

# Puyallup Tribe of Indians

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Open Date: November 29, 2021

Close Date: January 28, 2022

## Request for Proposal Website Redesign



# INTRODUCTION

## **1. Overview**

The Puyallup Tribe of Indians ("Tribe") is accepting proposals to redesign the existing Tribe's website (<https://puyalluptribe-nsn.gov>). This RFP aims to provide a fair evaluation for all candidates and provide the candidates with the evaluation criteria against which they will be judged.

## **2. Background**

The Puyallup Tribe of Indians is a sovereign nation of more than 5,000 tribal members. The governing body consists of seven elected officials who serve as the Puyallup Tribal Council. The Tribe services the membership through a variety of programs and serves the local community through a variety of charitable programs and community events. The tribal government consists of 60+ departments that are a mix of support services to the membership and the departments that support the administrative and government operations.

## **3. Project Goals**

Create a flexible, informative, up-to-date website that is easy to maintain and is viewable by desktop and mobile devices. In addition to designing a user-friendly site with an intuitive interface, you must also incorporate a content management system that allows critical personnel to update content without directly accessing source code quickly. Our current site uses WordPress, but the Tribe is committed to an open-source content management software solution for our needs but does not prefer a specific platform like WordPress.

For pages and content that is not yet in existence, the preference is to have user-selectable, predefined templates to choose from that dictate the layout and color scheme. Our new site should engage visitors by presenting attractive visual images, intuitive navigation, and concise messaging while at the same time increasing functionality and ease of use. The incorporated tools must allow for timely delivery of content using basic technical skills and limited personnel. Clearly articulate key messaging from the Tribe more effectively by making it easy for the Tribe to share and post information and for users to find and interact with the information

To meet our goals, our new site must:

- Improve usability of the website
- Provide a modern, relevant design update
- Showcase the departments and programs at the Tribe
- Engage site visitors
- Provide a scalable and manageable solution
- Be safe and secure

#### **4. Time of Completion**

RFP Posted	November 29, 2021
Questions Due	Rolling questions, answered as received.
RFP Deadline	January 28, 2022
Finalist Vendor Selection	February 25, 2022
Engagement Begins	March 25, 2022
First Review	October 8, 2022
Second Review	November 9, 2022
User Acceptance & Testing	December 9, 2022
Site Launch	January 9, 2023

#### **5. Term of Contract**

The Tribe will negotiate contract terms upon selection, and a project will be awarded upon signing an agreement or contract, which outlines terms, scope, budget, and other necessary items.

#### **6. Confidentiality**

All respondent responses are confidential, and anything provided by the respondent will be held in strictest confidence, never shared with a competing vendor, and only used by the decision-making team within the Tribe. Likewise, respondents must keep all correspondence in the strictest confidence as prescribed in section 4 of Professional Service Requirements.

### **PROFESSIONAL SERVICE REQUIREMENTS**

#### **1. Scope of Work**

##### **A. Project Management**

- a. The vendor provides a comprehensive project management plan that includes clear scope, deliverables, and timelines
- b. Vendor confirms primary stakeholder groups and conducts and facilitates thorough needs assessment

##### **B. Content**

- a. A directory that includes the location of departments and the ability to update hours and status quickly (open, closed for a holiday, etc.)
- b. Supports video, images, audio embedding, etc.
- c. Integrates GIS mapping functionality
- d. Supports blogs
- e. Easy-to-view events calendar that integrates with personal calendar systems and can be updated by multiple users with limited permission levels

- f. Social media functionality across the website
- g. Compatibility with needed fonts
- C. Design
  - a. Overall, the new design should be bold, engaging, inspiring, clean, and smart.
  - b. Multimedia (video, image slideshows) must be accommodated easily across page types.
  - c. A functional "search" feature allows visitors to easily follow topics of interest (categories/tags, authors, etc.)
  - d. The website must be mobile responsive and designed to work across browsers and devices (Safari, Chrome, Firefox, Edge, etc.)
  - e. Pages optimized for printability
  - f. Mobile-responsive, including the ability to easily update some content from mobile devices
  - g. The website will have intuitive navigation from the home page to subpages.
  - h. Logical hierarchy of pages
  - i. Integration of social media functions.
- D. Users and CMS
  - a. A content management system that allows for multiple users and permission levels
    - i. Password recovery
    - ii. User-friendly
    - iii. Allow easy addition of tables, charts, images, videos, etc.
  - b. Prefer to be able to show page status (draft, archived, active)
  - c. Alert banners that can be easily added by staff.
  - d. Ability to centralize documents and multimedia content.
  - e. Ability to crop images from the file/media library.
  - f. Ability to create folders and subfolders for image and file management that allow permission-based access.
  - g. Plugins to allow different roles for staff
- E. Forms
  - a. The ability of individual service departments to create online forms. Form creator should not require HTML or other specialized knowledge.
- F. Reviews
  - a. Reviews will be performed throughout the project's duration and will review for formatting checks, stylistic formatting, quality assurance, etc.
- G. Testing
  - a. Quality assurance of new site, including a beta testing period and a means by which (internal/beta) users can report on glitches and user experience.
- H. Training and Documentation
  - a. Administrative user training for key staff
  - b. General user training.
  - c. Vendor creates documentation of instructions and best practice
- I. Assignment of Ownership and Rights
  - a. All work done under this contract will be the sole property of the Tribe; this includes graphics, theme, artwork, programming, research, etc

