



Connecting People with Nature since 1920

600 Ramapo Valley Road • Mahwah, NJ 07430 • T 201.512.9348 • F 201.512.9012 • www.nynjtc.org

NEW YORK-NEW JERSEY TRAIL CONFERENCE
REQUEST FOR PROPOSAL (RFP)
2016 Website Implementation Phase

January 11, 2016

Table of Contents

[General Information for the Vendors](#)

[Introduction](#)

[Project Description](#)

[Purpose](#)

[Document Organization](#)

[Project Scope and Deliverables](#)

[Scope of Work](#)

[Deliverables](#)

[Administrative Information](#)

[Key Milestones and Timeline for the RFP Process](#)

[Inquiries](#)

[Intent to Bid](#)

[Oral presentation](#)

[Clarifications, Addenda and Interpretations](#)

[Free and Open Competition](#)

[Vendor Representation](#)

[Mandatory Requirements](#)

[Reservation of Trail Conference Rights](#)

[News Releases](#)

[Vendor Qualification](#)

[Changes in RFP](#)

[RFP Text Availability](#)

[Return Date](#)

[Technical Manuals](#)

[Alternate Responses](#)

[Response Duration](#)

[Product Support](#)

[Demonstrability of Proposed Items](#)

[System Performance](#)

[Pricing Commitment](#)

[Discounts and Allowances](#)

[Direct Support](#)

[Tax Provisions](#)

[Vendor Evaluation](#)

[Contracting and Notification](#)

[Conflict of Interest](#)

[Vendor Incurred Costs](#)

[RFP Response Instructions](#)

[Response Submission](#)

[Response Authority](#)

[General Appearance](#)

[Response Organization](#)

[Economy of Responses](#)

[Additional Recommendations](#)

SECTION 1: GENERAL INFORMATION FOR THE VENDORS

1.1 Introduction

The New York-New Jersey Trail Conference (Trail Conference) is a Mahwah, NJ based regional nonprofit that maintains 2,100 miles of hiking trails across southern New York and northern New Jersey. Founded in 1920, the Trail Conference has achieved standing as an expert in 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.

On March 1, 2009, the Trail Conference launched its current website www.nynjtc.org built on the Drupal 5 platform. In 2011, the website was migrated to Drupal 6. The website has become integral to the operations of the organization offering a broad array of information on hiking and trails to the public. The website is also host to a store that sells 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 September 4, 2014 to October 4, 2015, the website attracted 4,293,474 page views and 1,678,289 sessions, which represents a growth of about 20% in the past year. In keeping with the philosophy of a volunteer-oriented organization, the website was developed by dedicated volunteers, IT professionals who donated their advice and consulting services, and staff members. Heavy use of the website has necessitated a fresh look at what it can do for its users; thus, the need for professional help in growing and maintaining it.

In July 2014 the Trail Conference issued a Phase 1 RFP for discovery of how to refresh the existing website. Unfortunately, the 2015 budget did not contain any money to implement the results of that discovery phase. The 2016 budget, is approved for Phase 2, Implementation.

1.2 Project Description

The Trail Conference is seeking a provider to propose the latest and most effective web-based technology solutions to upgrade the organization's website. The website serves four primary purposes:

1. A clearinghouse for hiking and trail information;
2. An online store;
3. A communications hub for staff and volunteers to communicate with the general public;
and
4. A CRM for our internal record keeping.

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

1.3 Purpose

The purpose of this Request for Proposal (RFP) is to identify a business partner capable of implementing changes to the Trail Conference website that will solve existing problems and respond to new technologies in the marketplace. It is intended to be used by potential vendors to

provide sufficient information for a high level understanding of the project goals, the methodology and technology to be used to achieve these goals, and a preliminary list of actions to be completed.

The RFP response and selection process is fairly straight-forward. Responses to this RFP will be accepted no later than 2/19/2016 5:00 PM. ***Do not expect the submission period to be extended.*** Prior to this response deadline, vendors will have an opportunity to meet with Trail Conference representatives to ask questions specific to this RFP.

