

REQUEST FOR PROPOSAL
WEB PROGRAMMING SERVICES
for
GIRL SCOUTS OF WEST CENTRAL FLORIDA

SUMMARY

Girl Scouts of West Central Florida (GSWCF) is accepting proposals for contractual web programming services. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The existing GSWCF website (www.gswcf.org) was originally designed and produced in 2007. The site is maintained primarily via a content management system.

PROPOSAL GUIDELINES & REQUIREMENTS

This is an open and competitive process.

Proposals received after 5 p.m., October 31, 2008, will not be considered and will be returned unopened.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. If you wish to submit alternate solutions, please do so.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. GSWCF will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

CONTRACT TERMS

GSWCF will negotiate contract terms upon selection. All contracts are subject to review by GSWCF legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

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PURPOSE, DESCRIPTION & OBJECTIVE

Purpose

GSWCF currently has a web presence that is frequently in need of ongoing, timely, accurate and complex web programming and database management. The website currently has numerous dynamically generated pages, forms, a real time event registration/payment system all (or in part) managed with a content management system.

Description

Provide timely and accurate web programming services for current GSWCF website and content management system on an as-needed basis. Projects can range from small modifications to major upgrades and redesigns.

Objective

The objective of this RFP is to develop an ongoing relationship for web programming services including and not limited to: .NET, PHP, ASP, Javascript, VB, CSS, SQL Server, and MySQL.

TIMELINE

- This RFP is dated October 20, 2008. Proposers may also request a copy be sent via email by contacting [Kristin Whitaker](mailto:kwhitaker@gswcf.org) at kwhitaker@gswcf.org.
- Proposals are due no later than 12:00pm/noon EST, October 31, 2008
- Proposals will be evaluated immediately thereafter. First preference will be given to those candidates who can meet with our staff for an initial visit at our Tampa, FL facility if we deem it necessary. You will be notified if this is requested.
- The name of the candidate firm who has been selected will be decided on or about November 2008.
- Negotiations will begin immediately with the successful candidate and should conclude no later than November 30, 2008.

BUDGET

Please state pricing for:

- Initial discovery, requirements planning & site analysis
- Hourly rate for web programming services
- Retainer or any other associated fees
- Relocation of current web site and related databases/services to a new hosting service

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BACKGROUND OF ORGANIZATION

Girl Scouts of West Central Florida serves more than 33,000 girls ages 5-17 and 13,000 adult volunteers in Citrus, Hernando, Hillsborough, Marion, Pasco, Pinellas, Polk and Sumter counties. Girl Scouting is more than just cookies and camping – Girl Scout activities assure girls a chance to discover, connect and take action. Through programs including science and technology, business and economic literacy, and outdoor and environmental awareness, Girl Scouting provides girls with opportunities for fun and friendship, while fostering the development of leadership skills and self-esteem. Girl Scouts offers programs that encourage girls to push boundaries, test limits and develop their leadership potential.

In Girl Scouts, girls discover the fun, friendship and power of girls together. Girl Scouting helps girls develop their full individual potential; relate to others with increasing understanding, skill and respect; develop values to guide their actions and provide the foundation for sound decision-making; and contribute to the improvement of society through their abilities, leadership skills and cooperation with others.

SCOPE & GUIDELINES

The scope of this project is to update provide GSWCF with web programming services. A firm (or individual) that can handle all facets of website programming within the current site's environment is required.

Discovery

Analyze current website to determine what programming languages/scripts are required for development.

Development Guidelines

Web programming services by the successful candidate must meet the following criteria:

- Timeliness
- Accuracy
- Responsive Communication
- Applications/modifications are fully tested prior to going live

Testing

Testing of applications on all applicable platforms to ensure website works as promised.

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Delivery

Successful candidate will deliver and upload applications, upgrades and modifications directly to web host.

STAFF RESOURCES

The successful candidate will communicate directly to the following GSWCF staff:

- Kristin Whitaker, Chief Marketing Officer
- Tom Goodson, Webmaster
- Ruth Ann Sharp or CJ Bradley, IT Department

QUALIFICATIONS

- List the five web sites you or your firm has provided programming services for that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URLs should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in programming web sites for non-profit and/or community-focused projects.
- Provide current reference information for three former or current clients.
- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.
- Provide a company profile, length of time in business and core competencies.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process.
- Explain your business model.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan.
- Please explain your service level agreement (SLA) structure.
- Please state how you intend to communicate with GSWCF to gather all of the required information.
- Terms and Conditions

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EVALUATION CRITERIA

The following criteria will form the basis upon which GSWCF will evaluate proposals. The mandatory criteria must be met and include:

- Two hard copies of your proposal must be received no later than 12:00pm/noon EST, October 31, 2008.
- Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

Kristin Whitaker, Chief Marketing Officer
Girl Scouts of West Central Florida
P.O. Box 18066
Tampa, FL 33679-8066

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Programming Capabilities – Prior work demonstrates innovative and efficient interfaces.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer. As a non-profit institution, GSWCF is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the web site and other collateral as a GSWCF supporter and partner.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to perform the required programming tasks
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements (SLA).