Request for Website Development Proposals for
Center for Appropriate Dispute Resolution in Special Education (CADRE)
www.directionservice.org/cadre

About CADRE

The Center for Appropriate Dispute Resolution in Special Education (CADRE) is a program of Direction Service, Inc., a nonprofit, multi-program, family support agency located in Eugene, Oregon. CADRE is funded by the U.S. Department of Education Office of Special Education Programs, and is composed of six enthusiastic and energetic staff members and a national advisory board of 12 members.

We provide technical assistance ("TA") on special education-related dispute resolution processes to states, parent centers, families, educators, practitioners, and others across the country (collectively, our "stakeholders"). Our work encourages the use of collaborative problem-solving and early conflict resolution, with a goal of reducing the costs (e.g., financial, emotional, relational) associated with more adversarial dispute resolution processes. The TA we provide varies based on client needs and requests, and includes webinars, training resources, and TA products, many of which we disseminate via the CADRE Website.

Project Description

This project affords an opportunity to participate in the redesign of a website with significant national impact, while working with a fun, dedicated group of people. We intend to redesign our website (www.directionservice.org/cadre) to improve the overall experience for both admin (e.g., content management, backend navigability, site-wide aesthetic and functional adjustments) and end users (e.g., responsivity, accessibility, organization). Though our current website has served us well, the platform and operating system (ColdFusion 9; Windows 2003 64-bit) require us to seek external support for certain adjustments, such as auditing content, making "permanent deletions," modifying navigation menus, and performing backups. We expect to seek expert assistance with regard to technical updates; however, we want staff to have more administrative control over site content and day-to-day management. The current website will continue to operate while the new site is being built.

An important consideration in the redevelopment process is that we not frustrate our stakeholders and others who use the site regularly. For example, the current site features several graphic interface databases (see Resource Showcase: directionservice.org/cadre/exemplar/matrix.cfm and Continuum: directionservice.org/cadre/continuumnava.cfm) that we want to preserve content-wise, but are somewhat flexible about functionality and aesthetics. Ultimately, we are most interested in having a site where users can search and locate content efficiently and have an overall positive and helpful experience.

We are looking for a contractor to redesign the CADRE website who will:
1. work with us to establish a set of styles and core graphics for the site's overall look and feel (CADRE will identify a color scheme and example websites that have the desired look and feel before the contractor commences work);
2. address the *Priority* functions and capabilities in a manner that allows for future incorporation of *Eventual/Nonessential* functions and capabilities, and which meets the design, infrastructure, and technical specifications provided;
3. develop resources that help CADRE staff manage the site and perform routine admin tasks, such as content management and backups, and provide training to CADRE staff on the use of these resources; and
4. implement all of these requirements in accordance with the proposed timeline.

Priority Website Functionalities and Capabilities

The following priority functionalities and capabilities are requirements of CADRE's website development project:

- A secure, user-friendly content management system ("CMS") capable of generating static and dynamic webpages, that works across functions, and provides for different levels of access to the site's functions. Contractors are invited to submit proposals that feature either open-source or proprietary systems.
- The CMS should allow access control – the ability to create and assign users to different levels of access, and allow for delegation of authority to create, make public, and permanently delete parts of the site.
- Site-wide compliance with the Electronic and Information Technology Accessibility Standards in Section 508 of the Rehabilitation Act of 1973 ("Section 508 Standards").

For Stakeholders/End Users

- Intuitive navigation
- User-friendly access to, and search functions for, the following databases and graphic interfaces:
    - Literature database
    - Resource showcases
    - Continuum
    - Video clips
    - Publications
    - Symposia materials
    - State database
    - Dispute resolution data
    - Contact info for CADRE and an automated contact form (with specific functionality for staff – see below)
    - Calendar
- Landing/index pages for different audiences
- Nested menu system and site search function
    - Navigation menu/directory, full content search, tag searches, date range search
    - Ability to sort search responses (e.g., most recent, relevant, popular)
- Access to content with minimal "tries"
- Resource predictions (i.e., "If you liked this, you might also be interested in…")
- Landing page for translated Spanish content
- Help/FAQ page
- Automated problem notification – notify user of bad link, provide optional "report this to CADRE" contact form, and redirect user to the homepage "click here to return to CADRE homepage"

