



**Solicitation Information
February 17, 2016**

RFP# 7550306

TITLE: Website Management and Hosting Partnership for the University of Rhode Island and its Official Website GoRhody.com

Submission Deadline: March 16, 2016 at 2:30 PM (ET)

Questions concerning this solicitation must be received by the Division of Purchases at gail.walsh@purchasing.ri.gov no later than **Monday, February 29, 2016 at 5:00 PM (ET)**. Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP# on all correspondence. Questions received, if any, will be 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

**GAIL WALSH
CHIEF BUYER**

Applicants must register on-line at the State Purchasing Website at www.purchasing.ri.gov

Note to Applicants:

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

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

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SECTION 1: INTRODUCTION

The Rhode Island Department of Administration/Division of Purchases, on behalf of the University of Rhode Island, Department of Athletics, is soliciting proposals from qualified firms to provide an effective and comprehensive plan for website management and hosting partnership for the Athletics Department and its official website GoRhody.com, in accordance with the terms of this Request for Proposals and the State's General Conditions of Purchase, which may be obtained at the Rhode Island Division of Purchases Home Page by Internet at www.purchasing.ri.gov . The initial contract period will be July 1, 2016 – June 30, 2019 with two additional one (1) year options to renew.

This is a Request for Proposals, not an Invitation for Bid. Responses will be evaluated on the basis of the relative merits of the proposal, in addition to price; there will be no public opening and reading of responses received by the Division of Purchases pursuant to this Request, other than to name those offerors who have submitted proposals.

INSTRUCTIONS AND NOTIFICATIONS TO OFFERORS:

1. Potential vendors are advised to review all sections of this RFP carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
2. 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 RFP will be rejected as being non-responsive.
3. All costs associated with developing or submitting a proposal in response to this RFP, or to provide oral or written clarification of its content shall be borne by the vendor. The State assumes no responsibility for these costs.
4. Proposals are considered to be irrevocable for a period of not less than 120 days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.
5. All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.
6. Proposals misdirected to other state locations, or which are otherwise not present in the Division at the time of opening for any cause will be determined to be late and will not be considered. For the purposes of this requirement, the official time and date shall be that of the time clock in the reception area of the Division.
7. It is intended that an award pursuant to this RFP will be made to a prime vendor, or prime vendors in the various categories, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered. Subcontracts are permitted, provided that their use is clearly indicated in the vendor's proposal and the subcontractor(s) to be used is identified in the proposal.

8. All proposals should include the vendor's FEIN or Social Security number as evidenced by a W9, downloadable from the Division's website at www.purchasing.ri.gov.
9. The purchase of services under an award made pursuant to this RFP will be contingent on the availability of funds.
10. Vendors are advised that all materials submitted to the State for consideration in response to this RFP will be considered to be Public Records as defined in Title 38, Chapter 2 of the General Laws of Rhode Island, without exception, and will be released for inspection immediately upon request once an award has been made.
11. 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 RFP.
12. Equal Employment Opportunity (G.L. 1956 § 28-5.1-1, et seq.) – § 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 to all areas where State dollars are spent, in employment, public services, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Opportunity Office at (401) 222-3090 or contact Raymond.lambert@doa.ri.gov
13. In accordance with Title 7, Chapter 1.2 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 successful vendor(s).
14. The vendor should be aware of the State's Minority Business Enterprise (MBE) requirements, which address the State's goal of ten percent (10%) participation by MBE's in all State procurements. For further information, contact the MBE Administrator at (401) 574-8670 or visit the website www.mbe.ri.gov or contact Dorinda.keene@doa.ri.gov.
15. The State reserves the right to award to one or more offerers. The State also reserves the right to award this project based on pricing alone.

SECTION 2: BACKGROUND

The University of Rhode Island, Department of Athletics, is a NCAA Division 1 institution competing in 18 intercollegiate sports. In addition to membership in the Atlantic 10 Conference, the University holds membership in the Colonial Athletic Association Football Conference, NCAA Division 1 Football Championship Subdivision, the National Collegiate Athletic Association Division 1, the Eastern College Athletic Association, and the New England Intercollegiate Athletic Association.

SECTION 3: SCOPE OF WORK

General Scope of Work

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) would be geared and designed specifically for college level sports and used primarily in the higher education athletics environment. The propose product(s) must be in production and successfully used in institutions of higher education of similar size and scope to those described herein.

Specific Activities / Tasks

- **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 for desktop and all mobile devices and operating systems
- **Web-based content management system:** Offer user-friendly platform; all 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; Instagram and Snapchat integration;
- **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;

- **Advertising Inventory**: 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;
- **Technology support**: full service for troubleshooting; access to software and technological upgrades; periodic website re-design; daily or real-time backup systems for data.

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 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 the agreements with third-party vendors that include, but are not limited to: Advertising inventory (team store, photo store) auction sites.
- Interest in entering corporate sponsorship and partnership opportunities with the University and its affiliates.

