



## INSTRUCTIONS FOR RESPONSE TO REQUEST FOR BEST VALUE PROPOSALS (RFP) #852W001

Issue Date: April 17, 2019  
Title: VFHY Website Development  
Issuing Agency: Virginia Foundation for Healthy Youth (VFHY)

- Period of Contract: From July 1, 2019 – June 30, 2020
- Anticipated amount of award: Not to exceed \$50,000 in the initial contract period.

This is an online proposal process. No hard copy proposals will be accepted. Offerors must register to complete the application at:

<https://www.grantinterface.com/Home/Logon?urlkey=vtsf>

- Online proposals are due and must be uploaded by **12:00 p.m. (noon), Eastern Daylight Time, May 3, 2019**. To be considered, all proposals must be uploaded on or before the date and hour stipulated. Offerors are encouraged to submit online proposals prior to the deadline to avoid any delays due to busy servers or other internet failures. No late proposals will be accepted, under any circumstances, regardless of the reason(s). VFHY is not responsible if the proposal is not submitted by the appointed time. The official time used in the receipt of responses is the electronic time stamp recorded by the server's clock in the online system. Proposals uploaded after the date and hour designated are automatically disqualified and will not be considered.
- All inquiries for information should be directed to Richard Foster, Public Affairs Manager, 804-225-3947 or [rfoster@vfhy.org](mailto:rfoster@vfhy.org) or Marge White, Deputy Director, 804-225-3637 or [mwhite@vfhy.org](mailto:mwhite@vfhy.org)
- Note: This Public Body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, Section 2.2-4343.1 or against an Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.
- **Late proposals will not be accepted. Proposals will be accepted until 12:00 p.m. (noon), Eastern Daylight Time, May 3, 2019.**
- All data, materials, working files and documentation originating and prepared for the VFHY pursuant to the RFP shall belong exclusively to the VFHY and such data, materials and documents shall be subject to public inspection and disclosure in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror

shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror must invoke the protection of Section 2.2-4342 (F) of the *Code of Virginia* (<http://law.lis.virginia.gov/vacode/title2.2/chapter43/section2.2-4342/>), in writing, either before or at the time the data is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures or paragraphs that constitute trade secrets or proprietary information. The classification of the entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and will result in rejection and return of the proposal.

## **I. PURPOSE**

The purpose of the Request for Best Value Proposals (RFP) is to solicit online proposals to establish a contract through competitive negotiations for the purchase of website development work by the Virginia Foundation for Healthy Youth (also referred to herein as the Purchasing Agency). *This solicitation is using Best Value procurement procedures.*

The overall goal of this funding is to engage one contractor to develop a website including but not limited to: recommending a website platform, building pages using content provided by VFHY, ensuring the website is capable of being updated by VFHY staff, providing instruction to VFHY staff on methods to update the website and ensuring the website complies with the Commonwealth of Virginia's Information Technology Agency's security standards and meets all requirements for the American's with Disabilities Act.

## **II. BACKGROUND**

The Virginia Foundation for Healthy Youth was established by the Virginia General Assembly to lead statewide efforts to reduce and prevent youth tobacco use, substance use and childhood obesity. In 1999, the Virginia General Assembly created the Virginia Foundation for Healthy Youth (VFHY) to distribute monies from the Virginia Tobacco Settlement Fund for the purpose of restricting the use of tobacco products by minors through such means as educational and awareness programs on the health effects of tobacco use on minors, and enforcement of laws restricting the distribution of tobacco products to minors. In 2010 and 2017, respectively, the Virginia General Assembly expanded the VFHY's purpose to include childhood obesity and substance use prevention.

## **III. STATEMENT OF NEEDS**

A total of up to **\$50,000** is available for a contract with one Offeror to develop a company website. VFHY anticipates making one award if it receives proposals from qualified Offerors.

### **A. Project's Core Objectives:**

- Provide website construction including a new design, layout and experience for end users.
- Provide a new design, layout and experience on mobile platforms
- Ongoing maintenance of website

### **B. Scope and Deliverables:**

Offerors should describe the following scope items in the response.

