

OMRI Website Request for Proposals

Organic Review Materials Institute

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Executive Summary

OMRI has outgrown its web site written using static hypertext. As an organization that provides up-to-date information regarding materials for organic agriculture, OMRI needs to publish and receive information via dynamic database connections with the web site. OMRI has some online database infrastructure written in PHP using MySQL. The OMRI Review Program database is written in Access, though it will be migrated to MS-SQL in the coming year. OMRI needs a web site that can handle multi-user access with differential permissions to view data, including the OMRI Products List, the Generic Materials List, our serial publications, the Technical Library, the Organic Seed database, and the Organic Ingredients database. Users also need access to enter data including Product Applications, subscriptions, donations, seed listings, and ingredients listings. The database would need to deliver information regarding credit card transactions as well. OMRI staff needs the ability to post serialized articles to the web site. The contractor winning this bid will create the new online database systems and convert the current online database content into the new systems, but OMRI staff will convert static (HTML) content from the current website into posted articles inside the new online systems. OMRI would like qualified web database contractors to submit proposals for the project outlined below. Submit proposals to web@omri.org.

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Data Entry Forms

OMRI currently processes information from applicants, suppliers, subscribers, and the public using paperwork submitted by mail, fax, and email. To a limited extent, we process information from some subscribers and seed suppliers online. OMRI needs the ability to accept data entry from our applicants, suppliers, subscribers online to automate common tasks, reduce data entry by staff, increase data quality, and reduce processing time.

All of the following projects in online data entry share the following deliverables:

1. The ability of users to register by:
 - a. Creating a user name and password
 - b. Submitting basic contact information
2. The ability of users to pay a fee if necessary to activate their account. Users can pay by:
 - a. Requesting a paper invoice (for perhaps an additional fee)
 - b. Paying by credit card through their own Paypal account
 - c. Paying by credit card through OMRI's Paypal account
3. Receipts displayed and accessible by the user as well as by OMRI staff
4. Payment validation so that account activation only occurs for completed and valid transactions.
5. Transaction reporting for credit card / Paypal transactions that include the company information, contact information, date and time of the transaction, the dollar amount, and the user account to which the transaction refers.
6. The ability of users to log in and continue their incomplete data entry process.
7. Validation of all data against the parameters set by OMRI for each piece of information. For example, an applicant to the OMRI Review Program would provide a generic material category that is valid for the use classification they have already selected. For example, all ingredient percentage entries in the total ingredient list must add up to 100%.
8. Automatic emails sent to users at the completion of data entry tasks.
9. Population of all data entered into the appropriate database as the user completes their data entry.
10. The ability of OMRI staff to modify the content, logic, or layout of the forms efficiently. Either:
 - a. The forms can be modified with a GUI, or
 - b. Modifying the code that produces the forms does NOT require changing multiple variables and functions in inconsistent locations, such that debugging the resulting new code requires hours of programming time. In other words, if you propose that modifications to the data entry forms occur via code, then the code needs to be clear, well-commented, and 100% consistently organized across all forms so that it can be managed with a batch search and replace if necessary.
11. A well-designed, user-friendly layout that makes the data entry process easy for website users who are not familiar with our data entry. None of the website users are trained in any way to perform data entry into our website databases, so the web site must be self-explanatory. All data entry pages will have a corresponding set of instructions, part of which will be displayed on the screen, and part of which may be accessible via a link.
12. All parts of the website will meet our standards for security, including the prevention of cross-site scripting, SQL injection, session takeover, and other security vulnerabilities.

Product Applications

Manufacturers of materials used for producing, processing, and handling organic food and fiber submit product applications to the OMRI Review Program. An average product application consists of 20-30 pages of forms and documentation, though it may consist of several hundred pages. The recipient of this contract will make this application process available online, and integrate the data with our product database.

Deliverables:

A. Application kits online

1. The creation of an OMRI Product Application Online web site with multiuser access so that a visitor can sign up as an applicant.
2. An applicant registration process that mirrors the information we collect when a potential applicant orders an application kit.
3. Paypal processing of the application kit purchase, including payment verification and transaction reports.
4. The delivery of a receipt and application kit materials over email.
5. Online access to application kit materials and references once the applicant has paid.
6. Population of the application kit data into our product database.

