

Iowa Department of Agriculture and Land Stewardship
Request for Proposals: CleanWaterIowa.org Website Design & Development
BID #: INRS2013

Purpose

Iowa Department of Agriculture and Land Stewardship (IDALS) in Des Moines, Iowa, is seeking the services of an independent, third-party organization to design and develop a website which will be hosted by the organization at CleanWaterIowa.org. The contract will be a fixed amount.

Background

The 2013 Iowa Legislature has appropriated monies for implementing The Iowa Nutrient Reduction Strategy, which is a science and technology-based approach to assess and reduce nutrients delivered to Iowa waterways and the Gulf of Mexico. The strategy is designed to direct efforts to reduce nutrients in surface water from both point sources, such as wastewater treatment plants and industrial facilities, and nonpoint sources, including farm fields and urban areas, in a scientific, reasonable and cost effective manner.

The Iowa strategy has been developed in response to the 2008 Gulf Hypoxia Action Plan that calls for the 12 states along the Mississippi River to develop strategies to reduce nutrient loading to the Gulf of Mexico. It is designed to be a dynamic strategy that will evolve over time as new information, data and science is discovered and adopted.

Overview

As part of the initial implementation of the strategy, IDALS will provide a website that will act as a hub for sharing information including conservation practices and programs, and the ability to collect data and information from individuals. The audience will be both urban and rural and include individuals and businesses.

Project Description

Campaign: Improving water quality in Iowa

Desired outcomes include:

1. Increased knowledge and usage of practices that every individual or businesses can implement.
2. Decrease the amount nutrients in Iowa's waters
3. Collect information and data on what individuals are already doing regarding water quality

Campaign Target Audiences

Direct Audience: Farmers/landowners

Direct Audience: Cities

Direct Audience: Businesses

Direct Audience: Homes - individuals

Campaign Branding

A logo and style guide has been created for this campaign.



COLORS:
PMS 2727 C
PMS 356 C

Proposal Details

The Iowa Clean Water campaign will require the design and development of multi-faceted Website. Placement of items is flexible and we value your expertise in guiding this plan.

Timeline

- Deadline for Proposals: Friday, June 28, 2013 at 4 PM (CST)
- Award Announcement: By Friday, July 8, 2013
- Target Launch for site: By August 15, 2013
 - Timing may require soft launch of a portion of the website.

Design Requirements:

- Look & Feel: Clean, High-Tech, Modern, Inviting, Engaging, Progressive without intimidation
- The site does not need any intro or sound on the page.
- Dynamic homepage including rotating content (we will provide photos/video).
- Multiple menus due to vast information to multiple audiences.

Audience

- User comfort level with technology will vary. We should aim to make this site as simple to use as possible without losing the high-tech feel.
- Users will have high-speed connections and modems.

Technical and Infrastructure Requirements

- URL: CleanWaterIowa.org (already purchased). Web hosting will be provided by selected company with the ability to move the site to an existing server that will accept ASP. Please note which type of code you plan to use.
- Browser/platform considerations: Because of our broad audience the site should work similarly across all modern browsers and Operating Systems, mobile devices and tablets (adaptive technology).
- The top 10 browsers used to access their site include IE, Chrome, Safari, Firefox, Android Browser, Safari (in-app), IE with Chrome Frame, Opera, Mozilla Compatible Agent, and Opera Mini.

Functionality/programming Requirements

- Having a Content Management System will be necessary. We will need the ability to alter copy, photos, add video, pdf files, etc. We may need the ability to create a new (or alter a) heading and sub-pages., and certainly add news, home page (perhaps rotating) content, etc. Prefer WordPress or DotNetNuke.
- We require administrative rights to the site and server.
- Forms: We would like to build in a few data capturing opportunities within the site, for instance a search for program/zip code/email (saved into a database), and up to three different contact us form (emailed and saved into database).

Search Engine Optimization

- SEO will be required prior to the development of copy.
- We will need to review based on what people are searching to find.

Ongoing Site Maintenance Plans

- Ongoing SEO should be included as a separate line item for a 4-year period, following initial development.

