



Solicitation Information

Date: 7/15/11

RFP # 7448890

TITLE: Website Services - URI

Submission Deadline: 8/11/11 @ 10:30 AM EST.

Questions concerning this solicitation may be e-mailed to the Division of Purchases at gary.mosca@purchasing.ri.gov no later than **7/28/11@ 4:00 PM**. (Eastern Time). Please reference the RFP #7448890 on all correspondence and send questions in a Microsoft Word Format. Questions received, if any, will be answered and posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

SURETY REQUIRED: No BOND REQUIRED: No
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Gary P. Mosca
Buyer

Vendors must register on-line at the State Purchasing Website at www.purchasing.state.ri.us.

NOTE TO VENDORS:

Offers received without the entire completed three-page RIVIP Generated Bidder Certification Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

SECTION 1 – INSTRUCTIONS AND NOTIFICATIONS TO OFFERERS:

The Rhode Island Department of Administration/Division of Purchases, on behalf of The University of Rhode Island is soliciting proposals to furnish and maintain comprehensive web product(s) from companies who specialize and have an extensive clientele with intercollegiate athletic programs from qualified OFFERERS, and in accordance with the terms of this Request for Quotations and the State's General Conditions of Purchase, which is available at www.purchasing.ri.gov.

To access the State's General Conditions of Purchase, enter our website, click on RIVIP, then click on General Information and then click on Rules and Regulations. Once the Rules and Regulations are displayed, scroll to the bottom of the page and double click on Appendix A, which contains the State's General Conditions of Purchase.

The scope of work is described herein.

Potential Offerers are advised to review all sections of this solicitation carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.

Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.

The state reserves the right to award to one or more offerer. The State also reserves the right to award this project based on pricing alone.

All costs associated with developing or submitting a proposal in response to this Request, or to provide oral or written clarification of its content shall be borne by the offerer. The State assumes no responsibility for these costs.

Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.

All pricing submitted is to be considered fixed, unless otherwise indicated herein.

Proposals misdirected to other State locations or which are otherwise not present in the Office of Purchases at time of opening for any cause will be determined to be late and will not be considered.

It is intended that an award pursuant to this request will be made to a prime contractor, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered, but subcontractors are permitted, provided that their use is clearly indicated in the OFFERER's proposal, and that the subcontractor(s) proposed to be used are identified in the proposal.

In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation, a corporation without a Rhode Island business address, shall have the right to transact business in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). *This is a requirement only of the selected vendor(s).*

Bidders are advised that all materials submitted to the State of Rhode Island for consideration in response to this RFQ will be considered to be public records, as defined in Title 38 Chapter 2 of the Rhode Island General Laws, without exception, and will be released for inspection immediately upon request, once an award has been made.

Interested parties are instructed to peruse the Division of Purchases website on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFQ.

The offerer should be aware of the State's Minority Business Enterprise (MBE) requirements, which addresses the State's goal of ten per cent (10%) participation by MBE's in all State procurements. For further information, contact the MBE Administrator, at (401) 222-6253 or visit the website at www.rimbe.org.

Equal Employment Opportunity (RIGL 28-5.1)

§ 28-5.1-1 Declaration of policy – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies in all areas where the state dollar is spent, in employment, public service, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Employment Opportunity Office, at 222-3090 or via email raymond.lambert@hr.ri.gov.

SECTION 2 – SCOPE OF WORK

BACKGROUND AND PURPOSE

INTENT:

The purpose of this Request for Proposal is to enter into an three (3) year agreement – with two additional one (1) year options - with a Firm who will provide an effective and comprehensive plan for website management and hosting partnership services for the University of Rhode Island Athletics Department and its official website *GoRhody.com*. The website management and hosting partnership services will focus primarily on a custom website design and corresponding content management software.