B. Product applications online

1. The creation of an online data entry process for registered and paid applicants to submit all the information necessary to apply to have their product listed by OMRI.
2. Forms that reflect the checklists currently sent as hard-copy to prospective applicants.
3. The ability of a registered applicant to complete an incomplete application.
4. The ability of a registered applicant to make a copy of the application data that was originally submitted to OMRI, modify the application data, and resubmit the revised application.
5. The ability of a registered applicant to send additional application information to OMRI after they have already submitted their original application.
6. Validation of all data entered by the applicant. For example, the product category chosen by the applicant must be a valid category for the product classification.
7. The ability of an applicant to upload PDF, Word DOC, TIF, JPG, or other image files as documentation to attach to their application as an answer to various questions.
8. Dynamic requirements for the inclusion of supportive documentation. All the requirements to complete this deliverable may be found in forms and instructions inside the OMRI product application kit.

For example, if an applicant submits an ingredient list with five ingredients, they must submit items from the ingredient checklist for each of all five ingredients. For another example, applicants must submit a manufacturing process for each ingredient, but only if that ingredient is on a list of synthetic substances, or is a currently OMRI-listed product. In this case, the applicant would either need to choose the OMRI-listed product from our database, designate the ingredient as synthetic, or upload documentation of the manufacturing process for this ingredient.

9. The presence of instructions appearing on every page of the data entry process so that applicants who are not trained in any way can follow the instructions to complete the application process online.
10. Interfaces for OMRI Review Program staff to verify documentation both within the OMRI office and from secure remote locations.
11. Population of the completed application data into our MS-SQL server product database upon completion and OMRI Review Program staff acceptance of data entry.

Renewals and Re-reviews

Once a product has been given an OMRI-listed status, that manufacturer is required to renew their listing annually. Also, the manufacturer of an OMRI-listed product is required to go through a re-review process for their listed products every three years. OMRI needs a web site that will accept data entry from the manufacturers of listed products for both annual renewals and re-reviews.

Deliverables:

1. The ability of manufacturers of OMRI-listed products to register and log in to the OMRI web site to renew their manufacturer listing and their product listing, based on data in the MS-SQL Server OMRI products database.
2. The ability of the renewal process to pro-rate product renewal fees commensurate with the manufacturer renewal date.
3. Validation of all data entered.
4. The presence of instructions appearing on every page of the data entry process so that manufacturers who are not trained in any way can follow the instructions to complete the renewal and re-review process online.
5. Paypal processing of the renewal payments, including payment verification and transaction reports.
6. The ability of manufacturers to print a receipt of their renewal.
7. Population of the renewal data into our product database.

Product changes

Once manufacturers have submitted a complete application and if OMRI has listed their product, the manufacturer has the ability to submit product changes to us.

Deliverables:

1. The ability of a manufacturer of an OMRI listed product to register and log in to the website to submit information regarding changes to their products. Both previously registered applicants and manufacturers of OMRI-listed products who did not apply online should each have the ability to submit product changes online.
2. OMRI Listed® suppliers can enter additional keywords used to facilitate searches related to specific production solutions, e.g. 'bitter pit' for calcium chloride or 'slugs' for ferric phosphate.
3. With an off-site disclaimer, OMRI Listed® suppliers can link the OPL with current labels, Material Safety Data Sheets (MSDSs), technical specification sheets, and other information relevant to the appropriate use of their products in organic farming systems.

4. The presence of instructions appearing on every page of the data entry process so that manufacturers who are not trained in any way can follow the instructions to complete the process of making a product change online.
5. Validation of all data entered.
6. Paypal processing of any fees associated with the product changes, including payment verification and transaction reports.
7. The ability of manufacturers to print a receipt of their product changes.
8. Population of the product change data into our product database.

Subscriptions

Subscribing certifiers, individuals, and organizations who are interested in organic material review subscribe to OMRI so that they can receive our Quarterly Update, our newsletter, and other assorted publications. These organizations need to access up-to-date OMRI data online. Accredited certifiers need to have access to some of our data that the average subscriber does not.