I. GENERAL INFORMATION

Vendors are cautioned to read this document carefully and to prepare and submit their response providing all information requested in strict accordance with the format, chronology, etc. as set forth herein. To be considered, vendors must submit a complete response to this RFP in the format detailed. Proposals must be dated and signed by an authorized official to bind the vendor to its provisions. Proposals must remain in force for at least ninety (90) calendar days from the date for submission of proposals. IDALS will not be liable for any costs incurred by the vendor in preparation of this RFP. Subcontracting will not be

IDALS reserves the right to reject any or all bids, wholly or in part, to waive any technicalities, informalities, or irregularities in any bid, to make awards in a manner deemed in the best interest of the Department, and unless otherwise specified by the bidder on the proposal, to accept any item in the bid.

A. INQUIRIES

All inquiries concerning this RFP should be directed in writing, by FAX or email to:

Shauna Humrich
Technology Coordinator
502 E. 9th Street
Des Moines, IA 50319
Phone: 515-281-5633
Fax: 515-281-8503
Email: shauna.humrich@iowaagriculture.gov

Written addendum to all pertinent questions will be emailed to all vendors who notify the department their intent to submit a proposal and provide an email address.

An electronic version of this proposal can be obtained by emailing shauna.humrich@iowaagriculture.gov

In all cases, no verbal communication shall override information present in this RFP or

written addendum distributed.

These are to be sent to the address above and must be received before the bid opening. They are to be in a sealed envelope clearly marked with the bid number and date of opening.

Proposal Requirements

Respondents to this RFP are asked to prepare a Program Evaluation Plan not to exceed ten pages, and a separate Evaluation Budget Narrative.

Please provide three (3) written copies and one electronic version on a flash drive of the complete proposal package.

The proposal should include the following documents:

- Letter of interest on letterhead and signed by the organization's CEO
- Detailed plan for the design and development of the Clean Water website, including recommendations on layout from details provided in Attachment A.
- Brief description of Content Management System (CMS) and maintenance plan.
- Identification of the specific individual(s) who will provide services, including individual Resume(s) of key staff, roles, experience, and qualifications.
- A list of three completed projects similar to that planned by IDALS, including a summary report of each project including outcomes. Including name, title, phone number and email address of the contact that can attest to the applicant's quality of work
- An organizational brochure or website
- Two references
- Evaluation Budget Narrative (no page limit). All reasonable and appropriate costs associated with funding the proposed program evaluation component according to the specified timelines and required deliverables. IDALS will not be responsible for paying any subcontractors. Budget will need to be a fixed cost.

Evaluation

The criteria used by the screening committee to evaluate and select the prospective organization are:

- Evaluation of design and functionality of similar projects
- Review and recommendations for Website layout
- Evaluation of budget narrative and justification
- Commitment to start date and delivery
- Assessment of resumes and references from past clients
- Description of Content Management System (CMS)

After reviewing the submitted proposals, IDALS will contact selected organizations to provide a presentation the week of June 28, 2013. The individual who will lead or provide services must attend the presentation. Following completion of the presentations, the committee will contact the preferred organization to enter into contract and payment negotiations. If, at any time, it becomes apparent to IDALS that a mutually satisfactory agreement cannot be reached, the committee may, in its sole discretion, enter into negotiations with another organization.

Attachment A

50 to 100 page website

Prefer Wordpress or DotNetNuke as CMS

SQL database

All data gathered is State property

Site will have homepage that incorporates

- 1) Rotating banner
- 2) Welcome by the Secretary of Agriculture with picture
- 3) Top navigation including following topics; Farm, City, Home, and Business

Site will have site search

Site will incorporate enclosed color and logo

A brief outline of the Farm portion of the site is as follows:

Clean Water Farm section

- Information page on each practice
 - Cover crops, bioreactors, wetlands, buffers, etc.
 - Photo galleries
- Stories of farmers implementing water quality practices
 - Watershed Project Information
- Page with partner organizations
 - Include link to Nutrient Reduction Strategy info
- Opportunity for a farmer to report what they are doing on their farm
- Assistance Available to help install practices
- Clean Water Farm sign information
- Field Day information
- Iowa Farm Environmental Leader Award information
- Materials page
 - Printable brochures

Site will be ADA compliant

Site will be mobile device friendly