

SOUTH DAKOTA SCIENCE AND TECHNOLOGY AUTHORITY

REQUEST FOR PROPOSAL DRUPAL WEBSITE DESIGN, DEVELOPMENT AND MAINTENANCE

Request for Proposal Posted:	Oct. 1, 2021
Questions Submitted:	Oct. 15, 2021
Questions & Answers Posted:	Oct. 20, 2021
Proposals Due:	Nov. 1, 2021

The South Dakota Science and Technology Authority (SDSTA), which manages the Sanford Underground Research Facility (SURF), is issuing this Request for Proposals for **Drupal website design, development and maintenance** to solicit responses from qualified contractors with experience in **Drupal-based coding development**. Applicants will be competing for selection to provide the services set within this RFP.

Introduction:

SURF's mission is to advance world-class science and inspire learning across generations. Our supporting vision is to be the preferred location for underground science and education. To support both the mission and vision, it is critical that we manage, maintain and grow our websites. SURF has a growing number of initiatives that require partnering with internal and external stakeholders using new web tools and sub-sites.

Given that broad public mission, SURF strives to create websites that can be resources for the organization's many stakeholders. This requires a variety of content, including directories, educational materials, curriculum units, public notices, contracts, notifications, events, social media integrations, news, stories, and more.

SURF's Communications Department manages all public websites for the organization. The SURF communication team has a working knowledge of Drupal's backend and can add, update and maintain content; update and create new content types, menus and blocks; and develop other basic configurations. SURF is seeking a vendor that can support efforts to increase self-sufficiency for web content ownership throughout the organization. SURF's Communications Department is committed to creating and providing high-quality written and visual content for all websites and sub-sites.

The ideal vendor would provide support and recommendations for security, search engine optimization and analytics expertise. They should be able to provide a high level of responsiveness for support services, security upgrades and a clear process to implement new features sets. We seek a partner with a record of excellent client/vendor communications who can clearly identify the technical challenges and outline potential solutions.

SURF has two sites in production running on Drupal 8. The main public site and a site dedicated to our major public outreach event called Neutrino Day. Both sites are hosted on Contegix - BlackMesh using a web ops tool called Cascade. The Contegix hosting provider maintains a development and production

server. Both can be scaled to meet the needs of SURF's website. SURF is experiencing about 10,000 visitors per month to the current sites.

SURF has outgrown the current website and recently identified the need to create several sub-sites to support the organization, including the SURF Foundation, SURF E&O Department, Neutrino Day and a site dedicated to multimedia content for touchscreen exhibits at the Sanford Lab Homestake Visitor Center. The selected vendor should recommend a single or multi-site approach to addressing these needs.

We are envisioning that sanfordlab.org remain a hub of public information for SURF with a new user experience that gives visitors the information they need quickly and intuitively. We see the need for a specific feature for our K-12 Education, public outreach efforts, and SURF Foundation efforts. Additionally, we are looking for a way to display video content at the Sanford Lab Homestake Visitor Center.

Scope:

The project scope should include a phased approach to discovery, development and design; migrate/archive existing content; and include an accessibility review, Search Engine Optimization and security.

Provide project-based web development including security and diagnostics support and perform system updates and upgrades.

Redesign sanfordlab.org

- Recommend a traditional, decoupled or multisite Drupal deployment to meet growing website needs across the organization.
- Redesign and improve the user experience of the entire site; provide a front-page experience that gets visitors to the information they need.
- Provide and implement a plan to migrate/archive existing content.
- Recreate the user permission structure to allow for a more diverse group of content editors and users. Some content will be behind a sign-in.
- Incorporate flexible options for layout and page customization for site editors.
- Integrate social media platforms and curated social media landing pages.
- Meet or exceed level AA of Web Content Accessibility Guidelines (WCAG) 2.0
- Give preference to contributed modules over custom modules.
- Include integration with Jotforms or recommend and implement a migration plan from Jotforms to the Webforms Module.

