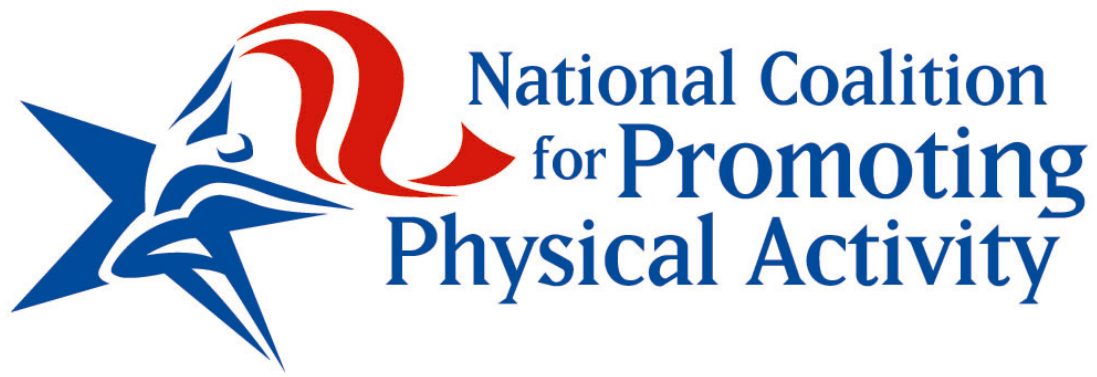




Request for Proposal: Website Redesign

Requested January 9, 2009

Proposals Due: Tuesday, January 20, 2009

Proposals Can Be Submitted To:

Sheila Franklin

Executive Director

NCPA

1100 H Street, NW Ste. 510

Washington, DC 20005

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I. About Us

The National Coalition for Promoting Physical Activity (NCPA, <http://www.ncppa.org/>) is a US-based nonprofit, nonpartisan organization whose mission is to unite the strengths of public, private, and industry efforts into collaborative partnerships that inspire and empower all Americans to lead more physically active lifestyles. NCPA is the leading force on the national scene promoting physical activity and fitness initiatives. A diverse blend of associations, health advocacy organizations and private corporations, NCPA is advocating for exciting national initiatives that encourage Americans of all ages to become more physically active. Established in 1996, NCPA's membership has seen remarkable growth in recent years as more and more organizations recognize the important role that physical activity plays in America's fight against chronic disease.

What We Do

Legislation:

Through the work of its headquarters staff and its cadre of members both in Washington and throughout the United States, NCPA encourages federal and state policymakers to promote regular physical activity in homes, schools, work sites, public parks and trails, health clubs, and neighborhoods. In addition to meeting with lawmakers to advocate for its own legislative initiatives, NCPA lends its voice to support many state and national programs that meet our objectives.

Publications:

NCPA's communication vehicles include the bi-monthly publication *NCPA News*, a comprehensive electronic newsletter that highlights physical activity issues in the news, conference updates and grant opportunities. On a monthly basis, NCPA publishes *Activity Advocate* an update on national legislative initiatives in the area of physical activity. NCPA's monthly *State Legislative Reports* track physical activity legislation in all 50 states. The *NCPA News* and *Activity Advocate* are distributed widely to individuals and organizations interested in the growing national movement to encourage physical activity. The *State Legislative Report* is distributed exclusively to member organizations as a benefit of their membership.

Conferences:

NCPA has both hosted and participated in many national, regional and local conferences and training sessions dedicated to promoting physical activity in our society. Its staff and leadership are asked to present at conferences on a regular basis to highlight the importance of regular physical activity in America's fight against chronic disease.

Networking/Collaborating:

NCPA provides an on-going forum for our members where ideas can be shared, information exchanged, and efforts to advance America's physical activity promotion agenda can be coordinated. We do this through our board of directors meetings which take place three times per year as well as through regular conference calls of our various subcommittees.