Vendors may respond to the RFP with a consortium of partners, but they will be fully responsible for the deliverables as the primary Vendor. Vendor selection will be based on several criteria. The most important criterion being the respondent's ability to meet the Trail Conference's stated requirements in a cost effective manner. The respondent also must possess the experience, business and technical skills necessary to deliver the product to the marketplace.

The budget for 2016 for this project is \$150,000.

Our goal is to launch the new website in Q3 of 2016.

Please note that this RFP is not an offer by the Trail Conference to enter into any business relationship with the recipient of the RFP. The Trail Conference reserves the right to terminate or withdraw this RFP at any time without liability to any party. The Trail Conference shall not be liable for any errors or omissions contained within. The terms of any business relationship with the Successful Vendor (as defined herein) shall be set forth in a written Development Agreement, containing a detailed Statement of Work signed by the parties. Unless and until such Agreement is executed, the Trail Conference shall not be obligated in any manner whatsoever, in connection with the subject matter of this RFP.

1.4 Document Organization

Attachment-A of this document defines the Response format.

Attachment-B of this document contains the requirements and feature set

SECTION 2: PROJECT SCOPE AND DELIVERABLES

2.1 Scope of Work

1. Migrate the current web site from Drupal 6 to Drupal 7 (Drupal 8 might be considered if the project can be completed with full functionality, including third party code, without delaying too much).
2. Replace e-commerce functionality currently provided by Ubercart with Drupal Commerce
 - a. Retain historical purchase data
3. Replace CRM functionality currently provided by eBase offline with CiviCRM online (other CRM systems may be considered).
 - b. Must integrate with the e-commerce function, e.g. a user can become a member of the Trail Conference and purchase a product with a membership discount in the same transaction.
 - c. Migrate Trails data from eBase offline to Drupal
 - d. Eliminate Signup in favor of CRM features or entity registration

4. Clean, clean contemporary, responsive front-end design.
 - a. Some sites that can be used to stimulate a design discussion are nature.org, www.wta.org and the new ATC website www.appalachiantrail.org.
 - b. Easier navigation.
 - c. Create an engaging site that highlights photography wherever possible.
5. Automatically update CRM with member information when they register for the purposes of email marketing. MailChimp and ConstantContact or other tools should be considered.
6. Handle mailing lists with two-way content flow via bulk emailer, e.g. Mandrill or SendGrid. (don't want hassle of staying off black lists)
7. Integrate e-commerce purchase information with QuickBooks.

2.2 Deliverables

The Successful Vendor will be expected to propose the low-level design and architecture of the system, develop, unit test and integrate the system, as well as perform systems testing and support/maintenance of the same.

The deliverables include:

1. Software
 - a. Software including documented source code
 - b. Migration scripts
 - c. Test scripts
2. An operational website with all contracted features
3. Documentation
 - a. Project Plan and Statement of Work
 - b. Description of Development Process/Framework
 - c. Architecture and Detailed Design Document
 - d. Wireframes and Mockups
 - e. System Administration and Operations Guide
 - f. Troubleshooting Guide
 - g. Test Plan
 - h. Test Procedures
 - i. Test Results

SECTION 3: ADMINISTRATIVE INFORMATION

The following section contains terms and conditions of the RFP process, general information, and instructions describing the response format. Items in this section which require Vendor compliance shall be treated as mandatory requirements.

3.1 **Key Milestones and Timeline for the RFP Process**

Date	Event
1/12/2016	RFP distribution
1/22/2016	Notify NYNJTC of intention to bid
1/22/2016	Question submission due
2/9/2016 5:00 PM ET	RFP response submission deadline The submission date will not be extended.
2/23/2016	Finalist interviews completed
3/8/2016	Finalist award and notification
3/15/2016	Contract signed

It is ideally desired to launch the new site by roughly the end of July, 2016; however project plan and schedule decisions will be made based on respondents proposed schedules that serve the best interest of the project scope.