- Specify the Website Platform(s) recommended. Must not be Proprietary to the Offeror
- Project Management
- Backend Development
- Frontend Development
- Database Development
- Content Creation
- Graphic Design
- Approach for Developing Customized Pages
- User Interface Planning
- Testing and Quality Assurance
- Search Engine Optimization
- Content Management Platform
- Staff Training for Internal Management of Website
- All graphics and photos should be optimized for quick loading
- URLs should be in plain English words vs strings of numbers and/or letters
- Website performance should be measured on all major browsers (IE, Edge, Chrome, Firefox). Should include a site analytics tool on the backend to show where users coming from, which pages most visited, what kind of browsers used, etc.
- Site should be "mobile responsive and device independent" so the site will render on whatever device the user has. This should include older smartphones and tablets. (iPhone 6 and up; iPad 4th gen and up; Android 7.0 and up)
- The site only needs social media icons, not social media integration
- Website Maintenance (may propose a fee separate from website construction within the total cost. This fee should be specified for year 1 and separately for years 2-5). Website maintenance should include installing security patches, updates to accessibility, but not content management

### **C. Site Layout:**

The new website will be similar in scope to the existing website: [www.vfhy.org](http://www.vfhy.org) The site will need to contain the following primary areas/pages; however, there will be subsequent pages as we work with the approved vendor:

- Home Page
- About Us
- Contact Page
- Grant Resources
- Tobacco Prevention Resources
- Substance use Prevention Resources
- Obesity Prevention Resources
- Funding
- Training
- Data and Statistics

#### **IV. EVALUATION AND AWARD CRITERIA**

All areas described in “*Specific Requirements*” of the VFHY Proposals Instructions will be reviewed for level of completeness and accuracy.

All proposals will be reviewed and evaluated by a Review Panel comprised of members of the VFHY staff and/or other experts with knowledge of website development. “Best Value” concepts will be used for the evaluation and award. “Best Value” means the overall combination of quality, price, and various elements of required services that in total are optimal relative to a public body’s needs. Various elements may include experience, knowledge of website platforms and a portfolio review. VFHY will consider awards to other than the highest technically acceptable proposal. The Review Panel will recommend to the VFHY those proposals which most closely meet the requirements of VFHY and are considered to be “best value.”

A. Evaluation Criteria: Proposals will be evaluated by VFHY using the following adjectival rating method:

Acceptable:

Offeror’s proposal demonstrates an acceptable understanding of goals and objectives of the procurement. There may be strengths and weaknesses, however strengths outweigh the weaknesses.

Marginal:

Offeror’s proposal demonstrates a fair understanding of the goals and objectives of the procurement. Weaknesses have been found that may outweigh strengths that exist. Weaknesses may be difficult to correct.

Unacceptable:

Offeror’s proposal fails to demonstrate an understanding of the goals and objectives of the procurement. The proposal has one or more significant weaknesses that will be very difficult to correct or are not correctable.

The following areas of the proposal will be evaluated by reviewers for completeness, clarity and understanding:

Proposal Summary, Offeror’s Background, Project Management, Project Team, Budget Proposal and Appendix

B. Award Criteria: Selection will be made of Offerors deemed to be fully qualified and best suited among those submitting proposals on the following: the adjectival ratings from the reviewers’ individual evaluation, the group consensus rating at the team review, the Best Value requirements and the amount of funding available. Negotiations will be conducted with the Offerors so selected. Price will be considered, but need not be the sole determining factor. After negotiations have been conducted with each Offeror so selected, the agency will select the Offeror(s) that, in its opinion, has made the best proposal(s), and will award the contract(s) to those Offeror(s). The VFHY may cancel this Request for Best Value Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the

reason why a particular proposal was not deemed to be the most advantageous. (See Section, 2.2-4359 D of the *Code of Virginia*.) Awards are contingent on availability of funds through the Master Settlement Agreement and/or appropriations made by the General Assembly, and/or as budgeted and approved by the VFHY Board of Trustees.