Who are the Key Leadership Members

American Alliance for Health, Physical Education, Recreation & Dance

American Cancer Society

American College of Sports Medicine

American Council on Exercise

American Heart Association

Athletic Republic

International Health Racquet & Sportsclub Association

McNeil Nutritionals, a Johnson and Johnson Company

National Athletic Trainer's Association

National Recreation and Park Association

Nike, Inc.

Pharmaceutical Research and Manufacturers of America

Shaping America's Health/American Diabetes Association

SnowSports Industries America

Sporting Good Manufacturers Association

United States Tennis Association

USA Track & Field

USA Swimming

YMCA of the USA

Who are our Federal Advisory Board Members

Centers for Disease Control and Prevention

President's Council on Physical Fitness and Sport

National Institutes of Health

II. Request for Proposal (RFP) Overview

This Request for Proposal (RFP) is intended to establish a relationship with a partner who can help update and transform NCPPA's current website, <http://www.ncppa.org/>.

Overall Goals

The selected vendor will collaborate with NCPPA to develop a website that:

- is easy to navigate and update
- promotes education, communication and action
- builds awareness of outreach and advocacy efforts
- increases participation through newsletter registrations and increased membership

Communication Objectives

- Strengthen the NCPPA brand by clearly conveying the purpose, mission and vision of NCPPA
- Clearly convey key advocacy issues and actionable steps
- Serve as an information clearinghouse to provide and facilitate dissemination of reports and resources
- Serve as a tool to recruit new member organizations
- Highlight member organization activities and events
- Consideration of how the site can leverage Web 2.0 approaches and technology: RSS feeds, live web chats, blogging, podcasting, video, webinars and additional interactive features, as well as integration/branding across sites such as Facebook, Twitter, etc.

User Functionality and Interactivity Objectives

- Subscribe, unsubscribe, forward to a friend, print NCPPA newsletters
- Feature a Cost of Physical Inactivity Ticker (currently under development separately-also create widget to place on other sites, including member organizations)
- Contact members of Congress regarding legislative issues via CapWiz interface
Example on an organization site:
<http://www.capwiz.com/sgma/issues/alert/?alertid=9267956>
- Externally accessible, Web-based events calendar that supports online submission of events and Outlook posting capabilities. Users can submit events and updates - subject to moderation. Example can be seen at:
<http://www.nibib.nih.gov/publicPage.cfm?Section=calendar&Action=Events>
- Member Only Area
- Search function

Design and Content Objectives

- Create a clear identity and brand for NCPPA with a single, coherent visual identity across the site
- Include search engine optimization (SEO) best practices (keywords, meta tags and use of best practices in coding standards)
- Types of content may include, but are not limited to: newsletter registration, reports and presentations (Word, PDF, PPT, Excel), photos, audio and videos

Site Requirements and Functionality

- Select and deploy a content management system (CMS) if appropriate
- Simplified site maintenance which allows easy updating by non-technical staff members
- Adhere to currently accepted Web and accessibility standards as best possible, including Federal Section 508 (§1194.22) standards, and anticipate future developments in accessibility protocols and design site to accommodate these developments (e.g. multi-language sites, etc.).
- Considerations should be made for the increase use of the Web from mobile devices
- Site to include Google Analytics

III. Budget and Deliverables

Budget

NCPA is a small non-profit with a very lean budget that has currently budgeted a range of \$7000-\$10,000 to re-design the organization's website. CapWiz fees are not included. Fees for site hosting, search engines, etc are also not included.

Project Deliverables include but are not limited to:

- Detailed production schedule with listed milestones
- Clearly defined Web redesign strategy
- An audit of the current site, including information architecture, design, and technology
- Technology strategy/technical specifications for hosting new CMS, non-CMS sites, database server(s), and multimedia content (audio, video, and digital assets)
- New design including original artistic elements, graphics, wireframes, color palette, and three site design concepts
- Design and respective coding for homepage and interior, lower-level pages
- Style guide
- Method of communication for tracking project deliverables, status, and reporting bugs.

