

## **Request for Proposals**

### **North Fork Rancheria**

# **Proposal Instructions**

## **Introduction**

The North Fork Rancheria ("Tribe") is requesting proposals for three services related to the Tribe's website: (1) Professional design of the site; (2) Implementation of an infrastructure that allows Tribal departments to maintain their specific information within a common framework; (3) Hosting of the Tribal website. The current Tribal website is hosted by a local Internet Service Provider (ISP) and maintained by tribal staff using minimal tools allowed within the ISP restrictions. The intention is to create a new site and maintain a link within the new site to the existing site.

Respondents may provide proposals for one, two or all of the three website services. The proposals will be evaluated on the basis of price and the criteria listed in this document. All design and implementation work must be completed and billed to the Tribe by June 22, 2009.

## **I. Submittal of Proposal**

Two (2) bound copies, one (1) electronic copy in MS Office Professional 2003 formats- Word, Excel, PowerPoint or PDF format and one (1) unbound copy of the proposal are required and shall be delivered by close of business (4:30 pm, Pacific Time), on April 27, 2009 to:

North Fork Rancheria Tribal Office P.O. Box 929 North Fork, CA 93643

Street Address: 33143 Road 222 North Fork, CA 93643

The proposal shall be in a sealed envelope clearly marked: "Do Not Open- Web Design Proposal"

No oral or telephonic bids will be considered.

All proposals shall be prepared and submitted in accordance with these instructions and all proposals submitted shall become the property of the Tribe.

## **II. Compliance with Request for Proposal**

The base proposal must be for performing the work in conformity with the RFP documents. The respondent shall carefully examine the RFP documents and fully educate itself as to all conditions and matters which may in any way affect its proposal. Should respondent find discrepancies in, or omissions from, the RFP documents, or should the respondent be in doubt as to their meaning, respondent should at once notify the Tribe's representative, designated in Section 4 hereof, and obtain clarification prior to submitting its proposal.

## **III. Right to Modify Request for Proposal**

The Tribe reserves the right to revise the RFP documents prior to the date of receipt of proposals. Such revisions will be announced by addendum. Copies of such addenda as may be issued will be furnished to all prospective respondents. If the revisions require material changes in proposals, the date set for receipt of proposals may be extended by such number of days as, in the opinion of the Tribe, will enable

respondents to revise their proposals. In such case, the addendum will include an announcement of the new date for receipt of proposals. ORAL INSTRUCTIONS OR INFORMATION CONCERNING THE RFP DOCUMENTS PROVIDED TO RESPONDENTS BY EMPLOYEES OR AGENTS OF THE TRIBE SHALL NOT BIND THE TRIBE.

#### **IV. Inquiries**

Inquiries regarding the commercial aspects of this RFP must be directed to Sunshine Armstrong, Tribal Administrative Assistant, who may be reached by telephone at (559) 877-2461. Written inquiries must also be addressed to her attention at the address indicated in Section 1 hereof.

#### **V. Description/Specifications**

The Tribe is seeking bids for the optimization, technical restructuring and upgrade to the design, content management, marketing effectiveness and hosting of The North Fork Mono Rancheria website. The web platform will serve as an educational and informational portal for the tribal membership as well as the general public. The goal will be for online users to navigate their areas of interest as smoothly as possible while instilling a sense of the uniqueness for North Fork Mono Rancheria and its diversity.

#### **VI. Description of Organization and Project**

##### **A. Technical Infrastructure**

One of the areas of consideration for evaluating proposals will be compatibility with the Tribe's information technology infrastructure. That infrastructure currently includes the following:

- Fortinet 310B firewall
- Microsoft SBS 2003 (moving to 2008 by end of 2009) network operating system for file and print services and Exchange for email.
- We currently utilize SBS for our internal website and document management
- Microsoft Windows XP Pro for workstation
- Microsoft Office Pro 2007 for PC productivity suites
- Firefox for default browser.
- Existing website address: <http://www.northforkrancheria.com/>

##### **B. Minimum Requirements**

The application/system must meet the following minimum requirements:

- Public access to all of the features on the website is not dependent on specific browser, that is, the web interface is browser agnostic and works with commonly used browsers found on Windows and Mac computer systems.
- Website capable of being organized into multiple departments and divisions within departments with ability for tribal website administration to add divisions.
- Intuitive and consistent options for navigating the website especially moving from department to department and department to general information/home page.
- Flexibility within the portion of the site assigned to a department or function for designated staff to add, remove and update content using tools and templates that do not require extensive knowledge of web development languages or technical structure.

- Pages and features compatible with limited bandwidth access by the public. In other words, the tribe is concerned with public access being hindered by a digital divide.
- Web interface options that can accommodate individuals with disabilities in accordance with the American with Disabilities Act (ADA).
- Capability of the general website administration staff to:
  - Control size of individual web pages.
  - Control size and types of images used within the site.
  - Control publishing of links to other websites.
  - Report website maintenance activity and statistics on content type:
  - Updates, downloadable documents, web pages, calendars.
  - Report number of visits to site generally and to each department.
- Provides 128-bit encryption over Secure Socket Layer for displaying specific web pages and for information transmitted to and from the website by tribal staff.
- Email interfaces, if any, are not dependent on a specific email client.
- Respondents proposing to host the tribal website must not be on any email or website “black lists” as a source of unwanted solicitations or objectionable content.
- All proposed work is to be completed and billed no later than June 22, 2009.

### **C. Additional Features and Capabilities**

The following is a list of additional features and capabilities the Tribe is seeking in website services. The list is not intended to be all-inclusive, nor is it intended to represent a minimum of features and capabilities.