- b. Vendor certifies that they have the authority/license/rights to utilize software, graphics, artwork data
  - c. As part of this project, the vendor relinquishes all rights to any custom code, artwork, data, data, research, etc., and is not authorized to reutilize any custom code, artwork, data, etc.
- J. E-Commerce
- a. Ability to accept online payments for e-commerce

## **2. Technical Requirements**

- B. Security
- a. It is expected that the selected vendor provide a security plan for the platform, structure, and technology
- C. Accessibility
- a. Website design and associated elements should comply with Section 508 of the Rehabilitation Act
  - b. The website must be accessible to blind or limited-vision users.
- D. Back end and structure
- a. It is a priority for our staff, who do not have a website development background, to edit the website to the extent possible (including text updates, stories, homepage, etc.). Ease of use will be crucial.
  - b. Critical metadata, SEO needs, and other standard content promotion and indexing technologies must be used.
  - c. Archived content on the existing website needs to be cleaned and migrated.
  - d. All resources, including but not limited to articles, blog posts, policy briefs, etc., must be retained within the same content pool, using a consistent tagging system.
  - e. Capability to add user-restricted content area: create a portion of the website that requires a log-in and is a dedicated space for tribal members to access resources, discussions, member-only announcements, and more.
- E. Integrations
- a. Integration with email marketing service
  - b. Integration with a CMS
- F. Analytics
- a. Web analysis tools and creation of custom reports on analytics
- G. Training
- a. The vendor will include recommendations for ongoing website maintenance and troubleshooting, and support following the site's launch.

## **3. Vendor Requirements**

A respondent must be selected that has expertise in website design and development.

- A. Background Information

The vendor shall have been in business for at least five years, during which they have been providing web design services. The vendor should have a team of professionals assigned to this account and identify the team who will work on this project. Include name, title/role, and brief background/experience of each. Include subcontractors if applicable

**B. Experience**

The vendor shall list three verifiable customer references who can speak to the services requested in this RFP. The vendor shall provide a brief overview of work performed for each client and contact phone/email/fax details of individuals who can be contacted for a reference. For each client, the vendor shall provide a list of challenges involved and how they were overcome.

**C. Location**

a. The vendor shall have business offices located in the United States.

**D. Required Documentation**

a. The vendor must provide the Tribe with a debarment certification and a W9 form.

**E. Insurance Requirements**

a. The vendor shall maintain sufficient insurance to protect the vendor's business against all applicable risks.

**F. Non-Endorsement**

a. As a result of selecting a vendor to supply products and/or services to the Tribe, the vendor agrees to not refer to the Tribe in any literature, promotional material, brochures, sales presentation, or the like without express written consent of the Tribe.

**G. Rejection of Proposals**

a. The Tribe reserves the right to reject any proposals and waive irregularities and informalities in the submittal and evaluation process. This Request for Proposal does not obligate the Tribe to pay any costs incurred by respondents in preparing and submitting a proposal. Furthermore, the Request for Proposal does not obligate the Tribe to accept or contract any expressed or implied services.

**H. Contract Award**

a. The Tribe reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be initially presented on the most favorable terms the vendor can offer. The Tribe shall not be bound or in any way obligated until both parties have executed a vendor contract, and the vendor selected will be expected to enter into an agreement with the Tribe.

#### **4. Proposal Format & Content**

Proposals should provide straightforward, concise information that satisfies the requirements of this solicitation and should be presented in the following format:

**A. Letter of Submittal**

**a. Executive Summary**

The Executive Summary should be a high-level overview of how the vendor proposes to accomplish the requirements of this RFP.

**b. Company Background Information**

The vendor must provide an overview of the company's name, address, start-up date, and central business location. The vendor will identify the professional team that will work on the project. Include name, title, and work experience for each.

**c. Company Experience and Qualifications**

The vendor must be a reputable company of strong financial standing experienced in website development, design, and support services. Provide information on prior experience, including a minimum of three (3) current customer references for who the vendor is provided similar type services

**B. Statement of Work (SOW) Requirements/Questions**

Provide information to indicate the SOW requirements

## **5. Submission Deadline**

All questions about the project and this RFP must be submitted **electronically via email** to Michael Thompson at RFP\_Website@PuyallupTribe-nsn.gov by at least one week before the due date. All Tribal responses to questions will be provided to each respondent.

Interested parties will submit complete proposals **electronically via email** no later than 5:00 PM PST on January 28, 2022 to Michael Thompson at RFP\_Website@PuyallupTribe-nsn.gov. All paper submissions or incomplete proposals will be disqualified and discarded without review.