

REQUEST FOR PROPOSALS

WEBSITE MAINTENANCE

PURPOSE

It is the intent of the Urban League of Portland (the League) to solicit proposals for website maintenance in accordance with all requirements stated in the proposal document.

The selected website maintenance provider will have a one-year contract beginning June 2021.

BACKGROUND

A key component of the League's marketing and outreach strategy is its website. The current site (ulpdx.org) was designed in 2020 in Druple.

Established in 1945, the Urban League of Portland (ULPDX) is one of the oldest African American service, civil rights and advocacy organizations in the area. We are part of a network of over 90 National Urban League Affiliates across the country and are recognized as one of the leading voices for African Americans and other people of color in the region. We are a key coalition-builder amongst other African American organizations, and work extensively with both traditional and emerging African American groups, the faith-based community, minority businesses, and other organizations of color, including immigrants and refugees. The Urban League of Portland's mission is to empower African Americans and others to achieve equality in education, employment, health, economic security and quality of life. Our programs include a distinctive blend of direct services, organizing, outreach, and advocacy. We offer workforce services, community health services, summer youth programming, senior services, meaningful civic engagement opportunities, and powerful advocacy.

ULPDX currently does NOT have an IT Department and is using an outside vendor service to provide maintenance and support for the website on as needed basis for its user community.

IDENTIFIED NEEDS

ULPDX is requesting proposals from qualified, professional vendors for Website Maintenance Services. The qualified vendor would provide necessary technical services, which would enable ULPDX to:

- Ensure the efficient operation of its website.
- Have well trained staff comfortable to publish content on its website frequently.
- Have website content management protocol and systems in place that provide timely, accurate and relevant information to the community in an engaging and welcoming way.
- Empower staff users to make efficient use of technology to provide outreach for our programs, events, and activities.



- Allow site visitors to enroll in League services, register for League events, and book appointments online.
- Maintain and implement a catastrophic recovery plan to deal with unforeseen events related to website.
- Protect and secure its technology assets.
- Enhance its quality of service to the entire community.

SCOPE OF WORK

The contractor shall have extensive knowledge and background in utilizing a Drupal content management system to manage web sites and will be expected to complete the responsibilities described below:

- Perform regular maintenance of the League website; make recommendations to the League staff on how to improve and optimize the site.
- Provide ongoing training to staff to update, edit and create various graphics when required for the website. Pages are updated daily, monthly, seasonally and/or as needed.
- Create new structure and or update of site content and design and update layouts as needed.
- Maintain the integrity of the site against spam, hackers, viruses and electronic attacks via firewalls, security software and passwords.
- Proactively monitor site content and ensure information displayed is accurate and current.
- Support Google analytics and deliver quarterly reports on how the site is being used and its effectiveness. Measurements would include traffic sources, top keywords, top pages and referrals, and other topics deemed necessary.
- Participate in meetings to be held as needed with the League staff to discuss issues, needs or special projects.
- Integrate the League's social media platforms and CRM throughout the site as appropriate.

4. SUBMISSION REQUIREMENTS

Urban League of Portland is requesting that the proposal submitted address the subjects with specificity. We are looking for a secure, efficient process that enhances rather than hinders our productivity and quality of service, and effective, affordable informational technology systems.

Due to the nature of this proposal, it is requested that each proposal be brief and to the point and consist of no more than 4 pages.

Proposals should be emailed no later than 05/15/21 attn: Sebastian Viteri to RFP@ulpdx.org

Each proposal shall provide the following information:

Letter of Transmittal - must contain the following statements and information:

- Company name, address, telephone number(s), and website.



