



HARC

HARC WEBSITE REDESIGN PHASE 1

To hire an outside consultant to manage the first phase of a website redesign for the organization.

REQUEST FOR PROPOSALS

Published: November 5, 2019

Due: December 6, 2019, 4:00 PM CST

Milestones	Target Date
RFP advertised and published	Tuesday, 11/5/19*
HARC Question & Answer Conference Call	Friday, 11/15/19*
Recording of conference call posted	Friday, 11/22/19*
Proposals due	Friday, 12/6/19*
Estimated Notice of Award	Friday, 12/13/19*

**These dates are not binding and may change depending on the number of proposals received, staff availability for oral interviews and other intervening events.*

1. Overview

HARC (Houston Advanced Research Center), a research hub that provides independent air, energy and water analysis to people seeking scientific answers, invites written Proposals from interested organizations or individuals (hereinafter referred to as “Proposer”) to the RFP as described herein.

2. Background

In 2013, HARC underwent a complete rebranding and shifted its research focus to three content areas: air, water, and energy. Cross-sectional themes in our program of work include resilience, our living lab – the Woodlands, Texas headquarters that serves as a case study for sustainable building design - and our Geospatial & Analytics research. HARC also is building a climate research program focusing on climate risk in urban and coastal systems.

All initiatives and programs of work support and realize our mission: to provide independent analysis on energy, air, and water issues to people seeking scientific answers and to operate as a research hub focused on finding solutions for a sustainable future.

Our audience is changing and HARC’s online presence needs to respond to the more tech-savvy generation that is accessing our website. HARC seeks to reposition its web presence with a cleaner, more user-friendly experience with streamlined navigation and an enhanced, intuitive informational organization. There is content to be organized, a legacy to be honored, and our revised website needs to answer to today’s rapid-fire distribution of information with simpler communication strategies. We need to be able to share mile-wide content and expertise with an inch-deep dive.

3. Purpose

The purpose of this RFP is to identify a fully qualified web designer and strategic marketer. Proposers are encouraged to include additional “value-added” services in their proposed lists of services to be provided, such as previous work with Isuu, previous work with Wix, SEO, video, animation, and various CRM functionality.

HARC will evaluate the proposals that are received to select the Proposer best able to provide the scope of services per the requirements of this solicitation. HARC will rely on Proposer’s ability, expertise, and demonstrated knowledge of the requested services. Proposer shall be obligated to exercise the highest standard of care consistent with professional standards in performing its obligations. Proposer shall demonstrate to HARC’s satisfaction that it is of sound financial condition and is adequately bonded and insured, if requested.

4. Scope of Services

The selected Proposer will assist HARC by improving the functionality and design of our website including the following:

- Make it easier to navigate.
- Ability to store and organize publications.
- Enabling issu or online platform for greater “readability” of posted publications.
- Able to drive traffic through SEO.
- Streamlined with ongoing social media strategies.
- Enable locked portions of website for embargoed publications or restricted access.

- Conduct analysis of our existing site and identify gaps and needs by interviewing our researchers and other staff or partners that access our site.
- Develop and select a new framework design for website that meets new requirements and needs.
- Identify platforms that do not require back end management of database and hosting service as an alternative to our current Drupal-based system hosted on Linode (e.g. Wix, WordPress, etc).
- Develop migration plan to move data from existing Drupal database to new database and website.
- Create and/or suggest edits to current layout and make edits to streamline content and hierarchy of information.
- Create plans for highest and best use of media on website.
- Develop plans for integration with e-commerce platform.
- Develop plans for integration with email distribution platform.
- Develop plans for integration with social media outlets.
- Develop plans to maximize SEO and website traffic.

5. Proposal Submittal Requirements

Proposals must include the following items in the order presented.

A. Binding Transmittal Letter (2 pages maximum)

Each proposal must include a transmittal letter signed by a party authorized to obligate and bind the Proposer to perform the commitments contained in the proposal. The letter must clearly identify the Proposer and a contact person for future communications regarding the proposal. The letter should discuss the Proposer’s overall ability and qualifications to conduct the work and agree to fully comply with all applicable ordinances, laws and regulations if awarded the contract. The letter is to include a statement that the offer will be valid for a period of 180 days.

B. Qualifications

Proposals must provide sufficient information to allow the selection panel to evaluate the Proposer’s capability to successfully complete the Scope of Services. This section should address:

- Company history and staff qualifications
- Experience with Wix, Isuu, Drupal, other website resources.
- If applicable, documentation of status as a small or minority, women or veteran-owned business
- Include two references of clients, preferably comparable to HARC
- Any additional information that may be useful to the HARC review committee

C. Fees

Proposer shall provide a fee schedule that describes the types of costs that HARC would incur as a client.

