

Request for Proposals for

Website Development Services for

The Roanoke River Basin Association

Upper Reach Blueways

March 9, 2012



A. GENERAL INFORMATION

Request for Proposals (RFP) Name: The Roanoke River Basin Association – Blueways Website Development Services

RFP Number: #RRBA-UR120315-1

Issue Date: March 9, 2012

Buyer: Roanoke River Basin Association – Upper Reach

Brief Description: Professional services needed to implement the Upper Reach Blueways Master Plan Website Development as defined by the Virginia Tobacco Indemnification and Community Revitalization Commission (TICR) including: services intended to enable full marketing functionality building upon the existing website foundation and provide ways for the public to contribute to the development of resources available to those researching and planning recreational activities. Future funding may expand the scope to include additional capital projects. Small, women and minority owned businesses are encouraged to apply.

Questions: Any questions concerning this RFP must be sent to the buyer (via electronic mail) listed below no later than 1:00 p.m. Friday, March 16, 2012.

Due Date: 1:00 p.m. Friday, March 23, 2012. Firms will send one original copy of its submittal(s) to the address as the Issuing Office below. Additionally, firms will also send a complete electronic version of its submittal(s), formatted in Microsoft Word 97-03, or Excel spreadsheet where appropriate, to the email address listed below. The Roanoke River Basin Association – Upper Reach (hereinafter RRBA-UR) reserves the right to reject submittals received after the stated due date and time.

Interview and Negotiation: Firms selected for interview and negotiation will be selected and notified on or before Wednesday March 28, 2012.

Expected Award Date: March 30, 2012

Term of Agreement: The term of a resulting Contract for Services is for a period of two-years unless otherwise stipulated by Virginia Tobacco Indemnification Commission grant policies. This period may also be extended by the buyer as may be deemed necessary.

REFER ALL QUESTIONS AND MAIL PROPOSALS TO THE ISSUING OFFICE:

The Roanoke River Basin Association
Attn: Mr. Gene Adesso – RRBA-VP Acting President
8845 Woodyhill Road
Raleigh, NC 27613
gene@addesso.net

RRBA does not take responsibility for lost or misdirected mail.

This Request for Proposals (RFP) along with a copy of the Blueways Master Plan Chapters 1-12 have been posted on the RRBA-UR website for your convenience. Addenda and attachments will be posted if issued. The RFP can be downloaded at this web site: www.upperreach.org (Downloads>Planning & Development > Website Development RFP) It is the firm's responsibility to ensure that the latest version of the entire RFP and related links are reviewed prior to submittal. We encourage you to check the web site frequently for any changes prior to the due date. For questions about the content of the RFP, contact the buyer listed above on or before the date noted. For ease of reference, each firm or individual receiving this RFP is referred to as a "firm" and the firm or individual selected to provide services for the RRBA-UR is referred to as the "Selected Firm." This RFP states the instructions for submitting and the procedure and criteria by which a firm may be selected.

Communications between the RRBA-UR and the Firms Regarding this RFP

Please direct all correspondence to the Issuing Office as noted above. RRBA-UR will not consider oral presentations or pre-proposal negotiations, office visits or pre-selection interviews.

Any failure to adhere to the provisions set forth in the Communications section above may result in the rejection of any firm's submittal or cancellation of this RFP.

Formation of the Agreement

All submittals received will be carefully evaluated by the RRBA-UR. The RRBA-UR will then select firms deemed to be fully qualified and best suited among those submitting, on the basis of evaluation criteria described in this RFP. The RRBA-UR will then conduct negotiations with the highest ranking firm. In the event agreeable terms cannot be reached, RRBA-UR will negotiate with the second ranking firm. Each firm(s) must include in its submittal all requirements, terms or conditions which it may have, and should not assume that an opportunity will exist to add such items after the submittal is made.

Discussion of Exceptions to the RFP

The RFP, including its venue, termination, and payment schedule provisions, shall be incorporated by reference into the contract documents as if its provisions were stated verbatim therein. Therefore, any exception to any provisions of the RFP shall be explicitly identified in a separate "Exceptions to RFP" section of the proposal for resolution before execution of the contract. In case of any conflict between the RFP and any other contract documents, the RFP shall control unless the contract documents explicitly provide otherwise.

Understanding of Scope of Services and Site Conditions

By submitting a proposal in response to this Request for Proposal, the Offeror represents they have read and understand the Scope of Services and have familiarized itself with all federal, state, and local laws, ordinances, and rules and regulations that in any manner may affect the cost, progress, or performance of the contract work.

