



Request for Proposals: Website Redesign

Open Date:

January 22, 2021

Proposals Due:

February 26, 2021, 3:00 p.m. PST

Late and/or Incomplete Proposals Not Accepted

Verdant Health Commission
4710 196th St. SW
Lynnwood, WA 98036
verdanthealth.org

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Website RFP

The Verdant Health Commission requests proposals from qualified agencies or organizations interested in providing the services described for the subject project. This document outlines the information necessary to understand the contractor selection process and the required documentation for submittal of qualifications and a proposal for this project.

Proposal Information	
Proposal Name	Website Redesign
RFP Opens	January 22, 2021
RFP Submission Deadline	February 26, 2021, 3:00 p.m. PST
Vendor Selection	March 26, 2021
Submit Proposals To	Verdant Health Commission Attention: Jennifer Piplic 4710 196th St. SW Lynnwood, WA 98036
Contact Person	Jennifer Piplic, jennifer.piplic@verdanthealth.org (425) 582-8558

1. Introduction

The Verdant Health Commission is soliciting qualifications from website design firms to develop an updated responsive website. Proposals from firms interested in this work must be received by February 26, 2021, at 3:00 p.m.

BACKGROUND

The Verdant Health Commission funds a wide range of programs that empower people in South Snohomish County to make healthy decisions and access the care they need to stay well. For nearly half a century, we served the health needs of our community by managing the local community hospital. As the program of Public Hospital District No. 2, Snohomish County, Verdant is a municipal corporation that is a public hospital district with a board of elected officials who govern, but we operate much like a foundation, providing grants to community groups working to address the health needs of our residents. In addition to focusing on investing in innovative programs that will make a lasting impact on the health and well-being of South Snohomish County residents, Verdant also offers free or low-cost education and prevention classes at the Verdant Community Wellness Center, located in Lynnwood.

In 2020, 17,296 users visited our current website totaling 23,056 sessions with an average of 2.19 pages per session. Our users are more likely to visit our site from a desktop (60%) over a mobile device (37%).

SCOPE OF WORK

The scope of work shall be as follows:

Update and refresh the responsive website for Verdant, which currently utilizes WordPress as the Content Management System. Enabling staff, and possibly outside users, to make revisions and updates to existing pages with approval processes in place. Work includes content strategy, graphic design, development, revisions, support, and training.

Work on the site will begin as soon as possible with a website launch in 2021. Verdant is interested in site updates that include*:

Site Infrastructure:

- Recommendation for content management system.
- Uses a mobile-friendly and responsive platform that is accessible and usable.
- A simplified navigation system that makes sense to visitors and better tells the story of our organization than the current site.
- A flexible and simplified homepage that helps send visitors to the right place and provides great flexibility for modifications.
- Aligns with Web Content Accessibility Guidelines (WCAG 2.0 A, AA), the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act, and Americans with Disabilities Act (ADA) best practices.
- Allows seamless integration with mobile devices, apps, blogs, social media tools, and video.
- Functionality for multiple languages represented.
- Provides state-of-the-art security and encryption features.
- Version control system or similar solution to satisfy Washington state record retention requirements.
- Provides smooth and dependable interplay with internal and external websites and portals.
- Utilization and alignment with web analysis tool. Verdant currently uses Google Analytics.
- Integration with subscription system MailChimp, utilized for Verdant e-Newsletters.
- Minimum one-year of hosting and support (additional expense as noted under Budget referenced on page 4).

Design Look & Feel:

- Calendar tool that is intuitive and loads quickly, viewable by list, week, or month and integrates with social media.
- Revisit site branding with updated themes that represent the organization's current priority areas and reflects our support of basic needs, including access to food.
- Provides a smart search engine that is user-friendly, scalable and functional.

- Simplify site content, focusing on telling the story of Verdant, our work, and additional content that specifically supports the needs of our residents in South County, rather than health information that can be found elsewhere.
- Incorporate community announcement section/capability.
- Includes quality translation tools.

