WEBSITE REDESIGN

Request for Proposal

Proposal Deadline: November 30, 2018 by 4:00pm
Project Start Date: December 17, 2018
Website Launch: TBD

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Introduction

Wyoming Planning Association (WYOPASS), a non-profit organization, is looking for a creative digital partner that will redesign and produce the new WYOPASS website (www.wyopass.org). The website will primarily serve as a resource to WYOPASS Members, and the community at large. The website must be usable and accessible to all users and follow best practices in product strategy, design, and development. The ideal and preferred partner leads with a vision, and is full of ideas.

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WYOPASS Background

Organization Information

Wyoming Planning Association (WYOPASS) is located at 1103 Old Town Lane, Suite 101, Cheyenne, WY 82009.

Created in 1971, the Wyoming Planning Association is an organization of professional planners and planning commissioners who are involved in planning activities which affect the physical, economic, and social wellbeing of Wyoming residents. The Association was formed for the purposes of advocating planning programs, to preserve the quality of life in Wyoming, to facilitate coordination and cooperation between planners, and to provide continuing education opportunities.

The Association is organized under Wyoming State Statutes as a non-profit corporation and is managed by a board of five directors elected by the general membership.   All positions are volunteers.

The Association also sponsors conferences and programs designed to assist planners in their efforts to broaden their knowledge and to keep up with current best practices.

With over 300 members the Association is growing as planners and volunteers from public agencies and private consulting firms join together to better serve their constituents and clients and to avail themselves of the benefits of working together.

In addition to the Board of directors, three permanent committees (legislative, conference/continuing education, and public information/membership) were created to carry out functions necessary to pursue these goals.

Vision

To promote communication and cooperation among professionals, planning commission members and others involved directly or indirectly in the practice of planning.

- To provide information to the public on planning issues.
- To advocate planning programs which will preserve the quality of life in Wyoming.
- To provide a forum for discussion of relevant issues of common concern.
- To provide opportunities for continuing education for planning practitioners.
- To maintain and promote standards of professionalism among Wyoming Planners.

Project Background

The existing website needs to be redesigned and restructured for a positive user experience. All website solutions are welcomed for any required functionality or features.

Project Objectives

The following is a list of objectives that includes, but is not limited to:

Project Scope

The scope of work as it stands requires an overhaul of the existing website. The need is a full and complete redesign from discovery (research) to launch. This means that the project requires everything that is necessary for the delivery of a website that is attractive and functions well. These are a few things we expect to see addressed in the vendor response: visual design, interaction, technology, development (front-end and back-end), information architecture, user experience, content strategy, content development (e.g., copy, photography, and/or video production), content migration/uploading, additional scope to include analytics, ongoing support/retainer, migration of existing domain, and web hosting.

Functionality Requirements

At a minimum, the following shall be:

1. Responsive design (to any type of device);
2. Easy to update – easy CMS;
3. Reduced number of page clicks – information should be available in one or two clicks;
4. Browser support – ensure all browsers, even outdated ones, can view the site;
5. The ability to have user accounts should they be required in the future;
6. Automatic push to social media;
7. Accessibly; and
8. Online payment ability (e.g. membership, conferences, donations, etc.).

RFP Schedule

Vendors will be required to adhere to the following timeline. Any changes to the timeline will be communicated via an addendum.

Date	Milestone
October 26, 2018	RFP Released
October 26 and October 29, 2018	Advertisement
November 14, 2018	Submission of vendor questions due by
November 16, 2018	Responses to vendor questions distributed
November 30, 2018, 4:00pm	RFP responses due
November 30, 2018	Submission to the Board for Review
December 12, 2018	Selection of vendor/Project award
December 17, 2018	Project Kickoff: Planning begins

Contact Information

Any questions regarding this document must be submitted via e-mail to WYOPASS Board Member Clara Chaffin at cchaffin@cityofdouglas.org. Your question(s) and our response(s) will be posted to the WYOPASS website (www.wyopass.org) on November 16, 2018. Any changes to project scope or deadline will be communicated via an addendum posted to the WYOPASS website.

Conditions

Vendors are responsible for all costs associated with the preparation and delivery of their proposals.

Vendors are responsible for all costs associated with travel for bidder conferences and on-site demonstrations.

