Modification of Contract Terms and Conditions

Offerors are hereby notified that the terms and conditions of this RFP shall be changed only through formal amendment(s) issued by the chairperson of the Hillcrest Communications and Marketing Committee. If an offeror takes issue with the terms and conditions contained herein, the offeror shall submit a Request for Modification of Terms and Conditions under separate attachment to their proposal. This request should be in offeror's format, on offeror's letterhead, signed by an officer of the company with authority to bind the offeror. The request must include documentation that fully highlights the offeror's proposed changes and must be specific as to the exact term(s) or condition (s) to which the exception(s) are being taken. These changes shall not be binding for Hillcrest until fully agreed to by both Hillcrest and the offeror and incorporated into the document prior to contract award.

C.7 - Submission of Questions and Clarifications

You may contact the following person if you have any questions or require clarification on any of the topics covered in this Request for Proposal:

Rande Atcherson, Chairperson – Hillcrest Communications and Marketing Committee
E-mail: rfp@hillcrest-dc.org

SECTION D – BASIS FOR AWARD

D.1 – Proposal Evaluation Process

Following initial screening for timeliness, completeness and accuracy, the remaining proposals will be assigned to the Hillcrest Communications and Marketing committee for management plan, transition plan, past performance and price/cost evaluation. From the proposals, the committee will select and award the proposal that represents the "best value" to the Center. In making this "best value" decision, the Hillcrest Communications and Marketing committee will consider management plan, transition plan, past performance, and price/cost.



SECTION E – CONFIDENTIALITY

E.1 – Confidentiality Agreement

All proposals received in response to this RFP and any information contained within the proposals will remain confidential (with the exception of information that was previously public information) and will not be used for any purpose other than the evaluation of the proposals received by the Hillcrest Communications and Marketing committee. No proposal received in response to this RFP will be distributed outside of the Hillcrest Board of Directors or the Hillcrest Executive Leadership staff.

Section F – Timetable

Action Item	Due Date
RFP Release	May 7 th 2014
Intent to Bid	May 13 th 2014
Vendor Questions	May 20 th 2014
RFP Due	June 4 th 2014
Committee Evaluations	June 5 th 2014
Finalist Notifications	June 6 th 2014
Finalist Presentations	Week of June 9 th 2014
Award of Contract	TBD