**This scope is subject to change. Website scope may be amended during Phase I of the project.*

TIMELINE

RFP Timeline	
Dated & Released	January 22, 2021
Questions on the RFP Due	February 5, 2021
Answers to the Questions Posted	February 12, 2021
Proposals Due	Friday, February 26, 2021 no later than 3:00 p.m. PST
Interviews/Demonstrations with Evaluation Team (possibly required)	On or around March 22, 2021
Vendor Selected	On or around March 26, 2021
Negotiations with Selected Vendor Complete	On or around April 7, 2021
Unsuccessful Candidates Notified	On or around April 14, 2021
Phase I of the Project Complete and Delivered By	On or around June 11, 2021
Engagement Work Complete and Go Live	Date determined during Phase I

BUDGET

Please provide a cost proposal to accomplish the scope outlined above using Appendix IV along with supporting documentation as needed. The budget must encompass all design, production, and acquisitions necessary for development and maintenance of the website.

The site is currently hosted off-site. Please include pricing in your proposal regarding hosting and technical support expenses for the 12-month period following the Go Live date. This expense is understood to be in addition to the budget for this redesign project.

List pricing for:

- Phase I: Discovery, Requirements, Planning, Theme Development & Graphic Design, and Site Definition
- Phase II: Site Development, Functionality Development, Content Migration, Functional and Quality Assurance Testing, Post-Development Testing & Fixes, Deployment, Documentation Development, and Training

Our expectation is that proposals will not exceed \$20,000. Changes to hosting costs, as previously stated, will be addressed separately but are requested to be included in all proposals.

CONTRACT TERM

The Verdant Health Commission will negotiate contract terms upon selection. All contracts are subject to review by the Verdant Health Commission legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

2. Instructions to Proposers

EXPERIENCE AND QUALIFICATIONS

Below is a high-level description of desired vendor experience and qualifications.

Vendor must have and exhibit experience, and demonstrate superior knowledge, skills and abilities in the following:

- Compliance with WCAG and ADA.
- Innovative enterprise-level website design, development, and redevelopment.
- Integration of third-party applications, such as social media, widgets, and gateway/portals.
- Mobile platform integration, responsive design.
- Integration with email marketing.
- Visually appealing and search-friendly graphic design.
- Adherence to branding standards.
- Search engine optimization.
- Project management.
- Modern Content Management Systems for end-user accessibility.
- Municipal corporation website design experience.

PROPOSAL PACKAGES

Proposals must be organized in sections as shown below. (See Section 3 for explanations for each section:

1. Letter of Submittal
2. Project Management
3. Technical Proposal
4. Functional and Quality Assurance Testing
5. Website Maintenance
6. Proposed Pricing

Proposals will be prepared as instructed and delivered in the order given above. Proposers will title and number each item in the same way it appears in each subsection of Section 3 of this RFP.

Proposals may be submitted by email or postal mail (include 3 copies if postal mail is used, please) using the contact information below but must arrive no later than February 26, 2021 at 3:00 pm PST. All documents and any attachments should be formatted as 8 ½ by 11-inch pages.

Submit proposals to:

Jennifer Piplic, Director of Marketing & Communications

jennifer.piplic@verdanthhealth.org

Verdant Health Commission
4710 196th St. SW,
Lynnwood, WA 98036

No further action beyond submission of the above information is required at this time.

SELECTION PROCESS AND SELECTION CRITERIA

A committee of Verdant Health Commission staff, and perhaps others, will review timely responses. The committee will weigh the following criteria when ranking the responses:

Item	Maximum Points
Experience, skills, and qualifications	20 points
Merits of the proposal, including scope of work and approach to addressing tasks	20 points
Timeline, proposed schedule, and budget	15 points
Hosting and security	15 points
Customer support, responsiveness, and timelines	15 points
References and prior experience with similar work	15 points
	100 points possible

The Committee may request interviews with and/or presentations by the respondents prior to making its decision.

3. Proposal Sections

This section contains instructions regarding the preparation of proposals. The proposer must provide all information requested in the exact order specified below.

Proposal must be organized in sections as shown below. Details for each section follow this list.

1. Acknowledgement of RFP Terms & Conditions
2. Letter of Submittal
3. Project Management
4. Technical Proposal
5. Functional and Quality Assurance Testing
6. Website Maintenance
7. Proposed Pricing

SECTION 1 – ACKNOWLEDGEMENT OF RFP TERMS & CONDITIONS

Proposer will submit APPENDIX V from this RFP with required signature(s).

