

LAKE MICHIGAN AIR DIRECTORS CONSORTIUM

9501 W. Devon Ave., Suite 701 Rosemont, IL 60018

Phone: 847-720-7880 Fax: 847-720-7891

REQUEST FOR PROPOSAL

Website Development for the Lake Michigan Air Directors Consortium

The Lake Michigan Air Directors Consortium (LADCO) is seeking contractor assistance to update the LADCO website.

Proposals must be received no later than 5 p.m. CDT on January 26, 2018. An electronic PDF copy of the proposal is required and should be sent to:

Zac Adelman
Executive Director
Lake Michigan Air Directors Consortium
9501 W. Devon Avenue, Suite 701
Rosemont, IL 60018
e-mail: adelman@ladco.org

No late proposals will be accepted, and the offer shall remain effective for a period of 60 days from the date of the mailing.

Your response to this Request for Proposal (RFP) should include a complete technical proposal that describes your approach for accomplishing the activities outlined below in the Scope of Work. The technical proposal should include a draft work plan, which clearly describes your technical activities, schedule, and deliverables. The proposal should include a summary of your capabilities, your experience in the field of work, and an electronic portfolio of websites that you designed and developed. The proposal should also include links to at least three example site templates that demonstrate possible site designs. Include a complete cost proposal with a detailed breakdown of projected expenditures, including person hours and other direct charges. LADCO does not anticipate there being any travel expenses for this project. Please limit the total proposal to 15 pages (12-point font).

In addition, your response may include an appendix with supplemental information, such as resumes and descriptions of recent relevant work. The supplemental information has no page limit.

All contracts will be issued by LADCO and managed by LADCO's Executive Director. It is anticipated that LADCO will award a "fixed price" contract as a result of this solicitation. LADCO may consider awarding another type of contract, provided that its use is consistent with the objectives and interests of the Consortium.

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Funds available for this contract are federal funds from the U.S. Environmental Protection Agency (EPA) and contractors must meet requirements associated with the use of federal funds (2CFR 200). All information and data produced and delivered under this contract will be in the public domain. LADCO expects that no intellectual property will be produced or delivered pursuant to this work.

LADCO will make positive efforts to utilize small, minority business enterprises (MBE), women's business enterprises (WBE), and disadvantaged business enterprises (DBE), whenever possible.

All inquiries regarding this RFP should be directed to Zac Adelman via e-mail at adelman@ladco.org. Written responses to inquiries will be sent to all organizations on the interested bidders list for this work. If your organization would like to be included on the interested bidders list for this and subsequent work, then please send an email to adelman@ladco.org with your email address and contact information.

Scope of Work

Introduction

The Lake Michigan Air Directors Consortium (LADCO) is seeking web development services to create a new website that supports the mission of our organization. In addition to required functionality, optional deliverables will include a revised LADCO logo. A fundamental requirement of the new site will be a low barrier to publishing content. As LADCO will generate the majority of the content for the new site, this solicitation is to develop the framework with which we can publish our content to the Web. We expect this project to complete in a four-month development cycle. Details of LADCO and this project are provided in the following sections.

LADCO Overview

LADCO coordinates the air pollution control and planning activities of the states in the Lake Michigan region. LADCO serves as an interface between air pollution research and state-level policies to monitor and control air pollution in the region. A major function of LADCO is to use environmental modeling software to support air quality planning decisions. LADCO routinely generates large volumes of data (multiple terabytes), graphical and tabulated analysis products derived from model data, and reports and presentations of modeling results. LADCO also coordinates a training program for the states in the region, which involves providing information on upcoming courses, scheduling courses, and hiring contractors to develop and teach courses to staff in the LADCO states.

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Target Audience

LADCO's primary audience are staff at state/local/tribal environmental agencies in the region, EPA regional staff, and federal land management agency staff at offices in the region. Secondary users of the LADCO site will be staff members of similar agencies at the national level and at states outside of the LADCO region. Other users may include university researchers, private contractors, law and public policy firms, and the general public.

Assume that the most frequent visitors to the LADCO website will be familiar with the mission of the organization, know about the air pollution issues that we address, and will be coming to the site to obtain specific information about either modeling data or training information. There will be a public outreach component to the LADCO site that addresses general air pollution issues in the Great Lakes region, but the majority of the functionality of the site will be targeted to air pollution policy and science professionals.

