



## Request for Web Development Vendor Proposals

The Center for Creative Land Recycling (CCLR) seeks to retain a website development vendor to create a new website - including designing, building, and some copy editing - for the domain [cclr.org](http://cclr.org), currently hosted on Drupal.

**A. Release Date of this Request for Proposals:** January 13, 2021

**B. Anticipated RFP Schedule:**

This Request for Proposals (RFP ) shall be open from January 13, 2021 to February 10, 2021. The following is the anticipated schedule for receipt, evaluation, and selection of proposals. This is only an *estimate* and is provided for planning purposes only:

- 1) Proposals due February 10, 2021
- 2) Consultant selection/interviews: February 16 - February 19, 2021
- 3) Award consultant contract: February 22, 2021
- 4) Anticipated Contract Start: March 1, 2021
- 5) Expected work completion date: May 14, 2021

**C. Proposal Due Date and Time and Location:**

One copy of your response to this RFP solicitation should be submitted in a PDF file format. It *must* be received on or before **2:00pm PT, on February 10, 2021** by CCLR's authorized contact, Rachel Ross at [rachel.ross@cclr.org](mailto:rachel.ross@cclr.org). The subject line must read: **RFP Website Development.**

CCLR reserves the right to conduct oral interviews with respondents as a means of further evaluation prior to awarding a contract.

**D. Inquiries:** In the event a proposer desires any explanation regarding the meaning or interpretation of this RFP, such explanation must be requested in writing via email, no later than February 1, 2021.

**E. Proposal Content and Conditions:**

CCLR reserves the right to:

- Amend, modify, or withdraw this RFP
- Require supplemental statements or information from proposers
- Extend the deadline for responses to this RFP
- Reject any or all proposals received
- Negotiate separately with competing proposers

**F. Deliverables:**

- Complete backup of current website code base, data, and all dependencies
- Recommendations on site hosting
- Fully executed new website: creation of new site architecture, design, and functionality (see Project Goals below)
- Documentation of site architecture
- Setup of SEO, Google Analytics, and accessibility audit

**Contact:** Rachel Ross, Communications Coordinator - [rachel.ross@cclr.org](mailto:rachel.ross@cclr.org) - (802) 855-1623

This request includes a background of CCLR and describes the goal of the project, its challenges, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and/or research of more optimal solutions.

**Introduction and Project Description:**

CCLR is the oldest and only national non-profit working exclusively to champion land cleanup and reuse. Our expertise is in cleaning up and redeveloping vacant or contaminated properties, sometimes referred to as "brownfields." We offer trainings and technical assistance for communities working to turn this land around. CCLR serves as U.S. EPA's Technical Assistance to Brownfield Communities (TAB) provider in New York, New Jersey, the U.S. Virgin Islands, Puerto Rico, Washington, Oregon, Idaho, California, Nevada, Arizona, Alaska, Hawaii and the Pacific Island territories.

Our audience is predominantly land reuse practitioners, which includes attorneys, developers, nonprofits, community groups, and federal, state, and local government government programs and agencies.

CCLR seeks a development partner who can coordinate and execute a graceful transition away from our current website, and redeploy [CCLR.org](http://CCLR.org) with a new design, reorganization, and increased functionality on the front and back ends.

Our current web development vendor manages many technical aspects of the site and is available to provide information as needed.

**The Website:**

The [CCLR.org](http://CCLR.org) website acts as CCLR's public face, and as a resource hub / distribution channel for the informational materials CCLR provides. The site functions as CCLR's publishing platform, oriented to long-term hosting of articles and data. Additionally it serves as the landing page for CCLR events and programming.

[CCLR.org](http://CCLR.org) is built on Drupal, but we are open to switching platforms. The code base includes a number of customized elements, however many of these are no longer useful and may not be included in a new site, including a CiviCRM integration which we no longer use.

