COLORADO WATER CONSERVATION BOARD
PRICE AGREEMENT QUOTE REQUEST (PAQR)
PDA-1057-PAQR
WEBSITE REDESIGN
STATEMENT OF WORK

PURPOSE

The Colorado Water Conservation Board (CWCB) is seeking a qualified contractor to assist in the development of functionality for, and the re-design of, its existing website to an updated, more user-friendly tool. The CWCB would prefer a Services Ready Microsoft Gold Partner.

INTRODUCTION & 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 re-design/re-write. This effort is being prompted, in part, 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 re-design 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 re-design 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. However, web statistics gathered over the last year

have indicated that very few pages are visited in the site, with the exception of the calendar and the Basin Roundtable home pages.

Phase 1 of the re-design process evaluated the current CWCB & IBCC websites, resulting in the recommendation to combine the sites. Two main reasons were cited:

- The IBCC site currently has less than one tenth of the visitors of the CWCB site, thus additional exposure will be built in for IBCC users.
- Users of IBCC information will get the added benefit of being exposed to all the information provided by the CWCB.

Further Phase 1 recommendations, more specific to the existing CWCB website, include:

- Center the website in the browser. This is a cosmetic preference, but helps to make the site look more professional.
- Include a 'Last Updated' date for all statistical and factual data that changes or is dependent on time. This will give credibility to the displayed information by letting the users know that the information is timely and current.
- Change the structure from a CWCB section orientation to a category organization, which will divide data and web pages by subject/category. Seven categories have been identified to organize the web pages within the website: Finance, Environment, Water Management, Legal, Technical Resources, Public Information and Boards & Staff.
- On the home page, headers should be used to emphasize keywords for search engines. The home page is a key page for search engines, like Google, and normally will have the highest page ranking in the site. Key words should be highlighted and repeated so that the home page can achieve the best rankings.
- Change the landing pages, which are the pages accessed through links or menus. These pages are normally second in ranking to the home page and should be used to highlight information that is currently being searched. Using landing pages in this way will help achieve better rankings in most search engines. Static text located on these pages should be formatted as a lead/summary paragraph with a 'Read More' link. The rest of the page should be used to link to pertinent information currently in demand but not shown on the home page.
- Use headers on pages to inform the user of the primary subject and created keywords for search engines. Header text used to attract search engine traffic should be repeated in the content to help search engine rankings.
- Graphics should be used to create a more professional and modern looking site. The site does not use gradients or graphics except for the banner graphic for master pages and menus.

This project will encompass implementing the recommendations and initial design from Phase 1, including designing/building the new master pages, navigation structure and overall look-and-feel for the website, and administering usability testing throughout the process. The Vendor should plan to review the initial design prior to the project kick-off meeting so that it can be discussed and clarified, if necessary, during the meeting. There is room for creative license or modifications, should the selected

Vendor have refinements to suggest. The Vendor should also anticipate at least three progress meetings during implementation, likely to coincide with the usability testing sessions.

The specific tasks and deliverables for this Scope of Work are summarized in the sections below.

TASKS

1. **MOSS DEVELOPMENT/IMPLEMENTATION**
   The Vendor will implement the approved design from Phase 1, based on the CWCB requirements, listed below in 1.1 –1.14. The design is not completely set in stone; therefore the Vendor has some room for creative license and to suggest refinements.
   1.1. Create the site's cascading style sheet (CSS). Work from the base CSS provided in Phase 1 (modifications throughout the project very likely, particularly changes to colors).
   1.2. Create master pages, to include organizational and navigational structure for entire site. Phase 1 recommends 2 master pages, 1 for the home page and one for internal pages.
   1.3. Create a home page layout (incorporate existing link/code to DNR calendar tool – anticipate custom programming).
   1.4. Create a category/program home-page page layout (existing ties to DNR calendar tool to be incorporated – anticipate custom programming).
   1.5. Create a calendar page layout (incorporate existing functionality). If possible, given the constraint of the Department's calendar tool, incorporate the ability to download calendar events to client-side calendars (such as Outlook, through an .ics file or similar).
   1.6. Create a quick search page layout (incorporate existing Laserfiche quick search functionality – anticipate custom programming).
   1.7. Create a library search page layout (incorporate Laserfiche functionality – anticipate custom programming).
   1.8. Create a media page layout (for video/multi-media).
   1.9. Create a generic page layout.
   1.10. Create a columnar/newspaper page layout (2-column).
   1.11. Create a search results page (customize to the CWCB site).
   1.12. Create/incorporate any suggested components or page layouts that come out of the Initial Design from Phase 1, such as web parts.
   1.13. Create a feedback form, to include (at a minimum) the following fields: subject, email address, question, topic (list), sub-topic (list) and name.
   1.14. 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).
2. **USABILITY TESTING**
   The Vendor will conduct usability testing. Please use the book *Don't Make Me Think* (Steve Krug) as a reference and guideline for the type of testing CWCB would like conducted. 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 propose a cost, per session, for the requirements listed.

