



RFP #2023-05 Website Development Services

Demonstration/Presentation Guide

Overview

This Demonstration/Presentation Guide represents some of the significant tasks related to The Children's Trust's solicitation for website development services. It is requested that the finalist presentations address the specific components listed within this document and allow for The Children's Trust to obtain clarification on the proposed solution.

The presentation for RFP 2023-05 is comprised of six main areas.

1. General Introduction
2. Content Management System (CMS) Demonstration
3. Content Update/Approval workflows for
 - a. Content Updates
 - b. ADA Compliance
 - c. Preview Changes
 - d. Auditing/tracking changes
4. Multi-language support
5. API Integration
6. Cost breakdown

The purpose of Round 2 is for finalists to present reviewers with their proposed solution(s) in a live environment. If the task and/or workflow that is being demonstrated is supplemented by a module or is an add-on other than the software's basic package, that module or add-on should be mentioned at the time that the specific task is demonstrated.

The presentation must not exceed 90 minutes (1.5 hours). As such, it is requested that, when possible, the task and/or its components be prepared in advance, and that an explanation of the steps that were performed accompany the demonstration along with the time that it would normally take to perform the task.

Task 1: Presentation - General Introduction

Objective: Provide an introduction of your company, the presenters, and team member(s) that will be point person(s) if selected.

Tasks:

- Introduce team and presenters.
- Present an overview of your company's history, team that will work on The Trust's project if awarded, mission and vision.
- Summary of the product and services that you offer.
- Present case studies with objectives, budget, timeline and KPIs that speak to your qualifications and expertise. Ideally please present projects similar to what is currently being sought in this RFP.

Task 2: Content Management System (CMS) Demonstration

Objectives:

- Demonstrate the proposed CMS solution.
- Demonstrate the process by which content updates will be carried out using the proposed CMS.

Tasks:

- Present in detail your overall proposal and proposed timeline.
- Present your company's approach to providing training on the use of the proposed solution.
- Specify the expectations you have from The Children's Trust staff in terms of skills to meet your proposal.
- Specify the expectation you have from The Children's Trust staff to meet your proposal (e.g. how many hours per day/week/month do you need/expect a staff member to be available, how many staff members you would need from The Trust, etc.).
- Create an article/content page.
- Demonstrate the following:
 - File management for files and images.
 - Upload assets
 - Insert an image
 - Create a link to download a file
- Expand on your experience to ensure ADA compliance.
- Demonstrate how URL re-directs/shortcuts are managed and how will the proposed solution will address re-directs of current URLs to new URLs

Demonstration Task 3: Content Update/Approval workflows

Objective: To understand the process for updating content, manage the approval process, publish, and audit updates in the proposed CMS.

Task: Demonstrate the process to:

- Update content, preview changes and publish
- Auditing/tracking changes

Demonstration Task 4: Multi-language support

Objective: Understand how the proposed solution will handle multiple languages.

Task: Demonstrate how content is published in English and is made available in Spanish and Haitian Creole, either by manual translation or by automated translation using machine learning technologies or other technologies proposed.

Demonstration Task 5: API Integration

Objective: Understand applicant's approach to collecting data and configuring APIs for external data sources.

Task: Demonstrate a sample using:

- API integration connecting to an external data source.
- Engaging way to integrate social media

Task 6: Cost Breakdown Presentation

Objective: To understand applicant's cost breakdown for the proposed services.

Task: Provide a breakdown of estimated costs for:

- Year 1 planning, development, testing content migration and launch.
- Year 2 basic maintenance (server updates, web hosting)
- Year 2 development, if applicable
- Year 2 content updates, estimating 5 updates per week.

For maintenance, explain how unused development hours will be used or allocated.

