

Family Service Agency of San Mateo County
REQUEST FOR PROPOSAL
WEB SITE DESIGN, DEVELOPMENT & HOSTING

February 4, 2010

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1. SUMMARY

Family Service Agency of San Mateo County (Family Service) is accepting proposals to redesign, develop, and host Family Service's web site. The project will include generating copy for the website and collaborating with Family Service staff responsible for the editorial oversight of new copy. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The existing web site was originally designed and produced in 2004. The site is maintained with in-house resources.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

Proposals received after March 5, 2010, will not be considered and will be returned unopened.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

3. CONTRACT TERMS

Family Service Agency of San Mateo County will negotiate contract terms upon selection. All contracts are subject to review by Family Service legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

4. PURPOSE, DESCRIPTION AND OBJECTIVES

Purpose

Family Service Agency of San Mateo County currently has a web presence that is somewhat outdated in appearance, structure, and the presentation of content. Moreover, Family Service has recently undergone two consulting projects to refine its overall message as well as its marketing and web strategies. An opportunity exists to re-engineer the site to better reflect the mission of Family Service and to incorporate the latest web technology. Upon completion of the development of the site, Family Service will assume full responsibility for web site content maintenance and administration. All content and graphics will become the sole property of Family Service.

Description of what we need

At the highest level, we need a flexible, compelling, and informative web site that is easy to maintain. We must develop a friendly site that can deliver large amounts of constantly changing information to our key audiences. The specific architecture of the site is outlined in the attached documents.

In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows key management personnel to easily update specific content without directly accessing source code. Family Service will also need to be able to access the code directly on occasion in order to manage additional content. Family Service Agency of San Mateo County will maintain ultimate editorial control of content, without significantly delaying the publishing of new information on the site.

Ultimately we would like a site that will adapt with the changing needs of our organization. By the time our new website is live will already begin looking at the next phase of the evolving web-technology. To this end we would like the firm to develop an outline for possible next phases and make recommendations for technology and web upgrades.

To be effective, our web site must be:

- Easy and intuitive to navigate and read
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate
- Able to have simple text and calendars updated by
- Written with a standards based approach so that structure or functions can be updated by a Family Service web master.

Objective

Our primary Internet objective is to continue to build brand identity, awareness, and interest in the organization and the services it provides.

Our Vision

- Maximize standard web-based technologies
- Increase donor and volunteer participation through web content
- Build user loyalty and enhance client relationships
- Improve program delivery and service
- Provide focused web-based solutions
- Leverage human capital

Specific Strategies

- Increase awareness of the mission of Family Service Agency of San Mateo County and promote involvement through programs
- Retain current users and program participants and gain new ones
- Strengthen relationships with community partners, donors, members, program participants and staff
- Attract qualified and diverse staff and volunteers
- Improve business efficiencies
- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities
- Deliver a consistent image
- Deliver a scalable, maintainable foundation

In short we must tell our story through the use of compelling visuals, intuitive navigation, and concise messaging.

5. TIMELINE

- This RFP is dated February 4, 2010. Proposers may also request a copy be sent via email by contacting Manny Chargualaf at mchargualaf@fssm.org.
- A PDF of the RFP will be available on our current website at: http://familyserviceagency.org/contact_us/index.htm
- Proposals are due no later than March 5, 2010.
- Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our evaluation team on or about March 20, 2010. You will be notified if this is requested.
- The name of the candidate firm who has been selected will be decided on or about March 31, 2010.

- Negotiations will begin immediately with the successful candidate and should conclude no later April 9, 2010.
- All other candidates will be notified on or about April 16, 2010.
- Phase I of the project must be completed and delivered by June 30, 2010.

6. BUDGET

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all copy writing, design, production, and software acquisitions necessary for development and maintenance of the web site.

Hosting costs will be addressed separately, but should be included as a separate line item. We currently use DreamHost as our webhost and our subscription to their services is current. Hosting costs for this project are not included in the budget of this project, however the upgrades to our website may change our webhost needs. Please include hosting costs, new subscription costs and possible fees for subscription-upgrades and other associated hosting fees as a separate line item.