2.1. Work with the CWCB project manager to identify items to be tested (purpose, organization, navigation paths, key tasks, etc.).

2.2. Write/develop script for testing.

2.3. Set up 3 usability test sessions for up to 5 testers (provided by the CWCB) per session, 30-45 minutes per session. Sessions should be spread out over the course of the development/migration; work with the CWCB project manager on a testing schedule. (Anticipate the first session a couple weeks into the build/migration, with a timeframe of 1-2 months between sessions 1 & 2 and between sessions 2 & 3, for a total timeframe of at least 5 months).

2.4. Plan to compensate each of the testers, with lunch, as suggested in the *Don't Make Me Think* reference.

2.5. Use a camcorder or screen recorder, as outlined in *Don't Make Me Think* reference.

2.6. Debrief with the CWCB staff/project manager. Produce a memo/checklist of identified issues and recommendations for refinements.

2.7. Re-work any major issues identified during each debrief session.

3. **MOSS TRAINING**

The Vendor will provide one training session (up to 4 hours in length) for content contributors, which will cover the basics of creating web pages, adding resources and web parts and editing content using the MOSS content management system.

DELIVERABLES

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 in table above).

2. Work with DNR's web team to install/configure the master pages and new page layouts in DNR's web environment

3. Administer usability testing during page layout development and page creation. The deliverables will include the memos/checklists specified in 2.6 for each testing session (3 total), with a recommendations section for any re-work necessary.

4. A MOSS feature must be provided for deployment of the new CWCB site.

REFERENCES

The following references are available for review and aid in writing a proposal for this project:

- CWCB Website Evaluation Document
- IBCC Website Evaluation Document
- CWCB SharePoint 2007 Initial Design Document
- CWCB Strategic Marketing Plan
- Attitude & Awareness Survey

CURRENT DNR STANDARDS & ENVIRONMENT

The Vendor should be familiar with and competent in the following technologies and environment(s):

- Windows Server 2003
- SQL Server 2008
- MOSS 2007
- .NET 2 & 3.5
- Visual Studio 2008
- Ajax/Telerik Controls

PROJECT MANAGEMENT & LOGISTICS

1. **TIMELINE:** The Vendor shall work with CWCB project manager to establish a reasonable project plan and deliverables schedule. Tasks shall be accomplished according to the agreed upon schedule.
2. **SUBMITTAL OF DELIVERABLES AT THE COMPLETION OF TASKS/MILESTONES:** The CWCB project manager shall sign off on all deliverables and usability test results/modifications. Payment may be delayed and/or equitably reduced if completion of tasks and milestones is delayed.
3. **TECHNICAL DOCUMENTATION & MEMO DELIVERY**: All technical documentation, to include any design documents, memos/checklists, configuration or other documentation shall be submitted to the CWCB project manager. All documents prepared by the Vendor shall be reviewed and agreed upon by the CWCB project manager and the DNR web coordinator/team.
4. **LOCATION(S) OF WORK AND CWCB ISSUED SUPPLIES/MATERIALS/EQUIPMENT**:
   - Work SHOULD be performed primarily at 1313 Sherman St., Denver, CO 80203.
   - CWCB/DNR will provide a laptop and workspace for the Vendor, and access to all supplies, tools and development environments where necessary, to fulfill the project work.
   - Work MAY be performed at the Vendor's place of business IF the Vendor can make the website in progress available through the web (via password-protected site or similar). The specifics of this arrangement will need to be discussed in detail.
5. **COMMUNICATIONS**:
   - All Vendor personnel on this project shall meet regularly with the CWCB Project Manager to detail progress, issues, and concerns.
   - The Vendor shall submit a monthly progress report to the CWCB Project Manager detailing progress, issues, and concerns with project development and milestones.

