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NEW YORK-NEW JERSEY TRAIL CONFERENCE REQUEST FOR PROPOSAL (RFP) 2014 Website Migration Discovery Phase

1. Summary and Background

The New York-New Jersey Trail Conference (Trail Conference) is currently accepting proposals to evaluate the organization's website at www.nynjtc.org and to recommend design and programming upgrades that will solve existing problems and respond to new technologies in the marketplace.

The purpose of this RFP is to solicit proposals from a variety of candidate companies, conduct a fair and extensive evaluation based on criteria listed herein, and select a candidate who best represents the direction the Trail Conference wishes to go.

Phase 1 of this project will be Discovery for which this RFP requests responses. Phase 2 of this project will be Implementation and Phase 3 will be Sustainability.

The Trail Conference is a Mahwah, NJ based regional nonprofit that maintains 2,000 miles of hiking trails across southern New York and northern New Jersey. Founded in 1920, the Trail Conference has achieved standing as an expert developing, building, and maintaining hiking trails; protecting hiking trail lands through support and advocacy; and educating the public in the responsible use of trails and the natural environment.

2. Proposal Guidelines

This RFP represents the requirements for an open and competitive process. **Proposals will be accepted until 12 pm August 25, 2014.** All proposals must be signed by an official agent or representative of the company submitting the proposal.

Questions regarding this RFP may be submitted until 12 pm August 7, 2014 via web form:

<http://www.nynjtc.org/webform/technical-questions-about-web-rfp-2014>

Responses to questions will be posted on an on-going basis via Google doc, here

<http://goo.gl/1UQZT4>.

If the company submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organization being contracted.

All expenses must be itemized and include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the Trail Conference's legal counsel and will include scope, budget, schedule, and other necessary items pertaining to this project.

3. Project Purpose and Description

Project Purpose

On March 1, 2009, the Trail Conference launched its current website built on the Drupal 5 platform. In 2011, we migrated the website to Drupal 6. The website has become integral to the operations of our organization offering a broad array of information on hiking and trails to the public. The website is host to a store that sells our merchandise (trail maps, books, etc.) and accepts charitable contributions (donations, memberships, etc.) In addition to serving as both a public resource and a store, the website provides a hub of internal and external communication for staff and volunteers doing the work of the organization.

From June 7, 2013 to June 6, 2014, the website attracted 3,571,862 page views and 1,271,976 sessions, which represents a growth of about 50% in the past two years. In keeping with our volunteer-oriented organization, the website was developed by dedicated volunteers, IT professionals who donated their advice and consulting services, and staff members. Our heavy use of the website has necessitated a fresh look at what it can do for us; thus, the need for professional help in growing and maintaining it.

The first phase, and the target of this RFP, is Discovery.

Project Description

The Trail Conference is seeking a provider to recommend the latest and most effective web-based technology to upgrade the organization's website at www.nynjtc.org. The website serves three primary purposes: a clearinghouse for hiking and trail information; an online store; a communications hub for staff and volunteers to communicate with the general public.

Our goal is to improve the website's usability, flexibility, and functionality, which may involve changing the design and programming.

Existing Technical Specifications

- A2hosting - Managed Flex Dedicated Servers - Elite Managed Flex
- CENTOS 5.5 x86_64 standard
- MySQL 5.5.36
- PHP 5.3.28
- Drupal 6 - latest release 6.31
- CloudFlare frontend
- Ubercart - Payflo Pro/verisign
- Daily backups of full machine
- Backup & Migrate - size (about 33Mb gz)

- Approximately 7,500 nodes, 66 content types (some obsolete), 160 views (some need to be combined into one or are obsolete)
- Current CRM (eBase - offline) 52,000 member records, 1,600 trail records, many thousands of donation records, 20+ other tables of varying sizes (none very big)
- Blogs (3 currently in WordPress)
- Active social media presence (Facebook, Twitter, G+ LinkedIn, Youtube, etc.)

4. Scope of Work

1. Explore and make recommendations on migration to Drupal 7 or 8; conversion to a responsive, mobile friendly design; integration of Constant Contact or other online marketing service; and future setup and integration of a CRM.
2. Present findings of Discovery Phase and make recommendations to the Trail Conference regarding:
 - Business needs
 - Stakeholders and system users
 - User experience
 - Design creative brief
 - System functionality and infrastructure
 - Content strategy (information architecture)
 - Project schedule and project pricing breakdown, by component
 - Alternate components are welcome
 - Performance
 - Scalability
 - Quality Assurance
 - Search engine optimization
 - Client side technologies and server side technologies
 - Scope of vendor work and responsibilities of others
 - Integration with other systems
 - Hosting, authorization and authentication
 - Production support and development tools
 - Exclusions
 - Assumptions and dependencies

5. RFP and Project Timeline

RFP Timeline:

Any questions regarding this RFP must be submitted no later than 12 pm on Thursday, August 7, 2014 via email. All proposals in response to this RFP are due no later than 12 pm Monday, August 25 via email. Proposals must be submitted to:

Jennis Watson
watson@nynjtc.org

The selection decision for the winning bidder will be made no later than September 15, 2014.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Negotiations and contract signing will be completed by September 19, 2014.

Notifications to bidders who were not selected will be completed by September 15, 2014.

Project Timeline:

The Discovery Phase must begin no later than September 19, 2014 and end no later than December 31, 2014.

6. Budget

All proposals must include proposed costs to complete each of the tasks described in the project scope, using as much detail as possible. All costs and fees must be clearly described in each proposal.

7. Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- Company profile, length of time in business and core competencies. We expect core competency in Drupal, eCommerce, Views, Organic Groups, Theming, and CRM.
- Description of experience with the scope of work
- Plan of action
- Schedule for completion
- Project management methodology and resources
 - Any hardware/software vendor partnerships
 - Testing and support plan
 - Service Level Agreement (SLA) structure
 - Process to interact with our staff and volunteers to gather the information needed to fulfill the scope of work.
- Brief biographies for staff/contractors that would be assigned to this project
- Examples of work with similar projects (minimum 3 live websites). Describe the role of your company in each project.
- Testimonials and/or reference contact information for at least 3 clients
- A successful bidder will have strong availability in the Eastern time zone for consultation