

Request for Proposals

BCNC Website Redesign

1. Overview

The Boston Chinatown Neighborhood Center, Inc. (“BCNC”) wishes to redesign its website at www.bcnc.net (the “website”) to convey a professional and consistent brand and to make the website adaptable for future updates.

BCNC is issuing this request to proposal (“RFP”) seeking proposals from web design firms (“Respondents”) to plan, design, build, test and support such redesign as well as provide training to BCNC staff on website maintenance, and to consider future needs and functionality.

The successful Respondent must have substantial experience in website design, development, implementation and maintenance.

2. Scope of Project

BCNC requires the creation of a new website that incorporates the items listed below under the heading “Features of New Website.”

BCNC will also require staff training for website content management. Occasional ongoing maintenance and revision may be required and those fees must be quoted.

The successful Respondent will work closely with representatives of BCNC, and all phases of the project will be approved by BCNC in the concept stage(s), to eliminate the need for reconstruction costs.

Deadline for completing work on web design – website goes live: Dec 1, 2009

3. Website Redesign Scope

a. Features of the new website

It is estimated that the new website will require 5-8 main menu pages, with from one to 8 sub-menu pages per menu item. Third-level menu pages will be required for some sub-menu pages.

The new website will require the following features:

- Content control
- Search-engine positioning
- Site only search
- Online forms

- Newsletter posting
- PDF posting
- News and events blog
- All website text will be provided by BCNC

The colors should be consistent with BCNC's brand. Flash animation should be avoided.

b. Content management

It is important to note that BCNC staff does not include a webmaster. The new website should therefore include a content management tool (examples: Joomla, Drupal) and any necessary software that will allow staff to download material and revise existing material, including text, PDFs, photographs and layout. Necessary staff training should be included in any proposal, as well as the cost of occasional maintenance and revision by the web designer as required.

4. Proposal requirements

Proposals must include the following information:

- i.) a statement of qualifications concisely describing the Respondent's capabilities and experience
- ii.) a list of comparable websites designed by the Respondent, including website addresses and contact persons for the entities operating such websites, who may be contacted for references
- iii.) a cost proposal. Compensation will be on a fixed fee based on the scope of services to be provided;
- iv.) a timeline and separate costs for various components of the design, training and maintenance;
- v.) a list of necessary software and hardware, any additional communication requirements, integration needs and potential costs necessary to host and maintain the website;
- vi.) a summary workplan describing the Respondent's approach to designing, managing and coordinating the project. The description should include all primary tasks listed in the scope of work for all phases of the project and a tentative schedule; and
- vii.) an estimated summary timeline for completion of each phase of the project. This should as realistic as possible since this will be part of the contractual agreement.

5. Submitting a response

Interested parties must submit proposals no later than 5:00 pm EST on August 15. The proposals must be submitted in writing to:

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 BCNC
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