

SOUTHERN NEW HAMPSHIRE PLANNING COMMISSION
REQUEST FOR PROPOSALS
WEBSITE DEVELOPMENT
MARCH 30, 2017

1. WEB DEVELOPMENT

Introduction

The Southern New Hampshire Planning Commission (SNHPC) is accepting proposals from invited vendors for the purposes of website design and development of the SNHPC website.

The purpose of this request for proposal (RFP) is to provide prospective vendors with our requirements and to establish a consistent evaluation process for all responding vendors.

Background

The SNHPC was formed under the New Hampshire Statutes in 1966. The SNHPC serves as the coordinating agency for the planning initiatives of 14 communities in the region. By taking a regional approach to address development concerns, the SNHPC strives to craft effective and efficient solutions that will preserve the special character and valuable resources of the region.

The SNHPC is also the Metropolitan Planning Organization (MPO) for the greater Manchester region and is the largest MPO in population in the State of New Hampshire. An MPO is an organization that conducts transportation planning in a cooperative, comprehensive, and continuous manner. Federal regulations stipulate that transportation funding in urbanized areas can only be utilized by states with an MPO in place.

Scope of Work

1. Establish consistency in the SNHPC online presence.
2. Develop a satisfying user experience for information gathering.
3. Create a Content Management System (CMS) with a user interface that will optimize the display on all devices.
4. Integrate and maintain the design throughout all materials and social tools.

2. FUNCTIONAL REQUIREMENTS AND ESSENTIAL COMPONENTS

- The website should share information and inform the public about upcoming events through attractive and engaging features, news, calendars, etc.
- The website should be able to deliver large amounts of constantly changing information in the form of photos, links, videos, etc.
- The website should be easy and intuitive, visually pleasing, quick to load and operate, and safe and secure.
- The website should allow for “What You See Is What You Get” (WYSIWYG) editing by non-technical users / easy content management system.
- The website should be optimized to accommodate varying size displays and mobile devices.
- The website should have a subscription feature for emailed newsletters, etc.
- The successful vendor should provide training of our staff to use site tools.
- The successful vendor should develop a Style Guide specific to the SNHPC website to maintain consistency.
- The successful vendor should assist the SNHPC with video account formation, including YouTube.

- The successful vendor should assist the SNHPC in developing new design graphics for social media, including Facebook.

3. PROPOSALS MUST INCLUDE:

1. Summary of your project approach and scope of work
2. Estimated project timeline and schedule of deliverables. Include each work element/ phase, major milestones and testing proposal
3. Three most recent projects completed or references from your body of work that you feel best represent elements of the scope of work you have proposed to us
4. Brief profiles of each project team member

4. DETAILED COST PROPOSAL

1. Website Development: Identify costs related to website production hours, tools and functionalities
2. Training: Identify costs to train our staff to use site tools
3. Style Guide: Identify costs to provide a style guide to maintain future consistency
4. Additional Graphics: Identify costs to provide social media graphics.
5. Maintenance and Support: Identify whether there will be other expenses, such as consulting fees, updates, etc.
6. Contractual Stipulations: Identify your company's terms and conditions of payment and hourly rate for additional work after proposal is accepted

5. TERMS AND CONDITIONS

1. The Request for Proposals does not commit the SNHPC to awarding any work. The SNHPC reserves the right to award all, some, or none of the scope of work detailed in this Request for Proposals.
2. Any additional work requested must be quoted, submitted and approved by the SNHPC.
3. Candidate agrees that once the website has been completed, accepted, and paid for by the SNHPC, the website design and all of its content become property of the SNHPC.
4. All proposals should be submitted by email only to Linda Moore-O'Brien at LMoore-O'Brien@snhpc.org
5. Copies should be received by 4:00 pm on **April 14, 2017**. Late submittals will not be considered.