

Town of West Warwick
Office of the Town Manager
May 2010

Request for Proposals



Website Design & Creation -
Green Business Economic Development Site

An Energy Efficiency & Conservation Block Grant Funded Project

Introduction

The Town of West Warwick is inviting proposals for the development of an economic development website focused on developing a green business cluster in the Town and on providing a one-stop resource for local businesses seeking to improve their energy efficiency, invest in renewable energy, or adopt green business practices. This project will be funded out of grant money received from the U.S. Department of Energy's Energy Efficiency Conservation Block Grant Program, authorized and appropriated under the American Recovery & Reinvestment Act.

A qualified offeror will possess considerable experience in website development (particularly economic development websites); knowledge of economic development practices; marketing and branding expertise; knowledge of the green business sector, capacity to build dynamic websites that can be easily updated by Town staff, and a track record of combining all of these elements into functional, aesthetically compelling, cutting-edge websites under a reasonable budget and a short time frame.

The website will include information regarding tax incentives, site selection, energy efficiency and renewable energy rebate programs, a green business revolving loan fund, economic development tools, an online one-stop business start up office, and the cultural and social amenities of West Warwick, among other features.

Requirements

[NOTE: Websites Listed in Brackets Offer Examples of the Features Described in the Preceding Sentence]

1. The web site must contain artistic and appealing graphics photographs, images, effects, etc. [www.kilgore-edc.com; goed.utah.gov] The web site should be dynamic in that it is capable of constant change and updating. The home page should include striking, rotating images with text focused on communicating a slogan, theme, or brand to be developed between the Town and the contractor. [www.hks.harvard.edu]
2. The homepage must provide clear, succinct access to the key resources available on the website. A search option must be available on every page.
3. The website must contain at least one visually compelling, innovative, interactive tool that is immediately accessible from the homepage. [www.wintergardenflprospector.com]
4. The website must be readily adaptable; i.e., changing the overall aesthetic, color, theme, layout, composition, etc.; should be a simple and fool-proof process.
5. The web site must be very easy to access and update, No HTML language – all copy paste and word processing format.
6. A page should be dedicated to economic development videos and have the capacity to play said videos in a clear and visually stunning matter without requiring the viewer to download any software. The video must permit a full-screen view option.
7. Back office should be simple and intuitive.
8. The web site must offer a calendar feature with the ability to click on an event for additional information; users should be able to upload an event to their google and/or outlook calendar.
9. An RSS feed should be available. Social media, podcasts, and other interactive feature should be able to be easily and neatly integrated into the website.

10. Day-to-day management of the website will be executed by a Town staff member with support services reasonably available from the offeror or an associated provider. Content should be able to be updated regularly by Town employees without assistance from the site builder.
11. The web site must work properly with most browsers, including at least Microsoft IE and Mozilla Firefox.
12. The web site should offer the opportunity to sign up for email/calendar alerts.
13. The web site should have mapping options which highlight the location of the Town in the state, in the country, and offer Google Maps links for quick visual reference and to receive directions to various Town of West Warwick buildings and locations. The Town would prefer to have advanced mapping tools be built in that can be combined with data in .csv or similar formats to permit user generated maps. [www.wintergardenflprospector.com]
14. The web site should utilize best practices for economic development websites, and be deeply informed by current marketing research regarding green entrepreneurs and business.

Scope of Work

- Meet or conference with Town Representatives to discuss further the goals and ideas referenced above.
- Set a project timetable with Town representatives
- Discuss theme, branding, marketing aspects.
- Review and identification of options for aesthetic presentation, functional presentation, accessibility, understandability, linkage, user friendliness, modification of content, tools, internal management with associated cost, and limitations. Visual displays, examples must be included.
- Presentation of a draft model for consideration.
- Modification as necessary.
- Implementation of final Site creation and development.
- Testing and final evaluation of Site.
- Final tweaking and site completion approval.
- Training for staff in day-to-day management and upkeep.
- Costs for ongoing / bi-annual updating of site and bi-annual training of staff as needed.

