



10319 EAST SPRAGUE AVE. • SPOKANE VALLEY, WA 99206-3627 • (509) 928-1700 • FAX (509) 892-4125
www.spokanevalleyfire.com

Mike Thompson
Fire Chief

REQUEST FOR PROPOSAL WEBSITE DESIGN

SPOKANE VALLEY FIRE DEPARTMENT - IS DEPARTMENT
RESPONSE DUE: September 13, 2010, 4:00pm

INTRODUCTION

The Spokane Valley Fire Department has identified a need to update and improve the existing web presence to a product that is more visually appealing, easier to navigate and maintain, and that has content more engaging to the public. The Department will continue to host the new site, and has selected DotNetNuke as a content management system. The Department will conduct the website deployment, and is requesting proposals for: 1) professional DotNetNuke skin and container design, and 2) content organization and navigation design.

The Spokane Valley Fire Department has adopted the following Mission for the Web Presence:

The Spokane Valley Fire Department Web Presence will foster a sense of community with those we serve, provide timely and accurate information about the department and its services, and serve as a resource for safety education and awareness.

An internal needs analysis has identified several key features that will allow the new web site to meet this mission.

First, the appearance of the existing web site, www.SpokaneValleyFire.com, is composed of static HTML, and lacks an inviting design that draws the visitor in and establishes an emotional connection. To this end, the Department is seeking a more dynamic interaction, and a design that contains rich photographic elements focusing on the personal care that sets the Department apart.

Second, while much of the existing web content is deemed important, navigation of the content has been identified as a weakness. Furthermore, additional content is planned for the new web site. These factors require a redesigned navigational structure that is closely aligned with an underlying content organization. The navigation scheme should be scalable to allow for the integration of additional future content.



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REQUIREMENTS

- Respondent is willing and able to conduct interviews of two stakeholder groups as a means of ensuring the product is closely aligned with the Department's vision
- Respondent has demonstrable experience designing skins and containers for DotNetNuke
- Respondent portfolio includes web site design for clients in the public sector, such as county governments, municipalities, and/or fire departments/districts.
- Respondent will provide a single point of contact for the duration of the project.
- The Respondent will perform a survey and analysis of current and planned content, and provide a navigational scheme enabling ease of use and access to the full depth of content.

FEATURES AND CAPABILITIES

- The design will be compatible with DotNetNuke 5.4
- The design will include skins for a variety of content panel configurations, and for both fixed and dynamic width
- The design skins will be developed using <div> elements, not <table> elements
- The design will include a transparent container and at least two containers with visible borders and backgrounds that are consistent with the skin design
- The design will include a custom cascading style sheets document that offers an individualized and consistent appearance
- The design will be browser agnostic, providing consistent rendering on commonly used browsers in Windows, Mac, and Linux
- The design will include a dynamic menu system with smooth animations

PROPOSAL CONTENT

All proposals are to include the following and with the numerical reference for easier evaluation purposes:

1. Contact information for the respondent.
2. Location of respondent offices.
3. Business license number of respondent.
4. Number of years of experience respondent has in designing similar systems.
5. List of current customers that the Department can contact.



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6. Description of the proposed process for website design including how you intend to gather all of the required information, format preferred, and assistance expected from the Department in order to complete this project.
7. Whether or not respondent has graphic design specialists on staff.
8. Description of how your company intends to meet the requirements outlined above.
9. Proposed phases or steps in implementation of the website design.

CONDITIONS OF WORK

- Final agreement must be reviewed and approved by the Spokane Valley Fire Department attorney.
- Vendor will be responsible for all licenses, permits, fees and taxes associated with the design.

EVALUATION OF PROPOSALS

Price will be a significant, but not the only criterion in evaluating the proposals.

Consideration will also be given to the following:

- Compliance of the vendor and proposal with the Requirements outlined above.
- The extent to which the proposed system provides the Features and Capabilities outlined above.
- Responses to requests for additional information submitted to the respondents.
- References.
- Selection interview of top two candidates after initial evaluation of proposals by the Spokane Valley Fire Department IS Department.

The award will be made to the qualified respondent whose proposal is most advantageous to the Department with price and other factors considered. The Department may reject any and all proposals.

PROJECT CONTACT

Questions about the project may be directed to:

Joseph Yacker, Systems Analyst
Spokane Valley Fire Department
10319 E Sprague Ave.
Spokane, WA 99206
(509) 928-1700



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DELIVERY OF PROPOSAL

Each proposal must be received and time-stamped by the date and time set for closing receipt of offers. Proposals are due no later than 4:00pm local time on September 13, 2010. The envelope shall be identified with the RFP name ("REQUEST FOR PROPOSAL WEBSITE DESIGN"), the name of the vendor, and the date and time of closing. The envelope(s) must include 2 copies of the proposal. Electronic copies will not be accepted.

Note: Any deviation from this requirement may result in your proposal being considered non-responsive, thus eliminating your company from further consideration. The Department cautions vendors to assure actual delivery of mailed or hand-delivered proposals directly to the Administration Director, Debbie Cox, prior to the established deadline. A proposal received by Ms. Cox after the established deadline will be returned, unopened, to the vendor.

Proposals must be delivered to:
Joseph Yacker, Systems Analyst
10319 E Sprague Ave
Spokane, WA, 99206

PROPOSAL COSTS

Those submitting proposals do so entirely at their expense. There is no expressed or implied obligation by the Department to reimburse any individual or firm for any costs incurred in preparing or submitting proposals, providing additional information when requested by the Department, or for participating in any selection interviews.

Proposals may be modified or withdrawn by an authorized representative of the vendor or by formal written notice prior to the final due date and time specified for proposal submission. Submitted proposals will become the property of the Spokane Valley Fire Department after the proposal submission deadline.

ACCEPTANCE

Submission of any proposal indicates acceptance of the conditions contained in the RFP unless clearly and specifically noted otherwise in the proposal.