



Request for Proposal (RFP)

Website Developer for Bozeman area non-profit HRDC, serving Gallatin, Park and Meagher Counties.

Agency Background

Founded in 1975, HRDC is a nonprofit Community Action Agency based in Bozeman, Montana. The work of HRDC directly reflects the needs of our community. With our family of services designed to improve the quality of the lives of our citizens, HRDC is often referred to as this community's "safety net". Through the engagement of customers, community, staff and partners, we develop preventative solutions to enhance public transportation, eliminate hunger, empower seniors, educate and support our children, offer safe, warm shelter, affordable housing, energy assistance and community development.

Project Description

HRDC is expecting the end result to be a mobile compatible website. This website must be user-friendly to all of the following stake holders: staff, existing and new customers, community partners, existing and potential donors. Website will be maintained within HRDC, but assisted by the Developer as needed. It is the expectation that all prospective Bidders have a basic knowledge of HRDC's role within the community.

Design Requirements

The HRDC requests proposals from firms that can design an engaging, user friendly website. The selected Vendor will develop an overarching design plan to submit to HRDC for approval prior to implementation. The website should include but not be limited to:

- Statistics / Data visualization
- Menu
- Calendar of Events
- Donor Recognition and Giving Opportunities
- Volunteer Recognition Opportunities
- Staff Page

Estimated Project Duration

It is anticipated this project will be completed by February 2019

Proposal – Number of Copies and Format

Proposals, to be entitled for consideration, must be submitted in accordance with the following instructions. The Bidder shall be responsible for submitting one (1) electronic, one (1) original, and five (5) copies of the proposal in such form as set forth below.

Proposals shall be:

- Type written on 8 ½" x 11" paper;
- The pages numbered
- The Proposal must also be signed

Assumptions and Agreements

Bidders must submit a proposal narrative containing the following information. Please note:

HRDC reserves the right to reject any proposal, which, in its judgment, is incomplete. Please provide the following:

- a) A brief description of the business nature of the Bidder, its purpose, and its general history. Include a summary of contracts held similar in nature to the services described in this RFP;
- b) A listing of all staff proposed to provide the indicated services and summary of their qualifications, including training and experience. If existing positions are to be used, indicate the percentage of time to be devoted to this project. Include a summary of qualifications and references for each subcontractor. If the Bidder intends to hire additional staff in order to provide the proposed services, a description of its approach to hiring and the qualifications it will require of prospective employees should be included;
- c) A detailed description of the proposed approach for implementing all of the proposed services;
- d) A detailed explanation of how the Bidder proposes to coordinate and develop subcontracting relationships;
- e) A website proposal and implementation schedule. This plan shall include the full mix of website inclusions as described above, as well as others that the respondent may suggest;
- f) A detailed description of the proposed approach to electronically communicate with Fork & Spoon;
- g) The locale or anticipated locale for operations and describe how this site or sites will help satisfy the requirements of this RFP;
- h) A list of other similar contracts in force in Montana and/or nationally along with the names of references to be contacted regarding your company's job performance for programs that are within the size and scope of this RFP;
- i) A portfolio of current and past work samples that are similar to this RFP;
- j) Explanation of data security measures employed by the bidder regarding confidential consumer information that may be shared with the firm (consumer name and one of the following: social security number or financial account number or utility account number) and confirmation that security measures comply with applicable federal, and state laws covering protection of Personal Information of residents of the applicable state.

Pricing Structure

Bidders shall submit a completed bid form detailing estimated costs, by key tasks, on a time and material basis, indicating hourly rates for personnel, travel, total hours and total cost for completing the project. Any start-up costs, which are nonrecurring or which may be expected to be reduced, over time should be clearly identified. Bidders shall describe how their unit prices would change, if at all, in the event that the actual participation targets for the programs and measures differ from the budget estimates.

Qualification of Bidders

The competency and responsibility of Bidders will be considered in making the award. HRDC expressly reserves the right to reject any or all Proposals (either generally or in a particular instance and either retroactively or prospectively) and to waive any informalities or regularities in Proposals, and to accept that Proposal whether it be the lowest bid or not, which best serves the HRDC's purpose and intent provided that no course of dealing or delay or in exercising such right shall operate as a waiver thereof.