- Name, title, email address, and telephone number of the person(s) to contact and who are authorized to represent the firm and to whom correspondence should be directed.
- A brief statement of your understanding of the services to be performed and a positive commitment to provide services as specified.
- The letter must be signed by a corporate officer or person authorized to bind the vendor to the proposal and cost schedule.
- A statement indicating that the proposal and cost schedule will be valid and binding for ninety (90) days following the proposal due date, and will become part of the contract negotiated with ULPDX
- A statement indicating that the contract to be awarded does not obligate the Urban League of Portland to purchase computer equipment, hardware devices, cabling, licenses, software et al from the successful vendor.
- The applicant must provide documented proof of ability to obtain professional liability insurance, e.g. copy of insurance finder or letter from carrier promising to provide the required coverage.

Profile - Provide a short profile of the firm including at a minimum:

- Diversity and professional background of leadership and staff
- The principal(s) of the company and their experience and qualifications.
- The experience and qualifications of the “key” staff to be assigned to the project.
- Number of clients in the nonprofit, human services sector
- Location of office to service the account.

Proposal – Must include the scope of work referenced above and a good proposal will include:

- Description of the approach the firm will use in providing the services requested. Description of how the vender is positioned to provide the services requested, with a history of experience on providing similar services.
- Name, title, address, and telephone number of three references for clients, whom similar services have been provided, including information referencing the actual services performed, number of users, and length of tenure.
- A description of the company’s prior experience, including any similar projects.
- A description of the company’s current work activities and how these would be coordinated with the project, as well as the firm’s anticipated availability during the term of the project.
- Scope of services beyond the RFP that the firm provides which may be of interest to the Urban League of Portland.
- Proposal summary, including why the firm is pursuing the work and how it is uniquely qualified to perform the services.

Draft Contract Language (The vendor shall submit a draft contract)

Proposers shall submit one copy of their completed RFP response via email only. Proposals shall not exceed 4 single-sided pages in length. This page limit does not include cover pages, divider sheets, resumes, or disclosures of legal and administrative proceedings.

SELECTION PROCESS AND CRITERIA

Selection will be based as described below:

General Evaluation Criteria

A maximum of 100 points will be allowed in the scoring process. Each member of the Selection Committee will examine and score each proposal individually. Then, the committee will meet jointly to discuss their scores and mutually agree on an average score and the rationale for their scoring for each of the following items.

- Qualifications and experience of the Proposer (the person or entity legally responsible for the provision of services) in the professional areas listed in this RFP. Includes the diversity, qualifications and experience of the Proposer's team leader and other Key Personnel (including subcontractors, if any) in the professional areas listed in this RFP and in similar projects. (20 points)
- Demonstrated ability to establish, maintain, and communicate project consensus, demonstrated ability to complete projects timely and efficiently; demonstrated ability to provide all of the necessary coordination to complete projects. (20 points)
- Proposed approach to provision of services. Includes philosophy and understanding of the services and approach to external awareness and issues that might arise. (15 points)
- Proposed methodology of management approach of project team and assigned work tasks; including status updates. (15 points)
- Experience working with nonprofits organizations, most especially those that serve the Black community or other communities of color. (15 points)
- Proposed fees and expenses. (15 points)

The League may require an interview in addition to the evaluation of written proposals.

The award will be to the most qualified company or individual(s) whose proposal is deemed most advantageous to the League; all factors considered.

MISCELLANEOUS

ULPDX President & CEO and committee reserve the right to reject any or all proposals for failure to meet the requirements contained herein, to waive any technicalities, and to select the proposal which, in ULPDX's sole judgment, best meet the requirements of the program.



The RFP creates no obligation on the part ULPDX to award a contract or to compensate the Bidder for any costs incurred during proposal presentation, response, submission, presentation, or oral interviews. ULPDX reserves the right to award a contract based on proposals received without further discussion or negotiation. Vendors should not rely upon the opportunity to alter their qualifications during any discussions.

Vendors must specifically identify any portions of their submittals, deemed to contain confidential and proprietary information, or trade secrets. The vendors may be required to justify why ULPDX should not, upon written request, disclose such materials anonymously.

**Please Direct Questions via Email RFP@ulpdx.org with Website RFP in the subject line, no later than 04/27/21.
Final proposal due no later than 05/15/21.**