ADMINISTRATIVE INFORMATION

1. The total price quoted for this project shall not exceed **$55,000**.
2. The point of contact for this PAQR is Maggie VanCleef (maggie.vancleef@state.co.us)
3. All communication from CWCB will be via postings on the State's Bid Information and Distribution System (BIDS) website: http://www.gssa.state.co.us/VenSols. CWCB will post notices that will include, but are not limited to, any modifications to requirements; answers to questions received and notice of award. It is the responsibility of the vendor to carefully and regularly monitor BIDS for any such postings.

4. CWCB will select the best response, at its sole discretion, based upon the criteria established in the Statement of Work and proposed price.
5. The anticipated term of the Purchase Order (PO) resulting from this PAQR is January 11, 2010 through June 30, 2010.

SUBMITTAL REQUIREMENTS

1. Questions and inquiries will be accepted via email only. Submit responses to: maggie.vancleef@state.co.us.   The deadline for receiving questions is December 18, 2009 at 1:00 p.m. Answers to questions will be posted on December 21, 2009.
2. The due date for responses is **December 28, 2009 at 4:00 p.m.**
3. Responses/Quotations will be accepted via email only. Submit responses to: maggie.vancleef@state.co.us
4. Responses must include:
   • The PAQR Number in the Subject line of the response.
   • The PAQR Cover Page, which is **Page 8** of this PAQR.
   • Responses must describe in detail how the services in the **TASKS** section above shall be provided.
   • Responses should adequately outline the Vendor's experience and ability for accomplishing expected tasks and include:
     • A projected timeline.
     • A primary Vendor point of contact for the project, including name, position description, phone number, and e-mail address.
     • Information for each proposed worker to be assigned to the project, including names, position descriptions, qualifications, and resumes of each worker. The resumes must document all of the qualifications and experience described in the Statement of Work.
   • Include a minimum of 2 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.
   • Price: Give a breakdown, by Task, as outlined above (Tasks 1 – 3) including the labor category and number of hours for each to complete the task.

EVALUATION

An evaluation will be made by the purchasing agent and/or other such evaluators, as may be appointed by the purchasing agent, to judge the acceptability of quotations received. The relative value of competing responses will be compared.

The choice of vendor/contractor will be based on which quote will be most advantageous to the State of Colorado, price and other factors considered. All bids will receive fair and equal treatment.

The purchasing agent may negotiate with any vendor/contractor to clarify its quote or to effect modifications that will: make the quote more acceptable or make the quote more advantageous to the

State. However, in the negotiation process, the terms of one vendor's/contractor's quote shall not be revealed to a competing vendor/contractor, and quotes may be kept confidential until a commitment voucher is issued.

- The PAQR Cover Page, is required, but will not be scored.
- Detailed description of how the services will be provided will be scored based on the feasibility of the approach, in the opinion of the evaluators.
- The Vendor's experience and ability for accomplishing expected tasks :
  - Projected timeline will be scored based on the logic and the likelihood that the proposed timeline will yield a completed project in the time desired.
  - Primary Vendor point of contact is required, but will not be scored.
  - Proposed workers will be evaluated based on qualifications and experience presented and how well they match the requirements of the scope of work.
- References will be used to verify past experienced.
- Prices will be compared and the value to the State assessed.

PAQR COVER PAGE

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WEBSITE REDESIGN

DECEMBER 21, 2009 AT 4:00 P.M.

_____	_____
Authorized Officer/Agent Original Signature	Price Agreement Number
_____	_____
Typed or Printed Name of Person Signing	Title
_____	
Vendor Business Name	
_____	
Vendor Mailing Address	
_____	_____
Vendor City, State, Zip	Vendor TIN (FEIN or SSN)
_____	_____
Vendor Contact (for this PAQR)	Contact Email
_____	_____
Contact Phone	Contact Fax

SUBMIT THIS COMPLETED COVER PAGE WITH YOUR RESPONSE