Request for proposals:
Information clearinghouse website development

Deadline: May 5, 2014

Summary
Smart Growth America (SGA) is preparing a grant proposal to be submitted to the Environmental Protection Agency (EPA) to build a web-based national information clearinghouse about smart growth (EPA-AO-OP-OSC-14-01).

Our goal is to develop a mobile-friendly website that allows administrators to publish—and users to browse and search—an extensive inventory of reports, articles and multimedia. The site will also feature a blog and events calendar, as well as a dynamically updated homepage and several static pages.

SGA seeks to hire a contractor to construct the technical components of this website, and is accepting proposals from interested firms and individual consultants to be a part of the SGA team that is proposing on the EPA grant. Proposals for this project are due no later than 5:00 PM EDT on Monday, May 5, 2014.

Project overview
The new website will be home to an extensive inventory of reports, articles and multimedia resources, as well as a blog and events calendar. We expect to publish and manage all of these assets through a single content management system. We seek a contractor to develop the infrastructure to support this site, including:

- **Content management system.** The site should be built on an easy-to-use content management system that meets current standards for web best practices.

- **Search.** Most importantly, the site should include a robust search engine that features some or all of the following:
  - **Sorting.** Search results can be sorted based on the following criteria - relevance, A-Z, by date, popularity, comments.
  - **Tabbed (by content type).** Search results can be filtered by content types—all, reports, videos, presentations, blog posts, events, etc.—with tabs available in the interface.
  - **Viewing Options.** Support multiple result format types, one thumbnail view and one list-view. Also allow user to increase results shown from 10 to 100 and All.
  - **Natural Language.** Users searching on a sentence will get back results based on keyword hits.
  - **Paging with Numbers.** A working set of paging functions to allow users to jump ahead and back while browsing results.
  - **Result figures.** Results should display the total number of results, and the number currently being displayed.
• **Related Searches.** Related searches phrases or terms displayed on the page alongside current results.

• **User accounts.** Site visitors should be able to create an account on the site, ideally with an option to “Log in using Facebook or Twitter.” Once logged in, users should be able to favorite or otherwise save resources to their account.

• **Automated social media integration.** The site should be able to push newly published content to social media accounts automatically.

• **Responsive design.** The interface will need to be designed to meet the mobile requirement as well as for desktop or large screen users.

• **Cross-browser and platform compatibility.** Interface must function properly on all major browsers and operating systems.

• **Blog.** The site should include a blog. Posts should be included in search results.

• **Events calendar.** The site should feature an events calendar, with events listed chronologically as well as displayed in a grid view.

• **Ongoing technical support.** Site updates or other technical support will be needed from throughout the project lifetime.

The visual design of this site will be scoped out separately. Applicants are welcome to respond to that RFP in addition to this one.

This is an overview of the major components to be included in the site. A more precise scope of work and time commitment required of the developer will be established if/when SGA is awarded the project.

This project will last for five years, with annual funding determinations based on available funds. The EPA estimates that annual funding will be between $100,000 and $150,000, with a total five-year limit of $700,00. EPA projects that award announcements will be made in the summer or fall of 2014.

**Background details**
EPA’s evaluation of the subject grant proposal will consider, as appropriate and relevant, the qualifications, expertise, and experience of an applicant’s named contractor(s), including consultants, identified in the proposal/application if the applicant demonstrates in its proposal/application that the contractor(s) was selected in compliance with the competitive Procurement Standards in 40 CFR Part 30 or 40 CFR 31.36 as appropriate. For example, an applicant must demonstrate that it selected the contractor(s) competitively or that a proper non-competitive sole-source award consistent with the regulations will be made to the contractor(s), that efforts were made to provide small and disadvantaged businesses with opportunities to compete, and that some form of cost or price analysis was conducted.
EPA will not consider the qualifications, experience, and expertise of named contractor(s) during the proposal/application evaluation process unless the applicant complies with these requirements.

Accordingly SGA is hereby requesting proposals from contractors in accordance with 40 CFR Part 30 as appropriate for a not-for-profit organization. This request for proposal shall be posted on the SGA web site April 29 through May 2, 2014. Contractors who have worked with SGA on similar assignments in the past may also be sent a copy of the request for proposal.

**Selection Criteria:**
SGA will select a partner based on qualifications and cost, with heavy weighting on prior experience successfully developing, designing, and managing sites with elements similar to those described in the EPA RFP.

**Submittal requirements**
Interested individuals or companies should submit information regarding your qualifications and hourly rates to Elizabeth Schilling (eschilling@smartgrowthamerica.org) by 5:00 PM EDT on May 5th, 2014. Please include:

1. A signed cover letter stating your interest in partnering with Smart Growth America on this proposal. Please reference Funding Opportunity EPA-AO-OP-OSC-14-01, Smart Growth Information Clearinghouse.
2. An estimate of the time and cost to perform the required work.
3. Names, titles and a summary of qualifications for each named participant in this contract.
4. Examples of other websites you have designed and maintained that are indicative of the approach you would take with the Smart Growth Information Clearinghouse Website.
5. A brief description of federally-funded projects you have undertaken or supported, if any.
6. Billing rates and a brief description of responsibilities of all potential workers in this contract.

**For further information:**
Contact Elizabeth Schilling via email at eschilling@smartgrowthamerica.org with any questions about this RFP.