Information Design and Site Architecture

- Analyze and recommend improvements as to how information is currently organized, updated, and maintained.
- Deliver scalable information architecture to help better organize current content, optimize current tasks, improve overall usability, and accommodate future growth, including either new content and/or potential sub-sites.
- Include search function
- Develop a strategy for improving access to resources
- Design site to maximize utility of web metrics.

Graphic Design and Branding

- Design and deliver a cohesive, extensible visual graphic design and identity system for the site
- Deliver design concepts that will facilitate access for users who rely heavily on visual cues, i.e. low literacy and potentially visually impaired users.
- Create and deliver wireframe to detail all elements to be included on key pages, and site navigation.
- Develop and deliver a comprehensive, usable, and forward-looking visual design Style guide that internal NCPA staff can utilize to maintain and grow the site.
- The vendor will provide three rounds of design comp reviews and final products.

Project Management

- Provide dedicated Project Manager to help lead requirements gathering activities and track project milestones and deliverables and be accessible to NCPA staff.

- Provide robust Q/A protocols that will assure quality control over all deliverables, including code and print.

Proposal evaluation

Proposals will be evaluated using the following criteria:

- Experience on similar, small scale sites. The selected vendor will demonstrate past success in developing extensible design/identity systems and optimizing information design across a site.
- Strength of work plan. The selected vendor will submit a concise, articulated work plan that addresses the above scope and includes descriptions regarding account management, project management, and creative processes.
- The selected vendor will possess outstanding credentials in the areas of visual design, information architecture and technical considerations. The selected vendor will also have a strong grounding in customer experience and delivering user-centric design.
- Reasonable and realistic cost projections
- The selected vendor will submit a competitive Financial Proposal that is inline with the stated budget and appropriate for non-profit organizations. The proposal should include itemized list costs for site architecture, redesign, new CMS, systems testing, project management, etc.
- Credentials of staff to be assigned to the project. The selected vendor will submit staff bios outlining the credentials and accomplishments of those staff who will manage and participate in this project
- Ability to meet timing requirements to complete the project. The selected vendor will submit a high-level estimate of time-to-completion, from concept to successful delivery of all desired project deliverables.
- Previous experience with public sector non-profits strongly desired.

IV. Notes

- NCPPA will provide requirements, branding and style guide materials, editorial guidelines, and platform input.
- NCPPA requires ownership of all layered graphic templates and Flash materials following project completion. Proprietary systems related to specific Flash scripts, project management tools, and software to produce deliverables can be retained by the vendor or licensed to NCPPA and cannot be used by the vendor outside this project. The vendor may use images of the final design template for portfolios or client listings.

V. To The Extent Funds Allow

- Conduct user-testing and analysis for all new designs and functionality and establish user-testing protocols that can be re-used by the NCPPA internal Web team.
- Establish a secure staging site to house prototypes and conduct user testing.

VI. *Proposed Project Timeline and Milestones*

Please note: The timeline provided is tight due to a number of organizational constraints. Issues concerning the ability to meet the timeline as well as proposed alternative work schedules that still meet the launch date may be included in the time-to-completion section of the proposal.

Proposal Process:

- RFP request posted on Friday, January 7
- Proposals due on Friday, January 20

Proposal review and selection

- Clarification with design partners
- Review by website committee and selection of recommended vendor
- Present recommendation to Board of Directors for Approval-January 25
- Design partner contacted Wednesday, January 28; schedule meeting

Discovery period

- Meetings to discuss requirements and architecture
- Design partner project management
- Design and branding materials

Design Rounds

- Comp #1 due February 10th
- Comp #1 review due February 16
- Comp #2 due February 18
- Comp #2 review due March 4
- Final comp ready for review March 16; initial design build beginning
- Final comp review due March 16, in meeting
- Begin build

Build and Launch

- Web platform ready March 20
- Final content due March 24
- Final design iterations due for installation by March 31
- QA begins Monday, April 13
- Soft launch by April 20
- Remaining fixes by April 23
- Final launch by May 1

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