

REQUEST FOR PROPOSALS

Oakland Business Improvement District

Website Redesign and Hosting

February 28, 2020

Proposal Deadline:

Monday March 23, 2020 by 5:00 p.m. EST

Respond to:

David Pirozzi, OBID Marketing and Communications Coordinator, david@oaklandbid.org

Project Overview

The Oakland Business Improvement District (OBID) is seeking professional services to design a new website to include new domain name and web hosting. Our current websites can be found here: <https://onlyinoakland.org/> and <http://forbesplaza.org/>. We wish to have one website that increases OBID's visibility and that brands Oakland as a vibrant global destination to live, work, study, do business and to play. We are seeking vendors to respond to this request and to prepare a proposal that includes timeline, cost, and deliverables. We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, we encourage you to suggest alternatives.

Background

The Oakland Business Improvement District (OBID) is a place management organization servicing the Central Oakland civic center in Pittsburgh, Pennsylvania. We provide an array of programs and services including public space design, maintenance and activation, public art, promotion and marketing, business development and recruitment and community outreach to support Oakland as a dynamic global community that is an attractive place for workers, businesses, residents and visitors.

Community Context

Touted as the region's economic engine, Oakland is Pennsylvania's 3rd largest area of economic activity and is home to the driving forces of the City of Pittsburgh's 21st century economy. Oakland captures Western Pennsylvania's largest concentration of universities and hospitals including the University of Pittsburgh, Carnegie Mellon University, Carlow University and the University of Pittsburgh Medical Center (UPMC) Hospitals. Attracting over 1.7 million visitors annually, Oakland is also a regional cultural center home to various arts and cultural venues, athletic stadiums, entertainment centers, parks, trails and recreation amenities. Oakland is home to the region's most prominent cultural attractions such as the Carnegie Museums of Art and National History, Phipps Conservatory and Botanical Gardens, Soldiers and Sailors Memorial Hall and Museum and the Carnegie Library of Pittsburgh. Oakland is also in the midst of unprecedented development change resulting from the building of Pittsburgh's Innovation District to be centered in Oakland.

Website Goals

- Improved security
- Accessible
- Mobile-Friendly
- Mobile Application: OBID wishes to develop a visitor app and will work with Vendor for options
- Ease of Access for administrators
- Increase site visits (Currently at 1.24K) by 200% for the launch of OBID's new organization mission and vision (underway)
- Generate new customer leads from investors and business owners as part of a new Business Recruitment Program
- Consolidate web hosting, security and domain name

Users

The OBID website will reach the following audiences:

- Tourists
- Customers: students, employees, residents and visitors of Oakland
- Current Oakland Businesses and Commercial Property Owners to learn about OBID
- Future Oakland Investors and Businesses

Existing Website Info

OnlyinOakland.org is a complex hub, promoting the Oakland Business Improvement District organization, the Innovation Oakland program and projects, Oakland's StartUp community, and promoting Oakland's cultural attractions. Currently, the website contains a diverse range of information and is home for blogs, event listings, a directory of Oakland businesses, Forbes Digital Plaza and artist promotions and real estate listings. We seek the site to be more focused and organized. Currently, the website neatly divides the sections, but there are two separate menus to access for the different pages. Since the website's creation, mobile access has become more commonplace however, our website does not have a mobile-friendly layout. The current operating host for OnlyinOakland.org is Wordpress but we are open to new and more user-friendly options. We seek to consolidate, at minimum the following functions: security, domain and web hosting. One of our biggest challenges with the existing site occurs when we are faced with an error and unsure of its source given current website sourcing.

Functionality and Technical Requirements

- Responsive layout
- Ability to edit key pages through a content management system
- Events calendar
- Event registration
- User friendly directory of retail, restaurants, tourist attractions and amenities (Mobile Application opportunity)
- Content Management Software
 - OBID currently uses Wordpress but we are open to, and prefer, alternatives.
- New Web Host
- Integration of social media and e-newsletter sign up
 - OBID currently uses Mailchimp to manage a database for our electronic newsletter distribution. E-newsletter sign up should better integrate and be more visible
 - OBID uses social media accounts (Facebook, Twitter, Instagram) to engage our stakeholders and to promote Oakland.
- User Accounts
 - OBID is considering a membership management portion of the site for OBID members.
- Accessible to people with Disabilities
- Mobile Responsive Design

Scope of Work

- Content strategy
- Copywriting
- Photography
 - OBID staff and board, special events, business district and select chosen business owners and business storefronts.
 - OBID will supply photography provided by partner agencies such as the Universities, Hospitals and Cultural amenities.
- Information design
- Visual design

- Search engine optimization
- Front-end coding (HTML/CSS, animations)
- Back-end coding (CMS, 3rd party APIs)
- Mobile device optimization
- Testing & quality assurance
- Software training
- Analytics Software
- Ongoing Support / Retainer
- Timeline for Completion

Budget

The budget range is \$15,000 – \$20,000 but we would consider a maximum of \$25,000 for the right proposal. Photography services will be treated as a separate budget.