**Project Goals:**

The following goals are meant to give a brief overview of CCLR's needs for a new website:

- User friendly from the back end (staff should be able to easily perform all basic editing of content and some changes in design and structure)
- Clean, modern design
- Updated copy on existing pages
- Home page with priority links to blogs, resources, events
- Donation and donor/Member recognition pages
- Continues to host our extensive library of resources, including state resources and archived webinars and workshops, but in an organized and user-friendly manner with a query/search function

- Member portal/paywall for certain resources
- Redesigned events section with easy ability to create landing pages for events from large conferences to individual webinars.
- Mobile responsive
- ADA compliant

### **Staffing Model:**

CCLR currently outsources all website development services. CCLR's full-time Communications Coordinator oversees website development, and acts as liaison between our staff and our web development agency. However, a main goal of this website update is to move to a site that staff will be easily able to add to and edit internally. CCLR also retains a vendor for IT administration and support services unrelated to the [CCLR.org](http://CCLR.org) website.

CCLR is open to different development methodologies. Our ideal model is one that:

- Prioritizes open communication and technical transparency
- Introduces code with a long-term, collaborative orientation
- Proactively suggests ideas to meet project goals
- Provides confident guidance, while remaining protective of our ownership
- Tangibly demonstrates completion of projects and/or fulfillment of requests
- Integrates benchmarks and timeline accountabilities
- Places burden of research, testing, and proof of execution on the vendor
- Documents technical details of completed projects
- Is painless and rewarding for all involved, and feels like a collaborative partnership

### **All RFPs must include:**

1. **A Cover Letter** - The cover letter that accompanies your RFP should include a statement indicating your understanding of the work to be performed and an affirmation of the firm's qualifications for professionally and expertly completing the work scope. The letter must be signed by an official with the authority to commit your organization to the project and should be written on your organization's official letterhead. (1 page limit)
2. **Technical Proposal** - The Technical Proposal should be a clear, concise narrative which addresses the following experience and qualifications, including:
  - a. experience with the project deliverables
  - b. languages/platforms you are familiar with / would use for this site
  - c. How you structure relationships with your clients
  - d. Factors for success, including what you would require from CCLR
3. **Task/Timeline** - Please provide information on your approach to this project. This should include key tasks, what you would need from CCLR to fulfill these and a projected timeline.
4. **Staff Profiles and Qualifications** - The applicant must include short profiles of all principal staff that will have a major role in the project. These staff profiles must specifically address each individual's experience with the tasks/deliverables.
5. **Budget** - Please confirm whether this is a fixed-price contract or time and materials. If the latter, please provide a detailed budget, including expected number of hours and hourly rates for all principal staff that will have a significant role in the project. Labor rates shall be hourly, fixed, and fully burdened, meaning inclusive of all of the following:
  - a. average wage rate
  - b. overhead rate

- c. fringe rate
  - d. general and administrative (G&A) rate
  - e. profit
  - f. escalation factor
  - g. any additional burden
6. **Links to completed websites.**
  7. **References** - include contact information with a brief description of work you completed for them and the year.

**Evaluation Procedures:** Selection will be based primarily on qualifications and confidence in the selected firm's ability to deliver an outstanding final product.

**A. Evaluation Criteria:** CCLR will do a threshold review to ensure all proposals are received by or before the due date and are complete. It will then perform the following evaluation:

- Demonstrated quantity and quality of successful relevant experience/staff capacity. 45%
- Quality of proposed approach. 40%
- Price and time frame. 15%

**B. Basis of Award:** A contract will be awarded to the responsible proposer(s) whose Proposal is determined to be the most advantageous to CCLR, taking into consideration the price and such other factors or criteria which are set forth in this RFP.

All documentation and materials submitted by the interested party(ies) shall become the property of CCLR, without restriction and shall not impose any legal obligations on CCLR nor constitute an enforceable agreement of any kind.

This RFP is being conducted in compliance with the competitive Procurement Standards in 40 CFR Part 30 or 40 CFR 31.36 as appropriate.

**CCLR Procurement Policy and Procedures:**

It is the policy of Center for Creative Land Recycling that:

1. No employee, officer, or agent of CCLR shall participate in the selection, award, or administration of a contract supported by Federal funds if a real or apparent conflict of interest would be involved.
2. All CCLR procurement transactions shall be conducted in a manner to provide, to the maximum extent practical, open and free competition.
3. CCLR procurements shall provide for, at a minimum, that paragraphs (1), (2) and (3) of this section apply.
  - (1) CCLR shall avoid purchasing unnecessary items and/or services.
  - (2) Where appropriate, CCLR will make an analysis of lease and purchase alternatives to determine which would be the most economical and practical procurement for the Federal Government.
  - (3) Solicitations by CCLR for goods and services provide for all of the following.