3.2 **Inquiries**

All contacts with the Trail Conference or its personnel shall be through:

Amber Ray, Project Manager, amber@nynjtc.org

All prospective respondent questions requiring any clarification on technical, contractual, or other matters may post questions to:

<http://www.nynjtc.org/webform/technical-questions-about-web-implemetation-rfp-2016>

3.3 **Intent to Bid**

Bidders who submit a letter of intent to bid via email will be provided with updates about the RFP process, including responses to questions asked by other bidders during the bidding period.

3.4 **Oral presentation**

Vendors submitting Responses to this RFP may be required at the request of the Trail Conference, to make oral presentations or provide written clarifications to their response at Vendor's expense. The Trail Conference shall initiate and schedule a time and location for any presentations which may be required.

3.5 **Clarifications, Addenda and Interpretations**

All clarifications, interpretation or inquiries regarding the RFP shall be made in writing, citing the particular page, section, paragraph, and text of the RFP where applicable. Answers to all questions of a substantive nature (as well as copies of the questions) shall be given to all Vendors being solicited, unless the question is of such a nature that it related to proprietary information. The Issuing Office shall provide a written response only to Vendors' written requests for clarification of the RFP. The closing date for the submission of questions is given in Section 3.1 'Key Milestones and Timeline for the RFP Process'.

The Trail Conference reserves the right to contact bidders individually for the purpose of clarifying proposals. Any addenda to this RFP will be issued in writing; no oral statements, explanations or commitments by anyone shall be of any effect unless incorporated in the addenda.

Interpretation of the wording of this document shall be in the sole judgment of the Trail Conference. The Trail Conference shall not give verbal answers to inquiries regarding any drawings or specifications, nor give any verbal instructions prior to the award of any subsequent contracts. If given, verbal answers or instructions shall not be binding on the Trail Conference.

Copies or complete recreations of RFP text is acceptable. If recreations are used and disputes arise over omissions or wording differences between the recreations and the originals provided in this RFP, the wording, meaning, and intent of the originals shall prevail.

3.6 Free and Open Competition

The Trail Conference encourages free and open competition. Whenever possible, specifications, RFPs and conditions are designed to accomplish this objective, consistent with the necessity to satisfy the Trail Conference's needs.

The Vendor's submitted Response guarantees that the prices offered have been established without collusion with other eligible Vendors and without effort to preclude the Trail Conference from obtaining the lowest possible competitive price. The award shall be made to the responsible Vendor whose Response is determined to be most advantageous to the Trail Conference based on the evaluation factors set forth in this RFP and as determined by the Trail Conference.

3.7 Vendor Representation

A Vendor, by making a Response, represents that:

1. The Vendor has read and understands the RFP and that the Response is made in accordance therewith;
2. The Vendor is familiar with the local conditions under which the work is to be performed; and
3. The Vendor meets all mandatory requirements and features described in the RFP.

3.8 Mandatory Requirements

This document contains requirements and features which, in the best technical and administrative judgment of the Trail Conference, are essential to meeting the requisite needs of its Customers. These requirements and features must be satisfied by the Vendor's Response. Any Response that does not meet the majority of these requirements and features may be viewed as non-responsive to the RFP and, therefore, may receive no further consideration. Mandatory requirements and features are identified by the words "must" or "shall".

