



Request for Proposal

Website Redesign

This is a request for a proposal to redesign and develop the company's main website, oicofbrowardcounty.org. The total budget for these services should not exceed \$8,000. Qualified firms will have demonstrated experience working with community based non-profits serving a broad and diverse array of communities and cohorts including but not limited to disadvantaged and/or low income communities in South Florida. OIC of Broward County reserves the right to select up to two firms to accomplish the goals set out in this proposal. The deadline for submitting proposals is Friday, June 15, 2012, at 12:00 noon. Email the proposal to: lbadreddine@oicofbroward.org, attn.: Linda Badreddine, Marketing & Community Outreach Coordinator

Opportunities Industrialization Center (OIC) of Broward County

(non-profit organization based in Oakland Park, FL, USA)

Website Redesign RFP

1) Purpose

The OIC of Broward County (OICB) is accepting proposals to redesign and develop the company's website, oicofbrowardcounty.org, including the Youth & Family Services Division (Y&F), Workforce Development Division and create a portal, CRM and/or CMS or other solution to coordinate the possible integration to a web-based, database-driven system. Additionally, training and a training or user manual will be delivered one week prior to the website pre-launch period. Upon completion of the development of the site and pre-launch period, OICB will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of OICB.

2) Description

Create a flexible, informative web site that is easy to maintain. We must develop a user-friendly site that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code. Training of key personal and a User Training Manual will also be delivered as part of this proposal and must be included in the response.

3) Objectives

The objective for this RFP is for the design of a new website. Our primary Internet objective is to continue to build brand identity, awareness, and interest in the organization and the services it provides. OICB would prefer the use of Dreamweaver CS5.5 along with Wordpress but will consider other cost effective and easily maintained systems.

Objectives include:

- Maximize web-based technologies
- Build member loyalty and enhance customer relationships
- Improve program delivery and service
- Provide focused web-based solutions
- Increase market share
- Increase awareness of OICB mission and promote involvement through programs
- Strengthen relationships with community partners, donors, members, program participants
- Attract qualified and diverse staff
- Improve business efficiencies
- Present comprehensive information and resources in an easy to use format
- Increase site promotion and link building activities
- Integrate brand messaging
- Deliver a consistent image

- Deliver a scalable, maintainable foundation
- Reinforce OICB's brand and market leadership and give the member incentive to take action

4) Proposals

The following items must be included with each bid proposal. Award of the contract will be based upon compliance with the specifications, quality of the solution, and price.

1. PROPOSAL NARRATIVE

- A. VENDOR'S PRODUCT INFORMATION – List types of software and practices used for website development and design.
- B. COMPANY CAPACITY Briefly describe your firm's organizational capacity to produce our web site (e.g. company profile, length of time in business and core competencies, staff, equipment, software, office location, etc.)
- C. PROJECT STAFFING - Briefly describe the percentage of your web staff that would be working on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%. Describe the project team and each team member's role. Please include a brief background summary for each key staff member assigned to this project.
- D. EXPERIENCE & EXAMPLES – Please provide a description of your company's experience involving projects of this type and scope. Include a minimum of three (3) examples and three (3) recent clients that can be used for references. Submit links to similar completed projects.
- E. SERVICES OFFERED – Describe additional services offered by your organization and the approximate share of business devoted to web design.
- F. SUPPORT – Describe the support your company will provide during the design and transition phase as well as standard support available after go-live (training, help-desk support after launch, continued development/updates as needed, etc.), and available hours for support. Also include an estimated training schedule for key OICB personnel and an example of a User/Training Manual.
- G. ADDITIONAL INFO – Provide any additional information about you/your company that you feel is relevant to the decision process.

2. BUDGET – Provide your fixed fee for the completion and expenses for the entire project. Proposal should include a total not-to-exceed contract proposal amount of \$8,000.

3. TIMELINE / TIMETABLE – Include a timeline with all necessary activities to complete the project. The project should be completed within three (3) months.

5) INSTRUCTIONS FOR SUBMISSION

Email your proposal to Linda Badreddine, Marketing & Community Outreach Coordinator:
lbadreddine@oicofbroward.org with subject heading "Website RFP".

Your proposal must include a budget/cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

The deadline for submitting proposals is **Friday, June 15, 2012, at 12:00 noon.**

6) Specific Requirements of Proposal

OICB encourages creativity in the proposals submitted; however there are certain requirements for the web site project. Your proposal must account for all of these requirements.