SECTION 2 - LETTER OF SUBMITTAL

- The proposer must provide a summary of the organization/firm's pertinent expertise, skills, client base, and services that are available for this project.
- Verdant encourages proposals from firms owned by persons of color and women. Please identify if the contractor or any subcontractors are a minority or women-owned business. Please provide the Office of Minority and Women's Business Enterprises (OMWBE) certification number.
- If the proposer has had a contract terminated for default in the past five years, describe such incident, including terms for default. Termination for default is defined as notice to stop performance due to the proposer's nonperformance or poor performance. Proposers will identify the other party, its name, address, and phone number, and present the proposer's position on the matter. Verdant will evaluate the facts and may, at its sole discretion, reject the proposal on the grounds of the past experience. If the proposer has experienced no such termination for default in the past five years, so indicate.
- The proposer must provide its W-9 including the Federal Employer Tax Identification number and the Washington Uniform Business Identification (UBI) number issued by the State of Washington Department of Revenue.

- The proposer must include a statement that if awarded the contract as the prime contractor, the proposer will accept full responsibility for successful performance of the entire scope of work, including work that subcontractors will perform. Please include a W-9 and UBI number for any subcontractors expected at this time.
- Each proposer must indicate in the Letter of Submittal if they have professional liability insurance and at what amount per occurrence. If requested, proposer must supply proof of insurance.

SECTION 3 - PROJECT MANAGEMENT

- Proposers should clearly identify the lead individual who will be assigned to work directly with Verdant along with any other staff or sub-contractors. The proposer must provide resumes for the named key staff and subcontractor employees performing work for the proposer of this contract. Each resume must include information on the individual's specific skills related to this project, education, experience, significant accomplishments, and responsibilities assumed on other similar projects as well any other pertinent information. Subcontractor resumes must display the word "SUBCONTRACTOR" clearly associated with those individuals.
- The proposer must supply names, addresses, telephone numbers and URLs of a minimum of three (3) non-proposer-owned customer references for which the proposer has completed work within the past two (2) years. Please note what type of work was performed by the proposer for the reference, and how it is relevant to the work proposed in this solicitation.
- Proposers must demonstrate and provide samples of work conducted within the last five (5) years that demonstrate the proposer's capability to successfully perform this project.

SECTION 4 – TECHNICAL PROPOSAL

Proposer will submit APPENDIX I from this RFP with appropriate boxes checked along with the following supporting documentation:

- Submit a project management plan. Proposers should include the deliverables they feel are needed to meet the objectives listed in the Scope of Work. Fully describe content and format of deliverables along with estimated due dates and timelines.
- Provide a statement regarding how vendor intends to provide a website development environment (platform) and support migration from test to production environment and to go live.
- Submit example(s) of design solutions for navigation, user-interface/user-experience, website layout, micro-sites, etc.

- Check box next to each website requirement/feature in APPENDIX I that the proposer can provide. Vendors may be required to demonstrate qualification during a pre-selection interview.

SECTION 5 - FUNCTIONAL AND QUALITY ASSURANCE TESTING

Proposer will submit APPENDIX II from this RFP with appropriate boxes checked along with the following supporting documentation:

- Vendor to submit an example of acceptance, accessibility, and assurance testing design and results format.
- Vendor to submit an example of a test result final report.
- Vendor to submit an example of a training manual.
- Vendor's references to include at least one client that vendor has trained.

SECTION 6 – WEBSITE MAINTENANCE

Proposer will submit APPENDIX III from this RFP with appropriate boxes checked along with the following supporting documentation:

- Provide a statement regarding how vendor will ensure competitive pricing and timely support for development and hosting of the Verdant website. Include solutions for disaster data recovery.
- Vendor to provide options for ongoing maintenance and support for Verdant, as referenced under Scope of Work.

SECTION 7 – PROPOSED PRICING

Proposer will submit APPENDIX IV from this RFP. You may submit your own pricing attachments in addition to APPENDIX IV if it is too limiting to accurately demonstrate your pricing structure. List budgets as requested within the Introduction, Budget section above. Identify staff you anticipate working on the project and any subcontractor fees for work that may be needed for Phase I and II.

4. GENERAL TERMS AND CONDITIONS

REJECTION OF PROPOSALS: Verdant reserves the right to reject any and all proposals and to waive irregularities and informalities in the submittal and evaluation process. This Request for Proposal does not obligate Verdant to pay any costs incurred by respondents in the preparation and submission of a proposal. Furthermore, the Request for Proposal does not obligate Verdant to

accept or contract for any expressed or implied services.

CONTRACT AWARD: Verdant reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be initially submitted on the most favorable terms the firm can offer. Verdant shall not be bound or in any way obligated until both parties have executed a vendor contract. The firm selected will be expected to enter into a contract with Verdant.

