

REQUEST FOR PROPOSALS #SF-01-07-2017 EQUAL ACCESS INTERNATIONAL WEBSITE RE-DESIGN

EAI invites qualified website design firms to submit proposals/bids to provide website re-design services for our international non-profit organization.

Issuing Office

Equal Access International

1212 Market St. Suite #200

San Francisco, CA 94102

Background

Equal Access International is an international nonprofit organization (501c3), dedicated to creating positive social change for millions of underserved people across the developing world by providing critically needed information and education. With award winning expertise in communications for social change, we combine innovative media programming with direct community engagement to inform, educate and inspire individuals and communities, providing them with the skills and tools they need to improve their lives. Equal Access' innovative program solutions address challenges in six interrelated impact areas; women and girls empowerment; youth life skills and education, peacebuilding and civic engagement, human rights, agriculture and economic development and human rights. While we excel at providing critically needed, culturally resonant information and education, the heart of our mission is focused on fostering human development and authentic empowerment. We are passionate about using the power and reach of interactive media and community action to inspire the voices, stories and movements driving positive change at this critical time when our world needs it most.

In the past year alone, we have expanded our reach across Asia and Africa:

Broadcast reach through radio, TV, Mobile and social media grew from 122-138 million.

Regular (weekly, daily or monthly) listeners and viewers grew from 26-67 million

Participants in community mobilization activities and trainings grew from 91,000 to 102,000.

Historically, EAI has focused its resources on programmatic implementation in the hardest to reach places in the world. Given the changing international development field and organizational growth, EAI has identified the need to extensively modernize and up-level our current [website](#) design and hosting platform.

A. Scope of Work

We are looking for a company/ vendor/ agency that has experience building contemporary sites for non-profits and/or international organizations using an easy to navigate content management system (CMS) on an industry-standard hosting platform. Our ideal candidate will have experience designing layouts that feature media rich files e.g. large images, video, and audio and a strategic approach to information architecture to increase donor engagement, build brand recognition and reputation, attract peers, and journalists to our site. The redesigned site should firmly establish EAI as a source for engaging stories from the field, research, and thought leadership. Our goal is to have a site that reflects our brand DNA that is contemporary, modern, visually engaging, and easy to navigate – a site that illustrates our unique approach as a leader in social and behavior change and international development.

The site should integrate social media platforms and networks, employ cutting-edge analytics and search engine optimizations tools and techniques and should work on desktop, tablet and mobile devices. Users should be able to navigate through the site quickly and easily using menus and in page links. The designer needs to ensure the site is secure from third parties. The designer will adjust the EAI logo to ensure it is in line with the redesign. Strong preference will be given to hosting platforms and backend interfaces that are user-friendly, as well as designers able to provide appropriate webmaster training to EAI staff at the conclusion of the design process. We are looking for a designer/developer or firm that can advise EAI on best practices for relaunching websites. Ideally, the redesigned site, or a portion of it, will be complete by the end of 2017 with a relaunch in January of 2018. This [article](#) highlights exemplary examples of sites in our field.

B. Anticipated Award Type

The award resulting from this RFP is anticipated to be Firm Fixed Price. The anticipated award date is on or about **August 28th, 2017** with a period of performance to start in **September, 2017**.

C. Basis of Award

The award will be issued to the responsible and reasonable offeror who offers the best value to EAI using a combination of price and technical or non-cost/price factors.

D. Submission of Notification of Interest

EAI asks that all qualified vendors who are interested in responding to this RFP, please send a Notification of Interest in an email no later than 5:00pm PST on **July 21st 2017** with the subject line title of “**RFP-Website Redesign**”.

E. Submission of Questions

EAI stands ready to answer any questions and provide assistance in understanding the requirements of this RFP. Questions may be submitted via email only at eaprocedure@equalaccess.org with the subject line title of “**RFP-Website Redesign**” no later than 5:00pm PST on **July 21st, 2017**. All questions received along with Equal Access responses will be made available to all vendors participating in the bidding process.