Evaluation Criteria/Reviewer Guidelines for Demonstration

Review Criteria	Weight	Maximum Points
Service Proposal	15	60
<p>General Introduction</p> <ul style="list-style-type: none"> • Did the applicant present information regarding its company’s history, mission and vision, and about the team that will work on The Trust’s project, if awarded? • Did the applicant provide evidence of employing staff/consulting personnel whose experience aligns with the services sought in this solicitation? • Did the applicant submit a summary of the product and services the company offers? • Did the applicant present case studies with objectives, budget, timeline and results/KPIs. 		
<p>Content Management System (CMS) Demonstration</p> <ul style="list-style-type: none"> • Did the applicant provide a website CMS solution demonstration? • Did the applicant present a detailed proposal for the redesign and redevelopment of The Children’s Trust website? • Did the applicant present an efficient and realistic timeline to carry out the scope described in this RFP? • Did the applicant describe their company’s methodology and approach to successfully implementing contracted projects, specifically in the areas stated in this RFP? • Did the applicant describe their expectations of skills and dedicated time needed by Trust staff working on this project? • Did the applicant describe a plan to train Trust staff in performing content updates as necessary? • Did the applicant demonstrate the process for website content updates? • Did the applicant present a plan and estimated response time for service requests and content updates, including scheduled content updates as well as emergency content updates? • Does the proposed turnaround time seem reasonable? • Did the applicant present a comprehensive plan for the implementation phase? • Did the applicant submit a recommendation for the maintenance and update of the website over the four years after the initial year of implementation? • Did the applicant include an anticipated timeline to complete each phase of the project? • With an estimated contract start date of October 1, 2023, did the applicant include anticipated key deliverables, milestones and target competition dates? 		

<p>Content Update/Approval workflows</p> <ul style="list-style-type: none"> • Did the applicant present an effective method of updating a website using the proposed CMS? • Did the applicant demonstrate the proposed CMS’s ability to preview changes and publish content? • Did the applicant demonstrate the proposed CMS’s ability to audit and track changes by its users? 		
<p>Multi-language support</p> <ul style="list-style-type: none"> • Did the applicant present a compelling solution for publishing content in multiple languages and managing translations? • Did the applicant present the method by which the proposed solution uses machine learning to generate translations? 		
<p>API Integration</p> <ul style="list-style-type: none"> • Did the applicant present compelling examples of how the proposed solution can incorporate content through an API? • Did the applicant present a compelling example of how social media can be integrated into the proposed solution? 		
Cost Breakdown	10	40
<p>Fees & Pricing</p> <ul style="list-style-type: none"> • Did the applicant present a proposed cost breakdown for: <ul style="list-style-type: none"> • Year 1 - planning, development, testing content migration and launch? • Year 2 onward - basic monthly maintenance (server updates, web hosting) for • Year 2 onward – monthly additional development costs? • Year 2 onward - content updates, estimating 5 updates per week? • Does the applicant offer competitive pricing for government agencies, nonprofit organizations, foundations, educational institutions or other public sector clients that is being offered to The Trust? • Did the applicant include narrative explaining their pricing approach including pricing for basic services, optional services, one-time costs, and recurring costs? • Did the applicant include a description of the typical approach to fee setting and typical cost structures (hourly rates, project fees, monthly fees, etc.) for the proposed services and deliverables? • Did the applicant state if these fees are negotiable? • Was the total of all costs (both initial for development and recurring for maintenance and content update) associated with each element included in this section? • Did the applicant specify which costs are initial one-time and those that are recurring, including those for maintenance? 		

<ul style="list-style-type: none"> • To the best of your ability, to what extent are the fees/costs reasonable, usual, and customary? • For maintenance, did the applicant explain if or how unused development hours could roll over? 		
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Evaluation Criteria/Reviewer Guidelines for Demonstration Tasks

Ratings for Demonstration		
Rating	Points	Description
Excellent	4	Applicant provided a complete demonstration of the task requested.
Good	3	Applicant provided a mostly complete demonstration of the information or task requested. Some areas may have minor limitations.
Weak	2	Applicant provided a weak demonstration of the task requested.
Unacceptable	1	Applicant provided an unacceptable demonstration of the task requested. Presentation had major deficiencies.
Not addressed	0	Demonstration for the task was not presented.