Project Timeline

The OBID seeks to have the project completed and the new site live by July 15, 2020 in time for the return of Oakland’s large academic community.

RFP Timeline

RFP Announced:	February 28, 2020
RFP Deadline:	March 23, 2020 by 5:00 p.m. EST
Interviews:	March 30 and 31, 2020
Contract Start Date:	April 13, 2020

Criteria for Selection

- Examples of similarly-complex projects (to assess technical capability)
- Client references (to assess credibility)
- Project timeline with major tasks and milestones (to assess process)
- Project budget by line item (to assess process)
- Plan for mobile / responsive design (to assess familiarity with current trends)

Proposal Content

The proposal is to be submitted in a PDF format to include the following:

1. Letter of interest including:

- Legal name and address
- Contact person (phone and email)
- How the team meets the qualifications of the RFP
- A statement indicating your understanding of the work to be performed

2. Company Description

3. Relevant Project Experience

- Work Samples

4. Resumes of Key Staff (single page)

5. References (minimum two) that OBID may contact

- Company
- Contact person
- Project(s) and date(s)

6. Description of project management, including:

- Team organization/organization chart
- Services to be provided by each team member
- Technical resources
- Key principal, project, technical, and support personnel

7. A description of the approach to completing the outcomes.

8. A detailed budget, work plan and schedule for completion of the project (project scheduled for completion July 15, 2020). The Budget should show the full cost information for the following:

- lump sum fee proposal including all "out-of-pocket expenses";
- the hours of work and cost shall be itemized for each major work element of the proposal;
- an itemized estimate of reimbursable expenses must be included;
- consultant hourly rates for additional services;
- MBE, WBE and DBE participation shall be clearly indicated;
- Your method of billing must be indicated. OBID's preferred practice is regular monthly invoicing;

9. An estimate of the number of hours and cost to provide the services and deliverables.

10. An indication of whether the firm's activities or representation of other clients could potentially pose a conflict of interest in its representation of the Oakland Business Improvement District.

11. Submit Proposals to:

David Pirozzi

Marketing and Communications Coordinator

Oakland Business Improvement District

235 Atwood Street

Pittsburgh, PA 15213

david@oaklandbid.org

OBID will accept electronic proposals in PDF format only.

Please contact David Pirozzi with any questions at 412-683-6243 ext. 19 or via e-mail at

david@oaklandbid.org

No late submissions will be accepted. No fax submissions will be accepted. All submissions will become the property of OBID and will not be returned.

Reservation of Rights

The OBID reserves the right to reject any or all proposals at its sole discretion. And in its sole discretion the OBID may, but shall not be required to, exercise the following rights and options with respect to the proposal submission, evaluation and selection process under this RFP:

- To reject any proposals if, in the OBID's sole discretion, the proposal is incomplete, the proposal is not responsive to the requirements of this RFP, the respondent does not meet the qualifications set forth in the RFP, or it is otherwise in the OBID's best interest to do so;
- To supplement, amend, substitute or otherwise modify this RFP at any time prior to selection of one or more respondents for negotiation and to cancel this RFP with or without issuing another RFP;
- To accept or reject any or all of the items in any proposal and award the contract(s) in whole or in part if it is deemed in the OBID's best interest to do so;
- To reject the proposal of any respondent that, in the OBID's sole judgment, has been delinquent or unfaithful in the performance of any contract with the OBID or with others, is financially or technically incapable or is otherwise not a responsible respondent;
- To reject as informal, non-responsive, or otherwise non-compliant with the requirements of this RFP any proposal which, in the OBID's sole judgment, is incomplete, is not in conformity with applicable law, is conditioned in any way that is unacceptable to OBID, deviates from this RFP and its requirements, contains erasures, ambiguities, or alterations, or proposes or requires items of work not called for by this RFP;
- To waive any informality, defect, non-responsiveness and/or deviation from this RFP and its requirements that is not, in the OBID's sole judgment, material to the proposal;

- To permit or reject at the OBID's sole discretion, amendments (including information inadvertently omitted), modifications, alterations and/or corrections of proposals by some or all of the respondents following proposal submission;
- To request that some or all of the respondents modify proposals based upon the OBID's review and evaluation;
- To request additional or clarifying information or more detailed information from any respondent at any time, before or after proposal submission, including information inadvertently omitted by the respondent;
- To inspect and otherwise investigate projects performed by the respondent, whether or not referenced in the proposal, with or without the consent of or notice to the respondent;
- To conduct such investigations with respect to the financial, technical, and other qualifications of each respondent as the OBID, in its sole discretion, deems necessary or appropriate; and
- To waive and/or amend any of the factors identified in the RFP as pertaining to the respondent's qualifications.