

Request for Proposal

Web Site Design, Development & Hosting

Chatham Environmental Forum

222 West Oglethorpe Avenue, Suite 100

Savannah, GA 31401

Summary

The Chatham Environmental Forum is currently soliciting proposals for the design, development and hosting of a robust web site which will market and expound upon the JoIN Plan.

All proposals must be received by 5 pm (Eastern Time) on *September 22, 2010*. Any proposals received after the due date and time will not be considered. Digital copies of proposals are to be submitted via email by this date to **joincef@gmail.com**.

Questions regarding this bid request or services requested will be accepted by e-mail only. Please send all questions to Patricia Davenport at **joincef@gmail.com**

The Chatham Environmental Forum reserves the right to reject any or all proposals, as well as to accept the proposal which will be to the best advantage as determined at the sole discretion of the Chatham Environmental Forum.

RFP Response due Date
Vendor Selection

November 3, 2010
November 12, 2010

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Introduction – Organization Overview and Project Objectives

The Chatham Environmental Forum (CEF) is a not-for-profit organization dedicated to finding solutions for environmental problems in Chatham County, Georgia. The Forum is composed of representatives from local business, government, and environmental communities.

In 2007, the Chatham County Commissioners charged the CEF with developing a county-wide sustainability plan with the end-goal of Chatham County establishing itself as the “Greenest County in Georgia”. The CEF, with the assistance of the Rocky Mountain Institute, completed the JoIN Plan in 2008, and it was formally adopted by the Chatham County Government, the City of Savannah Government, and the City of Tybee Island in 2009. The purpose of this RFP is to solicit proposals to create a user-friendly web presence that markets the JoIN Plan as well as accomplishes many of the JoIN Plan goals related to education, marketing, and community outreach. The JoIN Plan marketing campaign will not be limited to the web site alone; rather, the web site will be the first stage in a more comprehensive marketing campaign.

The JoIN Plan has an existing web site which presents the plan divided by its topical sub-components at www.joininchatham.org. This web site reproduces the plan in part, and is most practical for users that already have some knowledge of the plan and/or plan components. It is anticipated that this web site will remain live as a complement to the project designed under this RFP.

The intent of the web site created under this RFP solicitation is to present the JoIN Plan to the various user groups (residents, governments, businesses/non-profits, and educational institutions) that are tasked with implementation, as well as to share pertinent resources with the community that are complementary to implementation. Members of the Chatham Environmental Forum will supply all necessary content for web site design and development.

At a minimum, the web site should include:

- The JoIN Plan, broken down by user group
- Tips and resources for each user group on sustainable practices
- An application to allow residents to take a “JoIN In Pledge”, to consist of some basic information collection and goal setting.
- An application to allow organizations to be certified as “JoIN Plan Participants”, to consist of information collection and a searchable database of approved participants.
- A section to house media links to recent community stories related to the JoIN Plan and Sustainability
- A section to house videos created by CEF partners related to the JoIN Plan and Sustainability
- Phase I Marketing Components as found in Appendix I.

The finished web site should be user-friendly, informative, current, and engaging. The CEF would like the web site to promote the JoIN Plan by offering users an opportunity to participate, resources to implement Plan components, and the latest news on community projects in the sustainability arena.

Section 1 – Vendor Background and Qualifications

1.1 – Specific Expertise and Examples

Describe what your general capabilities are as a company, and what separates you from others in your industry. Please provide examples of your prior work that illustrates these capabilities when available.

1.2 – Proposed Project Personnel

Provide a list of the principal personnel that would lead your development team for our project, along with a short bio for each, listing their qualifications and experience.

1.3 – References and Awards

Provide a list of three clients for whom you have completed projects in the past. Two can be current clients, but at least one should be a former client who no longer does business with your company. Please provide a contact name and full contact information for each.

Section 2 – Web Page Design and Development

2.1 – Design Approach and Experience

Briefly discuss your general approach to design for the web, including a description of your in-house design, Flash and other multimedia presentation capabilities. Provide the current URL of three examples of projects you have recently completed that display your expertise in these areas, as well as a short list of the service/services you completed for each.