6. Proposal Instructions

A. Questions Regarding the RFP

HARC will hold a Questions & Answers Conference Call on **Friday, November 15, 2019** at **2:30PM-3:30PM**. This conference call will be the only opportunity to ask questions, and HARC will not respond to any specific proposal related questions outside of this conference call. Any inquiries regarding the status

of a proposal may be submitted by email to rfq@harcresearch.org. A recording of the conference call will be posted at <http://rfp.harcresearch.org> no later than **Friday, November 22, 2019**.

HARC Question & Answer Conference Call information

**A Zoom account is not required to join the call. Participants will be unmuted upon joining and can optionally choose to turn on their web cams, but it is not required.*

<https://harcresearch.zoom.us/j/521313196>

+1 669 900 6833 US (San Jose)

+1 929 436 2866 US (New York)

Meeting ID: 521 313 196

Find another number if the above numbers do not work for you:

<https://harcresearch.zoom.us/j/521313196>

We encourage Proposers to periodically check the website for updates.

B. Proposal Submissions

One (1) electronic copy (PDF via email to rfq@harcresearch.org, FTP download, or on CD or flash drive via mail or courier) of the proposal must be received no later than **4:00 PM Central Time on Friday, December 6**. Include in the Subject line **RFP for Website Redesign Phase 1**. No proposals will be accepted after this date and time. Early submission is encouraged to avoid any possibility of disqualification for late submission.

Proposals, if not emailed, may be mailed or delivered to:

Mr. Bob Travis

Manager, Business Administration

Houston Advanced Research Center

8801 Gosling Road, The Woodlands, TX 77381, rfq@harcresearch.org

Other means of transmission, including facsimile will not be accepted. At any time during the proposal evaluation process, HARC may require a Proposer to provide oral or written clarification of its proposal. HARC reserves the right to make an award without further clarifications of proposals received.

7. Proposal Evaluation Process and Selection Procedure

HARC will form an internal evaluation committee that will review and score the proposals. Interviews will be requested as needed and final selection will be determined by the evaluation committee.

Evaluation Criteria	Max. Points
Qualifications and Approach	50
<ul style="list-style-type: none"> • Company history and staff qualifications • Established experience managing a strategic website redesign • Proposed approach, framework, and platform(s) 	
Cost and Schedule	30
<ul style="list-style-type: none"> • Proposed fees • Project schedule • Status as a small, minority, women or veteran-owned business 	
References	20
<ul style="list-style-type: none"> • Include two references of clients, preferably comparable to HARC 	
Proposal Score	100

HARC has established the following target dates for issuance, receipt and evaluation of proposals in addition to award of an agreement in response to this RFP.

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Interview Process

The evaluation committee may, at its option, invite one or more Proposers for an interview. The evaluation committee may use this additional information to score the proposals.

Agreement Negotiations and Contract

The evaluation committee will make a recommendation regarding award of the agreement to the highest-ranking Proposer(s). HARC will negotiate and execute an agreement to perform the requested services with the highest-ranking Proposer(s). The selection of any proposal shall not imply acceptance of all terms of the Proposal, which may be subject to further negotiation and approvals. HARC may begin agreement negotiations with the next highest-ranked Proposer(s) at any time during the process until an agreement is finalized. Once agreement negotiations are complete, the agreement will be finalized.

8. Terms and Conditions Governing this RFP

Financial Responsibility

HARC does not accept financial responsibility for any costs incurred by a firm in responding to this RFP, participating in oral presentations, or negotiating an agreement. The proposals in response to the RFP will become property of HARC and may be used by HARC in any way deemed appropriate.

Reservations of Rights by HARC

The issuance of this RFP does not constitute an agreement by HARC that any contract will be entered into by HARC. HARC expressly reserves the right at any time to:

- Waive or correct any defect or informality in any response, proposal or proposal procedure
- Reject any or all proposals
- Reissue a RFP
- Prior to submission deadline for proposals, modify all or any portion of the specifications or requirements for any materials, equipment or services to be provided under this RFP, or the requirements for contents or format of the proposals
- Procure any materials, equipment or services specified in this RFP by any other means
- Determine that no project will be pursued.
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Form and Content

Failure to timely execute an agreement, or to furnish any and all certificates, compliance forms, bonds or other materials required in the agreement may be deemed an abandonment of an agreement offer.

Attachments

- Link to website: <http://www.harcresearch.org>.