

REQUEST FOR PROPOSALS

Functional area: Website maintenance, update, and expansion

Issued: August 28, 2009

Deadline for receipt of proposals: December 15, 2009

Canyon Ranch Institute

Canyon Ranch Institute (CRI) is a 501(c)3 non-profit organization that catalyzes the possibility of optimal health *for all people* by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower every person to prevent disease and embrace a life of wellness.

Given the broad reach and use of internet-based communication, we view the CRI website as a core part of our communication strategy to reach those goals.

General Description of the RFP

The intention of this RFP is to identify a qualified firm or freelancer to maintain, update, and expand the CRI website, www.canyonranchinstitute.org, on an ongoing basis. Additionally, an opportunity exists to re-engineer the website to reflect the mission of CRI through the use of compelling visuals, intuitive navigation, and concise messaging. CRI places great emphasis on providing easy access to all materials in a manner consistent with the principles of health literacy.

Core Services

CRI is looking for the following core services to be performed: website maintenance, website updates, and website expansion.

Note: CRI has and currently plans to continue to use a well-known commercial service to provide server space and hosting, so that is not part of this RFP. Successful proposals will detail past and similar interactions with commercial web hosting providers and links to example websites.

CRI will maintain ultimate editorial control of content. The firm or freelancer will primarily work with one point of contact at CRI.

Website Maintenance

Estimated duration: Average of five hours per month.

Activities description: Provide routine maintenance, including updating subscriber lists, maintaining analysis of web site traffic (e.g. via Google Analytics or similar function), and organizing production timelines of potential, planned, and completed updates.

Website Updates

Estimated duration: Average of 40 hours per month.

Activities description: CRI currently updates web content twice each month. This includes updating graphics, text, overall design, and code. Typically, an update consists of five to 10 already written and approved articles that are uploaded to specific page locations every other week. Additionally, CRI needs last-minute items posted within 24 hours on two to three occasions per month.

Therefore, in responding to this RFP, please provide pricing and turnaround time for (as appropriate to your business model):

- Fixed and hourly pricing plan for updating website on a weekly and/or twice-per-month basis - including editing and modifying existing content on existing web pages;
- Technical development of new web pages and sub-navigation pages in line with existing design templates;
- Pricing for quick-turnaround items that need to be posted within 24 hours; and
- Graphic and image preparation, including image placement, thumbnails, re-sizing, and optimization.

Transition costs

Estimated duration: TBD by respondent

Successful responses to the RFP will document any and all costs associated with transitioning the website from the current process and creative firm to the responding organization. This could include but is not limited to, for example, transferring files and site maps, checking and if necessary translating programming language, and any other similar tasks necessary to ensure a smooth, seamless transition to a new provider.

Website Expansion

Estimated duration: TBD by respondent.

Longer-range planning at CRI includes plans to expand and revise the web presence in terms of design, architecture, content, and level of interactivity. While these plans are not finalized, we are requesting that responses to this RFP include information about the responder's preferred approaches to this process of expanding and revising the CRI web presence. For example, possible topics include proposed creative process, timelines, and suggested elements to be included in an overhaul and expansion of the existing website.

Potential areas of expansion and overhaul of the existing website include:

- Developing an easily accessible, usable, and searchable archiving system for the “In the News” and “Events” sections;
- Updating page design, navigation, construction, and architecture for main and sub pages;
- Converting specific static web pages into a web-based, database-driven administration tool, allowing for content updates without directly accessing source code;
- Based on existing user statistics and search engine performance, working with CRI to improve website performance and availability and search engine optimization;

- Development of photo slideshows, photo galleries, video galleries, etc. on an as-needed basis;
- Creation of a mirror website that meets federal standards for handicapped accessibility (Federal guidelines, Section 508, information can be found at this website: www.usability.gov).
- Creation of mirror sites in languages other than English – e.g. Spanish. Therefore, any experience in creating and maintaining sites in multiple languages should be included in the proposal.
- Creating and maintaining interactive feedback forms and efforts to build an online community through, for example, adding blogs written by CRI staff or adding RSS feeds.
- Maintaining and enhancing capacity to accept donations online.
- Expanding existing additional web presences such as www.nctacancer.org to better support the existing CRI partnerships.

In particular, responses to this RFP should give us insight into the process used in such efforts, existing capacity to conduct such a redesign and expansion of a website (e.g. in terms of design, architecture, and building), and what features you think would be an especially beneficial addition to the current website. One approach to this end would be to present 2-3 different scenarios with rough pricing estimates attached to each. This may be particularly relevant if the expansion is ultimately taken on in a phased approach wherein the different scenarios could represent different phases of the overall process.

Thus, a successful proposal in response to this RFP will detail applicant's skills, abilities, and past experiences in these areas including providing specific examples of features produced at currently "live" websites. A successful proposal will also further estimate costs and workflow plans associated with the proposal.

Usability and Compatibility

All materials on the CRI website should be highly compatible across a wide variety of browser types and computer platforms. It is important to CRI to meet usability guidelines for users across a wide range of technical platforms (e.g. browsers, operating systems, handheld devices) and users with low literacy and low technical literacy skills.

Response to this request for proposal

In responding to this request, please provide a proposal that outlines the following information in addition to the content requested above:

- Provide pricing and timeframes for completion of the core services outlined above, including website updates, website maintenance, and website expansion. Time frames will be part of the contractual agreement; therefore, a realistic time frame for completion of services is requested.
- Provide background or prior experience.
- Provide URLs to five websites that you or your firm have produced that best reflect your work and that are relevant to this project. List the role(s) you or the firm played in each project. Please submit "live" URLs only.
- Describe your experience in producing, maintaining, and updating sites for non-profit and/or community-focused organizations or projects.

- Provide current reference information for at least one former and two current clients.
- Describe your organizational capacity (e.g. staff, equipment, software, physical space, office location, etc.) including a description of key personnel and the basis of their expertise as well as a description of which personnel will be assigned and the percentage of their time that will be dedicated to this work. Please include a copy of the organizational chart as a separate appendix.
- Discuss your testing, security, and technical support plan.
- Please include your terms and conditions.

The proposal should be no longer than five letter-sized pages, excluding the samples and organization history and/or biographical information. For budgeting purposes, the proposal must include information about your rates (fixed retainer, hourly, or per project). All cost estimates should be in U.S. dollars.

Deadline

To be considered for the next step of the RFP process, proposals must be received via email or mail on or before September 30, 2009.

Please address proposal to:

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