Colorado Department of Natural Resources
Colorado Water Conservation Board
Scope of Work
CWCB Website Redesign

PURPOSE: The Colorado Water Conservation Board (CWCB) is seeking a qualified contractor to assist in the development of functionality for, and the redesign of, its existing website to an updated, more user-friendly tool.

**NOTE: Prospective Vendors can bid on:
- Only Phase 1 (Evaluation of Business Requirements, Existing Site, Marketing Materials & Initial Design)
- Only Phase 2 (Website Design, Development & Implementation)
- Both Phases 1 and 2

The State reserves the option to award Phases 1 & 2 at this time. Phase 1 will be completed; subsequent phases may be completed.

Phase 3 has been included as information only and will come under a separate request for bids, based on progress and outcome of Phases 1 & 2.

QUESTIONS: Written questions from interested parties will be accepted on company letterhead by email **only as a Word attachment**. Submit questions to richard.brough@state.co.us by 9:00AM, June 26, 2009. In lieu of company letterhead, please include the company name, address, contact name, and phone and fax numbers as part of the email or attachment.

QUOTE SUBMISSION: All quotes must be received by the Web Coordinator, Department of Natural Resources, Purchasing, 1313 Sherman #423, Denver, CO 80203 no later than June 30, 2009 at 4:00 p.m.

SCOPE OF WORK

Background:

The CWCB website has seen two new versions since the beginning of 2006. A major re-write was completed and launched in May 2006, followed by a look-and-feel refresh that went live in March 2008. While it is common for websites to change every couple years, the 2008 release was the result of a Department of Natural Resources (DNR) mandate to go to a more secure content management system. Since the launch of the latest version of CWCB's website, work has been underway for the next update, which will be another major redesign/rewrite. This effort is being prompted by the need to migrate to DNR's latest content management system (Microsoft Office SharePoint Server – MOSS).

In 2007 the CWCB began evaluating their visibility and position in the water arena, looking at ways to "brand" the agency. This effort resulted in the *CWCB Strategic Marketing Plan* and *CWCB Style Guide* in the summer of 2007, followed by the *Attitude & Awareness Survey* and analysis in the summer of 2008. The resulting publications both pointed to the same conclusions: raising awareness of the CWCB and its programs is critical, and the main conduit for reaching the CWCB's target audience(s) is the website.

The strategic marketing plan lays out the CWCB's primary and secondary audiences, which suggests that the agency has more of a business-to-business focus, rather than a business-to-consumer focus. The awareness survey echoes this idea, indicating that most of the visitors to CWCB's website are state/federal agencies, medium-sized municipalities, engineering firms and other water-related entities. The last statements made in the awareness survey analysis, Suggested Conclusions and Applications of Research section, says: "The verbatim responses indicate a desire for fast and effective paths to the information sought by stakeholders. A redesign of the website from the users' perspective is underway and is critical to improving satisfaction levels with CWCB and all its sections and programs."

In conjunction with the CWCB's desire to redesign their website, the Interbasin Compact Committee (IBCC) is seeking to do the same. The IBCC was established to facilitate conversations between the State's major river basins and to address statewide water issues. The IBCC works very closely with the CWCB and its audience is predominantly the same; therefore the conclusions drawn from the *CWCB Strategic Marketing Plan* and the *Attitude & Awareness Survey* should be applied to the IBCC site's redesign.

The IBCC's website has been available since September 2007, and presents information (mostly) by basin roundtable in a text-laden format. Web statistics gathered over the last year have indicated that very few pages are visited in the site, except for the calendar and the basin roundtable home pages.

Similar to the CWCB effort, the IBCC website redesign is being prompted by the need to migrate to DNR's latest content management system (MOSS). Furthermore, the web statistics have suggested that the existing design of the website and organization of material is not effective.

This project will encompass suggestions for redesigning the existing CWCB & IBCC websites and adding functionality as appropriate (Phase I). The project will also include design of new templates, an overall look-and-feel for the website and usability testing throughout the process (Phase II), only for the CWCB website. Phase III, included as information only, will be a "what's new" tour module to introduce users to the new website, only for the CWCB website.

STATEMENT OF WORK

Phase 1 – Evaluation of Business Requirements, Existing Site, Marketing Materials & Initial Design

The Vendor will evaluate the current CWCB and IBCC websites and the requirements (listed in Phase 2) to determine if the scope is feasible and build-able. Specifically, the Vendor will review the *CWCB Strategic Marketing Plan* and the *Attitude & Awareness Survey* to gain a clear understanding of the recommendations made regarding the CWCB website (should consider recommendations for both sites). The Vendor will also need to become familiar with the content, tools available and how these tools are used in the existing CWCB and IBCC websites and with DNR's infrastructure (so that the new websites are compatible). The Vendor may need to meet with key stakeholders to better understand the site and the desired outcome. For this phase, anticipate up to 4 meetings.