The failure or omission of any Offeror to receive or examine any form, instrument, addendum, or other documents or to acquaint itself with conditions existing of the site, shall in no way relieve any Offeror from any obligations with respect to its proposal or to the contract.

Trade Secrets and Proprietary Information

Trade secrets or proprietary information submitted by an Offeror in response to this Request for Proposal shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror must invoke the protection of this section prior to or upon submission of data or materials, and must identify the data or other materials to be protected and state the reasons why protection is necessary (Section 2.2-4342F of the Code of Virginia).

Proposal Modifications

A proposal may be modified or withdrawn by the Offeror anytime prior to the time and date set for the receipt of proposals. The Offeror shall notify the Issuing Office in writing of its intentions.

1. If a change in the proposal is requested, the modification must be so worded by the Offeror as to not reveal the original amount of the proposal.
2. Modified and withdrawn proposals may be resubmitted to the Purchasing Office up to the time and date set for the receipt of proposals.
3. No proposal can be withdrawn after the time set for the receipt of proposals and for sixty (60) days thereafter.

B. SCOPE OF GOODS & SERVICES

Building upon the established Upper Reach website foundation this scope of services is intended to enable full marketing functionality and provide ways for the public to contribute to the development of resources available to those researching and planning recreational activities. The technical specifications listed below outline the anticipated work needed to add this functionality, and research and planning for developing a social media plan.

Design and development, social media integration and planning to include...

1. Develop capability for site to determine the type of mobile device being used for access, and to render the site in an appropriate format for that device (i.e. different templates for iPhone, iPad, Blackberry, etc.).
2. Event registration form development, including integrating PayPal payment processing, with notification emails sent to the registrant and Upper Reach. The system shall allow for Upper Reach to include optional extras for an event, such as lunch or equipment, and sales tax can be applied to the extras if required. Registrations shall be saved to a database that can be exported to for import into Excel.
3. Liability waiver and photo release forms developed for either online submission or download and submission by fax or mail after signature, depending upon recommendations of Upper Reach's legal counsel.
4. Integration of CRM system to allow website contact submissions to be imported into CRM.
5. Integration of email marketing system signup form to allow site visitors to subscribe without leaving the site; the cost of an in-house email marketing system for the first year is to be included.
6. The system shall include features such as multiple lists, multiple email templates, social media integration to allow sharing from within the email, auto-Tweeting emails, Google Analytics integration, ability to import Salesforce contacts, and split campaigns.
7. Integration of survey component to allow participants to provide feedback.
8. Install video component to allow inclusion of youtube videos (among other types); this component can also allow site users to add videos to the site if UR desires.
9. Develop content for remaining blueways pages. Draft text to be provided by Upper Reach.
10. Develop interactive maps for Roanoke River Basin blueways (100 miles), integrating with trail maps.
11. Add links section to link to other related sites and partners.
12. Add Google Translate integration to provide translations "on the fly." Multiple language options shall be included.
13. Integrate Facebook connect to allow people to login to the website using their Facebook account.
14. Installation of photo gallery system that will allow site users to upload photos, tag photos with names, add geolocation (Google maps). Also allows rating, commenting and "send to a friend."
15. Integrate a wiki component to provide a collaborative environment for documenting trails and launches.
16. Link to survey developed by NC Paddle Trail Association.

17. Incorporate links for sales of related publications (i.e. Virginia Canals and Navigations Society)
18. Update and incorporate River Maps as developed.
19. Incorporate Virginia is For Lovers logo with link to their site.
20. Coordinate having tourism programs link to the website.
21. Research and present ideas for social media marketing.
Provide an instructional pdf file and 2 hours of training to help staff perform basic site maintenance.

C. BASIS OF SELECTION

The RRBA-UR will evaluate submittals using the following scoring criteria:

Evaluation Criteria

- a) Understanding of the Upper Reach Blueways Master Plan and the program objectives
- b) Demonstrated ability of the firms(s) capability to implement the proposed plan
 - a. Expertise, technical capabilities, professional competence, and qualifications in types of services anticipated
 - b. Knowledge of the existing website conditions and project scope
 - c. Knowledge of and working relationships with the various agencies and stakeholders involved
 - d. Completeness and reasonableness of proposing organization's plan for accomplishing the tasks
 - e. Capacity to provide services to meet time projections
 - f. Cost of services
 - g. Plan for expenditures within the Southside District
 - h. Proven project management abilities – Include Key Project Personnel
 - i. Ability to deliver plan objectives within a specified budget

c) References

All submittals shall limit responses to five pages including any cover letters, 11-point font, single-spaced. Five additional pages may be attached as addendum. Firms shall disclose of any conflicts of interest and any Small Business and/or Woman or Minority Owned Business status. Business interests with offices in the Southside Virginia District (as defined by the TICR) are especially encouraged to submit.

