

REQUEST FOR PROPOSAL

Website Design & Development Services

for

Oregon Referee Committee, Inc.

January 13, 2014

INTRODUCTION

The Oregon Referee Committee is a not for profit organization that was established by the Oregon Youth Soccer Association and the Oregon Adult Soccer Association to recruit, retain, train and develop referees, assessors, instructors and assignors in the State of Oregon to serve soccer games which are sanctioned by OYSA, OASA, the United States Soccer Federation and all other affiliates of the USSF.

Oregon Referee Committee Inc. (ORC) is requesting proposals for services related to the Oregon Referee Committee, Inc. website with primary focus on functionality:

1. Improve existing features, specifically course sign-up for aspiring referees and continuing education opportunities for existing referees;
2. Implementation of an infrastructure that allows current referees to register annually;
3. Design of the site;
4. Online training modules and certification (i.e. Grade 9; concussion training).

The current Oregon Referee Committee, Inc. website is hosted by Canvas Host and maintained by ORC staff using minimal tools. The intention is to maintain the current site and stay with the existing host.

Respondents may provide proposals for one, two, three or all of the website services.

The procedures for awarding this project will be determined by Oregon Referee Committee Board of Directors.

The proposals will be evaluated on the basis of price and the criteria listed below.

If the scope the project turns out to be a significant amount of work, we may treat the project in phases of one of a larger project, budgeting accordingly.

Branding and marketing services are not requested at this time.

DEMONSTRATION OF PRODUCTS

At the option of the ORC, and as a condition prior to selection, respondents may be required to demonstrate the functionality of the proposed system. The demonstration must be conducted with the products proposed and must be able to demonstrate the functionality as it would be implemented for the ORC.

If the ORC elects to have a demonstration, the respondent may be required to do so at ORC facilities. Failure to agree to the demonstration will disqualify the responder. A minimum expectation of respondents to this RFP will be web/conference call presentations to multiple groups of ORC department heads and staff. It is understood that any costs for on-site or web/conference call demonstrations shall be the sole responsibility of the respondents.

TECHNICAL INFRASTRUCTURE

One of the areas of consideration for evaluating proposals will be compatibility with the Oregon Referee Committee, Inc. information technology infrastructure.

That infrastructure currently includes the following:

- Microsoft Windows operating systems: Windows 8, 7, Vista and XP.
- Microsoft Office 2010 or OpenOffice for PC productivity suites.
- Internet Explorer for default browser.
- Internal application development standard: *LAMP* (Linux, Apache, MySQL, PHP/Perl/Python).
- The ORC website does not use a CMS such as WordPress. However, ORC will consider alternative platforms and Content Management Systems, such as WordPress, as long as the system can demonstrate improved performance as well as meet and exceed the project goals.

SCOPE OF WORK

The Oregon Referee Committee, Inc. needs assistance designing a website that will create a streamlined and efficient registration process for both new and existing referees as well as provide information and resources. In general, we want our website to be easy to navigate and provide automated administrative functions to ease the burden of our staff.

The users of our site vary in age significantly as do their experiences with the processes involved with being a referee. While many existing referees have a long history of the registration process, our newest members and those registering for new courses, are typically between 14 and 17 years of age - or the process is being performed by one of their parents whose knowledge is often further removed.

A new Oregon law requires that our referees complete concussion training. The ORC now requires certification of training prior to registration. Ideally, we would like to incorporate the online training modules offered by either the CDC or NFHS into an online registration process. Alternatively, a new training module could be created in order to add it to the online registration process.

We would like to offer the ability for an online training course for the Grade 9 (entry level) referee certification, including payment processing and concussion online concussion certification training from a third party site. The Grade 9 course could also be linked to a third party site for completion.

A number of our referees are Spanish speaking. Although we do not request that you provide translation in your proposal, we do ask that you provide us the opportunity to add translated pages to our site at a later date.

MINIMUM REQUIREMENTS

Proposed application/system must meet the following minimum requirements:

- 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, Linux and Mac computer systems.
- Website capable of being organized into departments and divisions within departments with ability for ORC website administration to add divisions.
- Intuitive and consistent options for navigating the website especially moving from department to department and department to general information/home page.
- Multiple level security, completely contained within the website infrastructure, and not reliant on the existing ORC network security or peer-to-peer connectivity.
- Flexibility within the portion of the site assigned to a department or function 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.
- Pages and features compatible with limited bandwidth access by the public. In other words, the ORC is concerned with public access being hindered by a *digital divide*.
- Web interface options that can accommodate individuals with disabilities in accordance with the American with Disabilities Act (ADA).
- Capability of the general website administration staff to:
 - Control size of individual web pages.
 - Control size and types of images used within the site.
 - Control publishing of links to other websites.
 - Report website maintenance activity and statistics on content type: Updates, downloadable documents, web pages, calendars.
 - Report number of visits to site generally and to each department.
 - Modify, add or delete pages using FTP.
 - Run reports based on database contents.
- Provides 128-bit encryption over Secure Socket Layer for displaying specific web pages and for information transmitted to and from the website by ORC staff.
- Email interfaces, if any, are not dependent on a specific email client.
- Ability to process payments using PayPal.
- Ability to incorporate translated pages at a later date (primarily Spanish).
- Respondents proposing to host the ORC website must not be on any email or website "black lists" as a source of unwanted solicitations or objectionable content.

