



Citrus Research and  
Development Foundation, Inc.

## Request for Proposal

Subject: CRDF Website Design/Re-Design and Management

RFP#: 19-01

Due Date/Time: September 07, 2018; 11:59PM EDT

Submit To:  
[support@citrusrdf.org](mailto:support@citrusrdf.org)

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IMPORTANT: ALL PROPOSERS WILL RECEIVE COPIES OF QUESTIONS AND SUBSEQUENT ANSWERS SUBMITTED TO THE FOUNDATION BY ADDENDUM. TO BE ELIGIBLE TO RECEIVE ADDENDA, YOU MUST PROVIDE YOUR NAME, ADDRESS, PHONE NUMBER, AND EMAIL ADDRESS WITH YOUR INTENT TO PARTICIPATE IN THIS PROCESS TO [support@citrusrdf.org](mailto:support@citrusrdf.org).

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**RFP Proposed Timeline**

Listed below are proposed critical dates by which the actions noted must be completed. If the Foundation finds it necessary to change any of these dates, the change will be accomplished by addendum. All dates are subject to change.

| <b>ACTION</b>                                 | <b>COMPLETION DATE</b>      |
|---|-----------------------------|
| RFP Announcement                              | August 10, 2018             |
| Deadline for Respondent Questions             | August 24, 2018             |
| CRDF Responses-Addendum Issuance              | August 31, 2018             |
| Deadline for Submission of Proposal           | September 7, 2018, 11:59 PM |
| Shortlist of Proposal Submissions Announced   | September 14, 2018          |
| References Verified by Selection Committee    | September 21, 2018          |
| Final Ranking by Selection Committee          | September 24, 2018          |
| Ranking/Recommendations to Board of Directors | September 25, 2018          |
| Notification of Bid Award                     | September 25, 2018          |
| Contract Initiated                            | September 26, 2018          |

## Section 1.0 – Instructions to Proposers

### 1.1 Background

In April 2009, the National Academies of Science, at the request of the Florida Department of Citrus, formed the National Research Committee on Strategic Planning for the Florida Citrus Industry: Addressing the Citrus Greening Disease (Huanglongbing). At the same time, the forward-looking citrus industry in Florida initiated the Citrus Research and Development Foundation. The National Research Council's report published in March 2010 included a recommendation that one organization be identified and empowered to have oversight responsibility over HLB research and development efforts.

The Citrus Research and Development Foundation is a non-profit corporation organized under Florida State laws as a Direct Support Organization of the University of Florida.

The Mission of the Foundation is to “Advance disease and production research and product development activities to ensure the survival and competitiveness of Florida’s citrus growers through innovation”.

The organization is headed by a 13-member Board of Directors that includes individuals from industry, academia and government. The COO handles the day-to-day management of business affairs, and Program Managers oversee the research and commercial product delivery project portfolios.

The Citrus Research and Development Foundation (Foundation) hereby solicits proposals to enhance or re-design its website [citrusrdf.org](http://citrusrdf.org) and provide ongoing support in accordance with the terms, conditions and specifications outlined in this Request for Proposal (RFP).

### 1.2 Scope of Work

The Foundation anticipates a well-planned proposal for this ‘work for hire’ project that supports the design or re-design of its established web brand [citrusrdf.org](http://citrusrdf.org) and ability to provide on-going support to host and maintain as outlined in Section 2.1. While the current website is in StudioPress Genesis Framework, Foundation is open to redesign in another platform.

Proposer must work with Foundation staff who will have the ability to contribute and update/edit content on a routine basis.

The primary objectives of the Foundation are to obtain support services that will (1) provide a user-friendly, dynamic website design, (2) ensure data security and integrity, (3) provide website technical troubleshooting and problem solving, and (4) provide timely, reliable, competent, and cost-effective services.

Successful Proposer will collaborate with Foundation Staff, Board and Committee regarding current content as well as future needs. Foundation Staff will be readily available for collaboration throughout the process.

Timeline for completion/development of the site is two- to three- months. A preliminary model will be required for Foundation review by Monday, November 26, 2018; the final product will be available for presentation by Friday, December 7, 2018.

### **1.3 Critical Assumptions**

The selected vendor will be held contractually to all information provided in their proposal and any subsequent documentation and demonstration material(s). The submitted proposal of the successful awardee will become an attachment to the services contract.