RESPONSIBLE BIDDER:

Definition of Being a Responsible Bidder:

Being a responsible bidder means satisfying at least the following criteria:

- (a) does not discriminate and does not do business with others who discriminate on the basis of race, color, ethnicity, national origin, sex, gender identity, sexual orientation, disability, marital status, familial status or veteran status;
- (b) have adequate financial resources to perform the contract, or the ability to obtain them;
- (c) be able to comply with the required or proposed delivery or performance schedule, taking into consideration all of the bidder's/offeror's existing commercial and governmental business commitments;
- (d) have a satisfactory performance record;
- (e) have a satisfactory record of integrity and business ethics;
- (f) have the necessary organization, experience, accounting and operational controls, and technical skills, or the ability to obtain them;
- (g) have the necessary production, construction, and technical equipment and facilities, or the ability to obtain them;
- (h) will make no reference to Verdant in any literature, promotional material, brochures, sales presentation or the like without the express written consent of Verdant;
- (i) swear that the Proposal is genuine and not a sham or collusive, and not made in the interest of any person not named, and that the proposers has not induced or solicited others to submit a sham offer, or to refrain from proposing;
- (j) shall comply with federal, state, and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.

PUBLIC RECORDS: Under Washington state law, the documents (including but not limited to written, printed, graphic, electronic, photographic or voice mail materials and/or transcriptions, recordings or reproductions thereof) submitted in response to this RFP (the “documents”) become a public record upon submission to Verdant. This means that Verdant may be obliged to disclose them upon request by any person, unless the documents are exempted from public disclosure by a specific provision of law. If Verdant receives a request for inspection or copying of any such documents it will promptly notify the person submitting the documents to Verdant (by U.S. mail and by fax if the person has provided a fax number) and upon the written request of such person, received by Verdant within five (5) days of the mailing of such notice, will postpone disclosure of the documents for a reasonable period of time as permitted by law to enable such person to seek a court order prohibiting or conditioning the release of the documents. Verdant assumes no contractual obligation to enforce any exemption.

APPENDIX I: TECHNICAL PROPOSAL

Check the box beside each item that is part of your project management plan.

Special Instructions

A. PROJECT MANAGEMENT

Project management services and deliverables to support website development.

- Planning
 - ☐ Branding Strategy/Asset Review
 - ☐ Competitive Analysis
 - ☐ SEO Audit
 - ☐ Content Strategy
 - ☐ Content Mapping
 - ☐ Timeline/Schedule
 - ☐ Budget Tracking
 - ☐ Status Reports
 - ☐ Regular Meetings/Project Check-ins
 - ☐ Other _____
- Design
 - ☐ Creative Concepts
 - ☐ Wireframes
 - ☐ Sitemap/Navigation
 - ☐ Branding
 - ☐ Other _____
- Development
 - ☐ Development Review Process
 - ☐ QA Testing Plan
 - ☐ Other _____
- Migration
 - ☐ Content Mapping
 - ☐ Data Entry
 - ☐ Asset Management
 - ☐ Other _____
- Training
 - ☐ Training Session
 - ☐ Training Manual
 - ☐ Other _____
- Deploying
 - ☐ Product Readiness/Checklist/Plan
 - ☐ Code Deployment Plan
 - ☐ Project Close Letter
 - ☐ Other _____

Submit a **project management plan**.

Proposers should include the deliverables they feel are needed to meet the objectives listed in the Scope of Work and Website Requirements.

APPENDIX I: TECHNICAL PROPOSAL

Check box for each feature you will provide	Special Instructions
B. IMPLEMENTATION SERVICES	
<input type="checkbox"/> Provide development environment. <input type="checkbox"/> Support migration from test to production environment. <input type="checkbox"/> "Hyper-Care" period post go-live for rapid support of any critical issues. <input type="checkbox"/> Support go-live.	Vendor to provide statement regarding how vendor intends to meet qualification(s).
C. THEME DEVELOPMENT	
<input type="checkbox"/> Development of a creative brief showing sample navigation and design options based on customer Website Requirements listed in Appendix I, section E. <input type="checkbox"/> Winning vendor to collaborate with Verdant project team to establish goals and objectives of website redevelopment project.	Submit sample navigation and design options.
D. GRAPHIC DESIGN SERVICES	
Develop graphic design solutions for: <input type="checkbox"/> User-Interface / User-Experience <input type="checkbox"/> Website layout: homepage, landing pages, secondary and tertiary pages <input type="checkbox"/> Adherence to established graphic standards, proper use of logos, branding or identity.	Submit example(s) of design solutions for ui/ux, website layout, micro-sites and etc.
E. CMS DEVELOPMENT	
Check box for each CMS and language/tool you use	Special Instructions
Configure, install, administer and support a content management system. <input type="checkbox"/> WordPress <input type="checkbox"/> Adobe Contribute <input type="checkbox"/> Dreamweaver <input type="checkbox"/> ExpressionEngine <input type="checkbox"/> Drupal <input type="checkbox"/> Joomla! <input type="checkbox"/> SharePoint <input type="checkbox"/> Other, _____	

