**Eastern Shore of Virginia Broadband Authority**

**4174 Lankford Highway**

**Exmore, VA 23350**

**REQUEST FOR PROPOSAL No. 2015B-004**

**Project: ESVBA Website Redesign**

**PUBLIC NOTICE**

The Eastern Shore of Virginia Broadband Authority is soliciting proposals from qualified firms who wish to redesign the ESVBA public website www.esvba.com.

The Eastern Shore of Virginia Broadband Authority is accepting sealed proposals until: **2:00 PM EST, October 23, 2015.**

Copies of the RFP are available on the ESVBA’s website at [www.esvba.com](http://www.esvba.com) or, prospective vendors may purchase copies of the RFP from ESVBA for a non-refundable fee of $**100.00**.

NOTE: The ESVBA does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, §2.2-4343.1 or against a Supplier because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state or federal law relating to discrimination in employment.

The ESVBA is committed to increasing procurement opportunities for small and micro businesses, including small or micro businesses that are owned by minorities, women, or disabled veterans, strengthening the Commonwealth’s overall economic growth through the development of its suppliers.

**REQUEST FOR PROPOSALS**

Project Sponsor: **Eastern Shore of Virginia Broadband Authority (ESVBA)**

**4174 Lankford Highway**

**Exmore, VA 23350**

**(757) 414-0304**

**info@esvba.com**

Project Description: **ESVBA Website Redesign**

Project Location: **Accomack & Northampton Counties, Virginia**

Bid Release: **September 25, 2015, 5:00 PM EST**

Mandatory Pre-Bid Conference: **October 15, 2015 10:00 AM EST**

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Bid Submission Deadline: **October 23, 2015, 2:00 PM EST**

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1. **PURPOSE**

The purpose of this RFP is to solicit sealed proposals to establish a contract through competitive negotiations, with a qualified firm, for the purchase of nonprofessional services to redesign the public access website for the Eastern Shore of Virginia Broadband Authority (ESVBA).

1. **BACKGROUND**

The current design and content of the existing ESVBA website was designed and implemented using early web standards and design constraints. The page has static content to which we have approximately 18 individual pages that are linked together with a common header and footer. We also use our site to post our organizational minutes, RFPs, pricing matrices, corporate documents, etc. We also have an embedded Google calendar however, we do not update it. The website is currently hosted by Network Solutions and ESVBA intends to continue to host it with Network Solutions. The site is currently updated by one staff member once or twice monthly to add meeting minutes and the occasional add of a link or two.

The current hosting service supports the following features:

* Ruby on Rails
* PHP 5
* Zend Libraries
* Python
* 25 MySQL databases
* phpMyAdmin

The hosting service also supports the following Open Source Applications:

|  |  |  |
| --- | --- | --- |
| **Blog Tools** | **Content Management** | |
| B2evolution | Concrete5 | Owl |
| Lifetype | Drupal | Typo3 |
| WordPress | Geeklog | Xoops |
|  | Joomia | Mambo |

The current target audience is to communicate information to existing and potentially new clients, service providers, etc.

1. **STATEMENT OF NEEDS**

The ESVBA is seeking to redesign its public access website and to implement a high-quality design that will appeal to our broad audience. The site should also feature logical, easy-to-use navigation and incorporate modern functionality including possibly a mobile version. A full-featured content management solution that will allow for efficient site management should be included with a preference for WordPress.

1. The contractor shall furnish all labor, materials, resources, etc. to redesign and/or provide web site development to the ESVBA. The redesign and/or web site development solution at [www.esvba.com](http://www.esvba.com) shall, at a minimum:
   1. Incorporate responsive design features that will deploy well on a majority of platforms (desktop, mobile, tablets)
   2. Be interactive and a high quality design
   3. Address content management strategy
   4. Provide a general introduction to ESVBA, including effective highlighting of news and events
   5. Display coverage maps in a user-friendly format, loading data from Google Earth .kmz files, and displaying on an interactive map for users to determine network coverage.
   6. Incorporate a web-based speed test service using Ookla (<http://www.ookla.com/>) speedtest. ESVBA to provide the licensing for Ookla.
   7. Incorporate all of the existing page content as well as organizational logos. Furnish new high-resolution high-quality stock imagery for the site as well as, at a minimum, five(5) custom images) as well as image sliders.
   8. Create four (4) additional pages for “Service Types”, “Products”, “Diagrams”, “Current Network Status”. Raw content to be provided by the ESVBA; contractor to incorporate into the new theme and design.
   9. Update the “Contact” form to make a more user-friendly form input for the contact form.
   10. Provide on-site training for two (2) staff members to demonstrate how to use Analytics, how to update content.
   11. Link to social media sites such as LinkedIn, Twitter, Facebook, Google+.
   12. Update site for Search Engine Optimization (SEO) on all pages including keywords, meta tags, and alt text; full site-map indexing.
   13. Unlimited changes and flexibility during the design phase.
2. The design and development requirements are as follows:
   1. Create a high quality, updated and appealing interactive design
   2. Better integrate social media elements into the main design
   3. Improve the user experience / better meet the needs of web visitors
   4. Improve the content management process with up to date features
   5. Increase relevance and visibility of the site
   6. The contractor shall provide a highly creative, simple to navigate and clear web structure for the new design.
   7. Any work shall be done with security in mind and any site enhancements must be done without creating any security risks to our web presence such as bad database passwords, world-writable directories, etc.
   8. The content of the website should provide for rotating homepage banners, photos and/or news blocks in a non-flash format.
3. The development phase shall:
   1. A minimum of three design concepts for home page and sample second and third level pages should be provided
   2. Dynamic breadcrumbs should be incorporated at the top of each page to let the user know exactly where they are on the website.
   3. Photos and images should be automatically scaled and resized along with automatic alt-tag insertion for images added to pages
4. Technical:
   1. The site must be compatible with all commonly used browsers, including, but not limited to, Internet Explorer, Firefox, Chrome and Safari browsers.
   2. State of the art search features should be incorporated, through Google or similar appliance.
   3. Excellent, full featured WYSIWYG content editor required that produces compliant code but that also allows flexibility in applying styles while minimizing ability to go outside established styles. In HTML view, common compliant HTML codes must produce desired results.
   4. The content management system will allow non-technical staff to update website content on specific pages without compromising the consistent navigation and design of the site. It will also allow secure administration to grant privilege rights to specific users and groups.
5. Statistics