Deliverables:

1. The ability of new subscribers to register and pay a fee to begin a subscription.
2. The ability of existing subscribers to register, log in, and access OMRI data exclusive to OMRI subscribers. This includes paid subscribers who did not originally subscribe online.
3. The ability of subscribers to create, edit permissions for, and delete individual logins for their organization such that certain user accounts associated with the subscription can edit the subscription details, whereas other user accounts associated with the subscription can only read OMRI data exclusive to subscribers.
4. Subscribing certifiers will be verified by OMRI staff before they have the ability to access a greater level of data and tools than a standard subscriber.
5. The ability of subscribers to check the status of their subscription and renew their subscription.
6. The presence of instructions appearing on every page of the data entry process so that subscribers who are not trained in any way can follow the instructions to complete the subscription process online.
7. Paypal processing of subscription payments, including payment verification and transaction reports.
8. Population of subscription data into our MS-SQL Server subscription database.

Organic Seed Listings

Suppliers of organic seeds submit their list of seed varieties to publish in the OMRI Organic Seeds Database on the OMRI website. Currently, this online database is built with PHP and MySQL using a customized version of ERP. The database currently allows seed suppliers to register and log in, upload their seed listings in Excel, and modify those listings online. They can download their existing seed listings in Excel and upload again if they choose. The database determines whether records in the Excel spreadsheet are new listings to be appended or existing listings to be updated. Seed suppliers can either choose from existing seed categories or create their own category. Seed suppliers also provide the variety, description, keywords, certifier, disease and germination statements, seed treatments, equivalent varieties, and whether their

seeds are available in commercial or garden quantities, or not currently available. Seed suppliers designate whether their varieties are available as nursery stock by adding keywords such as "roots," "potted plants," or "rhizomes." Seed suppliers can also view the status of their seeds database subscription and renew their subscription online. They can either pay the fee with a credit card, pay via Paypal, or request a paper invoice. Seed suppliers receive email receipts confirming their subscription payments. Once the seed supplier has registered, performed data entry, and paid, OMRI staff can log in to the database to view, verify, and approve the new seed listings before they are published to the public.

OMRI needs the seeds database have all of its current features, plus the features outlined below. For example, while it does accept Paypal payments, it does not currently verify the Paypal transactions before activating the seed listing subscriptions. Also, the front end web interface of this database needs to be consistent with the remainder of the new OMRI web site. The back end management interface should be consistent with the remainder of OMRI's online databases.

Deliverables:

1. The seeds database has all of its current features functioning properly.
2. The conversion of the seeds database to a format consistent with the remainder of the online database projects outlined in this RFP, or the integration of the seeds database with the other database formats such that the front and back interfaces are consistent with the remainder of the online database projects outlined in this RFP.
3. Credit card and Paypal processing of seed subscription payments that includes payment verification and transaction reports.
4. The ability of OMRI staff to view a report that details not only when the seed suppliers' subscription is nearing expiration, but also when their certification is nearing expiration.
5. The ability of a nursery stock supplier to enter their nursery stock listings without assuming that they are listing seed varieties. This means that the seeds database should be configured to list organic agricultural stock in general, whether it be seeds or potted plants or bareroot trees, or rhizomes, etc.
6. The presence of instructions appearing on every page of the data entry process so that suppliers who are not trained in any way can follow the instructions to complete the listing process online.

Organic Ingredient Listings

OMRI would like suppliers of ingredients used in the production of organic food and fiber to have the ability to submit information about their ingredients to OMRI so that we can make this information available to our subscribers. Unlike the other projects outlined in this RFP, this database does not yet exist. OMRI does not currently have a system of forms or paperwork for submitting this information. OMRI does not currently have a database built for this data, although the seeds database, built with PHP and MySQL using a customized version of ERP, would be adaptable for this data.

Deliverables:

1. The adaptation and expansion of the seeds database to accommodate ingredients for organic food and fiber production, or the creation of a new database to accomplish this

task. This ingredients database will use a format consistent with the remainder of the online database projects outlined in this RFP.

2. The ability of an ingredients supplier to register, log in, and submit information about their ingredients.
3. The presence of instructions appearing on every page of the data entry process so that suppliers who are not trained in any way can follow the instructions to complete the listing process online.
4. The ability of a supplier to check the status of their subscription and make payments to renew their ingredient listing subscription.
5. Paypal processing of listing subscription payments, including payment verification and transaction reports.