APPENDIX I: TECHNICAL PROPOSAL

<p>Expertise in the following development languages/tools.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Active Scripting <input type="checkbox"/> Adobe Flash <input type="checkbox"/> Ajax <input type="checkbox"/> ASP.NET <input type="checkbox"/> CSS (version: _____) <input type="checkbox"/> HTML (version: _____) <input type="checkbox"/> Javascript <input type="checkbox"/> JQuery <input type="checkbox"/> MySQL <input type="checkbox"/> PHP <input type="checkbox"/> Ruby on Rails <input type="checkbox"/> SQL <input type="checkbox"/> XML/XMAL <input type="checkbox"/> Other, please describe _____ 	
F. WEBSITE REQUIREMENTS	
Check box for each feature you can provide	Special Instructions
<p>General development services – includes, but is not limited to, development of the following general functions:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Administration of website can be performed from any device, anywhere, any time. <input type="checkbox"/> Utilization of web analysis tool(s). <ul style="list-style-type: none"> <input type="checkbox"/> Set up Google Tag Manager. <input type="checkbox"/> Continued client support to include upgraded web analytics features, per availability. <input type="checkbox"/> Provide a plan for minimal analytics data loss when launching new web site. <input type="checkbox"/> Translation functionality for all web pages. <input type="checkbox"/> Smooth redirection for web pages, portals, documents and other content types. <input type="checkbox"/> Assignment of unique identification when web pages, documents and other content types are created or uploaded. <input type="checkbox"/> Web pages can be formatted to optimize printability. 	Vendors may be required to demonstrate qualification during a pre-selection interview.
<p>Theme development services – includes, but is not limited to, development of the following theme functions:</p> <ul style="list-style-type: none"> <input type="checkbox"/> ADA/WCAG 2.0 AA/Rehabilitation Act (Sec. 504) compliance/site accessibility compliance and ability to accommodate future iterations of WCAG. <input type="checkbox"/> Responsive design with a focus on mobile use. <input type="checkbox"/> Social media functionality across website, including blogging capability. <input type="checkbox"/> Ability to apply and/or enable customized designs across landing and sub-landing pages (possible with themes, CSS). Template development. <input type="checkbox"/> Design that promotes two-way interaction (multiple ways for users to interact) and focuses on a rich communication, customer service and community engagement experience. <p>Search development services – includes, but is not limited to, development of the following theme functions:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Metadata/Keyword-driven. <input type="checkbox"/> Smarter search, e.g. related words, phrases, synonyms, Soundex, type-ahead, alternative suggestions. 	Vendors may be required to demonstrate qualification during a pre-selection interview.