- (i) A clear and accurate description of the technical requirements for the material, product or service to be procured. In competitive procurements, such a description shall not contain features that unduly restrict competition.
  - (ii) Requirements that the bidder/offeror must fulfill and all other factors to be used in evaluating bids or proposals.
  - (iii) A description, whenever practicable, of technical requirements in terms of functions to be performed or performance required, including the range of acceptable characteristics or minimum acceptable standards.
  - (iv) The specific features of “brand name or equal” descriptions that bidders are required to meet when such items are included in the solicitation.
  - (v) The acceptance, to the extent practicable and economically feasible, of products and services dimensioned in the metric system of measurement.
  - (vi) Preference, to the extent practicable and economically feasible, for products and services that conserve natural resources and protect the environment and are energy efficient.
4. CCLR shall determine the type of procuring instruments used (e.g., fixed price contracts, cost reimbursable contracts, purchase orders, and incentive contracts). The type of procuring instrument shall be appropriate for the particular procurement and for promoting the best interest of the program or project involved. The “cost-plus-a-percentage-of-cost” or “percentage of construction cost” methods of contracting shall not be used.
  5. CCLR shall only make contracts with responsible contractors who possess the potential ability to perform successfully under the terms and conditions of the proposed procurement. Consideration shall be given to such matters as contractor integrity, record of past performance, financial and technical resources or accessibility to other necessary resources. In certain circumstances, contracts with certain parties are restricted by funding agencies' implementation of Executive Orders 12549 and 12689, “Debarment and Suspension.”
  6. CCLR shall, on request, make available for funding entities, pre-award review and procurement documents, such as request for proposals or invitations for bids, independent cost estimates, etc.
  7. Some form of cost or price analysis shall be made and documented in the procurement files in connection with every procurement action. Price analysis may be accomplished in various ways, including the comparison of price and/or hourly rate quotations submitted, market prices and similar indicia, together with discounts. Cost analysis is the review and evaluation of each element of cost to determine reasonableness, allocability and allowability.
  8. CCLR procurement records and files for purchases in excess of the small purchase threshold (currently \$100,000) shall include the following at a minimum: Basis for contractor selection; justification for lack of competition when competitive bids or offers are not obtained; and basis for award cost or price.
  9. CCLR shall include, in addition to provisions to define a sound and complete agreement, the following provisions in all contracts. The following provisions shall also be applied to subcontracts.
    - (a) Contracts in excess of the small purchase threshold shall contain contractual provisions or conditions that allow for administrative, contractual, or legal remedies in instances in which a contractor violates or breaches the contract terms, and provide for such remedial actions as may be appropriate.
    - (b) All contracts in excess of the small purchase threshold shall contain suitable provisions for termination by the recipient, including the manner by which termination shall be effected

and the basis for settlement. In addition, such contracts shall describe conditions under which the contract may be terminated for default as well as conditions where the contract may be terminated because of circumstances beyond the control of the contractor.

- (c) Except as otherwise required by statute, an award that requires the contracting (or subcontracting) for construction or facility improvements shall provide for requirements relating to bid guarantees, performance bonds, and payment bonds unless the construction contract or subcontract exceeds \$100,000.
10. All negotiated contracts (except those for less than the small purchase threshold) awarded by recipients shall include a provision to the effect that the recipient, EPA, the Comptroller General of the United States, or any of their duly authorized representatives, shall have access to any books, documents, papers and records of the contractor which are directly pertinent to a specific program for the purpose of making audits, examinations, excerpts and transcriptions.
  11. All contracts, including small purchases, awarded by CCLR and CCLR contractors shall contain the procurement provisions of the appendix to Circular A-110, as applicable.
  12. CCLR will make all reasonable efforts to provide small and disadvantaged businesses with opportunities to compete.