



RHODE ISLAND ECONOMIC DEVELOPMENT CORPORATION  
Broadband Website Development and Maintenance  
Request for Proposals

The Rhode Island Economic Development Corporation through the Broadband Rhode Island initiative is requesting proposals from firms qualified to assume development responsibility for the [broadband.ri.gov](http://broadband.ri.gov) website – the focal point and nerve center of the initiative. The vendor that is chosen will enhance the current website with a new content management system that includes a comprehensive style guide (page templates), new website content as well as on-going maintenance and design support for a period of two years.

Deliverables may include, but not be limited to:

- Content migration & build out of approximately 20-page but rapidly growing website
- Produce a selection of page templates which allows multiple people to easily add content
- CMS technology setup and integration using open source portal software allowing users to easily update all content quickly
- Search engine optimization, Google custom search and Google analytics
- New or improved content under consideration includes:
  - Create new homepage slide show
  - Revisit Twitter feed as well as RSS placement on home page
  - Accessibility toolbar w/ Rss/Facebook/twitter/linkedin/youtube channel buttons appropriately placed throughout the site
  - Redesign and expand mapping section of website (Digital Atlas)
  - Form build out and relocate feedback form outside of Digital Atlas
  - Sign-up sheet for opt-in e-mail list and other sign-up purposes
  - Develop password-protected community development section to include:
    - Multimedia page: would serve as a repository for video, audio, and other “rich” content.
    - Digital Curriculum/Broadband Adoption Toolkit resource pages for community partners
  - Portuguese and Spanish-language interfaces
  - Submissions/upload page(s) for policy ideas, citizen videos, and other citizen-submitted content.
  - Calendar/events page and format for new Public Engagement Center
  - MyBBRI page for our many working and advisory groups that may serve to communicate with them
  - Community partners page where we can list them with appropriate URL, contact info, etc.
- Staff Training on CMS

- On-going design & maintenance for two years stated at an hourly rate
- Right of refusal on additional contract period to last through December 2014

The website consists of additional programs that are located on other servers. The website itself is currently supported on a cloud server at a local data center. Please include a quote for hosting services as the statement of work may include migration to a data center recommended by chosen vendor. However, that piece is optional and will be negotiated as part of the statement of work.

Vendors will be evaluated on their ability to execute the above deliverables as well as their ability to integrate and manage the additional distributed components. Vendors will also be evaluated on the following:

- Quality of portfolio and related references
- Ability to understand our mission and apply creative solutions to meet our goals
- Flexibility and ability to respond aptly to our evolving needs
- Customer service and client management process
- Knowledge of latest web trends and best practices
- Additional consideration will be given to Rhode Island companies.

The actual scope of work will be negotiated in a contract between the Corporation and the firm(s) deemed to be the most qualified.

In order to be considered responsive, firms shall submit, at a minimum, the following as part of their Proposal:

- Letter of transmittal signed by the authorized owner, officer or authorized agent of the firm with acknowledgment of understanding the terms of this request for proposals.
- An executive summary, outlining a brief history of the firm, the firm's current workload, its understanding of the project and the benefits the applicant will bring to the project
- Identification of the project team and an organization chart. All requested information shall be provided for all subcontractors or collaborating firms.
- Listing and description of projects the firm(s) has been responsible for which demonstrate ability to perform all aspects of the Project. The description shall include the specific portion(s) of the project that the firm was responsible for completing.
- Listing of the respective qualifications of individual team members and their past experience on projects of this type.
- References that can verify the firm's capabilities around projects performed, project performance, management of budget/cost, schedule, and quality of deliverables.
- Documentation which demonstrates the firm(s) has the legal ability to perform the services in the State of Rhode Island, described generally hereafter.

- The submitted bid shall include the cost of all labor, research, presentations, materials, fees, taxes, delivery, and any other associated costs required to provide a finished product.
- Proposal document should be no more than 15 pages long (including cover), single-spaced in 11-point size, Times New Roman font.

1 original and 1 copy of the submittal should be delivered to:  
Rhode Island Economic Development Corporation  
315 Iron Horse Way, Suite 101  
Providence, RI 02908  
Attn: Broadband Rhode Island

Questions regarding this Request for Proposals will be accepted by e-mail at [bbri@riedc.com](mailto:bbri@riedc.com) or in writing to the address listed above on or before 4:00 p.m. EDT June 10, 2011. All questions and answers will be posted on the RIEDC website at this address <http://www.riedc.com/about/public-notices/rfp-rfq-rfi> at 4:00 p.m. EDT on June 16, 2011. Phone calls will not be accepted.

The Corporation reserves the right to terminate the Project prior to entering into any negotiated contract with any qualified firm or firms pursuant to this request for Proposals, and by responding hereto, no firm are vested with any rights in any way whatsoever.

Responses are due by 4:00 p.m. EDT on June 24, 2011. Phone calls, electronic and late submissions will not be accepted.

This project is funded by the American Recovery and Reinvestment Act.