Submittal Requirements

The proposal must contain one (1) original and two (2) copies of each of the following documents:

Letter of Transmittal:

- A brief statement of the work to be performed.
- The total cost to execute the tasks under this contract. The offeror may submit up to three prices, each associated with a specific and clearly delineated set of deliverables.
- A statement assuring that the person signing the letter is authorized to bind the offer presented in the letter and accompanying proposal

Cover Page:

- Name of Offeror's organization, local address, telephone number, email address, name of contact person(s), and date submitted.

Proposal Narrative:

- Six (6) examples of similar economic development websites vendor has developed within the last two years.
- Information about the company to demonstrate experience and performance - particularly any awards the company may have won, letters of reference, and quantitative or qualitative data that demonstrates the effectiveness of the offeror's products.
- Information to demonstrate a track record of producing products on a reasonable budget, under budget and on time.
- An estimate of any maintenance and continuing cost
- A general timetable based upon site builder's availability and the anticipated time to do the work

Responses to this RFP should be sent no later than 10 AM June 14th, 2010 to the Town of West Warwick 1170 Main St. West Warwick, RI, 02893. Marked **RFP WEB SITE DESIGN**

The respondent should provide three (3) copies of the proposal. This is a sealed competitive process we do not accept faxes or emails for bids/RFP's. The proposals will be publicly opened at 10:30 AM June 14th.

The Town would like to make its determination and commence work at the earliest possible time.

Questions and inquiries concerning this Request for Proposals shall be directed to Luke Peterson, 401-827-9026, lpeterson@westwarwickri.org.

Only proposals from US Companies will be considered. The Town of West Warwick reserves the right to accept or reject any or all proposals.

Selection Process

Initial evaluation of offerors will be conducted on three functional dimensions:

- 1) The offeror's ability to perform the necessary tasks in an exemplary fashion as indicated by a successful track record of developing similar sites, of similar quality with a high degree of client satisfaction. External recognitions and qualitative or quantitative evidence of efficacy will also be considered. [35 points]
- 2) The offeror's ability to offer quality services at a reasonable price and on budget as demonstrated by the price(s) submitted for this project and as suggested by such evidence from past contracts as the offeror provides in the proposal narrative. [40 points]
- 3) The offeror's expertise in developing economic development websites, experience and strength in developing web-based economic development tools and resources, and familiarity with green business issues as evidenced by such supporting documentation as the offeror provides in the proposal narrative. [25 points]

Once the initial evaluation is completed, the Town may request submission of additional information or require interviews of one or more offerors. Nevertheless the Town reserves the right to dismiss all offers, consider other than the lowest bidder or highest point scorer, and generally act in the best interest of the Town.

Terms and Conditions

- A. The Town Reserves the right to reject any and all proposals, to waive irregularities in any proposal, to issue additional RFPs, to modify or terminate the project at any time prior to final execution of a contract; and to generally act in the best interest of the Town.
- B. The Town shall not be responsible for any costs incurred by the respondent(s) in preparing, submitting, or presenting its response to the RFP or to any interview process.
- C. Nothing contained herein shall require the Town to enter into exclusive negotiations and the Town reserves the right to amend, alter and revise its own criteria in the selection of a respondent without notice.
- D. All amounts submitted in the proposal shall be considered firm and fixed, and will remain in effect for sixty days following submission of the document. The Town, however, reserves the right to waive this provision if mutually agreed upon with the contractor.
- E. The Town reserves the right to request clarification of information submitted and to request additional information from a respondent.
- F. The offeror shall make no claims against the Town on the basis of any errors, misstatements, or claims offered in this RFP. Further, the offeror shall make no claims against the Town on the basis of any errors, misstatements, or claims offered by Town staff regarding this RFP.
- G. Certain activities are not permissible under the requirements and strictures of the Energy Efficiency & Conservation Block Grant program of the American Recovery & Reinvestments Act. All offerors should acquaint themselves with the limitations imposed by this legislation and program.