- C. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to the VFHY. This provides an opportunity for the Offeror to clarify or elaborate on the proposal. This is a fact finding and explanation session only and does not include negotiation. The issuing agency will schedule the time and location of these presentations. Oral presentations are an option of the purchasing agency and may or may not be conducted.

If oral presentations are conducted, selected Offerors will be notified on May 9, 2019. In-person or video-conference interviews will be conducted on May 15, 2019.

## ONLINE PROPOSAL INSTRUCTIONS

### General Requirements:

- **Read the entire online RFP, Terms and Conditions, Required Statements, and Proposal Instructions before completing a proposal.**
- D. To complete the application online, go to:  
<https://www.grantinterface.com/Common/LogOn.aspx?eqs=BzHkq1mRnbDlp7C7t0hjwA2>
- Offerors must complete each required section of the online proposals and upload all of the required VFHY documents.
  - I. Offeror's Background –Description of Experience, Client References
  - II. Project Team– Project Staff and Qualifications
  - III. Budget
  - IV. Examples of Work
- VFHY Terms and Conditions/Required Statements must also be downloaded and read and attested to in the online proposal.
- All sections must be completed. All questions must be answered to ensure a complete proposal.

## Specific Requirements

### Eligible Applicants

VFHY will accept proposals from individuals and companies with relevant experience in website development. All Offerors must register online in VFHY online application system and submit a proposal electronically.

### Application Instructions

The following areas describe the specific sections of the online application located at:

<https://www.grantinterface.com/Common/LogOn.aspx?eqs=BzHkq1mRnbDlp7C7t0hjwA2>

- I. **Offeror's Background:** Offerors should answer each question by entering information about proficiencies and previous projects.
  - List three client references and contact information for each.
  - List the website platform(s) you recommend and your proficiency in using these platforms.
  - Briefly describe experience developing websites.
  - Describe experience/ability with an artist to create logos, illustrations or original artwork for use on a website.
- II. **Project Management:**  
Offerors should describe specific experience in project management.
- III. **Project Team:** Offerors should list the position title and names (if possible) of staff members who may work on the project. Offerors must upload a résumé or general description of experience for each person who will work on the account. *These documents should be saved as one file for upload.* (See instructions below to upload documents)
- IV. **Budget Proposal:** Offerors should describe their rates for various services/types of website development, website maintenance and graphic design work for the website. Offerors should list an overall cost for the website development project. Offerors should list its rate for ongoing maintenance on an annual basis.

All costs associated with the Offeror's rates and estimates must be reasonable and necessary and required to ensure successful projects. Excessive, unnecessary and unjustified costs will reflect negatively in the review process.
- V. **Appendix – Portfolio Link**  
Offerors must provide a link to a minimum of five websites they have developed for viewing by the Review Panel. The portfolio should include samples of websites as well as graphics the Offeror has developed for websites.
- VI. **Terms and Conditions/Required Statements:** Offerors must enter the name of the organization's Authorized Representative to acknowledge agreement to the Terms and Conditions, including the VFHY Required Statements.

### **Directions for File Conversion, Fax to File and Document Uploading**

- Résumés or a description of staff experience must be uploaded with each online proposal.
- Normal document files that are formatted in Microsoft Word, Microsoft Excel or PDF format can be uploaded as electronic documents by selecting the document from its location and uploading it where requested in the online proposal.
- Documents with original signatures or those only available in hard copy format must be scanned and then uploaded to the online proposal. These files can also be converted into PDF documents. This simple conversion process will reduce the size of the file and protect the content. Free PDF document converter downloads are available online. Some example sites are: [www.freepdfconverter.com](http://www.freepdfconverter.com) and [www.primopdf.com](http://www.primopdf.com).
- The VFHY online proposals site also offers the “Fax to File” option for those unable to scan or convert their documents to a digital format. This process will enable offerors to fax documents to an external site which will then convert them into electronic PDF files. Offerors will then be able to download to a computer and upload to the online proposals where required. To use this tool, click on the Fax to File tab on the VFHY online proposals page and follow the directions.