3.9 Reservation of Trail Conference Rights

The Trail Conference reserves the right to terminate or amend the RFP at any time without liability. Additionally, the Trail Conference is under no obligation to select a successful Vendor from any of the parties. The Trail Conference further reserves the right to:

1. Amend, modify, or cancel this RFP;

2. Modify or add to the requirements contained in this RFP at any time after the issuance of this RFP for response by all Vendors;
3. Make typographical corrections or correct computational errors to the RFP or to the RFP Proposals.
4. Seek clarification of a Vendor's Response(s);
5. Utilize any and all ideas submitted in the Responses received unless those ideas are protected by legal patent or other proprietary rights as stated by the Vendor;
6. Select and award a contract to the most responsive Vendor, or award no contracts;
7. Change any of the scheduled dates, including the system installation dates;
8. Acquire third party software and hardware.
9. Reject any and all proposals received as a result of this RFP or negotiate separately with competing Vendors.
10. Award a contract for any or all parts of the RFP and negotiate terms and conditions to meet requirements consistent with this acquisition.
11. Request additional information related, or in addition, to the responses at any time during the proposal process.
12. Change the configuration at any time, before installation, at the prices stated in the Response, or the then current price if less, or at a lower price determined through negotiations between the vendor and the Trail Conference.

3.10 News Releases

Public announcements or news releases regarding the RFP or any subsequent award of a contract must not be made by any Vendor without the prior written approval of the Trail Conference and then only in coordination with the Issuing Office. No bidding Vendor shall use the name or logo of the Trail Conference or any adaptation extension or abbreviation of such a name for advertising, trade display or other commercial purposes. The Successful Bidder shall be able to use the name and logo of the Trail Conference in press releases and online after content approval from the Trail Conference.

3.11 Vendor Qualification

Where the word Vendor or Vendors is used, it shall be understood to refer to the responder's form of business organization, whether the business is organized in the form of a corporation, partnership, sole proprietorship, or other arrangement. The use of the word "Vendor" or "Vendors" is not intended to restrict competition or indicate any preference. All timely submitted responses from qualified parties that meet the requirements of this RFP will be considered by the Trail Conference.

The Vendor shall demonstrate to the Trail Conference's satisfaction that Vendor has the expertise and the ability to provide the services outlined in this RFP.

The Trail Conference shall make such investigations as deemed necessary to determine the ability of each Vendor to provide the desired services.

The Trail Conference shall only consider responses from Vendors who meet all of the mandatory requirements. All Vendors who might provide products, services, software, and hardware for the system should be identified, and all costs stated.

3.12 Changes in RFP

If determined necessary by the Trail Conference, any meetings with Vendors shall be provided, answers to deferred questions shall be given, and additional Vendor questions may be answered.

Modifications to this RFP, if any, shall be communicated in writing by the Issuing Office to all Vendors who have been solicited.

3.13 RFP Text Availability

Each potential Vendor will be sent a copy of this RFP in electronic format via email. Reproduction of extra copies shall be the Vendor's responsibility.

3.14 Return Date

To be considered, responses must be submitted by email by the date outlined in [Key Milestones and Timeline for the RFP Process](#) section. No consideration will be given to Responses received after the Response Submission Date. All responses will be marked with the date and time of receipt.

3.15 Technical Manuals

Each Vendor submitting a Response must provide detailed PDF documentation with the Response for use by the Trail Conference in the evaluation process. This documentation shall include complete descriptions of all software proposed. The supporting documentation shall sufficiently describe all interactions between software and hardware as applicable, and the functional capabilities available to the Customer. Submitted documentation shall include all updates and errata sheets inserted into the appropriate location(s).

3.16 Alternate Responses

The Response must be complete and must comply with all instructions of this RFP. Alternate Responses should be submitted in abbreviated form, following the same section format prescribed in Attachment-A, and providing only those sections which differ from the primary Response, clearly identifying changes from the primary Response.

3.17 Response Duration

The Vendor's Response must be in effect for a minimum of 180 calendar days starting with the day following the Response Submission Date. During this time, all provisions of the Response should remain in effect, including prices.

Vendors must state whether their Responses expire at the end of the minimum period above, or at some time later than such period. If Vendors fail to specify an expiration date, it shall be assumed that the Response shall remain in effect after the minimum period until the Trail Conference is notified in writing that it is withdrawn or modified.