Submission Information

The Proposal must be signed and shall be delivered to HRDC within the time set forth in this Request for Proposals (RFP). Proposals will be enclosed in sealed envelopes and marked as follows:

RFP Title: Website Development HRDC
Dated:
Bidder's Name:
Delivered to: HRDC
32 S Tracy
Bozeman, MT 59715
Attention: Robin Mayer
rmayer@thehrdc.org
Outreach and Special Events

Bids must be received by July 16, 2018 by 5:00 p.m. MST. Proposals received after this time will not be considered.

Rights to Modify This Specification

HRDC reserves the right to modify any aspect of this RFP if the change will make the Marketing Services for HRDC more cost-effective and customer responsive. Only qualified Vendors experienced in providing marketing services are invited to submit proposals.

Basis for Award of Contract

HRDC, at its sole discretion, may accept entire proposals submitted by a Bidder, or accept portions of proposals submitted by a Bidder, or reject proposals in whole or in part. Screening Proposals for Compliance with Submission Requirements and Minimum Evaluation Criteria will include utilizing the proposal submission requirements and the minimum criteria incorporated herein. The Selection Committee, to be designated by Kristin Hamburg, shall screen proposals as to their responsiveness, and identify those which are responsive. Any proposal, which in the opinion of the Evaluation Committee, fails to include the information or documentation specified in the submission requirements shall be determined to be non-responsive and shall be rejected. Any bidder who fails to meet any of the standard set forth as minimum criteria shall be determined to be non-responsive and shall be rejected. All other proposals meeting both the submission requirements and minimum evaluation criteria shall be considered qualifying proposals.

HRDC reserves the right to waive portions of the RFP for all bidders and to waive minor informalities as defined by Chapter 30B or allow the bidder to correct them. The remaining responsive proposals shall be evaluated using the comparative evaluation criteria incorporated herein. Each proposal shall be assigned:

- a) A separate rating for each comparative evaluation criterion; and
- b) A composite rating.

Methodology for Determining Best Price:

Taking into consideration price and the evaluations of the Evaluation Committee. Award of the contract is subject to the approval of the HRDC.

Selection Criteria:

The final selection of a consultant shall be based on the following sets of criteria:

Minimum Evaluation Criteria

- a) Submission of all required documentation and certifications
- b) Demonstrated capacity to understand and provide a full range of services to design and implement a new website for HRDC
- c) Demonstrated understanding of the HRDC**
- d) Experience, references and proven ability to meet schedules
- e) Submitted proposal responds to the issues identified in the RFP
- f) Oral presentation, if requested

Comparative Evaluation Criteria

Question Weighting	Section
20%	Experience
10%	Demonstrated experience and expertise with non-profits
5%	Demonstrated prior experience implementing / transitioning similar re-branding efforts
5%	Quality and experience of the account management team
50%	Understanding of the Statement of Work (SOW)
25%	Demonstrated a good understanding of the SOW
25%	Demonstrated capabilities to perform activities in the SOW. The work plan is comprehensive and achievable
30%	Other questions
10%	Graphic design capabilities
5%	Transition plan

10%	Local presence in the community (Or plan to start operation in the community)
5%	Reporting capabilities

Contract negotiations will commence in order to complete a signed contract within 15 days of contract award. All contracts will incorporate the general terms and conditions included with the bid package and the written documents provided by the Bidder in its bid. If a contract is not executed by the chosen Vendor by July 19, 2018, HRDC reserves the right to negotiate with an alternative Bidder. All exceptions to the contract must be noted in writing and included within the body of the proposal

Anticipated Selection Schedule

- RFP issued: June 19, 2018
- Questions regarding the RFP due: July 11th, 2018 (contact Robin Mayer at 585-4853)
- All proposals due: July 16th 2018 by 5:00 p.m. MST
- Vendor selected: August 10, 2018 (estimated)
- Implementation: September 3, 2018
- Completion no later than: February 1, 2019