

Child Care Services Association
Request for Proposal
Durham PreK Website

Project Summary

Child Care Services Association (CCSA) (Agency) is seeking proposals from a firm or individual designer/developer (Vendor) to develop our Durham PreK website to provide the Durham community, parents and providers with information about Durham PreK and serve as a parent application portal. The website design and function should reflect our position in the Durham community as a nonprofit working to ensure affordable, accessible, high-quality child care for families as well as an early childhood resource for families in Durham with young children ages 0-5.

The goal of this project is to design the website's content into a format that will be easily navigated, easily updated, that contains downloadable documents, and that will position the website for further growth and development in the future.

Objective

Our primary objective is to build brand identity, awareness, and interest in Durham PreK.

The new website is expected to consist of a main Durham PreK site with separate pages as required to incorporate all the content and information for all the stakeholders. Separate pages may include but not limited to a parent information page, parent portal to our scholarship database (read paragraph below for more information and requirements), provider information page, teacher information/resource page, community partners page, family resource page and a research/reports page. The architecture that is the basis for the new website must be able to handle increased content and additional features through the use of content management system (CMS) templates and add-on components/plugin-ins.

Additionally, CCSA is currently in the process of building a modern web application to manage a Durham PreK Scholarship database that will be hosted in a cloud environment. One of the functions of Durham PreK Scholarship database is to track client applications and the associated data for these clients. Since the new system is designed to consume client application data, a public secured https URL will be available for which other systems or websites will link. The styling of this web page will be generic in nature and not specific to any partner or referring website. In order to allow partners to create and style their own client applications but still submit data to the system, the new web application will be set up with a REST API. CCSA will be able to provide a partner with secure access to submit data through the REST API and documentation of what data is expected and required to submit a complete application to the system.

To be effective, the new web site must be:

- Easy and intuitive for users
- Fresh, modern and visually pleasing
- Mobile-friendly
- Informative, comprehensive, consistent
- Safe and secure
- Easy to maintain and update

Scope of Services

The Vendor must deliver to CCSA a new fully operational website based on the following scope of work.

- Develop a project plan for the entire scope of work with input from CCSA.
- DESIGN – Design of Durham PreK Website (durhamprek.org and/or durhamprek.com) to include at a minimum:
 - Consistent look and feel for the website, including color schemes and graphic elements to unify the website based on collaboration with the Agency about its branding.
 - Provide two (2) different design prototypes of a new home page for the Agency to consider. Then to ensure agreement on the design concept, the Vendor will design a minimum of five (5) pages as determined by the Agency, based on the selected prototype. The Agency will sign-off on the design before the Vendor proceeds with the development of the new website.
 - Vendor will propose a navigational layout for the entire website. The Agency will sign-off on the design navigation before the vendor proceeds.
 - Design must conform to a look and feel that works with mobile and tablet browsers using “responsive website design” (RWD). This is to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices.
 - Website architecture design, including recommendation for use of open source software, web templates and plug-ins.
 - Website should hook into Google Analytics and utilize Google Webmaster Tools.
 - Website that meets ADA/508 standards compliance.
 - Website must display correctly in all major browsers, minimally including IE, Firefox and Chrome, Safari and Opera.
 - Website must link into our Durham PreK Scholarship database for parents to submit applications.
- DEVELOPMENT/IMPLEMENTATION of the New Website using the proposed Content Management System (CMS)
 - Install and configure the website CMS software.

- The proposed CMS must be open-source and released under a free software license.
 - Develop the Website based on the agreed/signed-off design.
 - Develop the Website and CMS templates to allow Agency staff to easily update and maintain all website content and documents.
 - Work with designated Agency staff to incorporate CMS permissions and content approval processes.
 - Complete all other work necessary to develop and fully test the website.
 - Ensure that the website is fully operational, without problems or broken links. The Agency will signoff when satisfied.
- PORTING - Conversion of all content and documents from the existing website into the new CMS-based website/templates.
 - TRAINING - Provide Content Management System (CMS) training to a minimum of ten (10) Agency staff that will be responsible for updating website pages.
 - TIMELINE - Without delays due to extraordinary circumstances, development and deployment of the new website should take place no later than five (5) months from the contract date.
 - ONE YEAR SUPPORT - Provide one (1) year of website and CMS support from the date the new website is "live." This involves 9 am-5 pm, M-F phone support and a minimum of 30 remote and onsite support hours in creating new CMS templates, web pages and general support as needed.
 - LONG TERM PROPOSAL - Provide a proposal for website support, CMS maintenance and hosting beyond year one (1).

Proposal Submissions

Submissions should consist of the following:

- Letter of interest
- Overview and background of the firm or individual submitting this proposal.
- Proposal narrative, including your understanding of the Scope of Work, your vision for the project website hosting and other information you would like to include.
- Detailed timeline of creation, implementation and training.
- Information about the content management system (CMS) that will be utilized. This should include functional specs, licensing provided in proposal and links to websites that you have developed that use this CMS product.
- Samples of or links to previous design work relevant to this project.
- Reference contacts for similar projects. This including names and contact information for individuals who can speak to the team's qualifications.

- Sample contract for proposed services
- Detailed cost proposal to encompass all factors necessary for development of new site.

Finalist Presentations

Project finalists may be required to give a presentation that minimally includes the Vendor's background and experience, overview for the proposed, vision for the new website, and samples from other similar projects.

Selection Criteria

Applicants will be judged based on the following criteria:

- Qualifications of the design/development team
- Past experience on similar projects
- Demonstrable web design skills
- Vendor's holistic approach to Agency's web presence (integration of social media, fundraising)
- References
- Stability of Firm
- Total cost

The successful firm or individual will demonstrate that capacity exists to develop an exciting "look and feel" for the new website, a reasonable process for development of the website's information architecture, and ability to transfer and maintain up-to-date web content. Past experience with non-profit organizations is a plus.

Timeline

- Proposals are due no later than 12:00 Noon EST, Monday, January 7, 2019.
- Submissions will be evaluated immediately thereafter.
- Potential interviews will be scheduled within two weeks. Notifications will be made via letter and/or phone call and email.
- The selection of a proposal will be made no later than February 6, 2019. Contract negotiations will begin immediately and will conclude no later than February 13, 2019.
- All other Vendors will be notified on or about February 20, 2019.

Proposal Delivery Address

Proposal submissions should be emailed and/or addressed to:

Alex Livas-Dlott, Durham PreK Manager
Child Care Services Association
1201 S. Briggs Avenue, Suite 200, Durham, NC 27703
alexld@childcareservices.org