

REQUEST FOR PROPOSAL

For Logo/Branding Materials
Website Design/Development

For The Institute for Policy Integrity at NYU School of Law
www.policyintegrity.org

May 15, 2009

INTRODUCTION

The Institute for Policy Integrity at New York University School of Law is a non-partisan advocacy organization and think-tank dedicated to improving the quality of governmental decisionmaking. IPI promotes sound cost-benefit analysis of environmental, health and safety policy at the state, national, and global levels. Founded in August, 2008 by the coauthors of *Retaking Rationality: How Cost-Benefit Analysis Can Better Protect the Environment and Our Health*—Richard L. Revesz and Michael A. Livermore—IPI strives for smarter policy through balanced economic analysis.

IPI is requesting proposals for (1) a new logo and branding materials; (2) website design; (3) implementation of site on an infrastructure that allows IPI to retain a significant amount of back-end maintenance ability without HTML knowledge. NYU School of Law will host our site.

Respondents may provide proposals for either logo/branding or website design or development or all three.

Our website is mainly geared towards the promotion of our work and our experts; our main “customers” are the press. Our second set of “customers” are academics and government officials.

The proposals will be evaluated on the basis of price and the criteria listed below. Essentially, we are searching for a creative and attractive way to present our information. We are open to almost any ideas that will organize and promote our content using a clean, fresh design.

WEBSITE MINIMUM REQUIREMENTS

Proposed design/implementation must meet the following minimum requirements:

- Public access to all of the features on the website is not dependent on specific browser; that is, the web interface is *browser agnostic* and works with commonly used browsers found on Windows and Mac computer systems.
- Intuitive and consistent options for navigating the website.
- Flexibility for designated staff to add, remove and update content using tools and templates that do not require extensive knowledge of web development languages or technical structure.
- Capability of the general website administration staff to:
 - Add/edit/delete typical page content: text, images, links, etc.
 - Access templates for new page creation
 - Embed video from external site within pages
 - Add/delete/reorder/rename pages within site structure
 - Manage library of images used on site, with basic editing features
 - Manage content in draft form prior to publishing in Live form
 - Track site statistics via Google Analytics

- Email interfaces, if any, are not dependent on a specific email client.

WEBSITE ADDITIONAL FEATURES & CAPABILITIES

The following is a list of additional features and capabilities IPI is seeking. The list is not intended to be all inclusive, nor is it intended to represent a minimum of features and capabilities.

- Currently, we have a home page and 4 main sections. We are open to having more or fewer pages as long as our content is displayed. Of course, as we grow and take on additional projects we'll need a website that can expand with us, so it would be good to have ideas on archiving and other such back pages.
- Capability for easily searching the website for key words or phrases.
- Option for creation and maintenance of blog that could be integrated within main site.
- "Sign up" or "Get Updates" capability that is inviting to users.
- Website design should have the capacity to organize a lot of text and information in a creative and appealing way.
- Website design should have the capacity to feature and organize multi-media elements in a creative and appealing way.
- Website design should contain a "meet the experts"-type page geared to the promotion of our experts to the media that features photos and video.
- RSS feed for our news updates.

LOGO/BRANDING

The following are some basic guidelines for what IPI is looking for in terms of logo and branding materials:

- A new logo that is clean and fresh; that conveys our strong academic grounding in a modern and interesting way.
- We would like a suite of branded collateral including (but not limited to): business cards, letterhead, memo templates, blast email templates, power point presentation templates, press materials, etc.

PROPOSAL CONTENT

All proposals should include the following:

- Description of the proposed process for website design.
- Whether or not you have graphic design specialists on staff.
- Description of infrastructure, utilities and tools proposed for web page creation and maintenance.
- Proposed phases or steps in implementation of the website design and infrastructure.

- Options for training staff in maintaining website content.
- Description of ongoing support provisions.
- Provide a complete list of all applicable services that could be part of our project with pricing for each if possible with the information we have provided in this RFP. If exact pricing is not possible, please provide ranges for each service.

Also if possible with the information provided, submit an outline of the services you would recommend for our project along with pricing.

Be sure to include a sample contract showing any and all terms and conditions that the project will be subject to, including immediate projects and ongoing campaigns.

- Specifications for any software components required for the system, but not provided as part of the proposal.
- Requirements, if any, for bandwidth to the Internet necessary to support reasonable performance of website and its maintenance tools.
- List of current customers using the proposed service/system that IPI can contact.

CONDITIONS OF WORK

- All hardware, network, and software installation and configuration must be performed in cooperation with NYU School of Law.
- Web implementation must be accomplished with little to no disruption to the existing site?

EVALUATION OF PROPOSALS

Price will be a significant, but not the only, criteria in evaluating the proposals. We are generally looking for a website and image we can be proud of. One that meets our minimum requirement and provides the features we outline above.

Many thanks in advance for your submission and we look forward to speaking in the near future. Feel free to email or call with further questions or details.

CONTACT

Questions about the project may be directed to:
Edna Ishayik, Communications Director
Institute for Policy Integrity
212.998.6085
ednai@nyu.edu

All expenses for preparation of the proposal package are the responsibility of the respondent.

Completed proposals can be submitted via email to ednai@nyu.edu

PROPOSED SCHEDULE

Proposals submitted to IPI no later than June 8th, 2009

Vendor selection by June 25th, 2009

Begin system implementation in Beta week of September 7th, 2009

Hard launch of re-design week of September 23rd, 2009.

AVAILABLE UPON REQUEST

A list of websites and features we like as well as logos we admire