

**Request for Proposal:
Liferay DXP Website Redesign
NOT TO EXCEED \$50,000**

**Issued: April 22, 2020
Questions Due: May 6, 2020
Deadline (received by ACA): June 10, 2020**



Anderson Center for Autism
4885 Rt. 9 P.O. Box 367
Staatsburg, NY 12580
Point of Contact: Joe Naughton
Phone: (845) 889-9251
Fax: (845) 889-9951
Email:
jnaughton@andersoncares.org

Anderson Center for Autism

Request for Proposal

04/20/2020

To Whom It May Concern:

About Anderson Center for Autism

The Anderson Center for Autism (ACA) story begins in 1924 and progresses through decades of adaptation and transformation. For over 90 years, our sole purpose has been to support people with special needs by offering a complete array of specialized services designed to enrich the lives of children and adults with autism. ACA provides educational, residential, clinical, consultation, life skills, and support services to children and adults on the autism spectrum and their families. ACA supports individuals through our rapidly expanding core residential and day programs. We are proud to be New York State's exceptional "go to" agency for addressing people presenting with some of the most challenging issues related to autism.

Children's Program serves 138 students (124 residential and 14 day students from local school districts) at our Staatsburg campus. Student educational services mirror New York State curriculum and includes clinical services (behavioral, OT, PT, and Speech), discrete trial, prevocational, vocational, and transition services for children and teens with a primary diagnosis of autism and who require a high level of care. Student residential services focus on fostering self-advocacy and personal independence. Through an innovative year-round day and residential children's programs, we are committed to providing a comprehensive array of LIFELONG LEARNINGSM opportunities while meeting the unique educational, social, emotional and communicative needs of each student we serve. Programs are designed to build independence by teaching activities across home, school and community settings.

Adult Program serves 104 adults with 25 locations in the Hudson Valley providing day and residential services offering a complete array of specialized services designed to enrich the lives of adults with autism. Residentially, this unique program supports an adult's continued development and growth toward the achievement of a well-rounded lifestyle and integration into the community. Through the LIFELONG LEARNINGSM Centers, adults with autism are presented with a wide array of skill-building opportunities which foster individual independence and productivity and enhance each person's overall quality of life.

Anderson Consulting offers community based training, intervention assistance, environmental design, and other expertise to school districts, businesses, and agencies that work with individuals on the spectrum.

Family Support Services offers behavioral support and training funded by the NYS Office for People with Developmental Disabilities (OPWDD). The program provides mobile behavioral support to individuals experiencing behavioral challenges and their families.

Professional Development/Workshops offers workshops for families, therapists and professionals and can be tailored to suit any audience. Custom designed trainings can be created to meet the unique needs of school districts, community agencies or other groups.

In-School provides school districts and other service providers a range of consultation services that include individual consultation, training, program design, problem solving, and professional development. All consultants work closely with families, team members, and faculty to provide

hands-on training, support, and feedback. The focus is to support the needs of classroom and agency staff and individual students with Autism Spectrum Disorder (ASD) and related disabilities.

Anderson Center Clinic supports a growing population through a myriad of service options, including evaluation and treatment, within the Hudson Valley. Studies have shown that early diagnosis can help families and health professionals choose the right treatment strategies to improve outcomes for your child. Autism Diagnostic Evaluation is a comprehensive service assessing an individual's functioning and needs using a variety of methodologies and tools.

Anderson International provides service, training, and information exchange to individuals and organizations from around the world. As experts in the field of education and care of individuals on the autism spectrum, we are proud to be a culturally diverse organization.

Anderson Supportive Environment is a community partnership designed to assist business, government and the not-for-profit community in understanding, serving and supporting individuals with ASD and their families. Many times families of individuals with ASD find themselves isolated from their communities and unable to participate in activities we take for granted such as dining out, running errands, enjoying community events or recreation activities. By becoming an Autism Supportive Environment, enterprises are recognized as bridges of acceptance and support, a beacon of hope and a true community partner.

Anderson Center for Autism employs approximately 900 employees.