Donations

Individuals and organizations donate to OMRI as a 501(c)3 tax-exempt non-profit organization. OMRI currently accepts these donations via Paypal. OMRI would like the donation process to be consistent with the remainder of the website.

Deliverables:

1. A user interface for donations that is consistent with the remainder of the OMRI projects outlined in this RFP.
2. Paypal processing of donations, including payment verification and transaction reports.
3. Automated generation of 'Thank you' letters that can be used as proof of donation to the IRS.

Multiuser Data Access

OMRI would like all of the groups of website users to have different levels of access to OMRI data. OMRI staff, applicants to the OMRI Review Program, subscribers, certifiers, and the public would each have access to different sets of data. The OMRI Products List, the Generic Materials List, the Newsletter, the Technical Library, the Organic Seed Listings, and the Organic Ingredient Listings would house different functionality for each group of website users.

Each user would first register with basic contact information to create a username and password. If that user is already a paid subscriber, accredited certifier, or Review Program applicant, they can immediately access their tools. If the user has not paid, they can access their tools after payment is verified. If the user is a newly paid accredited certifier, OMRI will approve their account manually.

OMRI User Groups

- **Unregistered public users** can view most data with basic search tools. They can also view the OMRI Newsletter.
- **Subscribers** can view data with advanced search tools, view the Quarterly Updates, and receive custom email notifications. They can also create subordinate user logins so that staff members of their organization may have read-only access to data.
- **Subscribing certifiers** have all of the subscribers' permissions plus additional data and XML / RSS data feeds.
- **Applicants to the OMRI Review Program** can view the application kit materials and the application data they have submitted.
- **OMRI Staff** can use all of the searching tools, plus staff with the correct permissions can update the website or publish articles to the Technical library.

OMRI Products List

After careful review of product application materials and approval by the review panels, the OMRI Review Program publishes a list of products from the Products Database. The OPL is currently published in print form, in PDF form on the web site, and through a searchable list online. This list is currently exported every two weeks, though that frequency may increase. The public can currently view and search the OPL through a web interface that uses PHP to access MySQL data that was exported from MS-SQL Server.

Deliverables:

1. All website users can view and search the OPL using an interface that is consistent with the remainder of the OMRI website databases as described in this RFP.
2. All website users can use quoted search phrases to search the OPL, and receive results in a paginated view.
3. Website users can also search the OPL to find products using the keywords that listed suppliers have attached to their listed products.
4. OMRI subscribers, subscribing certifiers, and OMRI staff can search the OPL using a multiple-term advanced search interface with Boolean search terms and quoted search phrases.

5. Subscribers and subscribing certifiers can opt to receive an email notification that the OPL has been updated.
6. Subscribing certifiers can access an XML / RSS feed of the OPL updates.

Generic Materials List

OMRI has developed a list of generic materials used to produce products suitable for Organic food and fiber production. Currently, the GML is published in printed form and in PDF files on the website. OMRI would like to give subscribers, subscribing certifiers, and OMRI Review Program applicants customized access to the GML online.

Deliverables:

1. Subscribers, subscribing certifiers, and ORP applicants can view and search the GML using an interface that is consistent with the remainder of the OMRI website databases as described in this RFP.
2. These users can either use a basic search or a multiple-term advanced search interface with Boolean search terms and quoted search phrases.
3. The GML can reference links to articles contained in the OMRI Technical Library.
4. With an appropriate off-site disclaimer, links to information on generic substances contained in recognized references such as the NOP, EPA, and partners such as the University of California, Cornell University, and Oregon State University.
5. Subscribers and subscribing certifiers can opt to receive an email notification that the GML has been updated.

Technical Library

OMRI has created a series of technical documents pertaining to materials used in the production of organic food and fiber. These documents are currently published in PDF form through static HTML pages on our website. OMRI would like to give subscribers and subscribing certifiers access to these documents in a way that makes them easy to find as well as easy for OMRI staff and Advisory Council members to update using a graphical user interface such as a Wiki.

