

**Request for Information & Quotes:
Website Development, Hosting and Maintenance Services**

Issued: October 16, 2019

Closing Date: Responses must be received by November 8, 2019 at 5:00pm ET to be considered.

Submission: Response materials may be submitted to info@policefoundation.org. All submissions will be confirmed via reply email. The Foundation will respond to questions submitted by October 25, 2019 but will not engage in negotiation or participate in vendor briefings until after a selection is made.

Summary:

The Police Foundation maintains multiple websites to promote its projects and work. The Foundation uses multiple redirects to promote projects using unique URLs, often redirecting to a project page on the Foundation's primary website. Foundation websites serve as platforms for dissemination and opportunities for receiving service requests from the field. Through third-party systems and software, the Foundation uses its website to promote its fellowship programs, provide access to secured content, and facilitate donor identification, giving, and retention. The Foundation has developed considerable in-house expertise and capability for web development and management using WordPress. Because of this, the Foundation is only interested in considering proposals using WordPress as the exclusive web platform.

The period of performance for any contracts awarded under this RFP will be calendar year 2020, with up to two additional extension years depending on performance and pricing.

The Police Foundation is a national non-profit organization with approximately 35 staff, many of which are remotely based.

Statement of Work:

The following tasks are contemplated under the agreement; however, these tasks may be modified, reduced, or expanded upon future needs and cost analysis. The Police Foundation is open to considering time and materials as well as fixed price offerings in total or per task. Proposal pricing must be provided per task (or sub-task), even if the hourly rate is the same for all tasks. Billing for services under this agreement will be itemized by project and funding code. Payment terms are net 60.

Following the sub-tasks below is an indication of the frequency of such a need or volume of requests, unless otherwise specified in the task.

1. Assist the Foundation with web domain acquisition, set-up/configuration, monitoring for uptime/virus & malware and other security risks and problems, and domain management.

- a. Using the Police Foundation's GoDaddy, Network Solutions, SiteGround or other host account in the US or internationally, assist with technical requirements and troubleshooting of selecting and setting up new websites, domains, redirects. (Approximately 2-3 times annually)
- b. Support domain configuration to include email and other domain services where required. (Approximately 1 time per year or less)

- c. Provide technical assistance and direct support/action in making domain setting changes, cPanel changes/adjustments, etc. (Approximately 1 time per year or less)
- d. Conduct regular scans of domains/sites to ensure “clean” status and to ensure that updates to themes, plugins and other tools are made quickly to reduce vulnerabilities as well as ensuring regular password updates and non-reliance on default passwords. (daily/weekly)

2. Provide technical assistance and direct support in designing, implementing and adjusting web site/page tracking and analytic tools, including AdWords.

- a. Assist in providing technical and direct assistance in setting up and managing Google Analytics on a variety of pages, including landing pages hosted on third-party platforms such as Mailchimp, Neon, webinar platforms, etc. (approx. 1-2 hours per month)
- b. Assist in providing technical and direct assistance in setting up and managing site cookies and other tracking services to provide improved analytics and business intelligence. (approx. 1 hour per month)
- c. Assist through technical assistance in managing Google AdWords by advising on adjustments, page URL selection, tracking mechanisms, etc. (approx. 1 hour per month)

3. Website and webpage design and development services, including page builder support and assistance in both proprietary page builders and third-party builders (e.g. Beaver Builder, native WordPress).



- a. Supplement internal capabilities by providing technical assistance and direct support in the architecting, designing and developing of web sites, themes, sub-themes and pages, including customized support in HTML, Java and other coding languages and schemes. (approx. 2 hours per month across all assets)
 - b. Provide technical assistance and direct support in the development of web page elements and graphics, including elements that reside outside of the web domain but are intended to result in web traffic (e.g., designing HTML emails, landing pages in Mailchimp, webforms developed in Neon, etc.) (approx. 1-2 hours per month)
 - c. Provide technical assistance and direct support in the planning, implementation and management of an active SEO program to ensure that the Foundation's web assets and related resources are promoted to the top of search pages and at a minimum on first page results. (approx. 2-3 hours per month)
- 4. Provide direct assistance in selecting, managing and ensuring strong performance of website search capabilities, features and tools.**
- a. Select, implement and maintain a website search tool/capability in order to facilitate accurate and responsive searches of general content, projects, and publications. The selected search tool will allow searches based on keyword, defined fields (e.g., title, author, type) and, ideally, based on interest (page references/links, etc.). Tool will allow filtering of results to enable rapid identification of desired

content within 1-2 additional clicks if any. (Initial selection/implementation plus approx. 1 hour per month)

5. Provide technical assistance and direct support in designing, selecting and implementing a new Police Foundation website by June 1, 2020.*

- a. Assist in determining best architecture and site design/features/themes
- b. Assist in launching new site and development of pages and page elements/features, including selecting and placing media and interactive content.
- c. Transfer of content from old to new page/site.
- d. Ensure high-quality display of material in new page/site and reinstatement of tracking codes/processes.
- e. Ensure high-performance of new site, to include but not limited to page load time, mobile responsivity, bounce rates, returning visitors, etc.

Vendors must respond to the above but may provide additional information and proposed tasks or additional alternatives (e.g., hybrid approaches, etc.) as desired.

*Vendors should price this task under two alternative assumptions – a) no assistance from PF staff in developing and transferring content, and b) assistance from PF staff in developing and transferring content.

**Other websites may be updated under this contract depending on funding.