To meet the deadline for the initial approval, **all responses to this RFP must be received electronically by 5:00 PM (EDT) on 06/10/2020**. All vendors intending to submit a response are requested to submit a letter of intent along with any questions they may have by 05/06/2020. All questions from all vendors will be consolidated and answered in writing by 5:00 PM (EDT) on 05/13/2020. Vendors will review the information posted and communicate any requested changes or updates in writing. Questions and completed responses should be sent to:

Joe Naughton
Information Systems Business Analyst, Anderson Center for Autism
jnaughton@andersoncares.org

Terms and Instructions:

Timeline	
Process	Deadline
Issue RFP	04/22/2020
Intent to Respond Due	05/06/2020
Written Questions Due	05/06/2020
Responses Posted	05/13/2020
RFI Responses Due	06/10/2020
Candidates for Examination Selected	06/22/2020

Letter of Intent to Respond

Anderson Center for Autism asks that all vendors email a letter of intent declaring their intention to respond to this RFI by the given deadline. The e-mail should be sent to jnaughton@andersoncares.org and received no later than 05/06/2020. Please include the words "**RFP: Intent to Respond**" in the subject line.

Inquiries

We encourage inquiries regarding this RFI and welcome the opportunity to answer questions from potential applicants. Please direct your questions to jnaughton@andersoncares.org. Please include the words "**RFP: Inquiry**" in the subject line.

Deadline for Response

Interested vendors must submit an electronic copy of their proposed solution to jnaughton@andersoncares.org by 06/10/2020 at 5:00pm EST. Submissions will be confirmed by reply email. Late proposals will not be evaluated.

Submission Process and Requirements

Responses shall be submitted in PDF format and sent using electronic mail. Please submit a single document. Send your response to: jnaughton@andersoncares.org by the date and time specified above. Receipt will be acknowledged via email. Please include the words "**RFP: Vendor Response**" in the subject line.

Vendors should organize their proposals as defined below to ensure consistency and to facilitate the evaluation of all responses. All the sections listed below must be included in the proposal, in the order presented, with the Section Number listed. The responses shall be submitted in the following format:

- **Section 1** – Executive Summary (provide a concise summary of the services proposed)
- **Section 2** – Vendor Profile
 - Name, address, headquarters, main telephone, website
 - Publicly traded or privately held
 - Parent company (if applicable)
 - Years in business
 - Main contact (name, title, address, telephone/fax, email)
 - Description of your design team
 - Customer references, preferably in the not-for-profit space
 - Any key differentiators about you?
- **Section 3** – Scope of your work (research, design, development, and post-launch error correction, etc.).
- **Section 4** – Explanation of your experience with the Liferay platform/CMS.
- **Section 5** – Outline of your website design and development strategy.
- **Section 6** – Complete list of all proposed subconsultants. All subconsultants listed must be provided a meaningful element of work within the defined scope of work. Changes to this subconsultant list will not be allowed without prior written approval from Anderson Center for Autism.

PROPOSED SUBCONSULTANTS		
Subconsultant Firm Name and Address	Scope of Work	Dollar Amount of Work

- **Section 7 – Cost Estimate** (provide answers using the template below)

One time fees	
One time implementation fees:	Click here to enter text.
Training fees:	Click here to enter text.
Consulting fees:	Click here to enter text.
Initial year costs (include all fees for license, use, access, etc.)	
Please provide the pricing algorithm used to calculate this cost.	Click here to enter text.
Ongoing annual costs (include all fees for maintenance, support, use, access, etc.)	
Please provide the pricing algorithm used to calculate this cost. Also, please provide your policy regarding price increases.	Click here to enter text.
Five (5) year cost of ownership	
Please indicate the estimated TCO ("total cost of ownership") for the product over a 5 year period.	Click here to enter text.
Training fees:	Click here to enter text.

- **Section 8 – Conflict of interest statement.** Consultants and consultant firms submitting proposals in response to this RFP must disclose to Anderson Center for Autism any actual, apparent, perceived, or potential conflicts of interest that may exist relative to the services to be provided under Agreement for consultant services to be awarded pursuant to this RFP. If the consultant or firm has no conflict of interest, a statement to that effect shall be included in the proposal.

Scope of Work & Project Deliverables

The following provides details of the scope of services required. Respondents to this RFP should build on this general description by proposing a scope of work with specific sub-tasks as deemed appropriate. Additional tasks and work elements may be added or deleted during contract negotiations. Upon conclusion of the negotiation process, the selected consultant will be required to prepare a final work plan, schedule, and budget for inclusion into a final contract. If additional tasks are identified, the contract may be amended in the future.

