

SUMMARY

Chestnut Global Partners (CGP), a wholly owned subsidiary of Chestnut Health Systems (Chestnut), is accepting proposals to design and develop website templates and advise on best practice, hosting and use for our Domestic and International Joint Ventures. This will be a concept-to-completion production. The purpose of this request for proposal (RFP) is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

Much of the content exists on the main CGP website and will be tailored to the needs of our Joint Ventures. Subsequent contract work may include redesign of the current CGP website upon completion of this initial project.

PROPOSAL OVERVIEW

This is an open and competitive process. Proposals received after 12:00 p.m./noon CST, Friday April 19, 2013 will not be considered and will be returned unopened. The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. If you wish to submit alternate solutions, please do so. Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Chestnut Global Partners, with its parent company Chestnut Health Systems, will negotiate contract terms upon selection. All contracts are subject to review by Chestnut's legal counsel and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

PURPOSE, DESCRIPTION AND OBJECTIVES

Purpose

The vendor will consult with key CGP/Chestnut staff to develop a web presence for our Domestic and International Joint Ventures. Current Joint Ventures are located in Brazil, India, Mexico, Russia, and Native America. Language specific websites are initially required for Brazil and Mexico. The focus of this proposal is for building websites for our joint ventures in Brazil and Mexico with the possibility of updating the current CGP website. An opportunity exists to engineer template sites tailored to the organization's Joint Venture business while keeping with our mission of *Making a Difference: Improving Quality of Life Through Excellence in Service*. Common design and technology are strongly preferred for all websites. Our main website, www.chestnutglobalpartners.org can be used as the template. Upon completion of the development and implementation of the template sites, CGP and/or its Joint Ventures will assume full responsibility for website content, maintenance and administration. All content, coding, and graphics will become the sole property of CGP/Chestnut.

Description

CGP/Chestnut seeks assistance/guidance in how to manage and create a flexible, informative website template that is easy to maintain. We must develop friendly websites that can deliver large amounts of constantly changing information to several diverse key audiences domestically and internationally, including but not limited to branding for individual Joint Ventures. In addition to designing a user friendly site with an intuitive interface, we must consider implementing a web based, content management system that will allow key personnel to easily update content without directly accessing source code.

Chestnut's Marketing and Communications Department will act as the Project Manager/liaison between CGP key staff and the developer organization. Chestnut will maintain ultimate editorial control of content while offering key personnel the option to manage web publishing processes.

To be effective, the website must be:

- Easy and intuitive to navigate
- Visually pleasing
- Informative and interactive
- Quick to load and operate
- Safe and secure
- International use ready
- Mobile application ready

Objective

Our primary Internet objective is to build brand identity, awareness, and interest in the organization and the services we provide.

Our Vision

- Maximize web based technologies
- Build member loyalty and enhance customer relationships
- Improve program delivery and service
- Provide focused web based solutions
- Provide easy and rapid access to CGP Joint Venture content
- Increase market share

Specific Strategies

- Increase awareness of Domestic and International Joint Venture services and programs through a well designed and informative website
- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities
- Integrate brand messaging and deliver a consistent image

TIMELINE

Friday, March 22, 2013	RFP distributed to vendors
Friday, March 29, 2013	Submission deadline for all questions on the RFP by 4:00 p.m. (CST)
Friday, April 5, 2013	Answers to questions on the RFP distributed to all companies
Friday, April 19, 2013	Deadline for submission of RFP

BUDGET

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all consultation fees, design, production and software acquisitions necessary for development and maintenance of the website.

List pricing for:

- Phase I: Discovery, Requirements, Planning and Site Definition
- Phase II: Site Development, Testing and Deployment
- Phase III: Site Maintenance

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. If the execution of work to be performed by your company requires the hiring of subcontractors you must clearly state this in your proposal. Subcontractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the subcontractor.

CGP/Chestnut will not refuse a proposal based upon the use of subcontractors; however we retain the right to refuse the subcontractors you have selected.

SCOPE AND GUIDELINES

The scope of this project is to create a new website template based on content from the www.chestnutglobalpartners.org site. Chestnut's Marketing and Communications Department will create/provide all of the site copy and provide the successful candidate with logos, graphics, stock photography and other look and feel elements. A firm that can handle all site planning, interface design and production is required. Possible hosting for international websites is desired.

Chestnut also maintains additional sites, including www.chestnut.org, www.metroeastbehavioral.org, www.greendiamondemporium.org and our Intranet site. Chestnut may consider incorporating technologies developed or acquired during the design and development processes into future redesign and development of these sites or future sites.