3.18 Product Support

Each Vendor should state how long it has been authorized to sell and support any commercially available products offered in response to this RFP.

3.19 Demonstrability of Proposed Items

All third party software must be publicly announced by the date on which the Response is submitted. All systems must be demonstrable. Systems which do not meet these requirements may only be proposed as an alternate to a Response which meets these requirements.

3.20 System Performance

The Vendor(s) must warrant that the proposed System(s) shall perform as specified in their current published documents and as described in response to this RFP. Subsequent to an acceptance test, a Successful Vendor's liability shall consist of replacing or augmenting the software and hardware as required to achieve the performance described, with no additional cost to the Trail Conference.

3.21 Pricing Commitment

The Vendor shall use their best efforts to submit prices that will form the basis of the Agreement. Any subsequent changes by the provider will have a negative impact on the evaluation of that Vendor. The prices submitted shall be all inclusive (travel and daily allowances).

The Trail Conference expects the Vendor to state their best price in the response.

Once Vendor's Responses are submitted, re-pricing of the items in the Responses shall not be considered in the evaluation process except as a result of a general, customer-wide price decrease and appropriate written notification to, and acceptance by, the Trail Conference. Selection shall be based on the contents of each Vendor's Response except where clarification is requested by the Trail Conference. Vendors may not change or add to their Responses once submitted, except with the written approval of the Trail Conference.

3.22 Discounts and Allowances

All Vendors must describe discounts, either standard or special, which have been used to reduce the cost of the proposal. In particular, note must be made of the duration of such discounts and applicability of the stated discount rates to future acquisition of items by the Trail Conference. Similarly, any allowance made which are not strictly discounts must also be fully explained.

3.23 Direct Support

All Responses must state any requirements for material, facilities, services, or information to be provided by the Trail Conference in support of any activities required of the Vendor, particularly delivery, installation, insurance, performance test replication, maintenance, training, and transition/conversion assistance.

3.24 Tax Provisions

Any and all Federal, state and local excise, sales, use, added value, ad valorem or other similar taxes now in force or hereafter enacted that may be levied or assessed upon the sale, licensing,

delivery, possession or use of the products or maintenance provided hereunder shall be the obligation of the Trail Conference.

3.25 Vendor Evaluation

The process of evaluating the Responses and selecting a Successful Vendor shall be carried out by the Trail Conference executive management, Trail Conference members and any other persons, including consultants to the Trail Conference under written obligation of confidentiality. Members shall rank responses and select the final candidate(s) to be evaluated. After receipt of the RFP response, any selected bidder notified by a member of the evaluation team should be prepared to meet with the members at the time and date mutually agreed upon.

The criteria for evaluation will be based on the vendor's demonstrated competency in those items enumerated in the Project Scope and the Response Format sections, and adherence to the RFP Standards.

Other criteria that will be used are the vendor's financial condition based on a standard Dun & Bradstreet report, public filings, vendor provided financial statements, references and an assessment of understanding based on any vendor meetings or generated questions that take place as the proposal is being developed and reviewed.

Other areas that will be reviewed are as follows:

1. Project management methodology including project monitoring and scheduling, milestones, deliverables, status reporting, issue tracking and resolution, etc.
2. Development methodology
3. Configuration management
4. Change and Integration management
5. Quality Assurance and testing oversight and methodology
6. Technical documentation
7. Build management processes
8. The firm's ability to provide appropriate development and testing environments
9. Organization and resources including available personnel with the appropriate technical skill sets.
10. Location of the development and testing efforts.
11. Platforms supported

The Trail Conference is not obligated to accept the lowest cost proposal. Important factors other than price include quality, service, functionality, demonstrated ability to perform, company stability, system security, system support, and on-going maintenance. Evaluation of responses and how the aforementioned factors apply will be solely at the discretion of the evaluation team. A contract may be awarded to the most responsive bidder whose proposal conforms to this RFP.