The evaluation will include determining and outlining an updated organization of the CWCB's information (moving from an internal structure to a customer-driven structure) and suggestions for streamlining page content. The desired result is customer-centric, program-driven website that is easier to navigate.

Similarly, the evaluation will also will include determining and outlining an updated organization of the IBCC's information (moving from an internal structure to a customer-driven structure) and suggestions for streamlining page content. The desired result is customer-centric, program-driven website that is easier to navigate.

The evaluation should provide adequate information for the Vendor to put together a high level design and navigation structure for the new/upgraded websites.

Four deliverables are required. The deliverables are:

1) Evaluation Document – CWCB Website (http://cwcb.state.co.us)

   The Vendor shall provide a detailed, documented evaluation of the current site, which will include a new organizational structure for the CWCB's content (to be used in designing the new navigational structure). Please incorporate use case diagrams or flow charts as appropriate. The evaluation document should also make recommendations on content, discussing ideas for streamlining text and driving the user more quickly to pertinent information.

2) Initial Design – CWCB Website

   The Vendor shall provide an initial design for the new CWCB website; including the new organizational and navigational structure provided in the Evaluation Document deliverable (should include GUI mock-ups as appropriate, at a minimum for the home page and program area home pages).

3) Evaluation Document – IBCC Website (http://ibcc.state.co.us)

   The Vendor shall provide a detailed, documented evaluation of the current site, which will include a new organizational structure for the IBCC's content (to be used in designing the new navigational structure). Please incorporate use case diagrams or flow charts as appropriate. The evaluation document should also make recommendations on content, discussing ideas for streamlining text and driving the user more quickly to pertinent information.

4) Initial Design – IBCC Website

   The Vendor shall provide an initial design for the new IBCC website; including the new organizational and navigational structure provided in the Evaluation Document deliverable (should include GUI mock-ups as appropriate, at a minimum for the home page and program area home pages).

Phase 2 – Website Design, Development & Implementation

The Vendor will implement the approved design from Phase 1, based on the CWCB requirements**, listed below in FR1.0 – FR1.14.

***These requirements should be considered for the IBCC website redesign, even though only Phase I is being considered for the IBCC at this time.*

Section/ Requirement ID	Requirement Definition
FR1.0	Create Master pages, to include organizational and navigational structure for entire site (this may be 1 or may be more than one, depending on recommendations from Phase 1).
FR1.1	Create a home page Page Layout (incorporate existing link/code to DNR calendar tool – anticipate custom programming). This may be a Master Page, depending on recommendations from Phase 1.
FR1.2	Create an applications Page Layout (for integration of applications that do not reside in the web file structure)
FR1.3	Create a "section"/program home page Page Layout (existing ties to DNR calendar tool to be incorporated – anticipate custom programming).
FR1.4	Create a calendar Page Layout (incorporate existing functionality).
FR1.5	Create a template with quick search Page Layout (incorporate existing Laserfiche quick search functionality – anticipate custom programming).
FR1.6	Create a library search Page Layout (incorporate Laserfiche functionality – anticipate custom programming).
FR1.7	Create a media Page Layout (for video).
FR1.8	Create a generic Page Layout.
FR1.9	Create a columnar/newspaper Page Layout (2-column).
FR1.10	Create a search results page (customize to CWCB site).
FR1.11	Suggested components or Page Layouts that come out of the Initial Design from Phase 1.
FR1.12	Create a feedback form, to include (at a minimum) the following fields: subject, email address, question, topic (list), sub-topic (list), name
FR1.13	Conduct usability tests: • Work with CWCB staff to identify items to be tested (purpose, organization, navigation paths, key tasks, etc.) • Write/develop script for testing • Recruit 3-4 testers per session, 30-45 minutes per session • Use of camcorder or screen recorder, as outlined in *Don't Make Me Think* reference • Debrief with CWCB staff/project sponsor (produce a memo/checklist of identified issues for documentation)
FR1.14	CWCB and IBCC sites must be designed using div and CSS. All DNR sites are moving towards a lightweight CSS and div based design with use of html tables only when necessary. (95 % of the site will have to be built using CSS and divs).