2.2 – Project Requirements

The JoIN Plan web site will be a site dedicated to the communication and implementation of the JoIN Plan. The site will have separate navigation paths for different user types who also represent different types of Plan stakeholders. These stakeholders are: residents, business/non-profits, government, and educational institutions. Each user group’s navigation path will include information on sections of the JoIN Plan pertinent to their group, tips for reducing, re-using and re-purposing resources and an opportunity to submit an online application for Plan participation. Outside of the user navigation paths there is also a need on this web site to present information on CEF news and events, community media articles relevant to sustainability efforts, locally produced video files surrounding sustainability topics. Provide a broad mock-up or site map to illustrate how you will design the site’s core navigation; include more information on any features you will use to enhance interactivity and navigation.

2.3– Mobile Accessibility

While the scope of the current web design project is not proposed to include full-scale mobile apps or a dedicated mobile site, nevertheless, mobile accessibility is considered an important attribute of the desired website design. Please describe low-cost or no-cost techniques or features you can include in the site architecture to facilitate accessibility, navigation, and connectivity from mobile devices - with particular emphasis on home page download speed, and easy access to the mapping, event information, contact information, and social media areas of the site. If there are additional costs associated with these features, please include an itemized schedule.

2.4 – Website Design and Authoring Software Requirements and Disclosure

All software used to create the website shall meet generally accepted industry standards for compatibility with current internet and web browser technology, and shall be the most recent software versions available at the time of the project. Please list all software, plug-ins, etc., including version numbers, which will be used in the design, development, or authoring of the proposed website; and specify any documented incompatibilities that could negatively impact visitor access, content management and maintenance, or future upgrades and enhancements to the website.

Section 3 – Content Management

3.1 – Content Management Approach and Experience

Describe your general approach to designing and building Content Management Systems; including specifying if your solution is custom or 3rd party. List examples of projects for which you have previously completed CMS's, include a description of how each compares to the solution being proposed for our project.

3.2 – Project Requirements

This project will require the building and implementation of a full Content Management System to allow CEF to add, edit, and remove pages and content for the site through a web-based, secure administrative area. Please describe how your proposed solution will meet these goals, as well as outlining any and all additional functionality your CMS will bring to the project.

3.3 – Technical Requirements of Content Management System

Please specify all software necessary for CEF access and operation of the Content Management System and estimated costs, if any, for such software.

3.3 – User Training

The proposal shall include initial training to insure that CEF staff and volunteers who possess basic computer skills can access and utilize the Content Management System. Please describe the training you will provide.

Section 4 – Warranty, Technical Support, and Site Maintenance

4.1 – Warranty

Please specify the policies and terms of your Warranty.

4.2 – Technical Support

Please describe the scope of included Technical Support services, the time period for which such services will be provided, and costs (if any) to extend the services.

4.3 – Site Maintenance

Please list your available options for ongoing maintenance and other services not covered by Technical Support, including pricing and scope of services for each.

Section 5 –Hosting and Colocation Data Services

5.1 – Data Services Approach and Expertise

Include in Response

Describe your hosting capabilities, including the experience and qualifications of your personnel, the equipment and capacity of your server environment, power and data supply and redundancies, and your facility security. Follow this with a list of your levels of hosting services, including the monthly bandwidth, disk space and email account for each, along with the cost for each.

Section 6 – Investment and Timeline

6.1 – Project Investment Breakdown

List the specific products and services you are proposing for this project, and include pricing for each. This includes indicating if there is a difference in price if all items are purchased as a package versus certain items being selected a la carte, and be sure to provide pricing for both instances.

6.2 – Proposed Timeline

Provide an approximate timeline for the proposed project by breaking the development phase into stages and then listed time ranges for each to be completed. The project as a whole shall be completed no later than 90 days from receiving a Notice to Proceed.

6.3 – Contract Terms and Conditions

Provide the terms and conditions that would be included with the contract for the project as you have proposed it.

Appendix I.

