



ShopLocalSaveLand.com

**A Farm and Forest Products Website
Database Development Project**

REQUEST FOR PROPOSAL

Prepared March 15, 2010

March 15, 2010

Dear Applicant:

The Shop Local, Save Land Team is pleased to invite you to submit a proposal in response to the attached Website Database Development RFP. In order to be considered, submissions must address all specifications and parameters outlined in the RFP and must be received by Friday, April 2 (if submitted by email), or postmarked by Friday, April 2 (if submitted via the U.S. Postal Service).

The Shop Local, Save Land initiative was developed in 2008 by Heron's Eye Communications and W Design, in association with the Delaware Highlands Conservancy, a 501c3 not-for-profit land trust. Its primary goals were to connect consumers to locally grown or produced healthy food in Pike, Monroe and Wayne counties, in Pennsylvania; and to support family farms and local agricultural businesses in order to maintain these working lands as an integral facet of the region's scenic rural character, cultural heritage and quality of life.

In 2009 the Shop Local, Save Land initiative broadened its scope to include forest and wood products. This year, its popular suite of printed guides to agricultural and forest products will be expanded to include regions beyond Northeastern PA.

Since its inception, the Shop Local, Save Land initiative has maintained a limited Internet presence at www.shoplocalsaveland.com with the intention of developing a more interactive, informative and user-friendly website. The Shop Local, Save Land Team is excited to make this expanded website a reality with the assistance of a professional website database firm or programmer.

The attached Website Database Development Project RFP outlines:

- Introduction & background
- Integration of design and database/CMS
- Website database development project scope
- Phase I site map
- Phase II add-on features
- Project timeline
- Proposal requirements
- Award criteria

As previously stated, the deadline for proposal submissions is Friday, April 2. We look forward to reviewing your proposal. Please direct any questions specifically related to the RFP to info@shoplocalsaveland.com and include your contact information.

Sincerely,



Krista Gromalski



Dorene Warner



Sandy Long

The Shop Local Save Land Teaminfo@shoplocalsaveland.com

Introduction & Background:

Shop Local, Save Land (SLSL) is an initiative launched in 2008 with goals of connecting consumers to locally grown or produced healthy food in Pike, Monroe and Wayne counties, in Pennsylvania; and supporting family farms and local agricultural businesses in order to maintain these working lands as an integral facet of the region's scenic rural character, cultural heritage and quality of life.

The Shop Local, Save Land initiative was developed by Heron's Eye Communications and WDesign in association with a 501c3 not-for-profit land trust, the Delaware Highlands Conservancy, as a printed guide to farms and farm markets. The guide included detailed listings of participating providers, a regional map and educational resources about land protection. In 2009 a printed guide to forest and wood products was added. This year, the initiative will expand to offer production of its suite of printed guides to regions beyond Northeastern PA.

Since its inception, the Shop Local, Save Land initiative has maintained a limited Internet presence at www.shoplocalsaveland.com with the intention of developing a more interactive, informative and user-friendly website that houses the listing information for each agricultural and forest products provider; enhanced educational resources including articles, photos and videos; a calendar of events; and an interactive mapping environment. The Shop Local, Save Land Team is excited to make this expanded website a reality in 2010 with the assistance of a professional website database firm or programmer.

The selected vendor will be expected to communicate clearly, consistently and in a timely manner with the Shop Local, Save Land Team during key development phases of the database and website, and must be available for technical support and ongoing maintenance.

Integration of Design and Database/CMS:

The website aesthetic will be designed by the Shop Local, Save Land Team using CSS. All corresponding content and imagery will be provided and implemented by the Team. The newly expanded professionally designed website will be provided as page templates to the selected vendor for integration with the database and content management system. The database content (listings, articles, events, etc.) will be inserted into the database / content management system by the Shop Local Save Land Team.