List pricing for:

- Phase I: Discovery, Requirements Planning & Site Definition
- Copy writing: The Generation of approximately 80 written pages of text, in the style and voice of Family Service, for the site produced solely by the firm with direction, collaboration, and with raw information/data provided by Family Service staff.
- Phase II: Site Development, Testing and Deployment
- Hosting: For maximum flexibility and cost-effectiveness, hosting should be on an accessible server running an open source environment.

Family Service Agency of San Mateo County has allocated \$30,000. However, we will entertain responses for greater than \$35,000 if they show an incremental project plan.

7. BACKGROUND OF ORGANIZATION

WHO WE ARE:

Family Service transforms lives through a comprehensive array of community service programs for those in need. Our hand-up, not handout, approach

empowers children, families and older adults with life-long skills to build a self-sufficient future.

Family Service transforms lives by offering innovative programs designed to empower all those in need to realize their full potential and become self-sufficient members of the community. Family Service is the only local organization that provides a comprehensive array of multi-generational programs to all children, families and older adults who need a hand-up, not a handout, regardless of their ability to pay.

OUR PROGRAMS:

Child Development – Family Service cares for and educates over 340 children ages 6 months to 11 years every day so that their parents can attend work and children are provided with the cutting-edge education to get them on track for success. In addition to providing parental coaching for all of our families, three of our six centers specialize in care for children in traumatic situations, providing a therapeutic milieu to help children heal and overcome the behavioral issues that prevent them from achieving academic success.

Visitation – Family Service helps children safely rebuild and maintain a relationship with their parents when the family has been separated due to domestic violence, substance abuse, or other traumatic situation. Through support and supervision provided by trained therapists, Family Service helps children heal from the crisis within their families while keeping them out of harm's way while their living arrangements are stabilized.

Ways to Work – Family Service empowers our clients to achieve financial self-sufficiency by providing a locked-in low-interest loan to families who have been denied loans from traditional banks so that they may purchase a reliable used car. Reliable transportation coupled with comprehensive financial literacy training helps families break the cycle of poverty by allowing them to increase their income through better work attendance as well as increase their education and time spent with family through reduced commute times.

Older Adults – Family Service helps the older adults in our community remain independent through an array of wellness and self-sufficiency programs. Whether we are enabling mature workers to continue to support themselves financially by helping them secure employment, providing door-to-door transportation for older adults in need of transportation to doctor appointments, offering healthy meals and exercise classes to keep our older adults fit and out of the hospital, or guiding older adults through the grief of late life changes through counseling services, Family Service helps our older adults of all income levels and ethnicities maintain their independence and connection to our community.

Our Board and Auxiliaries – Our strong and involved board is essential to the growth and direction of Family Service. Our 35 member Board provides governance, leadership, wisdom, expertise and funding. Board leadership, insight and commitment are vital to increasing the revenue stream for the continuous and sustainable growth that continue to serve the community’s residents in the most effective way – for now and future. Board members have the opportunity to work with peers and other community leaders to direct the growth and stability of Family Service and to make our mission a reality; to make a positive and lasting difference in the lives of local residents; and to contribute to their community in building a stronger future for all.

Family Service auxiliaries supply an essential funding lifeline. Three private, non-profit auxiliaries, Hillsborough Auxiliary, Red-Car-Bel Auxiliary, and Foothill Auxiliary volunteer and raise funds by producing exciting events as well as sharing their business and community expertise. The Red-Car-Bell Auxiliary has the distinction of operating a successful thrift store. Each auxiliary focuses on the best way to meet the needs within their respective communities. The selected projects are designed to raise the necessary funds to make a real difference in the lives of nearly 20,000 individuals and families in the local community.

With over 300 members, auxiliaries also provide a way to meet other women and community leaders who want to make a real difference. Working together for a common good is an enriching way to build and strengthen personal relationships, have fun and change the world around us in a meaningful way.

8. AUDIENCE:

Stakeholders & audience groups: Family Service Board, Auxiliaries to Family Service, Volunteers, Family Service Staff, Current Clients

Primary: Board members, Auxiliary members, current donors, current volunteers, clients, parents of clients, staff and community partners

Secondary: Prospective board members, prospective new donors, younger volunteers and prospective employees.

9. SCOPE & GUIDELINES

The scope of this project is to develop a new website that follows the architecture and specifications outlined in the attached documents. A firm must

be able to handle all site planning, interface design and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update specific content and modify site design after the initial launch.