APPENDIX I: TECHNICAL PROPOSAL

<p><input type="checkbox"/> Advanced search and Search Engine Optimization (SEO) that allows end user to search by content type, date range, author, program and subject matter.</p> <p>Organization of information</p> <p><input type="checkbox"/> Centralized document and multimedia library that incorporates metadata on the backend (improving search functionality on front end), ability to compile mixed media as part of multiple frontend libraries.</p> <p><input type="checkbox"/> Ability to crop images from the file/media library rather than having to upload various sizes of the same image.</p> <p><input type="checkbox"/> Image and file management: ability to create folders and sub-folders that allow permission- based access.</p>	
<p>User Permission and Security</p> <p><input type="checkbox"/> Ability to create, modify and inactivate user accounts for internal and external users.</p> <p><input type="checkbox"/> Ability to create a review structure where content written by users with certain permissions must get approved by someone with higher permissions.</p> <p><input type="checkbox"/> Ability to create and modify permission levels by group and/or individuals throughout the site.</p> <p><input type="checkbox"/> Ability to create password-protected pages for external users.</p> <p><input type="checkbox"/> Ability for higher permission-level admins to add code to html head (tracking codes, etc.)</p> <p><input type="checkbox"/> Require complex passwords.</p> <p><input type="checkbox"/> Password recovery (e.g., "I forgot my password").</p> <p><input type="checkbox"/> Ability to flag pages to prevent robots.</p> <p><input type="checkbox"/> Use tool (e.g., reCAPTCHA) to prevent robots and spam.</p> <p>Pages</p> <p><input type="checkbox"/> Robust Content Management System that is user friendly and can easily add tables, charts/graphs, images, snippets, widgets, videos, etc.</p> <p><input type="checkbox"/> Emergency alert ribbon at the top of our website.</p> <p><input type="checkbox"/> Versioning functionality.</p> <p><input type="checkbox"/> Page status (active, draft, archive, etc.).</p> <p>Blog or News</p> <p><input type="checkbox"/> Ability to feature blog posts on home page or other pages.</p> <p><input type="checkbox"/> Blog post archiving and categories.</p> <p><input type="checkbox"/> Blog keywords, descriptions editable on each post.</p> <p><input type="checkbox"/> Comment moderation and ability to turn off commenting.</p> <p><input type="checkbox"/> Versioning functionality.</p> <p><input type="checkbox"/> Blog post status (active, draft, archive, etc.).</p> <p><input type="checkbox"/> Social media integration.</p> <p>Forms</p> <p><input type="checkbox"/> Form creator and editor that does not require HTML knowledge.</p> <p><input type="checkbox"/> Ability to create secure and non-secure forms.</p> <p><input type="checkbox"/> Collect data in online databases or send via secure email.</p> <p><input type="checkbox"/> Ability to use tool (e.g., reCAPTCHA) to prevent spam.</p> <p>Calendar of Events</p> <p><input type="checkbox"/> Displays event calendar.</p> <p><input type="checkbox"/> Event status (active, draft, archive, etc.).</p> <p><input type="checkbox"/> Ability to select which events appear on home page.</p>	<p>Vendors may be required to demonstrate qualification during a pre-selection interview.</p>

APPENDIX I: TECHNICAL PROPOSAL

<input type="checkbox"/> Need robust system to display and organize calendar of events. Must accommodate images and recurring events, customizable URLs and social media integration. <input type="checkbox"/> Display upcoming events on home page and on other selected interior pages <input type="checkbox"/> Calendar integration with personal calendaring systems (google, iCal etc).	
Check box if you have experience integrating these items into websites.	Special Instructions
Email Please indicate if you have integrated email marketing into website design and provide a working example. This includes: <ul style="list-style-type: none"> <input type="checkbox"/> User signup, <input type="checkbox"/> Contact list management, <input type="checkbox"/> Customer opt-out functionality, <input type="checkbox"/> Can-Spam compliance, <input type="checkbox"/> Delivery analytics, etc. 	

APPENDIX II - FUNCTIONAL AND QUALITY ASSURANCE TESTING

Vendors, check box if you can do this.	Special Instructions
A. TESTING	
<input type="checkbox"/> Conduct user acceptance testing. <input type="checkbox"/> Conduct accessibility testing to the applicable guidelines. <input type="checkbox"/> Functional and quality assurance testing on website. Includes: <ul style="list-style-type: none"> o Browser and mobile support. o Multiple Operating systems. o Screen resolutions including responsive for mobile. <input type="checkbox"/> Develop pre-beta prototype to implement during user test phase for community partner testing/feedback that includes navigation, template, wire design, browser and mobile functionality, etc. <input type="checkbox"/> Provide resolution for all defects identified during the testing phases. <input type="checkbox"/> Provide recommendations for issues and concerns. <input type="checkbox"/> Provide incident/issue tracking log.	Vendor to submit an example of acceptance, accessibility and assurance testing design and results format.
B. DOCUMENTATION DEVELOPMENT	
<input type="checkbox"/> Document test results and provide final report to customer. <input type="checkbox"/> Content management user documentation (e.g., training manuals). <input type="checkbox"/> Technical manual	Vendor to submit an example of a final report.
C. TRAINING	
<input type="checkbox"/> Provide training to customer on maintaining website features and functions. <input type="checkbox"/> Provide training and knowledge transfer for: <ul style="list-style-type: none"> o Use of content management system(s). o Use of other software or tools in support of website. o Administration functions like user access/password resets, permissions, & others. <input type="checkbox"/> Provide training on new features and software.	Vendor to submit an example of a training manual. Vendor's references to include client that vendor has trained.