### **1.4 Proposal Due Date**

Proposals must be received on or before September 7, 2018 at 11:59 pm. Any proposal received after the specified time will not be considered. The Proposer is solely responsible for ensuring the proposal is received on or before the deadline.

### **1.5 Submission of Proposals**

#### **1.5.1 How Proposals Are to Be Submitted**

All proposals must be submitted electronically by email to [support@citrusrdf.org](mailto:support@citrusrdf.org). The proposal submission email subject line shall contain the following:

**RFP: #19-01, CRDF Website/Re-Design and Management**

#### **1.5.2 Incurred Expenses**

The Foundation is not responsible for any expenses the Proposer may incur in preparing and submitting proposals for this RFP.

#### **1.5.3 Interviews**

The Foundation reserves the right to conduct independent interviews with any or all Proposers prior to selection. The Foundation will not be liable for costs incurred by the Proposer in connection with such interview or presentations (i.e., travel accommodations, etc.). Proposers will be given sufficient notice for such interview.

**1.5.4 Request for Modification**

The Foundation reserves the right to request that the Proposer modify his proposal to fully meet the needs of the Foundation.

**1.5.5 Request for Additional Information**

The Proposer shall furnish such additional information as the Foundation may reasonably request. This includes information that indicates financial resources as well as ability to provide and maintain the services. The Foundation reserves the right to make investigations of the qualifications of the Proposer as it deems appropriate, including but not limited to a background investigation. The Foundation also reserves the right to make such investigations as it deems necessary to establish the competency and financial ability of any Proposer to perform the work.

**1.5.6 Acceptance/Rejection/Modification to Proposals**

The Foundation reserves the right to reject any or all proposals, in whole or in part, with or without cause, to waive any informalities and technicalities, and to award the contract on such coverage and terms it deems will best serve the interest of the Foundation. Criteria utilized by the Foundation for determining the most responsive Proposer includes, but is not limited to, cost, qualifications, experience, skill, ability, financial capacity, and any other factors which could reasonably be asserted as being relevant to successful performance.

**1.5.7 Proprietary Information**

In accordance with Chapter 119 of the Florida Statutes (Public Records Law) and, except as may be provided by other applicable State and Federal Law, all Proposers should be aware that Request for Proposals and the responses thereto are in the public domain. However, the Proposers are requested to identify specifically any information contained in their proposals which they consider confidential and/or proprietary and which they believe to be exempt from disclosure, citing specifically the applicable exempting law.

**1.5.8 Proposer's Certification**

By submitting a proposal, the Proposer certifies that he or she has fully read and understands the proposal method, meets the requirements and has full knowledge of the scope, nature, and quality of work to be performed.

## **1.6 Evaluation and Review of Proposals**

### **1.6.1 Evaluation Process**

A Selection Committee (Committee) has been established by the Foundation to review and evaluate all proposals. The Committee will review all proposals for completeness of information submitted, experience, references, and ability to meet technical requirements, functionality and cost, with special emphasis placed on the technical and functionality requirements. The Committee may request clarification or may, in its sole discretion, eliminate any proposals from consideration which are incomplete or do not comply with the requirements herein. The Committee shall conduct an evaluation of all proposals based on the information provided and other evaluation criteria as set forth in this RFP or as reasonably determined by the Committee.

### **1.6.2 Evaluation Criteria**

Proposers will be evaluated according to the following criteria:

- The ability, capacity and skill of the Proposer to perform the Foundation website design and support in a timely basis. (Based on Section 2.1)
- Current clients' level of satisfaction with Proposer services.
- Experience of staff relative to sites similar to Foundation website.
- Costs and other applicable fees.

### **1.6.3 Review Procedure**

The Committee will first review each proposal for compliance with the requirements of the RFP. Failure to comply with any requirements may disqualify a proposal. Proposals meeting the requirements shall be further evaluated against the required qualifications.

The Foundation reserves the right to reject all proposals. The Foundation further reserves the right to seek new proposals if such procedure is reasonably in the best interest of the Foundation.

## **1.7 Questions Regarding Specifics or Proposal Processes**

To ensure fair consideration for all Proposers, the Foundation prohibits communication to/or with any department, division or employee during the submission process, except as provided below. Any communication between Proposer and the Foundation to obtain information or clarification needed to develop a proper, accurate evaluation of the proposal

will be conducted through the Foundation's Business Office. Communications initiated by a Proposer to anyone other than the Foundation's Business Office may be grounds for disqualifying the offending Proposer from consideration for award of the proposal and/or any future proposal.