- Capability for easily searching the website for key words or phrases.
- Mechanism for members of the public to convey comments, suggestions or questions concerning the website design or information.
- Content management system (CMS) that provides for a database of information common to all tribal departments, for example, locations and descriptions of facilities.
- Content that reflects the spirit of The North Fork Mono Rancheria, the attitudes, the warmth, the cultural diversity of the area to make it a must see experience.
- The site will also contain cross promotions of our various attractions and special seasonal offers.
- CMS that provides a uniform means of managing web documents whether posted as web pages or downloadable files. Database needs to include items like the document/page title, description, posting information, expiration date.
- Meeting/event calendar system that allows for each department to add content to a department specific calendar that appears in the department's portion of the website and that maintains a composite calendar of all tribal departments.
- Ability to upload data into preformatted web pages or document locations, such as RFPs, and job announcements.
- Allow creation of functional groupings of web pages or portions of web pages from multiple departments in order to facilitate public access to information that crosses departmental lines.
- Option for creation and maintenance of multiple blogs both restricted within a department's portion of the website or made available generally while hosted by a specific department.

- Allow authorized staff that maintain a specific department's web pages to make some pages available only to visitors with user names and passwords supplied by the department.

## **VII. Proposal Content**

All proposals are to include the following:

- Contact information for the respondent.
- Location of respondent offices.
- Number of years of experience respondent has in developing, installing and supporting similar systems.
- Description of the proposed process for website design, including timeline.
- Whether or not respondent has graphic design specialists on staff.
- Accessibility features of the proposed website.
- Description of infrastructure, utilities and tools proposed for web page creation and maintenance.
- Proposed phases or steps in implementation of the website design, infrastructure and hosting.
- Options for training Tribal staff in creating and maintaining website content.
- Documentation (cookbook of step-by-step procedures) regarding the creation and maintenance of website content.
- Description of ongoing support provisions.
- Separation of one time and recurring costs for: Website design; Infrastructure; Training; Hosting.
- Specifications and configurations required to support the proposed system, including specifications for all software components required for the system, but not provided as part of the proposal. In other words, hardware and software requirements for Tribal workstations and network configuration.
- Requirements, if any, for Tribal bandwidth to the Internet necessary to support reasonable performance of website maintenance tools.
- Information on hosting site including specifications on security, disaster recovery, and procedures for handling outages.
- List of current customers using the proposed service/system that the Tribe can contact.

## **VIII. Evaluation of Proposals**

Price will be a significant, but not the only, criteria in evaluating the proposals. Consideration will also be given to the following:

- Ability of the same respondent to provide all aspects of the proposal: design, infrastructure, hosting.
- Compliance of the vendor and proposal with the Minimum Requirements outlined above.
- The extent to which the proposed system provides the Features & Capabilities outlined above.
- Responses to requests for additional information submitted to the respondents.
- Degree to which the proposed system fits the existing information technology infrastructure of the Tribe.
- Ability of respondent to complete project within timeframe.

The award will be made to the qualified respondent whose proposal is most advantageous to the Tribe with price and other factors considered. The Tribe may reject any and all proposals

## **IX. Proposed Timeline**

- RFP release date – March 30, 2009
- Submission of questions on RFP – no later than April 10, 2009
- Answers to questions emailed to all bidders – April 14, 2009
- Proposals due – April 27, 2009
- Finalist interviews – April 30-May 1, 2009
- Proposal award date – May 6, 2009
- Proposed site launch – June 19, 2009

## **X. Native American Preference**

All North Fork Rancheria Request for Bids are subject to Section 7(b) of the Indian Self Determination & Education Act (25 USC 450e(b)) which provides to the greatest extent feasible, preference and opportunities be given to American Indians and American Indian owned business enterprises and OMB Circular A-102 (45 C.F.R Part 92.36(e)) requiring the Tribe to take all necessary affirmative steps to assure minority firms, women's business enterprises and labor surplus area firms are used when possible. For Indian Preference to be applied to American Indian owned and controlled businesses, proof of American Indian business ownership with more than 50% control must be submitted with the proposal To be eligible, please complete and submit with your proposal the enclosed Native American Preference Application.

# Native American Preference Application

Business Name: \_\_\_\_\_

Ownership Type: \_\_\_\_\_ Date established: \_\_\_\_\_

(Sole proprietorship, partnership, corporation, LLC, LLP, Joint Venture, etc.)

Mailing Address: \_\_\_\_\_

Enter ALL individuals and/or entities who hold an ownership and/or controlling interest in your firm.

| Individual/Entity's Name | Ownership% | Home Address | City | State | Zip |
|--------------------------|------------|--------------|------|-------|-----|
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If additional rows are needed, you may attach additional pages.

Attach certification by a Tribe or other evidence of enrollment in a federally recognized Tribe for each individual/entity above wishing to be considered Native American.

I, \_\_\_\_\_, \_\_\_\_\_

(Name)

(Title)

have authority to represent the above firm and declare under penalty of perjury that the above information is true and correct to the best of my knowledge. I also certify that the firm I represent is not debarred or suspended or is otherwise excluded from or ineligible for participation in Federal assistance programs.

\_\_\_\_\_

(Signature)

(Date)

**Warning:** U.S. Criminal Code, Section 1010, Title 18 U.S.C. provides in part: "Whoever...makes, passes, utters, or publishes any statement, knowing the same to be false....shall be fined not more than \$5,000 or imprisoned not more than two years, or both."