A) Scope of Work – Services, Technical Requirements, Features, Site Map

Necessary functionality:

1. The new website must be driven dynamically by an SQL/MySQL database or propose an acceptable alternative.
2. Administrative screens that allow OICB to maintain the front-end content on each website.
3. Create and provide a template of the website.
4. Non-technical staff of OICB must be able to easily maintain the content of the database through a series of web-based data entry forms.
5. Training of key personnel for back-end management.
6. The website must be browser independent.
7. The website must be supported on all mobile platforms.
8. The website must integrate with social media outlets including but not limited to Facebook, Twitter, tumblr, YouTube.
9. The website must support RSS feeds.
10. The website must allow for video.
11. The website must allow for extended searches and filtering.
12. The proposal must include all system requirements as well as human resources required.
13. The proposal must include training as applicable.
14. Web site must not require plug-ins as a default.
15. Meets ADA Requirements – The site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.
16. Site must be built in accordance to the Web Content Accessibility Guidelines most current available at the time of response, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
17. Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 3 seconds or less on the average computer.
18. Site Pages – admin screen for adding and editing pages on the site
19. Right bar – admin screen for editing the content in the right sidebar for a given section of the site
20. Donate Now button on every page.

Sample Site Map: Website should include Pages and Components as follows, not necessarily in this order and subject to change through consultation with OICB:

- Home Page
 - YouTube feed
 - Blog feed
 - News RSS feed
 - Facebook
 - Twitter
 - Other social media
- About Us – Describes OICB Mission and Vision
 - Sub pages
 - History
 - What We Do
 - Executive Staff
 - Board of Directors
 - Advisory Board
 - Contact Us
 - Our funders
 - OIC of America
 - Our Founder Rev Leon H. Sullivan
- Programs
 - Subpages for each program (this needs to be upgradable)
 - Partners
 - With links that open in separate window
 - YouTube videos of programs
- Careers
 - Jobs within OIC
 - Employer Services
 - Informational page
 - Incentives links
 - Employer job board postings
- News – admin screen for maintaining content that is pulled into the newsletter used for posting more than just news, options include: announcements, job postings, grant opportunities, calls for entry (calls to submit artwork or contests or other content)
- Newsletters – admin screen for creating newsletter issues
 - include a “Subscribe to our Newsletter” page on the site that adds the user to a subscriber database, and is used to send out an e-newsletter. Content from the newsletter on the website may be copied into the e-newsletter, but there is no direct integration of the two.
 - controls how news articles are grouped into newsletters based on the date of the article and the date of the issue

- viewing the current newsletter requires that the visitor log in, and members also have access to archived newsletters
- Newsletter Sections – allows for grouping newsletter articles into sections (i.e. OICB announcements, Community Bulletin)
- Photo Galleries – groups photographs into slideshows
- Events/calendar of events – admin screen for posting events to the site
- Donate – there is a donation form on the site that processes payments. Large donate button on every page above the fold.
- Contact – a contact form on the site can be used to send an email message to OICB
- Account Mgt – admin screen for managing administrator login accounts

B) Testing:

Explain testing plan through development process (i.e. focus groups, etc.). This should include testing of site on all applicable platforms to ensure web site works as promised.

C) Delivery:

Describe process and program you will use to deliver the usable local website that is compatible with the systems available at OICB, currently Adobe Dreamweaver CS5.5, or provide an acceptable and usable alternative.

D) Tracking:

Confirm project will include of the use of Google Analytics (GA) that will be controlled through OICB Marketing Department to help OICB better understand and measure web visitor behavior and improve web site performance and availability. GA snippet will be generated through OICB account and included on each page.

7) Evaluation Criteria

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

1. ***Suitability of the Proposal*** – the proposed solution meets the needs and criteria set forth in the RFP.
2. ***Proposal Presentation*** – The information is presented in a clear, logical manner and is well organized.
3. ***Experience and Expertise*** in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references. Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
4. ***Aesthetic Capabilities*** – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
5. ***Budget/Cost Proposal*** – The price is commensurate with the value offered by the proposer. As a non-profit organization, OICB is able to accept pro bono service and recognize the provider to

the full extent allowed by the Internal Revenue Service, including naming the proposer within the web site and other collateral as an OICB supporter and partner.

6. ***Depth and Breadth of Staff*** – The candidate firm has appropriate staff with relevant qualifications and experience to develop the site in the time frame needed.
7. ***Ingenuity and Creativity*** – The candidate firm must be able to demonstrate a talent for ingenuity and creativity in all submitted examples.

Please use the following as a guideline to format your proposal:

Length and Font Size:

Please use fonts no smaller than 11 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 15 pages (not including Hosting Attachment information).

Title Page:

OIC of Broward County, Inc., Web Site Development Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person. Title page should include signature by the person or persons authorized to sign on behalf of the company (1 page).

Proposal:

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. Proposal should include a timetable detailing your ability to deliver the project in the timeframe noted in Section 4 (Maximum of 10 pages) and a detailed budget.