Proposals may be emailed to WYOPASS Board Member Clara Chaffin at cchaffin@cityofdouglas.org with the subject line: "Website RFP Response, WYOPASS". Proposals shall be transmitted electronically. Hard copy proposals will not be accepted.

Questions regarding this document are due by November 14, 2018, via e-mail to cchaffin@cityofdouglas.org. All RFP vendor questions sent via email must have the following subject line: "Website RFP Questions, WYOPASS". WYOPASS is not responsible for any network issues that may delay your email. Responses will be compiled and posted on the WYOPASS website on November 16, 2018.

- Proposals must be completed according to the instructions provided in this section and throughout this document. Incomplete proposals may be disqualified. Vendors should provide their standard terms and conditions, software maintenance agreements and related contractual documents related to this proposal where indicated.

- Summary pricing should be presented in the response or proposal. This should include all options/suggestions and pricing associated with this project.

- All reasonable steps will be taken to ensure the privacy of vendors. Vendors will mark any confidential or proprietary information as such in their proposals. Proposals will be circulated among the evaluation committee only. Unsuccessful proposals will be destroyed pending award to the successful vendor(s).

Evaluation Criteria

Proposals received by the stated deadline will be evaluated based in no particular order on the following:

- The proposed solution's ability to meet or exceed the general and specific requirements that have been detailed in this document
- Whether the vendor demonstrates capabilities to meet or exceed design and development standards
- The proposed solution's ability to integrate non-programmatically with existing business applications
- The vendor's ability to provide an affirmative and comprehensive response to each of the requirements in this document
- The vendor's ability to fulfill functionality requirements and build or propose solutions to any or all website features
- Other functionality that is not included in the scope of work, but the vendor presents as a solution to project goals and challenges
- Total project cost and summary pricing
- Projected timeline to website launch
- Vendor experience in providing similar solutions
- Compliance with delivery requirements as specified in this document
- Third-party integrations including: embedding, linking out, or feeding data, with existing campus applications
- Originality and creativity of the proposal

Proposal Requirements

In addition to acknowledging the requirements stated throughout this document, vendor responses must address the following information:

1. Executive Summary
2. Vendor Profile
   a. Company Overview
   b. Creative Philosophy
   c. Project Plan
   d. Technical Requirements
   e. Finance and Legal
   f. Patents and Proprietary Solutions
   g. Partnerships

h.   Industry Leadership and Recognition

i.   General Software Functionality

j.   Integrated Workflow

k.   Support Ease of Use

l.   Software

m.   Product Training and Product Support

n.   Hardware

Executive Summary

Include the following information in your executive summary:

- Summarize your understanding of our business requirements
- Detail your understanding of our environment, our current website challenges, and how the proposed solution will resolve these challenges
- Tell us why you want to work with us
- Provide summary pricing for the proposed software licenses, professional services, technical services (training, maintenance, and support), and applicable hardware c
- Provide links to your agency website, any online portfolios (e.g., Dribbble, Behance, Vimeo), and/or social media (Facebook, Instagram, Twitter, LinkedIn, etc.)
- In addition, provide a minimum of three (3) references if applicable – currently using a website produced by your business. Please note the reference's website URL and its launch date.

Vendor Profile

Company Overview
The selected Vendor will have an excellent record of accomplishment with their clients and is required to operate profitably based on sound business practices. Describe your professional services and position in the website design sector.

Creative Philosophy
It is expected that the selected Vendor highly regards creativity in all that they do whether it's visual design or coding or project managing. Therefore, we'd like to understand what inspires your team as they engage in the creative process. Tell us why you do what you do. This response can include your mission and vision statements or values. The ideal response will either elaborate on what is already stated on your agency website or give us new insight into your thought process.

Project Plan
Provide a narrative or supporting documentation describing the project methodology and other important aspects of the redesign process. Please include a high-level list and/or brief description of project phases or tasks. Define any assumptions or constraints based on your understanding of our requirements. This must

give us an idea of what to expect for the project workflow including but not limited to design, development, and content.