ESVBA would like a authenticated portal that gives authorized users the ability to review web access statistics. AWStats is built into the existing hosting platform, ESVBA would like to have the new site link to Google Analytics. The contractor will enable Analytics for the site and provide all work required to enable Analytics for the ESVBA to be able to review access to the newly redesigned site. The contractor will also provide SEO reporting for ESVBA to review as needed.

1. Timeline

The Schedule should accommodate a January 15, 2016, launch date (including content conversion, training, and testing) of the redesigned site, beginning with the initial onsite consultation on or after October 30, 2015.

1. **PROPOSAL PREPARATION AND SUBMISSION INSTRUCTIONS:**
2. General Instructions
   1. Either a paper submission (hard copy):
      1. RFP Response: In order to be considered for selection, Offerors must submit a complete response to this RFP. One (1) original and one (1) copy of each proposal must be submitted to the issuing agency. No other distribution of the proposal shall be made by the Offeror.
      2. One (1) duplicate copy of above –marked as “COPY”
   2. Or electronic submission:
      1. One (1) electronic copy of proposal in a text searchable format (either MS Word, or text searchable PDF)
3. Proposal Preparation
   1. Ownership of all data, materials, and documentation originated and prepared for the ESVBA pursuant to this solicitation shall belong exclusively to the ESVBA and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror must invoke the protections of § 2.2-4342F of the Code of Virginia, in writing, either before or at the time the data or other material is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. **The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information in the original signed proposal and paper copies. Additionally, the Offeror must submit a redacted copy of the proposal if invoking said protection.** The classification of an entire proposal document, line item prices, and/or total proposal prices as proprietary or trade secrets is not acceptable and will result in rejection of the proposal.
   2. Proposals shall be signed by an authorized representative of the Offeror. All information requested should be submitted. Failure to submit all information requested may result in the purchasing agency requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by the purchasing agency. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
   3. Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.
   4. Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the paragraph number, sub letter, and repeat the text of the requirement as it appears in the RFP. If a response covers more than one page, the paragraph number and sub letter should be repeated at the top of the next page. The proposal should contain a table of contents which cross-references the RFP requirements. Information which the Offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.
   5. As used in this RFP, the terms "must", "shall", "should" and “may” identify the criticality of requirements. "Must" and "shall" identify requirements whose absence will have a major negative impact on the suitability of the proposed solution. Items labeled as "should" or “may” are highly desirable, although their absence will not have a large impact and would be useful, but are not necessary. Depending on the overall response to the RFP, some individual "must" and "shall" items may not be fully satisfied, but it is the intent to satisfy most, if not all, "must" and "shall" requirements. The inability of an Offeror to satisfy a "must" or "shall" requirement does not automatically remove that Offeror from consideration; however, it may seriously affect the overall rating of the Offerors’ proposal.
   6. A written narrative statement to include:
      1. Experience in providing the services described herein.
      2. Names, qualifications and experience of personnel to be assigned to the project.
      3. Resumes of staff to be assigned to the project.
      4. Portfolio of work and URLs of a minimum of three (3) live sites.
   7. Specific plans and methodology for providing the proposed services including:
      1. List of proposed equipment/goods/etc. including operating parameters, illustrations, etc.
      2. What, when and how the service will be performed.
      3. Creative and strategic approach in redesigning websites (cite examples)
   8. References: Provide a minimum of three (3) references for similar type projects. Include reference contact information (address, telephone number, contact person and email address). List the beginning and completion date for each project.
   9. Proposed Price. Provide an itemized cost proposal to accomplish the scope of services outlined in this RFP. Proposed cost must encompass all design, production, software acquisitions, training and maintenance necessary for the redesign and/or development of ESVBA public access web site.
4. **AWARD CRITERIA**
5. Selection shall be made of the contractor deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposals, including price, experience, and creative and strategic approach. Price shall be considered, but need not be the sole determining factor.

ESVBA may cancel this Request for Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous (Code of Virginia, § 2.2-4359D).

1. **REPORTING**
2. The contractor shall provide the following documentation to the designated ESVBA point of contact for approval:
   1. Weekly progress reports outlining the following:
      1. The specific accomplishments achieved during the reporting period.
      2. The specific tasks completed pursuant to the provisions of the contract and the completion dates of such tasks.
      3. The projected completion dates for the remaining specific tasks required by the contract.
3. **PRICING SCHEDULE**

Offeror’s are to provide detailed pricing. Pricing Schedule must include all charges of any kind associated with the solution. ESVBA will not be liable for any fees or charges for the service/solution that are not set forth in the Pricing Submittal.

Offeror must be willing and able to successfully provide the solution proposed for the prices given and to complete the project on a firm fixed-price.

All one-time and recurring costs and any underlying assumptions on the part of the Offeror must be clearly, conspicuously, and fully disclosed. If Offeror is proposing more than one solution type, it may also submit a bundled cost in addition to the separate individual solution costs.

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