



Request for Proposal

1 Statement of Work

1.1 Purpose

The purpose of this Request for Proposal (RFP) is to invite prospective vendors to submit a proposal to supply a website design and maintenance solution to The New Mexico Green Chamber of Commerce (NMGCC). The RFP provides vendors with the relevant operational, performance, application, and architectural requirements of the system.

2 General Information

2.1 Original RFP Document

The NMGCC shall retain the RFP, and all related terms and conditions, exhibits and other attachments, in original form in an archival copy. Any modification of these, in the vendor's submission is grounds for immediate disqualification.

2.2 The Organization

We are a network of 1,100+ businesses dedicated to building sustainable, prosperous local economies. The Green Chamber is the voice of responsible business in New Mexico working to help sell our members products and services, while supporting small businesses and healthy local communities. We function at a statewide level, as well as at a community level, with active Chapters in Las Cruces, Silver City, Albuquerque, and Santa Fe. We are growing rapidly and are currently expanding membership to many other areas of New Mexico.

2.3 Existing Technology Environment

Currently, our website is a custom design using Ruby on Rails that has low ease of use and is unable to move or grow with our organization. We are looking for a solution that is more user-friendly and requires less administration.



2.4 Schedule of Events

The following is a tentative schedule that will apply to this RFP, but may change in accordance with the organization's needs or unforeseen circumstances. Changes will be communicated by e-mail to all invited bidders.

Issuance of RFP	May 19, 2011
Technical Questions/Inquiries Due	Friday, May 27, 2011, 5pm MST
RFP Closes	Friday, June 3, 2011, 5pm MST
Complete Initial Evaluation	Friday, June 10, 2011
Final Award Notification	TBA

3 Proposal Preparation Instructions

3.1 Communication

Verbal communication shall not be effective unless formally confirmed in writing by a specified procurement official in charge of managing this RFP process. In no case shall verbal communication govern over written communication.

- 3.1.1 **Vendors' Inquiries.** Applicable terms and conditions herein shall govern communications and inquiries between The New Mexico Green Chamber of Commerce and vendors as they relate to this RFP. Inquiries, questions, and requests for clarification related to this RFP are to be directed in writing to:

New Mexico Green Chamber of Commerce
P.O. Box 27733
Albuquerque, NM

Attention: Celerah Hewes-Rutledge
Mobile: 505-916-1247
Office: 505-244-3700
E-mail: Celerah@nmgreenchamber.com

As a green organization, we request that you make inquiries and submissions by email or phone.



3.2 Proposal Submission

Proposals must be e-mailed to:

Celerah Hewes-Rutledge
Celerah@nmgreenchamber.com
Mobile: 505-916-1247
Office: 505-244-3700

Proposals must be received on or prior to Friday, June 3, 2011, 5pm MST. The NMGCC shall not accept proposals received by fax.

3.3 Criteria for Selection

The evaluation of each response to this RFP will be based on its demonstrated competence, compliance, format, and organization. The purpose of this RFP is to identify those suppliers that have the interest, capability, and financial strength to supply the NMGCC with a new website identified in the Scope of Work.

Evaluation Criteria:

1. Capability of vendor to meet or exceed requirements set forth in Scope of Work.
2. Expressed interest in working with the NMGCC
3. Local preference will be given to vendors from New Mexico
4. Apparent feasibility of proposed system.

3.4 Selection and Notification

Vendors determined by the NMGCC who possess the capacity to compete for this contract will be selected to move into the negotiation phase of this process. Written notification will be sent to these vendors via mail. Those vendors not selected for the negotiation phase will not be notified.

4 Scope of Work, Specifications & Requirements

We are looking for a web strategy and design that will enable our members and staff to interact easily with the site. The site must also be able to evolve with our growth, eventually (but not limited to) providing services like video, webinars, and mobile apps.



4.1 Functional Requirements

The website must provide information to members and visitors in the form of a business directory, member information, event and news updates, ability to join and pay for membership. It must be accessible to staff to make content changes and it must be movable and have back up. It must also include:

- Member sign-up and ability to self-select membership level.
- Integration with Authorize.net for member renewals.
- Member profiles, authored and edited by Members with approval by Moderator.
- Events calendar with user-generated content (?) with editing capacity by Moderator.
- Third party hosting at Amazon AWS, Slicehost, or Media Temple and automated backup.
- Production of RSS feeds by Events calendar, News, and other site content.
- Site-wide Search as well as Business Directory Search
- Mobile CSS to support display of the site on mobile devices (goal is to gain audience share before developing a mobile app).

4.2 Technical Specifications

We would prefer, but do not require, that the site be designed in Word Press or Expression Engine. We understand that hosting costs may not be included in the proposal, but would like information on your preferred host and an estimated annual cost.

- The site should be designed in a program that could be moved to another host or design firm, if the need should arise.
- The site must function on mobile devices.

4.3 Engagement Methodology

The vendor must be willing to consult with us on design and function. They must be willing to make changes, as necessary, for 30 days after launch. They must respond to our requests for



training and assistance in a timely manner. They must have the initiative to ask question and offer services we may not be aware of and that fit with our design and evolving organization.

5 Vendor Qualifications & References

All vendors must provide the following information in order for their proposal to be considered:

1. A brief outline of the vendor company and services offered, including:
 - Full legal name of the company
 - Year business was established
 - Number of people currently employed
2. An outline of the product line-up and/or services they currently support.
3. Information on its current clients, including:
 - Total number of current clients.
 - A list of clients with similar needs using similar products and/or services.
 - Evidence of successful completion of a project of a similar size and complexity.
4. References: Contact information for five references (if possible) from projects similar in size, application, and scope and a brief description of their implementation.

6 Budget & Estimated Pricing

All vendors must fill out the following cost breakdown for the implementation of their solution for the New Mexico Green Chamber of Commerce's project as described in this RFP. Costs should be identified as either capital or non-capital in nature. The vendor must agree to keep these prices valid for 60 days as of Friday, June 3, 2011.



6.1 Estimated Costs

For all available deployment models, provide a five year cost summary as displayed below.

Five Year Total Cost Summary						
Costs	Total	Year 1	Year 2	Year 3	Year 4	Year 5
Content Research, Analysis, and Consulting						
Reorganizing, Wireframing						
Design						
CMS Integration						
Social Media Development						
Maintenance						
Education & Training						
SEO Tracking & Consulting						
Hosting (estimate)						
Miscellaneous						
Total:						