In addition, please address the following:

- Project Management Tools – List of tools used to track / document the project or used for feedback, approvals, decisions, or communication
- Project Team – Provide a brief of the project team (if known) or project leadership. Please include: Name, Title/Role, and Short Bio. Include subcontractors if applicable.
- Project Costs – Include detailed budget and if applicable separate lines items for Video Production, Photography, Copywriting, Copyediting, Hosting, Migration, etc. Please provide a brief overview or description of the listed items.
- Content Management System – Describe the recommended CMS solution
- Deliverables – Outline the products or services that will be delivered
- Functionality List – Detailed list of website functionality and features
- Milestones – List of events or activities marking significant project phases
- Schedule – Provide the suggested project schedule that shows how much time is needed for each major step or phase of the project and/or specific calendar dates (if known).
- Assets – Describe ownership of photography and video. If your proposal identifies original photography or video as valuable content, please explain the need and benefits and specify whether it's included in the overall project budget (i.e., Are photography and video considered a part of design or content?) or if it is a separate line item. Otherwise, please list all licenses and estimated pricing
- User Training – Briefly address support for user training and help documents such as a How-To guide, CMS Manual, or Website Style Guide
- Third-Party Integration or APIs – Clearly identify any reliance on tools required to integrate local data with an active website. Outline additional costs for these tools
- Project Delays – Describe how roadblocks will be handled and its impact on the project budget and timeline
- Payment – Please note any preferences regarding invoicing and payments
- Warranty – Provide information about warranties including length of time and what is covered or supported. WYOPASS strongly desires the minimum of a 90-day warranty
- Browser Agnostic – Describe how the website will be developed and tested to work across all major browsers (e.g., Chrome, IE, Safari, Firefox, etc.)
- Ongoing Maintenance – Identify any need for ongoing maintenance that would require vendor support and an annual contract

Technical Requirements

There are currently no requirements for the type of platform, hosting or Content Management System (CMS).

In general, build a website that loads fast and uses less data. Properly optimized for all devices but especially mobile devices. It is expected that quality assurance will be performed or conducted.

- Testing is required for multiple browsers, multiple devices, and multiple operating software.
- Please explain what testing will be done.
- Please state the intended programming language for the web software development of this project. Provide a list of programming languages Vendor demonstrates proficiency or mastery in.

Patents and Proprietary Solutions

Does the Vendor hold any patents for the proposed website solution, or for related technologies? Provide detail. If a solution is commercial or proprietary, please demonstrate why or what reason vendor has to propose it. All solutions are welcomed, but a proven product is preferred.

Partnerships

List major industry, strategic and/or certified partnerships and the nature of each relationship. This includes any potential referrals such as partners for ongoing hosting/maintenance or servers.

General Software and Functionality

We require a website and content management system solution that provides functionality for website content updates. This means we expect the website to be mostly dynamic for content editing use. The solution must include integrated workflow software that provides easily implemented automation for any listed or future desired functionality and feature requirements.

It is also desired for the solution to include a built in approval system for publishing content (with this setting as an option that can be turned on or off). Please describe how the proposed solution meets these requirements. If this is not a possibility or feasible idea, then provide alternative solutions or recommendations.

Usability and Accessibility

Vendor must share their process for building in usability and accessibility. Please note that accessibility requirements must be built to the college's specifications and is subject to the college's interpretation of accessibility. Accessibility requirements will be subject to usability testing for functional accessibility by WYOPASS.

Support Ease of Use

We require a solution that provides an intuitive user experience for both the website visitor and content editor. Please describe how the proposed solution supports this requirement.

Software

Please describe any software required as a part of the proposed solution. This should include the primary platform software required for the Content Management System (CMS) as well as any development tools and third-party software necessary to manage and maintain the CMS.

Product Training and Product Support

We require the chosen vendor to provide training to our website content editor(s). Please describe your user training process. Comprehensive training guides, how-to manuals, or help documents for website use are also a required deliverable. When listing product training and product support deliverables, please note the format type (e.g., PDFs, hard copy, or Internet / web based).

Please also explain if product support is available by vendor or what the recommendation is post-launch. Ideally, the selected vendor will provide the following support: website maintenance, security and monitoring, software updates or upgrades, bug fixes, and new feature requests. Include service level agreements if applicable.

Hardware

Please list any hardware necessary to host and/or support the proposed solution. Also list any recommended configurations for a robust and reliable environment. The solution should also include hardware redundancy and/or disaster recovery recommendation.

Submittal Requirements

Proposals shall be received no later than the advertised due date to Clara Chaffin at cchaffin@cityofdouglas.org. Proposals received after the deadline will not be considered.

RFP Cancellation

WYOPASS reserves the right to cancel this RFP at any time, without penalty.