SECTION 4: TECHNICAL PROPOSAL

Narrative and format: The separate technical proposal should address specifically each of the required elements:

1. **Executive Summary** – The executive summary is intended to highlight the contents of the Technical Proposal and to provide evaluators with a broad understanding of the offeror’s technical approach and ability.
2. **Capability, Capacity, and Qualifications of the Offeror** –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).
3. **Work plan/Approach Proposed** –This section shall describe the offeror’s understanding of the University’s requirement, including the result(s) intended and desired, the 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.

4. 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

SECTION 5: COST PROPOSAL

A separate, signed and sealed, Cost Proposal reflecting the fee structure proposed for this scope of service.

SECTION 6: PROPOSAL SUBMISSION

Questions concerning this solicitation may be e-mailed to the Division of Purchases at gail.walsh@purchasing.ri.gov no later than the date and time indicated on page one of this solicitation. Please reference **RFP # 7550306** on all correspondence. Questions should be submitted in a Microsoft Word attachment. Answers to questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information. If technical assistance is required to download, call the Help Desk at (401) 222-3766 or lynda.moore@doit.ri.gov.

Offerors are encouraged to submit written questions to the Division of Purchases. **No other contact with State parties will be permitted.** Interested offerors may submit proposals to provide the services covered by this Request on or before the date and time listed on the cover page of this solicitation. Responses received after this date and time, as registered by the official time clock in the reception area of the Division of Purchases will not be considered.

Responses (**an original plus (_4_) copies**) should be mailed or hand-delivered in a sealed envelope marked "**RFP# 7550306**" 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 those not presented to the Division of Purchases by the scheduled due date and time will be determined to be late and will not be considered. Proposals faxed, or emailed, to the Division of Purchases will not be considered. The official time clock is in the reception area of the Division of Purchases.

RESPONSE CONTENTS

Responses shall include the following:

1. A completed and signed three-page R.I.V.I.P generated bidder certification cover sheet downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.
2. A completed and signed W-9 downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.
3. **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.
4. **A separate, signed and sealed Cost Proposal** reflecting the fee structure proposed for this scope of service

In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in **electronic format (CD-Rom, disc, or flash drive)**. Microsoft Word / Excel OR PDF format is preferable. Two electronic copies are requested (One for the State and one for the University) and it should be placed in the proposal marked "original".

SECTION 7: EVALUATION AND SELECTION

Proposals will be reviewed by a Technical Review Committee comprised of staff from state agencies. To advance to the Cost Evaluation phase, the Technical Proposal must receive a minimum of 60 (85.7%) out of a maximum of 70 technical points. Any technical proposals scoring less than 60 points will not have the cost component opened and evaluated. The proposal will be dropped from further consideration.

Proposals scoring 60 technical points or higher will be evaluated for cost and assigned up to a maximum of 30 points in cost category, bringing the potential maximum score to 100 points.

The University of Rhode Island reserves the exclusive right to select the individual(s) or firm (vendor) that it deems to be in its best interest to accomplish the project as specified herein; and conversely, reserves the right not to fund any proposal(s).

Proposals will be reviewed and scored based upon the following criteria:

Criteria	Possible Points
Capability of general scope of work	<u>20</u>
Opportunities for Advertising and revenue splits	5
Full technological support, maintenance and upgrades	5
Full transfer of all web-based contact – aka “data dump”	5
Ease of text message updates	5
Capability of specific requirements	<u>20</u>
Ease of use of web-based content management system	5
Integration of social media capabilities	5
Design and implementation of mobile applications	5
Overall plan for listed specific requirements	5
Quality of the Work plan	<u>15</u>
Time frame toward designing new website template	5
Time frame from agreement to full launch	5
Overall work plan for other aspects of website	5
Suitability of Existing technology	<u>15</u>
Ease of use for video/audio upload and archiving	5
Overall framework of existing technology	5
Integration with existing technology	5
Total Possible Technical Points	70 Points
Cost calculated as lowest responsive cost proposal divided by (this cost proposal) times 30 points *	30 Points
Total Possible Points	100 Points

*The Low bidder will receive one hundred percent (100%) of the available points for cost. All other bidders will be awarded cost points based upon the following formula:

$$(\text{low bid} / \text{vendors bid}) * \text{available points}$$

For example: If the low bidder (Vendor A) bids \$65,000 and Vendor B bids \$100,000 for monthly cost and service fee and the total points available are Thirty (30), vendor B’s cost points are calculated as follows:

$$\$65,000 / \$100,000 * 30 = 19.5$$

Points will be assigned based on the offeror's clear demonstration of his/her abilities to complete the work, apply appropriate methods to complete the work, create innovative solutions and quality of past performance in similar projects.

Applicants may be required to submit additional written information or be asked to make an oral presentation before the technical review committee to clarify statements made in their proposal.

CONCLUDING STATEMENTS

Notwithstanding the above, the State reserves the right not to award this contract or to award on the basis of cost alone, to accept or reject any or all proposals, and to award in its best interest.

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 may, at its sole option, elect to require presentation(s) by offerors clearly in consideration for award.

The State's General Conditions of Purchase contain the specific contract terms, stipulations and affirmations to be utilized for the contract awarded to the RFP. The State's General Conditions of Purchases/General Terms and Conditions can be found at the following URL: <https://www.purchasing.ri.gov/RIVIP/publicdocuments/ATTA.pdf>