For Admin/Staff Users

- Maximize admin/staff capacity to manage the site from a single location or "dashboard"
    - Content upload, renewal, modification, archive, deletion
    - Navigation menus
    - Page design and layout
    - Page/content date stamp for admin/staff view only – not front-facing
    - Ability to track history of uploaded content (i.e., documents, resources) and webpage creation/deletion

- Staff log-in and file access that is consistent with access control
- Database design that maximizes current and future field options – getting the big design right from the start (capacity to change field content is easy; adding a field is harder)
- Automated contact form with exportable data (i.e., report functionality) and a notification system – note that automatic emails generated by this form is not desirable
- Easy-to-use, reportable metrics and analytics that are universal (e.g., web-based, third party)
- Auto resource ID to ensure current links
- Redundancy avoidance (content duplication)
- Notification sent via email when content is added to user-populated databases (i.e., calendar, state), or when a user encounters a bad link
- Ability to plug-in a bulk email system

Eventual/Nonessential Functionalities
- E-commerce/Event registration system (possibly by 2017)
- Multilingual content access – ability to translate pages and content (e.g., Google Translate)
- Sitemap
- Environment for online learning/web-based training (e.g., modules, plug-ins, streaming capability/video broadcast)
- Ability to survey end users about their experience on the site
- Integrated trainer/professional database with membership control and ability to send bulk email or communicate with this database

Design Requirements
- Maximum responsivity to mobile devices, browsers, and different operating systems
- Content produced for the site or generated by its applications will be valid HTML5
- The site and any related applications (i.e., databases, graphic interfaces) should work on Firefox, Internet Explorer, Chrome, and Safari, with backward compatibility to 2-year old versions of those programs
- As referenced in the *Priority Website Functionalities and Capabilities*, the site must be designed to comply with Section 508 Standards, for users who are blind or have visual impairments
- Design should minimize the use of HTML tables in favor of CSS or CMS content "views"
- User-initiated increases or decreases in text size should be feasible without degrading the site's integrity
- With respect to critical functions, the contractor will come to an agreement with CADRE to determine whether and how to accommodate stakeholders/users who do not allow cookies, pop-ups, and/or Javascript

Technical Requirements
- A website that is developer-supported (i.e., routine maintenance, version updates, additional components) but not developer-dependent
- The proposed CMS has strong developer support, a wide user base, and predictable longevity – proposals utilizing technology with a strong community of users and committers are more likely to be considered favorably
- Proposed applications must run on a *nix-compatible operating system
- All applications and infrastructure developed for the site's functionality, including plugins and custom code used or contributed by the contractor, will be licensed under the GNU General Public License (GPL) or a similar license, with attribution

- Backend infrastructure details must be provided to CADRE upon request
- Ownership of all data and content on the site will remain with CADRE
- Bandwidth/Volume of current site
  - Downloads (primarily PDFs) – currently about 4K/day, 120K/month
  - Videos – most are hosted elsewhere (i.e., You Tube, Adobe Connect); we have a small number of Flash videos to host on our website
  - 5-7 staff users
- The domain registrar will be Network Solutions (www.networksolutions.com/)
- Hosting – The contractor will recommend one or more hosting solutions. CADRE prefers to contract directly with a third party for hosting
- Any personal/sensitive information transmitted to and from the site will be SSL-encrypted (e.g., contact forms, database submissions)

Orientation toward Functional Implementation

CADRE recognizes that our desired functionality requires an implementation framework that permits different functionalities to work together in a cohesive way. One possibility would be to choose a CMS that includes several of the functionalities. Additional functionalities can be added by well-supported external modules with a strong community of users and committers. Respondents should outline a solution they consider preferable, feasible, secure, and cost competitive.

Estimated Project Duration

It is anticipated that the project will be implemented in stages, based on CADRE's priorities, with a goal of rolling out the final, redesigned website between January and March 2016. A beta version of the site is hoped-for by mid-October 2015. In their proposals, RFP respondents should indicate time requirements for the various project elements, as well as the amount of time anticipated to complete and implement all requirements.

Assumptions and Agreements

Each proposal will be evaluated in its entirety, with particular attention on responsiveness to the priority, design, and technical requirements specified in the Project Description, including the costs and time associated with these. Additionally, CADRE will likely request meeting(s) with the selected developer on-site, at CADRE's offices. Preference will be given to proposals that allow for such on-site consultation(s).