In addition, the firm should have the capacity to create all of the site copy (in close partnership with Family Service). The firm will be responsible only for text, as the responsibility for all photos (including the cost of original or stock photos) will be the responsibility of Family Service. The overall editorial vision of the content should follow the specifications attached.

Discovery:

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

Design:

Web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

Content generation:

As well as providing the web-user with useful and current information we would like our content to convey the voice and culture of Family Service. In addition to enhancing our brand and image every effort should be made to allow content to capture search engine attention.

Development Guidelines:

The web site designed by the successful candidate must meet the following criteria:

- Create a content management system that will permit non-technical Family Service staff to instantly update web site content on specific pages.
- Easily Updated – Once the site has been completed and accepted by Family Service Agency of San Mateo County, the site will be maintained by the Family Service web editor.
- Convert substantial amounts of existing content to new web site.
- Visually Appealing – The site must have an attractive mix of text and graphics.
- Common Theme – Each section of the site should have a common look and feel. The Family Service logo should be prominently displayed on every page as a common header.
- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.

- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Development of web pages to accommodate the proposed navigation scheme.
- Event and calendar-managing CMS – by internal department.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Project Management – An assigned project manager will be made available to present information and coordinate with Family Service Agency of San Mateo County staff, including a reasonable number of meetings to present design and development solutions.
- Once the web site has been completed and accepted by Family Service Agency of San Mateo County, the web site design and all of its contents, software and architecture become property of Family Service.

Site Specifications:

The Family Service Agency of San Mateo County encourages creativity in the proposals submitted; however there are certain requirements for the web site project. Your proposal must account for all of these requirements.

- Site must be compatible with all popular web browsers (defined by having over 5% market share).
- Web site must not require plug-ins as a default, with the exception of the Adobe FLASH plugin.
- Site must be built in accordance to the Web Content Accessibility Guidelines 1.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average
- Site must utilize technology which will enable updates by Family Service web personnel, especially after initial engagement with your company. Family Service does not want to have a site which “locks in” using a single vendor to update the site.

Testing:

Testing of site on all applicable platforms to ensure web site works as promised. Explain testing plan through development process.

Delivery:

Delivery and uploading of site to client for internal hosting, to an outside third party, or hosting by consultant (to be determined).

At the time of the delivery of the website the firm will provide a basic outline for technology-upgrades and recommendations to keep our website current. This plan and recommendations would be used as the beginning of the next phase of our web development and would happen in about three years.

Tracking:

Implementation of tracking software to produce user-defined site log reports. We need a tool to help us better understand and measure web visitor behavior and improve web site performance and availability.

- Web traffic analysis
- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

10. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES

- There are no existing databases that will need to be imported or connected to the new site.
- We use an on-line donation web product through Blackbaud that meets some of our needs and we'd like to see a better solution that integrates the function of on-line donation and ease of information upload to our Raiser's Edge database.

11. STAFF RESOURCES

Family Service will designate a Project Lead who will be responsible providing project steering, liaising with the firm's project team, and maintaining relationships with outside stakeholders. The President will have final sign-off on key decisions and the Project Lead will coordinate those communications.

12. QUALIFICATIONS

- List the three web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for non-profit and/or community-focused projects.

- Briefly describe your firm's organizational capacity to produce our web site, including the ability to generate compelling website text that is aligned to an overall message and marketing strategy.
- Provide a company profile, length of time in business and core competencies.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process.
- Please discuss your testing and support plan.
- Please explain your service level agreement (SLA) structure.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Process to include input from all program areas. Please state how you intend to communicate with all program areas to gather all of the required information.
- Terms and conditions.

13. EVALUATION CRITERIA

The following criteria will form the basis upon which the Family Service Agency of San Mateo County will evaluate proposals. The mandatory criteria must be met and include:

- Demonstrated technical ability to produce and deliver a quality-dynamic website within the project timeline and budget
- Exhibited proficiency in web design, development, and construction
- Portfolio of completed website projects
- Letters of recommendation or testimonials from clients or associates

Your proposal must be received no later than March 5, 2010. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

Manny Chargualaf
 Marketing and Communications Coordinator
 Family Service Agency of San Mateo County
 24 Second Ave.
 San Mateo, CA 94401

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer. As a non-profit institution, Family Service is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the web site and other collateral as a Family Service supporter and partner.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements (SLA).