Deliverables:

1. Subscribers, subscribing certifiers, and OMRI staff can view and search the Technical Library.
2. These users can find and view Technical Library documents that are linked to specific generic materials in the GML and to specific products in the OPL.
3. OMRI staff with the correct permissions for their user account can publish Technical Library documents using an easy-to use GUI. This process works for publishing PDF documents as well as text-based articles.

Newsletter

The OMRI Newsletter contains articles and updates from OMRI staff. The newsletter is currently published in print and as a PDF on the web site. OMRI would like to give subscribers and subscribing certifiers access to search the full text of the OMRI newsletter archive.

Deliverables:

1. The public can view the full archive of the OMRI Newsletter in PDF format.

2. Subscribers, subscribing certifiers, and OMRI staff can search the full text of the OMRI newsletters with a single search form.
3. OMRI staff with the correct permissions for their user account can publish a new newsletter PDF using an easy-to-use GUI.

Organic Seed Listings

The public can view organic seeds listed in the OMRI Organic Seed Database after OMRI staff have verified the paid seed supplier's certification for their seed varieties. The interface is currently written in PHP with MySQL. The public can search for a single phrase included in the seed listing records to display a list of matching seed listings. The public can also search for all listings from a specific seed supplier or from a specific listing category. Those search phrases are logged to the database for OMRI staff use only.

Although the public interface to the Organic Seeds Database functions now, OMRI would like the following additional features:

Deliverables:

1. The public can view and search the Organic Seed Database using an interface that is consistent with the remainder of the OMRI website databases as described in this RFP.
2. The public can use quoted, multiple-term search phrases to search the Organic Seed Database, and receive results in a paginated view.
3. The public can view and search Organic planting stock, including potted plants, bareroot trees, rhizomes, bulbs, and roots.

Organic Ingredient Listings

OMRI would like the public to be able to view organic ingredient listings in the Organic Ingredient Database once OMRI staff have verified the paid ingredient supplier's certification. This database is not currently configured, but could be implemented as a generalization of the Organic Seed Database to include organic ingredients.

Deliverables:

1. The public can view and search the Organic Ingredient Database using an interface that is consistent with the remainder of the OMRI website databases as described in this RFP.
2. The public can use quoted, multiple-term search phrases to search the Organic Ingredient Database, and receive results in a paginated view.
3. Ability to easily track location and frequency of searches ingredient searches.

Current Database Infrastructure

Because OMRI has a considerable investment in the information technology systems currently in place, the new systems that will be created in the course of this project need to integrate well with existing systems. Though it is acceptable to utilize new programming language packages to accomplish these goals, preference will be given to systems utilizing MS-SQL, MySQL, Visual Basic, and PHP.

Website

The majority of the OMRI website is currently built with static HTML. Some pages and files are individually password protected. The credit card payment systems are built using PHP, MySQL, and PayPal SOAP. The Organic Seeds Database is built with PHP and MySQL from a customized ERP database. The online subscription data entry forms are built with PHP and MySQL, populating an MS-SQL Server database using an MS-Access interface.

Once the new OMRI website database systems outlined by this RFP are in place, OMRI staff will covert the existing content of the current website into the new website format. Of course, the project contractor will create or convert the online application process, the OPL database, the seeds database, and any other aspect of the web site outlined in this RFP. OMRI Staff will perform conversions such as posting the TAP reviews to the Technical Library, posting the Frequently Asked Questions a new FAQ section, posting job opportunities to a new Employment section, etc.

Credit Card Processing

PayPal transactions via the online subscription forms and via the Organic Seeds Database are logged to MySQL tables with PHP. Other types of transactions are not logged in MySQL. OMRI staff are notified by email of all new PayPal transactions. Before filling orders, these transactions are then individually verified by staff by visiting the transaction history on the Paypal website.

Products Database

The OMRI Products Database GUI interface is built with MS-Access. The back end data was stored in MS-Access, but is now being converted to MS-SQL. MS-Access is currently used to connect MySQL tables via ODBC. The databases built in the course of this project should be designed to populate to and from MS-SQL. The Generic Materials List and the OMRI Products List will be exported from MS-SQL. The Product Applications, Renewals, Re-reviews and Product Changes online will import into the MS-SQL OMRI Products Database.