The Trail Conference reserves the right to reject all proposals or accept such proposals as appears in its own best interest, and to waive technicalities or irregularities of any kind in the proposal. The Trail Conference is under no obligation to award the contract on the basis of this RFP.

3.26 Contracting and Notification

A Successful Vendor shall be so advised by the Trail Conference through an "Official Award Letter". Unsuccessful Vendors shall be notified by letter from the Issuing Office. 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. No information regarding Vendor selection shall be available until the resulting contract has been approved by the designated attorneys for the Trail Conference.

During contract negotiations, the Trail Conference expects to have direct access to personnel who have full authority to make commitments on behalf of the Successful Vendor. Vendors must include as part of their Response any restrictions under which their primary negotiators shall operate.

The Successful Vendor may be asked to enter into a formal written contract(s) with the Trail Conference in accordance with the laws, rules and policies of the State of New York. The contract(s) shall be developed jointly by the Trail Conference and the Successful Vendor and shall define all deliverables and the responsibilities of a Successful Vendor and the Trail Conference.

3.27 Conflict of Interest

Vendors must fully disclose to the Project Manager on or before the closing date of this RFP the circumstances of any possible conflict of interest or what could be perceived as a possible conflict of interest if the Vendor were to become a contracting party pursuant to this RFP.

3.28 Vendor Incurred Costs

The Trail Conference is not liable for any costs incurred by the Vendor in connection with this RFP and their submission thereto.

SECTION 4: RFP RESPONSE INSTRUCTIONS

The Response Format Outline has been carefully laid out in Attachment-A. Each numbered section of the outline is followed by a paragraph, which provides guidance to the information required in that section of the proposal. All required sheets and sections must be included as shown.

4.1 Response Submission

An electronic copy of the response in PDF format must be submitted to the Issuing Office at the following email address: amber@nynjtc.org.

If your email will exceed 20MB, please send us a link from a file-sharing service so that the proposal can be downloaded. Please include "NYNJTC Implementation RFP Response" in the subject line and call Amber Ray at (201)512-9348 *20 to confirm we have received your proposal or are able to retrieve the shared file(s)

All materials submitted in response to this RFP become the property of the Trail Conference upon receipt. No material submitted in response to the RFP shall be returned.

The legal name of the Vendor and a statement as to whether the Vendor is a sole proprietor, a partnership, a corporation, or any other legal entity must be provided.

4.2 Response Authority

The Response shall be signed and acknowledged by the person or persons legally authorized to represent the Vendor. A Response submitted by an agent shall have a current certification of the agent's authority to represent the Vendor.

4.3 General Appearance

All prices shall be clearly set forth.

If additional recommendations are submitted, each shall constitute a separate section.

In the interest of a thorough and equitable review, we request that the Respondent not include any extraneous materials.

4.4 Response Organization

In response to each mandatory requirement and feature, the Response shall clearly indicate that each specification is met. Failure to meet mandatory requirements and features may result in a Vendor's Response being considered non-responsive and therefore rejected. In response to each desirable feature, the Response shall clearly indicate the current availability or non-availability of the feature, and a description of how each feature operates and how it is to be provided.

4.5 Economy of Responses

It is assumed that the Vendor agrees with and intends to satisfy all mandatory requirements. Only those to which explicit exceptions are held need specific comment.

Completeness, clarity and brevity of presentation should be stressed. Unnecessarily elaborate brochures and other presentation beyond that sufficient to present a complete and effective Response are not desired.

4.6 Additional Recommendations

The Response must be complete and must comply with all instructions of this RFP. The Trail Conference has tried to be complete in the response outline to allow the Vendor to respond to the fullest extent. If the Vendor has comments that do not fit in the response outline or has any proposals or recommendations ancillary to the response, Response Section 9, Additional Recommendations, has been provided for that purpose. Additional recommendations should be submitted in abbreviated form, following the same section format prescribed herein, and providing only those sections, which differ, from the primary Response.