F. Final Skype Interview

Equal Access would like the opportunity to ask the offerors additional questions regarding their proposal, particularly as relates to the technical approach and key staff participating in the process, prior to final evaluation and award. Skype interviews are anticipated to be scheduled between, **August 22-25, 2017**.

G. Submission of Proposals

Proposals must be submitted no later than 5:00 pm PST, **August 16th, 2017** via email at eaprourement@equalaccess.org. The subject line of the email should include the full RFP Number and Title **"RFP-Equal Access-[VENDOR NAME] _Website Proposal"**.

H. RFP Schedule

- | | |
|---|------------------------------------|
| • RFP Distribution..... | July 10, 2017 |
| • Submit Notification of Interest | by July 21, 2017 |
| • Questions..... | Due no later than July 21, 2017 |
| • Proposal Submissions Due Date..... | August 16, 2017 |
| • Proposals Evaluation | Will start on August 17, 2017 |
| • Skype Interview before final selection..... | Between August 22-25, 2017 |
| • Proposal Awarded | Confirmed on/about August 28, 2017 |

*Please note that the validity of the quotation is valid for 6 months after the award closing date

I. Proposal Format

In order for Equal Access to conduct the most efficient proposal evaluation, bidders are required to include the following information in their proposal as described below:

Technical Proposal

1. Technical Approach – Offerors must describe their proposed technical approach to developing/designing the website, including key deliverables. This section should detail the design and ideation process they go through with clients and any features unique to their process. We welcome initial creative concepts specific to EAI website architecture and style.
2. Key Personnel – Offerors must list their key personnel and provide CVs of their relevant work experience.
3. Summary of Organization’s Experience – Offerors must provide a description of relevant past performance and experience with similar projects, including links or examples for review. In addition, please provide 2-3 references EAI can contact about working with you.
4. Implementation Plan and Timeline – Offerors must include an Implementation Plan and Timeline with their proposal that details significant milestones or supporting activities required to achieve the key deliverables.

5. Price Proposal – Offerors must submit a budget proposal (including, but not limited to, all labor, other direct costs (materials, etc.) and overhead required) for the completion of the redesigned website, training of EAI staff on the CSM and relaunch strategy based on the proposal’s deliverables, implementation plan, and timeline.

J. Evaluation of Proposals

EAI will use best value determination for the award. A best value determination means that, in EAI’s estimation, the selected offer will provide the greatest overall benefit in response to the requirements stated in this RFP. It may be in EAI’s best interest to consider an award to other than the lowest priced offeror or other than the highest technically rated offeror. The evaluation factors and allocated points are presented below.

- Technical Approach (30 points) – Points for this section will be awarded based on the information presented in the technical approach.
- Summary of Organization’s Experience (30 points) – Points for this section will be awarded based on prior work examples, relevant experience of key staff and references.
- Implementation Plan & Timeline (20 points) – Points for this section will be based on whether the Offeror understands and can provide compelling presentation of the activities to be undertaken, the order in which they should occur and timeline by which they should be completed.
- Cost (20 points) – Points for this section will be dependent upon all information presented by the Offeror and will be evaluated for reasonableness.

K. Type of Contract

This will be a Fixed Priced contract. The contract will contain standard contract terms and conditions that will be provided to the bidder prior to contract negotiation. Equal Access may undertake at its sole discretion, negotiation with bidders whose proposals as to price and other factors show them to be qualified, responsible and capable of performing the work.

L. Terms and Conditions

1. The completion of all RFP requirements in accordance with the instructions in this RFP and submission to EAI of the technical and price proposals will constitute an offer and indicate the Offeror’s agreement to the terms and conditions in this RFP.
2. Offerors proposals (technical and cost) must be valid for thirty (30) calendar days.

3. EAI reserves the right to award a subcontract without discussion and/or negotiation; however, EAI also reserves the right to conduct discussions and/or negotiations, which among other things may require an Offeror(s) to revise its proposal (technical and/or price).
4. Issuance of this RFP in no way obligates EAI to award a subcontract, nor does it commit EAI to pay any costs incurred by the Offeror in preparing and submitting the proposal.
5. EAI reserves the right to award to one organization or to issue multiple awards to different organizations based on the results of our evaluation.