



Delaware Center For The Inland Bays Request For Proposals for Website Redesign

Date of Advertisement: July 19, 2023

Deadline for Receipt of Proposals: August 21, 2023

The Delaware Center for the Inland Bays (Center) is requesting proposals from qualified vendors for the redesign and ongoing maintenance for its website inlandbays.org. The following Request for Proposals (RFP) includes a background of the Center, the purpose of the website redesign, desired functionality, and specific requirements relating to the proposal.

Organization Background

The Delaware Center for the Inland Bays is a 501(c)(3) organization established by the Delaware General Assembly in 1994. It is also one of 28 National Estuary Programs established by the federal Clean Water Act to improve the environmental health of estuaries of national significance. It is the mission of the Center to preserve, protect, and restore Delaware's Inland Bays and their watershed. This is achieved through science-based: research, restoration, education, outreach, public policy, and advocacy.

Project Overview

As the hub for its public-facing communications—including scientific data and publications, educational content, outreach event and volunteer announcements, fundraising opportunities, and more—the Center's website serves as a critical tool for reaching a wide array of target groups and achieving its mission. Users of the website include but are not limited to residents, tourists, government officials (local, state, federal), scientists and practitioners, businesses, teachers, and K-12 students. The overall goal of the website redesign is to strengthen the Center's online presence by creating a modern and visually-appealing platform that is both user and technology-friendly.

The Center recognizes the importance of effectively engaging all communities. Therefore, options for enhancing the website's inclusivity through accessibility and translation solutions are a key component to the website redesign process.

The Center is also seeking vendor support with analytics integration and search engine optimization (SEO).

Budget

\$15,000

Timeline

RFP Release Date

July 19, 2023

Response Deadline

August 21, 2023

Vendor Selection

September 15, 2023

Website Launch

January 2023

Desired Website Features & Functionality

Recommendations for alternative and/or additional website enhancements are welcome. The Center's current site operates on a built-in WordPress; however, alternative platform suggestions are welcome. In-house editing capability is essential, as is a user-friendly back end for ease of content management by Center staff.

Key Website Needs:

- A visually dynamic site, featuring a sleek and modern design with photo and video content
- User-friendly navigation for site visitors
- Large file hosting capability
- Inclusivity solutions (accessibility & translation)
- Calendar feature
- Robust search feature
- Interactive map functionality
- Basic e-commerce functionality
- Donation functionality
- Optimized mobile site
- Capacity to create dynamic QR codes
- SEO and analytics services/integration with Google Analytics
- Ease of use and flexibility of the content management system (CMS) for content updates and maintenance
- Integration capabilities with existing systems or platforms, where applicable
- Documentation and user guides provided for the CMS or custom features
- Integration capabilities with third-party tools or systems, where applicable

Additional Vendor Service Needs:

1. Post-launch support and maintenance plans, including response times for bug fixes and/or technical issues
2. Availability of a dedicated support team or helpdesk if/as needed for ongoing assistance

Submittal and Selection Process

Proposals will be reviewed and evaluated on the following criteria: Experience working with other local and/or similar organizations, general vendor background, experience, and reputation, overall technical expertise, examples of previous work, understanding of the latest web technologies and best practices, clarity and feasibility of the proposed technical approach for the redesign, accessibility services, support for the desired website features and functionalities, budget, cost breakdown and transparency of pricing for different components or services, and comparison of the proposed costs with competitors in the market, and implementation timeline and approach.

Interested vendors shall submit their proposals on or before 5:00 pm on August 21, 2023, to:

Caitlin Chaney, Communications Coordinator
Delaware Center for the Inland Bays
39375 Inlet Road
Rehoboth Beach, DE 19971
cchaney@inlandbays.org

The proposals must be submitted in digital form. Any proposals received after the stated time will be returned and not considered for review. *Within your proposal, please include the answers to the following questions:*

- a. Does your firm have any civil judgments or criminal history?
- b. Has your firm ever been debarred or suspended by any governmental agency?
- c. Has your firm ever had any revocation or suspension of a license?
- d. Has your firm ever been engaged in any bankruptcy filings or proceedings?
- e. Is your firm a minority or certified woman-owned business?
- f. Is your firm a veteran-owned business?
- g. What is your firm's DEIJA policy?

Selection Criteria

Responses shall include the following information that will be utilized to make a selection:

- Explanation of services, and expertise and technical skills on team
- 3-5 relevant project examples, who worked on each project, and links to the websites
- References and contact information from at least 3 comparable clients (*environmental and/or non-profit*)
- The approximate number of individuals that will work on the project, and their roles and responsibilities
- Approximate number of hours and general timeline from start to completion
- Project management approach (including long-term website maintenance)
- General overview of website build process end-to-end
- Cost of services and billing cycle

Minority-owned businesses (MBEs), women-owned businesses (WBEs), and disadvantaged business enterprises (DBEs) are encouraged to apply and identify themselves as such in their applications.

The Center reserves the right to amend and/or reissue this RFP, and to award contracts to one or more firms or to no firms at all, without prejudice, as determined to be in its best interest. There is no expressed or implied obligation for the Center to reimburse responding firms for any expenses incurred in preparing proposals in response to this request.

The Center is considered a public body under state of Delaware law and thus is subject to freedom of information act requests that might pertain to this procurement.

Prospective vendors must be registered in the federal government's Central Contractor Registration (CCR) system prior to the award of a contract or service agreement. Registration can be accomplished by visiting <https://www.bpn.gov/ccr/grantees.aspx>.

Contract is required to include the following language: "The contractor shall not discriminate on the basis of race, color, national origin or sex in the performance of this contract. The contractor shall carry out applicable requirements of 40 CFR part 33 in the award and administration of contracts awarded under EPA financial assistance agreements. Failure by the contractor to carry out these requirements is a material breach of this contract which may result in the termination of this contract or other legally available remedies."