SPECIFIC REQUIREMENTS:

- Custom website design: full creative input on all aspects of the website; firm will oversee process and work directly with URI to achieve optimal design;
- Web-based content management system: offer user-friendly platform; allow for posting of press releases, game recaps, feature stories, game and season statistics; ability to upload video; post photos and create galleries; email and direct marketing capabilities; ability to upload and launch graphical splash pages; creation of comprehensive calendars for individual teams and seasons; ability to create online registration forms; web metric and visitors activity monitoring;

- Social media capabilities: integration of GoRhody.com with other URI athletics social media efforts, allowing for simultaneous updating of Facebook, Twitter, YouTube pages; Facebook “like” feature on release pages; ability to embed YouTube and other video;
- Statistical platform: user-friendly individual, team, and season statistical applications; ability to upload HTML coded stats from computer stats software; live stats applications, with flash-generated graphics and links to other multimedia efforts;
- Live video and audio streaming: ability to stream audio/video of live events on a free or subscription basis; channel page for archived video content; capability to run advertisements on video players;
- Mobile applications: text messaging platform that provides updates of scores, news, and links; mobile applications (apps) for smartphones;
- E-commerce: partnership with URI Athletics with mutually agreed upon revenue splits, depending on origin of sales; access to national advertising program with opt-in and opt-out for conflicting sponsors; no limit on local sponsorships and website naming rights/opportunities;
- Technological support: full service for troubleshooting; access to software and technological upgrades; periodic website re-design; daily or real-time backup systems for data.

GENERAL DESCRIPTION:

The University is seeking proposals from experienced and qualified vendors to furnish and maintain comprehensive web product(s) from companies who specialize and have an extensive clientele with intercollegiate athletic programs. The proposed product(s) should be geared and designed specifically for college level sports and used primarily in the higher education athletics environment. The proposed product(s) must be in production and successfully used in institutions of higher education of similar size and scope to those described herein.

GENERAL SCOPE OF WORK TO BE PERFORMED:

- Custom website design for the home page for GoRhody.com, as well as template design for individual sport and department pages;
- Full conversion of all web-based content and data from current official athletics website (OAS) if applicable
- Full transfer of all web-based content and data to new design template if applicable – aka “data dump”
- Full technological support for troubleshooting and questions pertaining to upkeep, upgrades, and website maintenance
- A comprehensive web-based content management system that will allow for 24-7-365 updating capabilities on all aspects of GoRhody.com;
- Integration of social media capabilities into the website framework;
- Ability to support HTML imports for statistical programs; Application for live statistical updates – direct feed from Statcrew and Automated Scorebook programs; Application for live video and audio streaming;
- Automated email/newsletter creation; Text messaging platform that provides updates of scores, news, and links;
- Mobile platform/version of GoRhody.com to be viewed on smartphones and other similar devices;

- Opportunities for e-commerce, including but not limited to: online merchandise store; online ticketing store; online photography store; online auctions; online registration tools; online surveys and marketing tools;
- Full technological support for troubleshooting and questions pertaining to upkeep, upgrades, and website maintenance

PROJECT KEY COMPONENTS:

As referenced in the specific requirements, general description, and general scope of work, the University is seeking proposals for an effective and comprehensive plan for website management and hosting partnership services. This should include:

- Detailed timeline for a comprehensive project and process implementation
- Detailed process for conversion of existing data
- Full re-design of current web template, utilizing the most up-to-date, comprehensive technology available
- Updates to the design and technology upgrades on an annual basis
- Flexibility in agreements with third-party vendors that include, but are not limited to: e-commerce (team store, photo store), auction sites.
- Interest in entering corporate sponsorship and partnership opportunities with the University and its affiliates

PROPOSAL QUESTIONS & SUBMISSION

Questions, in **Microsoft Word Format**, concerning this solicitation, may be e-mailed to the Division of Purchases at gary.mosca@purchasing.ri.gov no later than the date & Time indicated on page 1 of this solicitation. Please reference the RFQ # on all correspondence.

Responses to questions received, if any, will be provided, as an Addendum to this RFQ, and posted on the Rhode Island Division of Purchases website at www.purchasing.ri.gov. It is the responsibility of all interested parties to download this additional information. *If technical assistance is required to download, call the Help desk at (401) 222-2142, ext 134.*

Responses to this solicitation to provide the required services must be received by the Division of Purchases **on or before the date & time indicated on page one of this document.**

Responses (a clearly marked original plus 5 copies should be mailed or hand-delivered in a sealed envelope marked RFQ #7448890 9/1/11 – 6/30/14 RFP Website Services- URI to

RI Dept. of Administration
 Division of Purchases, 2nd floor
 One Capitol Hill
 Providence, RI 02908-5855