Website Database Development Project Scope:

General Specifications

- All website content should be searchable by visitors via a search bar and optimized for search engines.
- Site to meet usability and accessibility standards, including compliance with W3C and Section 508 guidelines of the American Disabilities Act (ADA).
- Vendor must be available to communicate clearly, consistently and on schedule with the Shop Local, Save Land Team during key building stages of the database.
- Vendor must be available for technical support during the website development process and for on-going maintenance including support for database functions and web-browser discrepancies.
- An on-going professional collaboration is preferred to further develop the database and website features in phases. Project progress will be evaluated at key benchmark points.

System & Interface Highlights

- Development of the database and content management system as identified below on a Linux / Unix Server.
- The database should be built in a commonly used scripting language, such as MySQL. Please make recommendations.
- Implementation of CSS for streamlining the website for viewing and navigation on mobile devices.
- The Content Management System must be a web-based system to allow data to be accessed and edited from any location; no hardware or installs on individual computers.
- WYSIWYG editing with an option to view and edit the source code.
- Asset library accommodating images, YouTube videos, Flash, widgets, etc.
- Text-box/drop-down forms; familiar icon-based formatting palettes.
- No-stress auto-archiving for easy content rollbacks.
- Individual participant log-in capability:
 - Allow providers to edit their unique listing and add photos to their profile.
 - Approval queues for content from active participants (example: calendar submissions).
 - Varying permissions: read-only, write or write pending approval.

Content Creation/Editing Highlights

- Easily create new main- and sub-menu navigation and pages.
- Create password-protected website pages for special audiences.
- Page/navigation independence, i.e. the ability to link multiple associated pages. For example if an article or listing is longer than the established page length the content will continue onto a “new” page, thus creating a linking system to avoid continuous scrolling.
- Ability to upload an Excel or CSV file to bulk input data to matching database fields, including properly named images.

Phase I: Initial Sitemap

The entire site map is provided to convey the broad scope of the Shop Local, Save Land project. Costs and timeframes included in vendor proposals need only to reflect tasks associated specifically with database development and maintenance.

Home

1. Article: Displays a summarized article. Rotates bi-weekly through inventory. Links to entire article.
2. Feature a Listing: Displays a summarized listing. Rotates bi-weekly through selected inventory. Links to entire listing.
3. Upcoming Event: Showcase 2 or 3 most current events.
4. Sign-up for eblast: Most likely to use ConstantContact.com; please provide alternative sources if applicable.
5. News / RSS feed: 2 or 3 links.

Listings Search by: County(s), Product type, Business Name, etc. *

1. Farms
2. Farm Markets
3. Goods & Services (stores & businesses; i.e. Nurseries, Lumberyards)
4. Restaurants (sell, buy & use)

****Listing Data:** Will include approximately 60 form fields to receive content from providers. Some fields will be required. One of these fields will be a provider description that will appear in short and long form at various locations within the website. The SLSL Team requires the ability to:*

- *Set expiration dates on provider listings.*
- *Archive listings, date-set accessibility.*
- *Automate renewal notices.*
- *Select preferred listings as “featured providers” to appear in the home page rotation.*

Maps Interacts with listings.

Please recommend mapping resource: Google, Yahoo, Bing or other.

Articles

1. Easily editable in a WYSIWYG environment. Ability to link to internal and external web pages.
2. Organize articles into multiple categories.
3. Ability to archive articles.

Please provide recommendations on whether WordPress or similar blogging software might be a workable solution instead of a custom solution? And describe how it will integrate with the newly expanded SLSL website.

(continues on next page)

Phase I: Initial Sitemap (continued):

Calendar

1. Ability for external participant login to post events automatically.
2. SLSSL Team will receive an email when an event is posted to review and edit/delete if necessary.
3. Form Fields: Date, Time, Location, Description, Address, City, State, Zip, Contact Name, Phone, Email, Website and image.
4. On the home page, the first 3-4 most current events will be posted.

Would additional resources be required to create the ability to feature a condensed view of the event that is clickable to an expanded view?