CEF Marketing Needs

The following items have been identified as needs for Marketing, Education, or Outreach. They are displayed here for their inclusion in a marketing plan, and/or web site. Phase I components shall be included in web site design

* = Phase I component

> = More than Phase I

! = Requires more resources than a CEF Marketing Plan alone

	#	Plan Category	Code	Description
>	1	Creative Infrastructure	1.1	Create a 'Green Map' of Chatham County
*	2	Energy	4.6	Build community support for renewable energy within Chatham County through education and outreach.
*	3	Transportation	4.1	Encourage understanding of rights and obligations of users of various transportation modes.
!	4	Transportation	4.1.a	Dedicate City/County resources and staff time toward public service announcements, town hall meetings, and a website.
>	5	Transportation	4.2	Create a map of 'green' transportation options, including interconnections with traditional modes and critical destinations.
*	6	Green Space	1.2	Promote efficient land-use
>	7	Green Space	1.2.g	Create a map based on the recently adopted land use map to illustrate intended density and character.
*	8	Green Space	1.3	Promote conservation of sensitive lands and natural resources.
*	9	Green Space	1.3.e	Promote deeding of green space to a local government or other nonprofit organization for preservation.
*	10	Green Space	2.2	Promote green building.
*	11	Green Space	3.1	Create support for the establishment and implementation of efficient land use policies and regulations.
!	12	Green Space	3.1.a	Identify target markets and outreach mechanisms.
*,>	13	Green Space	3.1.b	Develop a public relations campaign about efficient and balanced land use.
!	14	Water Management	2.1	Conduct a marketing study to characterize Chatham County's diverse community and determine the most effective media tools to utilize.
!	15	Water Management	2.1.a	Seek funding to support a county-wide three year mass marketing plan focusing on water conservation.
*	16	Water Management	2.1.d	Establish partnerships with large commercial enterprises to promote conservation message through a "leadership by example" role.
*	17	Water Management	2.2.b	Create a digital clearinghouse to include project fact sheet and schedules of applicable public meetings and agendas.
*	18	Water Management	2.3	Research and facilitate a mechanism to raise the awareness of the intrinsic value of drinking water as a resource and commodity in Chatham County.
*,>	19	Water Management	5.2.e	Facilitate a mechanism to distribute educational and informational materials on the locations of the public access and shellfish beds.
*	20	Climate Change	1.1.b	Publicize goals on/around Earth Day
*,>	21	Climate Change	2.2.c	Provide support and recognition for businesses willing to participate in the above business challenge
*,>	22	Climate Change	2.2.c	Implement a climate change and energy conservation education program for County residents
*	23	Climate Change	3.1	Educate our target audience, the public, about ICLEI, what the County is planning to do and why the County is taking action.

!	24	Climate Change	3.1.b	Have a website up and running through Chatham County Government site.
>	25	Climate Change	3.1.c	Run regular public service announcements.
>	26	Climate Change	3.1.d	Hold semi-annual town hall meetings on greening efforts.
*	27	Climate Change	3.1.e	Promote local examples of success: leadership opportunities.
*, >	28	Climate Change	3.1.f	Establish a branding plan to help market a climate change education plan.
*, >	29	Climate Change	3.2	Establish a citizen resource program to help citizens reduce their own GHG emissions.
*	30	Climate Change	5.a	Market the County's local efforts across the state through the Association County Commissioners of Georgia (ACCG) and other programs and organizations (both public and private).
*, >	31	Solid Waste	2.a	Implement a community-wide education program for household composting.
*, >	32	Solid Waste	2.b	Make public mulch more readily available (publicity, easier to obtain, etc.)
>	33	Solid Waste	5.a	Develop an educational program for use in the public schools, local garden clubs, churches and other civic organizations specifically to instruct homeowners how to conduct residential composting.
>	34	Solid Waste	6	Promote the County's landscape mulch program by increasing public awareness of the program through education and media campaigns and improving public accessibility to the mulch by providing home delivery (at cost) and assistance in loading of vehicles at the mulching locations.