Consultant shall provide a proposal to update and redesign **ANDERSONCENTERFORAUTISM.ORG** website for Web Content Accessibility Guidelines (WCAG) 2.1 AAA Compliance and within the agency's Liferay DXP instance.

Objectives

ACA is committed to maintaining a website that is designed for the ease of use from the viewpoint of the public we serve. The current site layout was intended to meet the needs of placing parents and schools/agencies, to draw attention to our international presence, and get donors info they want, but that leaves our other audiences struggling to find what they need. The site does not serve any audiences well at this point because the information we share online has grown but we haven't set up new structures to manage these different and growing streams of info. The site is difficult for multiple disparate parties to navigate to find the information they're looking for. We are coming up short with accessibility, too much narrative and poor navigability and having too much information that is then not funneled efficiently to the user based on their reason for accessing the site.

The primary audience groups are:

- Admissions/placement seekers
- Supporters/charitable giving
- Autism Supportive Community
- Parents/guardians
- Autism support service providers
- Granting organizations

The website includes integration to Magento 2.0 for sale of merchandise and donation processing and will be included in the redesigned site. ACA will migrate to Raiser's Edge NXT in the near future and will use its merchant services.

A website contractor must redevelop and redesign ACA's website as Liferay DXP CMS and framework for WCAG 2.1 AAA compliant, including mobile friendly/responsive design, usage analytics and search engine optimization. Consultant will work with staff to: develop wireframe, redevelop/redesign page layouts for accessibility, populate new website with content, beta testing, successful launch of website, and train staff on new website. The consultant will appoint an account team manager who will work with ACA administrative staff, and its current consultant that provides monthly maintenance and support. The selected contractor shall provide a dedicated account team manager who will be familiar with the ACA website, and the technologies employed in the redesigned website. Please note, the consultant is not responsible for hosting, domain name, security certificate (SSL), or ongoing monthly maintenance costs. Customer definition research is also outside the scope of this RFP.

ACA will rely heavily on the consultant for advice on layout, site structure and navigability, color palette and other elements to optimize audience engagement as measured by time on site, increased donations made, event registrations, and increased inquiries regarding the agency's services. Any photo elements depicting staff or individuals cannot be stock images and will be obtained in cooperation with agency administrative staff.

Primary Objective: Improved navigation, organization, and ease of use

Secondary Objective: Updated, more modern look and feel that is less narrative

Other Objectives:

Improve engagement with first-time visitors

Incorporate usage analytics and SEO

Current Website

<https://www.andersoncenterforautism.org/>

Launch: 2017
Platform: Liferay DXP
Integrations: Magento 2 shopping cart
Host: Self-hosted
Code Repository: currently with Workstate (consultant)

**The new website will continue to be self-hosted on Liferay DXP with the Magento 2 shopping cart integration*

Current Pain Points

- Dated look
- Inefficient navigation
- Low engagement
- Lack of analytics

Requirements

Consultant must provide substantive responses on how they would redevelop and redesign the current ACA website, manage the contract work deliverables, provide and manage qualified staff. Describe any additional tasks and deliverables they would deem appropriate to achieve the overall website goals listed above in “Objectives” section. The following are minimum performance specifications. Your proposals may be more inclusive.

1. Redesign and redevelop the ACA website as described above.
2. Develop Functional modules within Liferay DXP.
3. Designated account manager and dedicated technical support team.
4. Allow 10 working days for turnaround decisions/feedback/content/etc. from ACA staff.
5. Train ACA staff on the redesigned website CMS.
6. Establish ACA Admin User Account for the ACA site and provide to the ACA project manager.

General Conditions

Anderson Center for Autism is not obligated to any course of action as the result of this RFP. Issuance of this RFP does not constitute a commitment by Anderson Center for Autism to award any contract.

Anderson Center for Autism is not responsible for any costs incurred by any vendor or their partners in the RFP response preparation or presentation.

Information submitted in response to this RFP will become the property of Anderson Center for Autism.

All responses will be kept private from other vendors.

Anderson Center for Autism reserves the right to modify this RFP at any time and reserves the right to reject any and all responses to this RFP, in whole or in part, at any time.