Four deliverables are required. The deliverables are:

1) MOSS site master pages and page layouts, to include home page, calendar, tools and static content page layouts (outlined above).

2) Work with DNR's web team to install/configure the master pages and new templates in DNR's web environment

3) Administer usability testing during template development and page creation. Please use *Don't Make Me Think* (Steve Krug) as a reference. Chapter 9, "Usability testing on 10 cents a day" is the approach to follow for this project, specifically the "Lost our lease, going-out-of-business sale usability testing" section. Please make a recommendation about number of testing sessions and propose a cost per session for the requirements listed below in FR1.13.

4) For both CWCB and IBCC sites a MOSS Feature must be provided for deployment.

Phase 3 – Tour of New Website

Vendor will build a tour/tutorial to demonstrate the new website, explaining the changes in structure, navigation and search capabilities. The deliverable should be similar to the one built for the Division of Wildlife that followed a major redesign of their website (see http://wildlife.state.co.us/apps/launchtour/dow_demo.html).

One deliverable is required. This deliverable is:

1) A functional website tour module, to be displayed as an optional launch point for the website.

SUBMITTAL REQUIREMENTS

In order to be responsive to this Request, the bidder must fully address each item of listed below. Start with the first item and consecutively continue through completion of all items. Identify the item by the paragraph number listed below. Fully address the subject item. The description may be in narrative or outline formatting. Be as concise as you can while discussing the items fully. Reference and attach any supporting documents that help describe or contribute to an item. Reference to technical literature can be given in support, but not in place of a response.

Submittals must include:

Item 1 Submit three references for completed similar projects, including contact name, current contact information (voice, fax and email), short description of the project, dollar value and any change orders for the project.

Item 2 Submit a description of your process to evaluate the current websites, determine feasibility of the desired requirements and provide an initial design. Provide an outline for the deliverables (Phase 1). Responses should be limited to 2 pages.

Item 3 Submit a description of your methodology to implement the design (from Phase 1) for the CWCB website and prepare the deliverables (Phase 2). Responses should be limited to 2 pages.

Item 4 Submit a description of your process to install the CWCB website and prepare the deliverables (Phase 2). Responses should be limited to 2 pages.

Item 5 Submit a description of your process for administering usability testing, including number of testing sessions. Provide an outline for the deliverable (Phase 2). Responses should be limited to 2 pages.

Item 6 Submit a schedule, including major milestones and proposed completion dates for each milestone. Assume a contract start date of July 13, 2009. Assume DNR will have all Windows Server Licenses and platforms available as of this date.

Item 7 A price quote for personal services must be submitted as follows:

  a) A Time and Materials bid for the each of the tasks outlined in Phase 1. Should be Time and Materials with a not to exceed price. A schedule of labor categories to perform all the evaluation and design tasks and the hourly rate for each, for work in Phase 1.
  b) A Time and Materials bid for the each of the tasks outlined in Phase 2. Should be Time and Materials with a not to exceed price. A schedule of labor categories to perform all the development, installation and usability tasks and the hourly rate for each, for work in Phase 2.

EVALUATION CRITERIA

EVALUATION: An evaluation will be made by the purchasing agent and other such evaluators as may be appointed by the purchasing agent to judge the acceptability of quotations received in accordance with the evaluation criteria defined below.

The contract will be awarded to the quote which will be most advantageous to the State of Colorado, price and other factors considered. Vendor must be located in the local Denver area. All bids will receive fair and equal treatment. The evaluators will consider each submittal section/area as follows:

Item 1 References for completed similar projects will be called as determined by the Purchasing Agent. At a minimum, the references for the selected contractor will be called prior to issuance of a purchase order

Item 2 The process to evaluate the current websites, determine feasibility of the desired requirements, provide a detailed evaluation of each website (2 evaluations, one for the CWCB and one for the IBCC), provide an initial design of each website (2 initial designs, one for the CWCB and one for the IBCC) and prepare the deliverables will be evaluated for soundness and completeness.

Item 3 The methodology to design and build MOSS components for the website and prepare the deliverables will be evaluated for soundness and completeness.

Item 4 The process to install/configure the MOSS components and prepare the deliverables will be evaluated for soundness and completeness.

Item 5 The methodology to administer usability testing and prepare the deliverables will be evaluated for soundness and completeness.

Item 6 Schedule will be evaluated for logic and for ability to meet DNR/CWCB timelines.

Item 7 A price quote must be evaluated based on:

  a) Hourly rates for labor categories to accomplish Phases 1 and 2 will be compared.