

## REQUEST FOR PROPOSALS

### Development and Maintenance of a Website

#### Introduction

North Carolina Eastern Region's (NCER) Military Growth Task Force (MGTF) is a regional organization convened to address the impacts on host communities as a result of military growth which is occurring in eastern North Carolina at Marine Corps Camp Lejeune (Jacksonville, NC), New River Air Station (Jacksonville, NC) and Marine Corps Air Station Cherry Point (Havelock, NC). At this time the MGTF is requesting proposals from firms to create a new website which will enhance public awareness of the MGTF, improve outreach, and compliment strategic public relations efforts.

#### Background

A new website is needed to keep citizens, the military, partners, and local governments informed on the progress being made in implementing the recommendations contained in the MGTF's Regional Growth Management Plan (RGMP)\* as well as to provide an accurate and updated archive of relevant information. This new communication tool will permit the fast and efficient methods of transmitting, acquiring, and disseminating information to stakeholders and the general public.

#### Scope of Services

Develop a new high quality, interactive, easily-updatable website for MGTF with its own domain name. The proposal, while including the elements below, should also provide specific details on the strategy for developing and implementing such a website, as well as cost estimates. Areas should include: design, content development, photography and video, domain name selection, hosting plan, deployment and training, as well as other possible features such as "flash" and the inclusion of a mobile version.

- a. Website template consisting of home page and one interior page design—look to be consistent with print material
- b. Selection and establishment of domain name
- c. FTP site/Web host identification
- d. Troubleshooting support, as required, for 24 months

Monthly reports on the status of deliverables will be required.

#### Deliverables

1. A new, high quality, interactive, user-friendly, easily-updatable website for MGTF with its own domain name, to include stock footage, graphics and video capabilities, operational within 90 days of contract date.
2. Provision of troubleshooting support to MGTF staff as required, for 24 months after contract date.

\*Available on the MGTF website, [www.nceastmgtf.org](http://www.nceastmgtf.org)

## **SUBMITTAL REQUIREMENTS**

Interested firms should submit background information about the company, its employees, and its experience with related projects and related clients. Information should also be provided which describes the philosophy of the company and how the company goes about meeting the needs of their clients. It should cover the range of abilities and experience of the firm.

Specifically, the response should address the following information in order:

1. Company profile listing name, address, year established, type of ownership, size of company and staff, and an organizational chart. If the company has multiple offices, please identify location and quantity of staff for all company offices, as well as list the offices where the work for this project will be performed. Please include the name, address, telephone, e-mail and fax number of the representative authorized to act on behalf of the proposing team.
2. Organizational chart of personnel, by job title and corporate affiliation, to be assigned to the project.
3. Information about any sub-consultants that might be used to perform services. Identify sub-consultant by name, address, telephone number, contact person, and names and job descriptions of key personnel.
4. Specialized or relevant expertise with this type of project by company, key personnel assigned to the project, and consultants.
5. Current company workload and ability to perform work for this project.
6. Project summaries, including reference contact information (name, title, company, and current telephone number for each reference), which are similar in scope to this project, and which demonstrate pertinent corporate and key personnel experience.
7. A detailed narrative statement of the firm's perception of the project requirements, outlining any unique features or conditions that appear to need special attention and that the firm and proposed project team may be particularly well qualified to address.
8. Narrative detailing firm's approach to the task and proposed methodology for arriving at recommendations.
9. Any additional information the respondent believes to be relevant to MGTF's selection efforts.

## **Evaluation Criteria & Selection Process**

MGTF shall review each proposal based on following criteria:

1. Methodology/concept innovation and rigor (30%)
2. Delivery plan/schedule/ability to meet stated time lines (15%)

3. Project management organization plan (10%)
4. Specialized experience, including recent experience in comparable projects (15%)
5. Past record of performance, including quality of projects previously undertaken; competence and reputation (10%)
6. Price proposal and budget including costing estimates/rationale (20%)

The MGT reserves the right to make a selection based on the overall value of the proposal by the submitting firm.

### **Proposal Submission**

1. Respondents are to submit their proposal electronically in Portable Document Format (PDF) **before 3:00 PM Eastern Daylight Saving Time on June 1, 2010** to the following e-mail address: [maloney@nceast.org](mailto:maloney@nceast.org). Submittal of proposals by telephone, facsimile, or postal mail will not be accepted. **Any proposal received after the exact time specified will not be considered.**
2. Questions: All questions and requests for information regarding this project should be directed to: Colleen Maloney at [maloney@nceast.org](mailto:maloney@nceast.org) or 910-325-8112.
3. Rejection Rights: The NCER retains the right to reject any or all submissions and to re-issue this Request for Proposal if such action is deemed to be in its best interests.
4. Cost of statement preparations: No reimbursement will be made for any costs incurred in responding to this Request.
5. Prohibited Interest: No member, office, or employee of the NCER shall have any interest, direct or indirect, in any resultant contract or the proceeds thereof.
6. Procurement: All procurement with the OEA grant funds will be in accordance with applicable State and local laws and regulations, and applicable Federal laws and standards, including compliance with 32 CFR Part 33, "Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments."
7. All items are to be submitted in accordance with the terms as specified in this Request. Client owns all intellectual property rights (IPR) developed pursuant to this Agreement and deliverables become the property of the Client upon their acceptance.