Total costs specified in the proposal should not exceed $50,000-$70,000. A proposal above that amount may be submitted, with a detailed explanation for the additional projected costs, if a respondent believes the scope of work exceeds this ceiling.

CADRE will use this RFP and the proposal as the basis for a more specific contract agreement with the contractor selected.

Applicable Federal Cost Principles

100% of this proposed project (budgeted amount is $50,000 to $70,000) will be funded with Federal dollars. Therefore, the contractor selected by CADRE will be required to perform in accordance with 2 CFR Part 230, Cost Principles for Non-Profit Organizations, as outlined in the Office of Management and Budget Circular A-122: www.whitehouse.gov/sites/default/files/omb/assets/omb/fedreg/2005/083105_a122.pdf. See especially 2 CFR § 230.20(b).

Proposal Format and Submission

Proposals are due by 5:00pm PDT on April 3, 2015 to CADRE at cadre@directionservice.org

Proposals should be submitted electronically, address all of the requirements provided in this RFP, and follow this format:

1. Proposal Overview/Executive Summary
2. Organization Information
   a. Provide qualifications and experience, including examples of your work
   b. Include bios for all individuals who will work on the project
3. Technical Details
   a. Describe your experience with website redesign and transition (as opposed to creating a first-time site)
   b. Discuss your experience working with content management systems, and the strategies you employ to assure that systems you develop are transferable
   c. Explain the process you will follow for the project, including major milestones and evaluation
   d. State whether your team is able to implement different parts of the project sequentially or concurrently, depending upon CADRE priorities
   e. Address usability standards and testing, including beta-testing of the final design
   f. Explain how you will ensure that the site's applications or program modules work together in terms of user information, session information, and permissions
   g. Explain in detail any important technology information and/or specifications that are part of your proposal
4. Project Management
   a. Describe your approach to project management and communications
   b. Outline your organizational structure for the proposed project, identifying key personnel
   c. Indicate expectations for progress meetings
5. Timeline
   a. Provide a schedule of deliverables, indicating the point person for each
   b. Include major milestones and a testing schedule/plan
   c. Estimate the amount of time CADRE staff will be involved at specific points in the timeline, such as site style, design, functionalities, and testing
6. Budget
   a. Break down all costs by production hours, tools, and functionalities
   b. Maintenance and support
      i. Identify costs that should be assumed as part of developing and operating the site
      ii. Provide fee structure and outline for these costs
   c. Licensing – Identify any costs licensing associated with developing or hosting the site
   d. Hosting – State whether your company must host the site and, if so, provide an explanation for why
   e. Training and Style Guide
      i. Specify costs to train CADRE staff to use site tools and manage the site
      ii. Provide a style guide for the site
   f. Other charge areas – State whether there will be other expenses, consulting fees, future work necessary, etc., to complete the project
7. References – Provide three professional references and include for each their website URL, and the email address and phone number for the client's project manager

Additional Information

A Bidder's Conference will be held on Tuesday, March 3, 2015, at 11am PT, to answer questions and provide clarification about the project and proposals. This will be the principal opportunity for interested parties to ask clarifying questions. Anyone interested in participating should email CADRE to register for the conference: cadre@directionservice.org. Additional questions may be submitted by email following the conference. All registered bidders/interested parties will receive copies of any questions that are answered following the conference.

Notification of intent to submit a proposal is requested by Friday, March 6, 2015.

Anticipated Selection Schedule

March 3, 2015	Bidder's Conference Call (registration required)
March 6, 2015	Notification of Intent to Submit
April 3, 2015	Proposal Submission Deadline
May 1, 2015	Contractor Selection
May 15, 2015	Begin Work on Project
January-March 2016	New Website Rollout

Bases for Award of Contract

Selection criteria include:

- Responsiveness to RFP requirements
- Experience with website design, programming, and implementation, including ability to:
    - create hierarchical styles and templates for efficient presentation and content management
    - efficiently integrate different functions within a framework
- Effective communication and project management
- Examples of past work and positive client references
- Availability to address requests for modifications and support
- Ability to develop a system that is transferable to another web design/programming contractor and hosting company
- Command of web security issues, including those relating to site administration and management, and aspects of the site where personal/sensitive information will be transmitted (e.g., contact forms, database submissions)
- Cost