Content Management:

An important element of the evaluation process will be our review of the Content Management System (CMS) you recommend. Your CMS solution must a) be compatible with current and popular server environments such as IIS, .NET, etc. b) have maximum flexibility and functionality for future development and expansion, including use on other company websites, c) have an extensive user community, d) be manageable and fully secure, and e) be available to International staff. Open source solutions are acceptable. You should be prepared to fully describe the CMS included in your proposal, its costs, and its advantages over other similar systems.

Development Guidelines:

The website designed by the successful candidate must meet the following criteria:

- Include a content management system that will permit key staff to instantly update website content in multiple sections/pages including administrator tools.
- Be visually appealing. The site must have an attractive mix of text and graphics.
- Include a common theme. Each section of the site should have a common look and feel. CGP Joint Venture logo(s) should be prominently displayed on every page as a common header. The use of photographs, fonts and layouts should be consistent throughout the site and as outlined in the Chestnut Health Systems Corporate Identity and Branding Guidelines.
- Be easy to navigate. Information should be grouped and presented in a logical manner.
- Be culturally sensitive.
- Include necessary software and licenses to maintain site internally.
- Include ListServ capabilities.
- Provide search capabilities using keywords or phrasing that will identify content throughout the site.
- SEO components that allow for increased visibility and traffic.
- Use of analytics to track use (Google Analytics is the current tool used).

- Gather e-mail addresses, areas of interest and demographic information from visitors in a format that permits Chestnut to maintain a single database of users each according to their area of interest and profile.
- Provide training and all necessary support to permit easy use by selected staff.

Site Specifications/Other Technical:

We encourage creativity in the proposals submitted; however there are certain requirements for the website project. Your proposal must account for all of these requirements:

- Hosting should be done on a popular server environment that is acceptable world wide (i.e. Windows xx, IIS, PHP, Apache, etc.). NOTE: www.chestnutglobalpartners.org uses a platform consisting of DotNetNuke v. 6.2, IIS 6, Windows Server 2008 v. 2 Standard.
- Site must be compatible with all popular browsers including but not limited to Internet Explorer, Chrome, Firefox, Opera, Safari.
- Site should support multiple languages including non Roman languages such as Hindi, Bahasa, Arabic and Russian.
- Site content will be translated in to key languages (English, French, Spanish, Portuguese) ahead of time.
- Built in localization features to support translations associated with selected pages.
- Site must be compatible with mobile digital devices including but not limited to smart phones, iPads®, tablets, etc.
- Website must not require plug-ins as a default.
- 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.
- Site must be built in accordance to the most current Web Content Accessibility Guidelines, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
- Be in compliance domestically with all Federal, Tribal, State and local laws; local Country laws (i.e. Brazil, India, etc.) as applicable.

Other:

- Suggested third party products or service recommendations and associated budget for any additional suggestions outside of vendor capabilities.
- Suggested ongoing maintenance plan and associated costs.

QUALIFICATIONS

- List the five websites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our website (e.g. staff, equipment, software, physical space, office location, etc.).
- How many full time staff does your firm employ? Please include a copy of your firm's organizational chart.
- Provide a company profile, length of time in business and core competencies.

- Describe the percentage of your web staff that would work 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 10 web designers and developers, the percentage would be 50%.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process.
- Percent of total revenue derived from site developments and other business ventures.
- Explain your business model.
- Discuss any hardware/software vendor partnerships.
- Discuss your testing and support plan.
- Explain your service level agreement (SLA) structure.
- Describe your proposed time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested. First template implementation due one month after contract signing.

EVALUATION CRITERIA

The following criteria will form the basis upon which CGP/Chestnut will evaluate proposals.

The mandatory criteria must be met and include:

- Three (3) copies of your proposal must be received no later than 12:00 p.m./noon CST, Friday April 19, 2013.
- Your proposal must include a cost proposal as described previously.
- All costs associated with the delivery of the project should be presented in a flat rate, fee-for-service format.

Deliver proposals to the attention of:

Chestnut Health Systems
 Attention: Lisa Mayhew
 1003 Martin Luther King Drive
 Bloomington, IL 61701
 lkmayhew@chestnut.org

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

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Content Management System to be used as the back end of the website.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed.
- Proposal Presentation – The information is clear, logical, and well organized.
- Demonstrated commitment to high service level agreements (SLA).