Education sub-site requirements:

- Provide a solution for booking, checking out and returning curriculum modules.
- Create a new teacher professional development content type.
- Create a more robust filter and sorting system to search for educational and teacher development opportunities.
- Create flexible layout options for delivering educational programming virtually.
- Create a field trip request system based on availability of human and other resources.

SURF Foundation sub-site requirements:

- Ability to accept payments and choose and customize donation options.
- Create entity reference content (articles, events, and activities) from other SURF sites
- Create prominent donate button
- Develop similar theme to main site, with a clear separation in user experience on this site.
- Ability to integrate with Bloomerang (SURF Foundation CRM).

Digital Exhibit sub-site for SLHVC:

This site will be available only at the local Sanford Lab Homestake Visitor Center on digital touchscreens. We want to remotely leverage Drupal CMS to update content on several touchscreens throughout the Visitor Center. The content is mostly video that can be stored and streamed on Vimeo to each screen. The goal is to provide simple user experience.

Provide maintenance services

The selected vendor will provide module and security updates to the website utilizing SURF's development and production servers.

Provide training and documentation

- The selected vendor will provide training to the SURF team on adding and creating content, new module functionality.
- Provide robust training specific to site administrators and the Communications Department wherein they can test new modules and site features independently.
- Provide documentation on major site features, modules and workflows

Vendor requirements:

- Possess a clear understanding of Drupal-based website development
- Assign a dedicated team to the project, including a project manager and web developers (at least one from a senior level) and user experience designers.
- Receive Drupal notices regarding security patches, upgrades, standards, issues/changes to ensure the maintenance of the SURF site and sub-sites remain up to date.

Proposal Contents

Proposals must contain the following:

Cover Letter

Clarify your company's understanding of this RFP. The letter must include contact information for the designated contact person who can receive and distribute RFP information to the appropriate people within the company.

Firm Qualifications

- Provide firm description and evidence of qualifications to address the scope of this document.
- Provide three to five examples of websites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for non-profit and government projects.
- Briefly describe your firm's organizational capacity to produce our website (e.g. staff, equipment, software, physical space, office location, etc.).
- Provide a company profile, length of time in business and core competencies.
- Provide current reference information for three clients.
- Describe your service level agreement (SLA) structure.

Individual Qualifications

- Provide resumes for all key project staff for each discipline. Biographies should include:
 - Experience with similar relevant projects.
 - Education and registrations.

Project Understanding and Approach

- Provide a brief description of your understanding and approach to the project.
- Briefly describe your project management approach.
- Explain the process you will follow to build the website, including major milestones and evaluations.
- Describe your company's communication process, including lines of reporting and any special tools used.
- Address usability standards, 508 accessibility and testing.
- Address any important technology information and specifications used in your site building solution.
- State your process for communication with all stakeholders.

Quality Assurance

- Provide a copy of your quality control and assurance programs. Describe your testing and support plan.

Exceptions

- Describe any exceptions to General Provisions and Terms and Conditions. Disclose any existing relationships and previous work with Sanford Lab.

Rates and Fees

- Provide a firm fixed price for completion of all deliverables. List hourly billing rates for participating staff. The cost proposal must include all design, production, testing and software necessary for the development of the site.
- Break out costs based on the scope of the project. If the execution of work to be performed requires the hiring of subcontractors, you must clearly state this in your proposal. The proposal need not include hosting costs; a development server environment will be provided for the project.

Submission Requirements:

Please direct all questions in writing to Michele Baumann at mbaumann@sanfordlab.org by close of business Oct. 15, 2021. Questions and answers will be posted as an amendment to this RFP by 5:00 p.m. MT Oct. 20, 2021.

Submit one electronic copy (.pdf format) of the quotes no later than 2:00 p.m. Nov. 1, 2021, to: mbaumann@sanfordlab.org. Late submissions will not be accepted.

The quote period may be extended at the discretion of SDSTA based on the quantity and/or complexity of questions. Any notices of extension of time to respond will be distributed to all prospective offeror by SDSTA.

All communications regarding this procurement between RFP release and contract award shall be directed by email to mbaumann@sanfordlab.org. Communications with other SDSTA staff regarding this procurement in advance of the contract award are not allowed.