Resources

1. Organizations, etc.: Name, Paragraph Description, Address, City, State, Zip Contact Name, Phone, Email, Website.

Contact Form

1. Request information about SLSSL (form).
2. Descriptive text with link to Constant Contact list sign-up.

Media

1. Ability to post and/or embed videos.
2. Page of posted newsletters.
3. Page of news / RSS feeds.

About Shop Local, Save Land

1. SLSSL Mission.
2. How SLSSL is helping to conserve land.
3. Membership: descriptive text. Later this may link to an ecommerce environment.

Site Map

1. Automatically updates when pages are created or deleted.

Would developing and enabling this feature require considerable resources? If so, initially the SLSSL Team will include only main navigation categories.

Phase II: Add-On Features

Please estimate each of the following tasks as they relate to database development and maintenance. Vendors should break out each task separately and include associated costs and timeframes. If applicable, offer suggestions to streamline the task or make it more user-friendly.

A) Sponsor Listings

Articles

1. Easily editable in a WYSIWYG environment. Ability to link to internal and external web pages.

Form Fields: Date, Time, Location, Description, Address, City, State, Zip Contact Name, Phone, Email, Website and Image(s).

2. Organize articles into 4-6 categories.
3. Ability to archive articles.
4. Ability to set expiration dates.

B) Photo Gallery

1. Ability for external participant login to post photos automatically.
2. SLSL Team will receive an email when a photo is posted to review and edit/delete if necessary.
3. Form Fields: Title, Location, Description under photo. The posting form would request the name, address, email, and phone # of the poster.

C) Tours

1. Interact with mapping resources.
2. Make your own tour.
3. Provided tours (fall, wine, culinary, etc.).
4. Main travel routes.

D) Shop

1. Ability for providers to purchase a listing package; basic or deluxe.
2. Ability for providers to renew listings.
3. SLSL ability to sell tShirts, stickers, banners, hats.

E) Polls/Surveys

1. Ability to survey site visitors, providers or sponsors and to post the results.

F) Development of a mobile device App to access the ShopLocalSaveLand.com website.

1. Compatible with iPhone, Droid and/or other.

Timeline Towards August 2010 Website Launch:

April 2010

- **April 2: Submission deadline for proposals.**
- April 3: Review of submissions by the SLSL Team to follow.
- April 16: Applicants will be contacted regarding RFP results.
- To follow, SLSL Team interviews with selected database developer/programmers to further discuss specifics of the website and database functionality.

May 2010

- Development of website design begins.
- Interaction between the SLSL Team and database developer/programmer(s) to implement interaction with the design and database.

June 2010

- Continue interaction between SLSL Team and database developer/programmer(s).
- SLSL Team hands-off design to database developer/programmer(s) to integrate the design and database.

July 2010

- SLSL Team imports data to listing database.
- Database and site testing and refinements as necessary.

August 2010

- Website launch.

Proposal Requirements:

- Submission Deadline: April 2, 2010.
- Proposals can be emailed to info@shoplocalsaveland.com or sent via the U.S. Postal Service (postmarked by Friday, April 2) to:
Shop Local, Save Land
306 Greeley Lake Road
Greeley, PA 18425
- Provide an overview of your company.
- List your team members to be involved with the SLSL Database Development Project and include a brief bio or resume for each.
- In a few paragraphs, describe similar projects completed by your company.
- Provide cost and timeframe to complete Phase 1 (pages 5-6 of this RFP).
- Provide costs and timeframes to complete each separate task identified in Phase II (page 7 of this RFP).
- Please provide any suggestions to make the SLSL website more accessible, user-friendly or comprehensive. Explain the suggestion and associated costs.
- Provide links to previous, similarly designed databases.
- Provide 2-3 professional references with contact information.

Award Criteria:

- Project will be awarded based on the qualifications of the vendor as outlined in this document.
- Award will be based on the vendor's due diligence in understanding the various aspects of the SLSL website and mission.
- Although cost is a primary factor, the award will be based on all the criteria outlined in the document.
- SLSL reserves the right to accept or reject any proposal based on these criteria.

Please direct any questions specifically related to the RFP to info@shoplocalsaveland.com and include your contact information.

Thank you!