D. CONTENTS OF SUBMITTALS

Submittals will be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis will be on completeness and clarity of content, and will be organized in the order in which the requirements are presented in the RFP. All submittals must include on the cover page the full business name, address and contact information (including physical address, mailing address, phone and e-mail addresses), Federal Tax ID number, DUNS number.

Unnecessarily elaborate brochures and other presentations beyond that sufficient to present a complete and effective proposal are not desired and may be construed as an indication of the firms' lack of cost consciousness. Elaborate artwork, expensive paper and bindings, and expensive visual and other presentation aids are neither necessary nor desired.

E. TERMS AND CONDITIONS

This solicitation and any subsequent award are subject to:

- The Selected Firm(s) accepting the Terms and Conditions required by the Virginia Tobacco Indemnification and Community Revitalization Commission prior to award.

F. OTHER INFORMATION

Collusion:

By submitting a proposal in response to this Request for Proposal, the Offeror represents that in the preparation and submission of this proposal, said Offeror did not, either directly or indirectly, enter into any combination or arrangement with any person, Offeror or corporation or enter into any agreement, participate in any collusion, or otherwise take any action in the restraint of free, competitive bidding in violation of the Sherman Act (15 U.S.C. Section 1) or Section 59.1-9.1 through 59.1-9.17 or Sections 59.1-68.6 through 59.1-68.8 of the Code of Virginia.

Subcontracts:

No portion of the work shall be subcontracted without prior written consent of the RRBA-UR. In the event that the Contractor desires to subcontract some part of the work specified in the contract, the Contractor shall furnish RRBA-UR the names, qualifications, and experience of the proposed subcontractors. The Contractor shall, however, remain fully liable and responsible for the work to be done by his/her subcontractor(s) and shall assure compliance with all the requirements of the contract.

Ownership of Deliverable and Related Products:

The RRBA-UR/TICR shall have all rights, title, and interest in or to all specified or unspecified interim and final products, work plans, project reports and/or presentations, data, documentation, computer other than those prepared by professionals as 'instruments of service' under normal practice as defined by DBIA.

Indemnification

The successful Offeror agrees to indemnify, defend and hold harmless RRBA including RRBA-UR, its officers, agents and employees from any claims, damages, suits, actions, liabilities and costs of any kind or nature, including attorneys' fees, arising from or caused by the provision of any services, the failure to provide any services or the use of any services or materials furnished (or made available) by the successful Offeror, provided that such liability is not attributable RRBA-UR sole negligence.

Severability

Any written contract resulting from this RFP shall contain a severability clause, which provides that each paragraph and provision of the contract will be severable from the entire agreement and if any provision is declared invalid the remaining provisions shall nevertheless remain in effect.

Default

If the Successful Offeror is wholly responsible for failure to make delivery or complete implementation and installation, or if the system fails in any way to perform as specified herein, RRBA-UR may consider the Successful Offeror to be in default. In the event of default, RRBA-UR will provide the Successful Offeror with written notice of default, and the Successful Offeror will be provided twenty (20) calendar days to provide a plan to correct said default.

PROPOSAL SIGNATURE SHEET

My signature certifies that the proposal as submitted complies with all Terms and Conditions as set forth in RFP #RRBA-UR120315-1. My signature also certifies that by submitting a proposal in response to this Request for Proposal, the Offeror represents that in the preparation and submission of this proposal, said Offeror did not, either directly or indirectly, enter into any combination or arrangement with any person, firm or corporation or enter into any agreement, participate in any collusion, or otherwise take any action in the restraint of free, competitive bidding in violation of the Sherman Act (15 U.S.C. Section 1 et seq.) or Sections 59.1-9.1 through 59.1-9.17 or Sections 59.1-68.6 through 59.1-68.8 of the Code of Virginia.

I hereby certify that I am authorized to sign as a Representative for the Firm:

NAME OF
OFFEROR: _____

ADDRESS: _____

FED ID NO: _____

SIGNATURE: _____

NAME (print): _____

TITLE: _____

TELEPHONE: _____

E-MAIL: _____

DATE: _____

SUBMIT THIS FORM WITH PROPOSAL