Any questions concerning conditions and specifications of the proposal should be submitted via e-mail to: John Morgan, Business Manager, Citrus Research and Development Foundation, Inc., [johncmorgan@citrusrdf.org](mailto:johncmorgan@citrusrdf.org)

### **1.8 Proposal Submission – Format and Content**

In order to facilitate easy comparison of each proposal, Proposers must prepare their proposals in the following format:

Proposals should be compiled in Word or similar application using Times New Roman font size 12, 1-inch margins, 1.5 line spacing. The proposal will include the information outlined below to ensure a uniform review process and to obtain the maximum degree of comparability. **All Proposers shall submit by electronic copy (PDF file) to support@citrusrdf.org.** Concerns and issues should be directed to John Morgan, CRDF Business Manager, by e-mail at [johncmorgan@citrusrdf.org](mailto:johncmorgan@citrusrdf.org).

Each proposal shall be submitted as a pdf file with sections bookmarked as follows:

- A - Cover Letter
- B - Company Overview
- C - Experience to Include:
  - 1) Sample of Current Portfolio
  - 2) Example of Service Agreement with Client
  - 3) Resumes of primary staff
- D - Cost Structure
- E - References

#### **1.8.A Cover Letter**

This section should be limited to two pages and should include the name of the firm, address, telephone number, name of contact person, date, and the subject:

**RFP: #19-01, CRDF Website Design/Re-Design and Management**

#### **1.8.B Company Overview**



Use this section to describe the company, and its history, for example:

- A brief company history.
- Financial report for three previous fiscal years as available.
- Geographic location in proximity to Foundation (distance does not adversely affect selection).
- Holding status of the company (Public or Private).
- Identify key personnel who will have actual responsibility for the services performed.

Describe their experience relative to this type of service and what type of training they go through to stay current in their area of expertise. Describe primary duties and responsibilities in relation to this RFP. (Resumes/bios to be included as described in Section 1.8.C.3)

### **1.8.C Experience**

Include in this section:

- 1) Description of specific support environments, including quantity of designed and supported websites, including for the References provided below, indicating each client separately. Be as specific and detailed as possible.
- 2) Examples of service level agreements you currently use as well as any baseline security standards applicable to servers you support.
- 3) Resumes of Primary Staff.

### **1.8.D Cost Structure**

If applicable, please list any fee schedules or other related expenses to technical support. If you provide ongoing security training or other types of training for staff, please list that here and include costs.

### **1.8.E References**

Please list the full contact information for three (3) current or previous clients relating to work outlined in this RFP within the last two (2) years:

Required Reference Information

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

Industry or Type of Business \_\_\_\_\_

Business Contact \_\_\_\_\_

Business Contact Phone Number \_\_\_\_\_

## Section 2.0 – Citrus Research and Development Foundation Website Framework

This section provides a better understanding of the qualifications, programs and abilities interested designers and programmers should possess. You may contact CRDF Business Manager to get a better idea of the scope required. Please contact John Morgan, [johncmorgan@citrusrdf.org](mailto:johncmorgan@citrusrdf.org) for requests.

### 2.1 Required Skills and Abilities

- WordPress (preferred)
- WordPress plugins
- T4 (optional)
- Knowledge of website and cloud security
- Genesis Framework (preferred)
- Good knowledge of privacy policies, terms of service, and their implementation
- Web/graphic design
- Visual communication of technical content
- Skilled in Information Design, infographics and technical art and design
- Copyright and intellectual property protection
- SEO
- E-commerce (optional)
- Basic email marketing
- HTML5
- CSS
- PHP
- Analytics
- JavaScript
- Social media (optional)
- Responsive web design
- Adobe Acrobat and PDF Forms programming
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign (print and web)
- Wireframing (for UI/UX design)
- Brand identity management and marketing
- Familiarity with state and federal regulations and procedures for website design and operation
- Terms and conditions of the General Data Protection Regulation (GDPR) implemented by the EU
- Accessibility
- Project management
- Copywriting and copyediting
- Cloud application development
- Data acquisition, organization and mining
- FileMaker Pro Advanced