



Request for Proposals: Website Design

The North Dakota Recreation & Park Association (NDRPA) will receive proposals for services to design a new NDRPA website.

Both a hard copy and electronic proposal must be received by NDRPA by 4:30 p.m. CT on March 31, 2017. NDRPA is located at 1605 E Capitol Ave, Bismarck, ND 58501, and electronic proposals should be emailed to clearfour@btinet.net.

All proposals shall be labeled "NDRPA Website Design Proposal." Proposals must include the proposal form provided by NDRPA and in accordance with specifications and conditions therein contained.

NDRPA reserves the right to hold all proposals for a period of 30 days after the date received, reject any or all proposals, and waive irregularities whenever it is for the best interest of the association.

NDRPA is not responsible for work performed, even work done in good faith, if it occurs prior to the contract start date set by NDRPA.

Dated this 13th day of March 2017.

North Dakota Recreation & Park Association

Dana Schaar Jahner
NDRPA Executive Director
clearfour@btinet.net
701-355-4458

cc: Bob Gillen, NDRPA President

General Specifications

1. Proposals may be rejected if they show any alteration of form, additions not called for, conditional or alternate proposals, incomplete proposals, irregularities of any kind, or if they contain clause in which the vendor reserves the right to accept or reject a contract awarded. Proposals in which the prices are obviously unbalanced or proposals otherwise regular, which are not accompanied by a satisfactory proposal guarantee, may be rejected.
2. The right is reserved to cancel any and all awards under this letter for failure to make delivery within 60 days due to priorities or any other reason.
3. No payment will be made until NDRPA approves the deliverables. In its proposal, the vendor should outline its preferred payment schedule based on the project schedule. Payment for services received under contract will normally be made within 30 calendar days after receipt of a correct invoice.

Detailed Specifications

The North Dakota Recreation and Park Association (NDRPA) is a membership organization committed to advancing parks, recreation and conservation for an enhanced quality of life in North Dakota. NDRPA's more than 600 members include park districts and their board members and staff, as well as agencies, organizations and individuals interested in the fields of recreation, parks, conservation, trails, tourism, fitness, therapeutic recreation, health and wellness, and recreational use of natural resources.

The purpose of the website is to provide essential information to association members and potential members. The general content areas included in the current website – www.ndrpa.com – will be retained, although it is expected the site structure will be reorganized.

The new website design must be responsive and must include:

- User-friendly content management system
- Form creation for event registration, membership renewal, etc.
- Calendar of events
- Search tool
- Analytics
- Hosting

Fees for add-on options must be included separately:

- E-commerce
- Members-only section that is password-protected

NDRPA staff will provide copy, logos, photos, etc. for the new website.

Proposal Requirements

Vendor must submit one hard copy proposal and one electronic copy that include the following information:

1. Name, location and type of organization, and years in business for the designer(s) and all consultants.
2. Name and past experience of all key persons who will be directly involved with the project, including professional certifications.
3. Project titles and contact information (business name and contact person, phone number and web address) for three comparable website design projects completed by the vendor in the past five years, including descriptive material of the project.
4. Proposed approach of organizing and executing the website development as well as a suggested timeframe for an October 2, 2017, launch date. The proposal shall demonstrate the vendor's ability to undertake this project in a timely manner with respect to other on-going projects.
5. The vendor shall provide costs for its design and development services at a flat rate not to exceed \$5,000.
6. The vendor will provide the name of a contact person that will serve as NDRPA's "go to" person after the website launch, as well as the hourly rate of services that may need to be provided to NDRPA as part of the website maintenance.
7. Evaluation Criteria: While the fee for the project will be considered in the evaluation process, the following additional criteria will also be considered:
 - the vendor's experience with a public agency or nonprofit organization's website design and development.
 - the vendor's experience in the field of parks and recreation and .
 - any additional information provided that NDRPA deems appropriate and essential in the design of the NDRPA website.

NDRPA may choose to interview one or more vendors providing proposals. Interviews will be conducted at a mutually agreed upon time at the NDRPA office or via conference call.

Proposal Form for NDRPA Website Redesign

Vendor: _____

Contact: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Fee: _____

Optional: Fee for e-commerce _____

Optional: Fee for password-protected members-only section _____

Signature: _____

Checklist of Items to Include:

___ Name, location and type of organization, years in business and names/experiences of key persons who would be involved in this project.

___ Titles and contact information for three comparable website design projects completed in the last five years.

___ Proposed approach and timeline for an October 2, 2017, launch date.

___ Flat rate cost, not to exceed \$5,000.

___ Annual cost for website hosting and associated fees.

___ Name of contact person and hourly rate for maintenance services beyond start-up.

___ Any additional information the vendor may deem necessary to include in the evaluation and selection process.

___ Optional: Fee for e-commerce

___ Optional: Fee for password-protected members-only section