ADDITIONAL FEATURES & CAPABILITIES

The following is a list of additional features and capabilities Oregon Referee Committee, Inc. is seeking in website services. The list is not intended to be all inclusive, nor is it intended to represent a minimum of features and capabilities.

- Capability for easily searching the website for key words or phrases.
- Mechanism for members of the public to convey comments, suggestions or questions concerning the website design or information.
- A database of information common to all ORC departments, for example, locations and descriptions of facilities or database of registered referees.
- Ability to import/export to/from Microsoft Office applications such as Excel and Access and third party sites such as the United States Soccer Federation website.
- CMS that provides a uniform means of managing web documents whether posted as web pages or downloadable files. Database needs to include items like the document/page title, description, posting information, expiration date.
- Meeting/event calendar system that allows for each department to add content to a department specific calendar that appears in the department's portion of the website and that maintains a composite calendar of all ORC departments.
- Option for creation and maintenance of multiple blogs, both restricted within a department's portion of the website or made available generally while hosted by a specific department.
- Allow authorized staff that maintain a specific department's web pages to make some pages available only to visitors with user names and passwords supplied by the department.
- Ability for authorized staff to create and/or edit new website pages, including uploading of photographs.
- Ability of website to allow visitors to sign up for email newsletters, using opt-in and opt out procedures.
- Linking registration process and course sign-up with USSF online training course and concussion training sites.
- Integrate social media platforms into the site design and development.

PROPOSAL CONTENT

All proposals are to include the following:

- Contact information for the respondent.
- Location of respondent corporate offices.
- Number of years of experience respondent has in installing and supporting similar systems.
- Description of methodology to be utilized including discovery, design, quality assurance testing and implementation.
- Description of the proposed process for website design.
- Whether or not respondent has graphic design specialists on staff.
- Accessibility features of the proposed website.
- Description of infrastructure, utilities and tools proposed for web page creation and maintenance.
- Proposed phases or steps in implementation of the website design, infrastructure and hosting.
- Options for training ORC staff in creating and maintaining website content.
- Description of ongoing support provisions.
- Separation of one time and recurring costs for: Website design; Infrastructure; Training, Testing, etc.
- Specifications and configurations required to support the proposed system, including specifications for all software components required for the system, but not provided as part of the proposal. In other words, hardware and software requirements for ORC workstations and network configuration.
- Requirements, if any, for ORC bandwidth to the Internet necessary to support reasonable performance of website maintenance tools.
- Information on hosting site including specifications on security, disaster recovery, and procedures for handling outages.
- List of current customers using the proposed service/system that the ORC can contact.
- If your proposal includes the use of a CMS such as Word Press, please include rationale for use and ongoing technical maintenance budget.

CONDITIONS OF WORK

- Final agreement(s) must be reviewed and approved as to form by the Oregon Referee Committee, Inc.
- Vendor will be responsible for all licenses, permits, fees and taxes associated with the system installation.
- All hardware, network, and software installation and configuration must be performed in cooperation with Oregon Referee Committee, Inc.
- The implementation must be accomplished in a manner that minimizes disruption of ORC business via the Internet.

EVALUATION OF PROPOSALS

Price will be a significant, but not the only, criteria in evaluating the proposals.

Consideration will also be given to the following:

- Ability of the same respondent to provide all aspects of the proposal: design, infrastructure, hosting.
- Compliance of the vendor and proposal with the Minimum Requirements outlined above.
- The extent to which the proposed system provides the Features & Capabilities outlined above.
- Responses to requests for additional information submitted to the respondents.
- Degree to which the proposed system fits the existing information technology infrastructure at Oregon Referee Committee, Inc. and ability for website to be maintained by ORC staff.
- References.

The award will be made to the qualified respondent whose proposal is most advantageous to the ORC with price and other factors considered. The ORC may reject any and all proposals.

BUDGET

Our estimated budget is between \$5,000 and \$10,000.

SCHEDULE

- January 16, 2014 – Release of RFP
- January 30, 2014 - Deadline for vendors to submit written questions (or intent notices)
- February 6, 2014 - Questions with written answers provided to vendors
- February 19, 2014 - Deadline for submitting proposals
- Vendor selection TBD
- Approval by Board TBD
- Begin system implementation TBD

ORC CONTACT

Firms wishing to submit proposals should do so no later than 2:00 PM on February 20, 2014. Proposals may be submitted electronically in PDF format. To submit by mail or delivery:

Oregon Referee Committee, Inc.
4840 SW Western Ave. STE 2000
Beaverton, OR, 97005

Or by email to:

anne@oregonreferee.com

Late arrivals with postmarks after the deadline will not be accepted. All expenses for preparation of the proposal package are the responsibility of the respondent. All materials submitted in response to this RFP will become the property of Oregon Referee Committee, Inc.

Questions about the project may be directed to:

Anne Braghero, ORC Operations Manager
Oregon Referee Committee, Inc.
anne@oregonreferee.com