



SOUTHERN CALIFORNIA COASTAL WATER RESEARCH PROJECT (SCCWRP) REQUEST FOR PROPOSAL

WEB SITE DEVELOPMENT

I. INTRODUCTION

SCCWRP is a public agency located in Costa Mesa with a focus on environmental research. SCCWRP is currently requesting proposals for assistance in redesigning of its web site (www.sccwrp.org).

II. INSTRUCTIONS

Three copies Bidder's complete Proposal to provide the services detailed are to be enclosed in a sealed envelope marked "Web Site Development" and addressed to:

Bryan Nece
Administrative Officer
3535 Harbor Blvd., Suite 110
Costa Mesa, CA 92626-1437

Sealed bids will be received at SCCWRP's offices, 3535 Harbor Blvd., Suite 110, Costa Mesa, CA, up to the hour of **11:00 am on November 21, 2007**, at which time, the Administrative Officer will open the bids. Bids received by facsimile or E-mail will not be accepted.

SCCWRP will accept questions regarding this RFP by email up to 5:00 pm on November 13, 2007. Please direct questions to erics@sccwrp.org with the subject line "Questions for Web Site Development RFP." SCCWRP's responses to will be posted on the SCCWRP web site (www.sccwrp.org).

This solicitation for proposals shall not be construed as obligating SCCWRP to award a contract or pay any compensation for the information solicited.

III. CONTRACTOR SCOPE OF WORK

SCCWRP is requesting proposals from qualified contractors for assistance in redesign of the agency's web site. Contractors will work with designated SCCWRP staff on updating organizational and aesthetic aspects of the web site (www.sccwrp.org) with a goal of improving functionality, appearance, and general user experience. The general structure and content of the site have been developed by SCCWRP staff and will serve as a starting point for the work on this contract. The following general tasks should be included in the proposed scope of work:

- Meeting and coordination with designated SCCWRP staff
- Assistance on development of general site architecture
- Development of at least three creative concepts for site appearance and organization
- Refinement of selected site concept
- Programming and assembly of draft and final version of the site

- Development of a content management system that allows direct editing of the website

As part of their proposal package, prospective consultants should provide a Statement of Qualifications, including descriptions of past clients and projects, that demonstrates expertise and technical excellence in performing the range of services requested under this RFP.

VI. SPECIAL REQUIREMENTS AND INSTRUCTIONS

The contractor will be required to comply with the following special requirements and instructions during the performance of services rendered under this project.

All interim, draft, and final documents, studies, graphics, maps, photographs, computer models, data sets, and reports prepared by the Contractor will be developed using public funds and are intended for public use. Public documents/products lose their status as privileged and proprietary and may not be used for proprietary development or profit.

The term under this contract will be approximately 8 months. Work will begin immediately upon award of contract and will continue until work is completed to SCCWRP's satisfaction or until June 30, 2008, whichever occurs first.

V. PROPOSAL SUBMISSION

Length and Content of Proposal

Proposals are limited to 5 single spaced pages (Times New Roman, 12-point font), exclusive of team qualifications, resumes and budgets. Content should address the following:

- 1) **Technical approach**, including how the proposed approach meets the goals described in "Contractor Scope of Work." The technical approach should discuss mechanisms proposed for interaction and coordination with SCCWRP staff, and quality control procedures.
- 2) **Qualifications and experience** of the personnel that will be working on the proposed project. Examples from previous web site development work are encouraged.
- 3) **Budget** should be based on the tasks described in the technical approach

VI. BID EVALUATION PROCESS AND CRITERIA

Following the opening of bids, a review panel will evaluate the bids using the following criteria and scoring system. A maximum score of 100 points is possible.

1. Approach. Each project approach will be rated based on the likelihood that it will meet the requirements of the study described in **Contractor Scope of Work**. (15 pts.)
2. Qualifications and experience. Proposals will be rated based upon each bidder's qualifications and experience. (40 pts)
3. Cost. Each Bidder will be rated on its proposed cost of the study approach. (35 pts)
4. Schedule. Each bidder will be rated on how realistic its proposed schedule is for the completion of the study. (10 pts)