Website Objectives

The objectives of the website include:

1. Serve LADCO organizational and operational content: mission, vision, history, staff listing, policies and procedures, by laws
2. Provide an access point for contractors to find and bid on solicitations: RFP listing, current bidders list, RFP scoring criteria
3. Provide a document library of archived and current LADCO reports and papers
4. Provide a training portal with an events calendar of past and upcoming trainings, and a current list of courses and would-be instructors
5. Events calendar listing upcoming training, phone calls, meetings, and other events important to the LADCO staff. This feature could be as simple as an embedded G-Suite Calendar
6. Provide a portal for disseminating information and reporting on air pollution monitoring, modeling and model results, and related activities
7. Content is accessible and editable via a web browser, or similarly accessible free interface, with access privileges set by LADCO staff
8. Password protected section of the site for disseminating restricted content
9. Provide a form for submitting expense reimbursements

Current Website

The current LADCO website (www.ladco.org) is built using PHP and JavaScript. The design is dated and the content is difficult for the LADCO staff to access for editing. Content is accessed and edited via a Windows desktop IDE on a single local Windows box. Changes are then published to a GoDaddy hosted server.

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The index page of the site includes a Flash app for navigating the site. This feature is redundant with the drop down menus on the site header and doesn't add much value to the overall functionality. While there is an aesthetic benefit to the app, it is both dated in its style and requires users of the site to have an active Flash plug in.

The site banner and branding are not very professional looking. The logo was homemade at LADCO and should be updated with a newer, more professional looking logo.

New Functionality Requirements

- Essential Functionality
 - The site shall be built using a Content Management System (CMS). The content on the site should be editable through a web browser, or similarly accessible editor/IDE.
 - Site access (i.e., editing and restricted content) shall be administered by LADCO through a user-friendly interface
 - The site shall include functionality to support embedded Google Calendars
 - The site shall include upcoming events listed on the homepage
 - The site shall include capabilities to include multiple restricted content areas that are accessible by login only, with areas and access privileges configurable by a LADCO administrator
 - The site shall include an image-viewing app to display directories of static plots; the app will allow users to select images directly from a file list, step forward and backward, and animate through a list of images. Different views of the image directories (e.g., thumbnails vs. file lists) will allow users to directly select images for viewing
 - The site shall include a web form for collecting text and attachments needed for travel expense reimbursements. Users will enter information into fields for logging travel expenses (e.g., air travel, hotels, meals), upload receipts, and the resulting information will then be emailed to the LADCO office manager for processing. The form should sum the individual expense lines to create total expenses. LADCO will work with the contractor to define the fields of the form.
 - Integration with a Mediawiki wiki to allow the LADCO staff to invite other collaborators to contribute content for specific projects
 - Capabilities to integrate with R-Shiny and Tableau APIs
 - Mobile-device compliant
 - Best effort to be ADA compliant
- Optional Functionality
 - Automatically harvest an upcoming events list on the index page from a Google Calendar
 - Design a new LADCO logo

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Proposal Requirements

Proposals should include the following elements:

1. Project statement - summarize the project from the perspective of the bidder
2. Technical proposal - detail the approach used to accomplish the objectives and requirements of the new LADCO website
3. Cost proposal - description of the proposed costs to implement the essential and optional functionality of the LADCO website; if recurring fees, such as hosting, are part of the costs they should be distinguished from one-time costs
4. Bidder qualifications - description of the qualifications should include years of experience, number of staff, a portfolio of websites that highlight the bidders capabilities, and contacts from three recent clients for references
5. MBE/WBE statement - statement of whether the bidder is a registered minority or woman-owned business
6. Site templates – provide links to at least 3 example site templates that provide sketches of possible site designs; these don't need to be fully developed websites, but they should give us a sense of the general look and functionality of the proposed site

Project Timeline

We expect to award the project and enter a contract with the winning bidder by February 9, 2018. The project deliverables will include the following, with due dates, stated relative to the signing of the final contract.

1. Project Kickoff Conference Call (within 1 week)
2. Draft Design Document (2 weeks) – detail the design, functions, and approaches of the new LADCO website
3. Final Design Document (1 month) – finalize document based on reviews by LADCO and stakeholders
4. Alpha version of LADCO website (2 months) – initial version of the LADCO website that demonstrates the site aesthetics and layout
5. Beta version of LADCO website (3 months) – first functional version of the LADCO website with at least 90% of the required functionality in place
6. Final version of the LADCO website (4 months) - finalize the LADCO website based on reviews of the beta site by LADCO and stakeholders; will include 100% of the required and, if funded, optional functionality
7. User's Guide (4 months) - best practices manual for editing content, enabling access, and maintaining the LADCO website; delivered as an internal page on the website

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Evaluation Criteria

The following criteria will be used in evaluating the responses to this RFP. A review panel will score each of the five factors below from 1 (worst) to 5 (best). The proposal with the highest weighted score will be selected for funding.

1. Project statement: 10%
2. Technical proposal: 30%
3. Cost proposal: 25%
4. Bidder qualifications: 10%
5. MBE/WBE statement: 5%
6. Site templates: 20%

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