APPENDIX III – WEBSITE MAINTENANCE

Vendors, check box if you can do this.	Special Instructions
A. HOSTING & DATA RECOVERY	
<input type="checkbox"/> Provide file and database backup and restore assistance and repository. <input type="checkbox"/> Purchase and maintain/renew software subscriptions on behalf of clients. <input type="checkbox"/> Provide software upgrades to support customer website and content management system functionalities. <input type="checkbox"/> Provide Content Management System and website security updates and/or upgrades.	<p>Vendor to specify if this is included in the cost and how long the services will continue after completion of the website.</p> <p>Vendor to state how vendor will ensure Verdant receives competitive pricing and timely support.</p>
<input type="checkbox"/> Provide disaster recovery response, service and assistance.	<p>Vendor to submit disaster data recovery plan.</p>
B. ADDITIONAL CONSULTING SERVICES	
<input type="checkbox"/> Liaison between customer/client and hosting company. <input type="checkbox"/> Liaison between the customer and any third party vendors used by vendor to support customer's website. <input type="checkbox"/> Ability to communicate technical information to non-technical personnel in an easy-to-understand way. <input type="checkbox"/> Provide options for ongoing maintenance and support for verdanthealth.org	

APPENDIX IV – VENDOR PROPOSED PRICING

Definitions

Content: Fields that support information displayed by various components of the site, i.e. calendar, news item, featured item.

Project Management: Includes the development of project plan, project point of contact, project oversight and support, customer meetings.

Theme Development: Creating the custom theme based on requirements; ensuring that the theme meets accessibility requirements; developing template pages for different sections of the site and different functionalities.

Functionality Development: Adding and customizing modules to meet functionality requirements.

Functional and Quality Assurance Testing: Includes accessibility testing and W3C validation.

Post Testing Development and Fixes: Troubleshooting and fixing any issues found in testing.

Documentation Development: Developing training documentation for technical support staff.

Training: Technical training for technical staff on maintaining features and functionality.

Website Maintenance: May include technical maintenance, troubleshooting and site assessments, assistance with HTML or building content, forms and surveys, etc.

Content Migration: The process of moving documents, images and text from our current CMS to a new one.

Additional Consulting Services: May include change management, mobile development, cloud services, business intelligence, solutions architect, infrastructure, architecture, security, communication strategy, quality assurance, project manager, analyst, front end developer, technical developer, junior, journey, senior or expert level resources.

Hosting Services: Housing, serving, and maintaining files for a website.

Vendor Proposed Pricing

Category of Service	Rate	Estimated Hours
Project Management (for Phase I & II)		
Discovery (Phase I)		
Requirements (Phase I)		
Planning (Phase I)		
Theme Development & Graphic Design (Phase I)		
Site Definition (Phase I)		
Website Development (Phase II)		
Functionality Development (Phase II)		
Functional and Quality Assurance Testing (Phase II)		
Pre & Post-Development Testing and Fixes (Phase II)		
Documentation Development (Phase II)		
Training (Phase II)		
Content Migration (Phase II)		
Website Maintenance for verdanthealth.org		
Additional Consulting Services. Please describe:		
Hosting Services		
Other – Please Describe		

APPENDIX V – ACKNOWLEDGEMENT OF RFP TERMS & CONDITIONS

Vendors, sign and date to acknowledge requirements.

Each Proposer, as part of its Proposal, must submit this document signed by a representative(s) authorized by the Proposer to make representations for the Proposer and to obligate the Proposer to perform the commitments contained in its Proposal. All Proposal contents and fees must be guaranteed for sixty (60) days from the Proposal date. Each Proposer must acknowledge and include the following required components of the Proposal in the order listed below:

- ☐ Acknowledgement of RFP Terms & Conditions (this document)
- ☐ Letter of Submittal
- ☐ Project Management
- ☐ Technical Proposal
- ☐ Functional and Quality Assurance Testing
- ☐ Website Maintenance
- ☐ Proposal Pricing

Acknowledged and Agreed:

Signature

Signature

Printed Name

Printed Name

Title

Title

Firm Name

Firm Name

City, State

City, State

Phone Number

Phone Number

Date

Date