March 27, 2020

REQUEST FOR PROPOSALS

Website Re-Design and
Secure Web Hosting Services

www.citrusresearch.org

Calendar of Deadlines:

RFP release date: March 27, 2020
Proposal deadline: 5:00pm PST on Monday, April 27, 2020
Contract Award by: June 2020 (estimated)
Request for Proposals for Website Re-Design and Web Hosting Services

Summary
The California Citrus Research Board (CRB), the official research arm of the California citrus industry, is accepting proposals to re-design and securely host our website. The purpose of this RFP is to provide a fair evaluation of all candidates and to provide the evaluation criteria against which they will be judged. We seek proposals from candidates interested in completing specified upgrades to our website by means of a user-friendly platform which will adequately address the objectives discussed in this RFP. It is anticipated that any “off the shelf” software package will include additional modules and/or development to meet the specific needs as discussed in the objectives section below. The successful firm or individual will be willing and able to work closely with the CRB to find the right technologies to meet the needs of the organization and our membership.

Objectives
CRB expects that the following modules/functions will be available on the organizations website and will be addressed by the chosen candidate. This list is considered the priority objectives list:

- Overall, re-design of graphics and aesthetics of the site with a responsive design to fit all device formats and platforms
- Development and implementation of a searchable database of research reports, articles and magazine issues
- Better location of key tabs and pages to increase the user friendliness of the site
- Updated homepage to include rotating pictures, magazine viewing, articles, news and events
- User friendly calendar, which would be searchable by category and add events to personal calendars
- Multi-user administrative privileges with proper approval/permissions processes
- Interface with mass e-mail marketing systems (i.e. Constant Contact, Mail Chimp, etc.)
- Ability to interface with a variety of social media platforms (i.e. Facebook, LinkedIn, Twitter, Instagram, etc.)
- Make site viewer friendly across a wide variety of devices (i.e. mobile)

In addition to addressing the above objectives, CRB is interested in a candidate that will be able to provide the following additional ongoing support for our website:

- Web Hosting
- Web Security
- Script and program updates as needed and in a timely manner
• Regular monthly (or more frequent) backups of the website
• Monitor server usage and ensure that appropriate bandwidth is allocated for the site and associated components.
• Updates made to online forms, in a timely manner, as needed throughout the year
• Annual Maintenance Contract
• Training for staff to be able to properly update and manage the content and products enacted through this project
• Create “How To” tutorials for CRB use

**Proposal Guidelines and Requirements**
This is an open and competitive process. Proposals received after 5:00pm PST, Monday, April 27, 2020, will not be considered. The proposal must contain the signature of a duly authorized officer or agent of the firm submitting the proposal.

The price quoted should be inclusive. If price excludes certain fees or charges, please provide a detailed list of excluded fees with a complete explanation of the nature of those fees. If the execution of work to be performed by your company requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. CRB will not refuse a proposal based upon the use of sub-contractors; however, we retain the right to refuse the sub-contractors you have selected. Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

**Contract Terms**
CRB will negotiate contract terms, upon selection. All contracts are subject to review by CRB legal counsel and approval by the CRB Executive Board. The project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items. CRB reserves the right to reject all proposals.

**Proposed Timeline**
- RFP release date: March 27, 2020
- Proposal deadline: 5:00pm PST on Monday, April 27, 2020
- Contract award by: June 2020 (estimated)
Format for Proposals

1.) Executive Summary
- Name of company
- Address (physical and mailing)
- Phone number
- Email address
- Website
- Primary contact name for proposal
- Summary about firm

2.) Technical Volume
Address your firms’ technical capacities which qualify you for this project. Address any important technology information and specifications used in your solution (languages, platform, etc.) Please provide three (3) samples of similar project completed by the firm.

3.) Management Volume
- Organizational structure: communication process; including lines of reporting and any special tools used.
- Schedule of deliverables; include major milestones.

4.) Budget Volume
- Break down cost by production hours, tools and functionalities
- Maintenance and support: Identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future including pricing options for a yearly maintenance contract.
- Hosting: Identify pricing options for web hosting
- Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc. to complete this project and specify rate.

5.) Attachments
- Brief biographies of team members who will work on this project
- Professional references
Questions and Proposal Submission

Questions may be directed to Carolina Evangelo, CRB director of communications at 559-738-0246 or carolina@citrusresearch.org.

Please mail, email or deliver proposals to the following address by:
5:00pm PST Monday, April 27, 2020.

Mailing Address: Citrus Research Board
Attn: Carolina Evangelo - Website RFP
P.O. Box 230
Visalia, CA 93279

Email: carolina@citrusresearch.org

Physical Address: Citrus Research Board
(Express Delivery)
217 N. Encina Street
Visalia, CA 93291