

Valinda Association

Request for Proposal

For website development of the Valinda Association Web site

RFP Circulation Date: July 10, 2009

Proposal Submission Deadline: August 14, 2009

1. Introduction and Scope of Project

1.1 Confidentiality Notice

Valinda Association is the copyright owner of all information included in this document. You are not permitted to share or redistribute this document to any third parties without the prior written consent of Valinda Association. You are permitted to make copies of this document for the purpose of preparing and submitting a proposal in response to this RFP. All other uses are strictly prohibited.

Valinda Association reserves the right to reject any and all proposals. In the event that all proposals are rejected, the Valinda Association reserves the right to solicit a secondary RFP. Proposals become the property of the Valinda Association and are treated as privileged documents and will be disposed of according to Valinda Association policies.

1.2 Project Overview

The Valinda Association is seeking the services of an experienced Web site Design Company to develop the association's Web site. Upon award of the bid, the successful vendor will immediately begin work with the Valinda Association to refine timelines and the strategic goals and needs of the Web site. Additional advice regarding Web site capabilities and philosophies is expected.
Contact information

1.3 About Valinda Association

Valinda, California is an unincorporated area in Los Angeles County. The goal of the Valinda Association Web site is to serve as a communications tool for Valinda Association members and the community to make residents and visitors aware of the businesses, services and promotional events of the Valinda Association. The Web site should provide easy access to Valinda Association member services, visitor/event information, be adaptable to current and changing technology, and provide content management capability for Valinda Association staff. The site should also have a branded theme promoting Valinda Association.

1.4 Schedule

Event	Date	Time
Release of RFP	July 10, 2009	
End of Question Period	August 7, 2009	5:00pm PST
Proposal Due Date	August 14, 2009	5:00pm PST
Shortlist Chosen	August 28, 2009	
Shortlist Pitch	September 1 – 11, 2009	
Contract Award	September 18, 2009	
Website Launch	November 2, 2009	

2. The Website

2.1 General and Desired Enhancements

A. Cost effectively recreate and greatly enhance the Valinda Association's Web site to serve as a marketing asset that is attractive, useful, interactive and resourceful. The site needs to be flexible enough to support the Valinda Association's Internet needs for a minimum of three years.

B. Visually appealing – Create a consistent and standardized format with enhanced graphical look, thereby keeping a unified theme throughout the Valinda Association's Web site. The site must have an attractive mix of text, photos, web calendars, videos and graphics, with easy access for Valinda Association staff to customize and update as needed.

C. The Web site should accommodate the capability for future expansion of categories or topics, to be created by Valinda Association staff.

D. Allow for interactivity. Include e-mail responses, surveys, visitor information request forms, event submission forms, calendars, and video streaming. Web site must have links or embedded plug-ins such as Java Script and Adobe Reader for opening, viewing and downloading of online documents.

E. Graphic files should be relative to site.

F. Search engine friendly with keywords that can easily be updated by Valinda Association staff.

G. Ability to access statistical information such as unique visitors, page views, and other web statistics as needed.

H. Member Directory should be easily searchable and clearly presented, by contact name, keyword, alphabetical or by specific category.

I. Provide ability for authorized Valinda Association staff to perform routine content changes to allow select Valinda Association staff members to create and/or edit and publish content easily. These content developers will have varying skill levels must be able to create and publish content quickly and easily for a variety of purposes and audiences. The interface should be intuitive yet flexible to accommodate users of varied skills. Although the Valinda Association has some specific requirements as listed above, we are also interested in your ideas for content, and more specifically, your approach in designing the style of the Valinda Association's Web site. We encourage respondents to consider and propose alternative solutions, recommendations and improvements.

2.2 Other requirements and features:

- A. The vendor will facilitate the smooth launch of the live site, ensuring links and other functions are working properly
- B. Requests or changes should be responded to within 48 hours during normal operating hours (M-F 8:00am – 5:00pm PST).
- C. The site must be designed for continuous operation 24 hours a day, 7 days a week with exception times for scheduled maintenance.

2.3 Hosting/Domain Ownership

- A. Vendor to provide hosting options – including user email(s), capabilities and costs
- B. All accounts shall be owned and registered under the Valinda Association.

3. Proposal Submissions:

3.1 Proposal Format

Responses should include the following information, but is not limited to the following sections:

1. Introductory letter
2. Executive Summary
3. Company Information

Provide a short description of the company and its principals; describe the services/capabilities of the vendor; describe relevant experience, including any with specific relevance to this RFP. Identify any key individuals and their qualifications as related to the project.

4. Project Proposal

Vendors should specifically provide:

A. Project Summary: provide a statement(s) that demonstrates Vendor's ability to undertake and complete the proposed project in a thorough and timely manner. Describe your basic understanding of the project based on the information provided in the RFP, an evaluation of the current Web site, your vision of the new Web site and its capabilities and your experience with other Web sites that are similar to the requested redesign.

B. Include a comprehensive timeline for each phase of the Web site redesign, including meetings with Valinda Association staff, design, development, draft presentation, implementation, hosting and training.

C. Provide at least one mockup of a possible valindaassociation.com homepage design.

5. Budget

A. Provide a quote for the completion of the project that includes all project-related costs including, time, resources, etc. Respondent should list the recommend software and licenses that the Valinda Association will need to purchase for the continued maintenance of the Web site. Also include deposit and final payment requirements.

B. Provide fees and hourly rate for ongoing maintenance issues that Valinda Association staff cannot complete after the Web site is released back to the Valinda Association. (Example: hosting or updating headers)

6. References

Please provide contact information for three to five clients for whom you have completed similar work. Include the following information about each reference: Name, address, contact, telephone number, and Web address, and description of work performed and tenure of service to client.

3.2 Proposal Process

From among the proponents that submit a bid, three will be shortlisted to present their proposal to our panel. The winning contract will be selected based on our evaluation of their design approach, their experience and the strength of their portfolio.

3.3 Proposal Delivery

Please submit an electronic copy (PDF required) of your response by August 14, 2009 to genie.vasquez@valindaassociation.com. Proposals received after August 14, 2009 will not be accepted.

3.4 Communication

For questions or more information, please email Genie Vasquez, Executive Director at genie.vasquez@valindaassociation.com. Questions will be accepted until 5:00pm on August 7, 2009. All proponents will be included in the response to any questions.

3.5 Terms and Conditions

Valinda Association must own or receive a license for all source code used in the implementation of the website. Valinda Association must own graphic designs and other artistic works produced. Valinda Association must own all copywriting produced. Digital copies of all artworks must be provided to Valinda Association on project delivery.