NOTE: Proposals received after the above-referenced due date and time will not be considered. Proposals misdirected to other State locations or which are otherwise not presented in the Division of Purchases by the scheduled due date and time will be determined to be late and may not be considered. Proposals faxed, or emailed, to the Division of Purchases will not be considered. The “official” time clock is located in the reception area for the Division of Purchases. **(Please be advised that FedEx/UPS do not always arrive by 10:30 am, you would be smart to send your submission to arrive at least one day early)**

RESPONSE CONTENTS

Responses should include the following:

- A completed and signed three-page RIVIP generated bidder certification cover sheet (downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov)
- A completed and signed W-9 Form downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov
- A separate, signed and sealed, Cost Proposal reflecting the fee structure proposed for this scope of service (**Phase II, for applicants that are “short-listed”**)
- A *separate* Technical Proposal describing the background, qualifications, and experience with and for similar programs, as well as the work plan or approach proposed for this requirement.
- In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in electronic format (CDRom or Diskette). Microsoft Word / Excel OR PDF format is preferable. Only 1 electronic copy is requested

EVALUATION CRITERIA

Responses will be evaluated in two parts. Part one will require the technical submission and will be evaluated on the following criteria:

The Technical Proposal must contain the following sections:

a. Executive Summary

The Executive Summary is intended to highlight the contents of the Technical Proposal and to provide State evaluators with a broad understanding of the offeror's technical approach and ability.

b. Offeror's Organization and Staffing

This section shall include identification of all staff and/or subcontractors proposed as members of the project team, and the duties, responsibilities, and concentration of effort which apply to each (as well as resumes, curricula vitae or statements of prior experience and qualification).

c. Work Plan/Approach Proposed

This section shall describe the offeror's understanding of the State's requirement, including the result(s) intended and desired, the approach and/or methodology to be employed and a work plan for accomplishing the results proposed. The description of approach shall discuss and justify the approach proposed to be taken for each task, and the technical issues that will or maybe confronted at each stage on the project. The work plan description shall include a detailed proposed project schedule (by task and subtask), a list of tasks, activities, and/or milestones that will be employed to administer the project, the assignment of staff members and concentration of effort for each, and the attributable deliverables for each and will identify and describe what type of tutor training methodology will be utilized in the program.

- d. Previous Experience and Background, including the following information:
 - i. A comprehensive listing of similar projects undertaken and/or similar clients served, including a brief description of the projects;
 - ii. A description of the business background of the offeror (and all subcontractors proposed), including a description of their financial position.
- e. The offeror's status as a Minority Business Enterprise (MBE), certified by the Rhode Island Department of Administration, and/or a subcontracting plan which addresses the State's goal of ten per cent (10%) participation by MBE's in all State procurements. Questions concerning this requirement should be address to Charles Newton, M.B E. Officer, at (401) 222 6253.

SECTION 5 - EVALUATION AND SELECTION

The State will commission a Technical Review Committee, which will evaluate and score all proposals, using the following criteria:

Criteria	Possible Points
<u>Capability of general scope of work</u> * Opportunities for e-commerce and revenue splits * full technological support, maintenance, and upgrades * full transfer of all web-based content – aka “data dump”	<u>15</u> 5 5 5
<u>Capability of specific requirements</u> * ease of use of web-based content management system * integration of social media capabilities * design and implementation of mobile applications * overall plan for listed specific requirements	<u>20</u> 5 5 5 5
<u>Quality of Work Plan</u> * time frame toward designing new website template * time frame from agreement to full launch * overall work plan for other aspects of website	<u>15</u> 5 5 5

<u>Suitability of existing technology</u>	<u>10</u>
* ease of use for video/audio upload and archiving	5
* overall framework of existing technology	5
Total Possible Technical Points	60 Points
Cost [calculated as (lowest responsive cost proposal) divided by (this cost proposal) times 40 points]	40 Points
Total Possible Points	100 Points

All OFFERERS must receive a minimum score of 50 points on the technical submission. Offers not scoring at least 50 points will not be considered further.

A Technical Review Sub-Committee will review all submissions. After review, one or more OFFERERS may be invited to present to the sub-committee and answer questions.

Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further. The State reserves the right to reject any or all proposals submitted and to waive any informalities in any vendor's proposal. The State may, at its sole option, elect to require presentation(s) by offerors clearly in consideration for award.

The ranked findings and selection recommendation will be submitted to the State's Architectural/ Engineering Consultant Services Selection Committee, and forwarded to the Director of Administration for final selection consideration.