

## Little Traverse Bay Bands of Odawa Indians



### Website Design & Development Request for Qualification

This RFQ is for design and development services for a new website for the Little Traverse Bay Bands of Odawa Indians Tribal Government.

RFQ Sent: September 16, 2020

Responses Due: September 30 2020 by 4:00pm

Send any questions on the RFQ to: Daugherty Johnson, [DJohnson@ltbbodawa-nsn.gov](mailto:DJohnson@ltbbodawa-nsn.gov)

Send proposals to: Mandy Szocinski, [MSzocinski@ltbbodawa-nsn.gov](mailto:MSzocinski@ltbbodawa-nsn.gov) or 7500 Odawa Circle, Harbor Springs, MI 49740

Goal for new website launch: November 30, 2020

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### **Little Traverse Bay Bands of Odawa Indians Overview**

We are a Federally Recognized Native American Indian tribe located in Harbor Springs, Michigan.

#### **Our Audience**

Our primary audience are the members of our tribe including all age ranges.

Our secondary audience is the local public who might be interested in our tribe...

Our third audience is other federally recognized tribes or local governments...

#### **New Website Objectives**

**A.** We are seeking a web designer to develop and implement our governmental website. We intend for content management and webmaster duties to be handled by LTBB staff after full training and successful implementation. The site shall integrate our social media tools and the developer will populate the site with the governmental content similar in nature and volume of what is on our existing website. We are seeking the development of a more user friendly and functional product that is easily managed, secure, and will incorporate the latest technologies consistent with governmental operations.

**B.** Specific tasks include:

- Attend in-person kick-off meeting with project workgroup
- Design and implement our governmental website.
- Incorporate content provided by LTBB into the new site
- Facilitate the implementation of 'Add-on' features such as bill payment, and form download and uploading functions.
- Provide training to staff on content management and webmaster roles to ensure governmental staff can maintain the website and keep it up to date and useful to our constituents.

C. Social media components will need to be part of the website and easily maintained by governmental staff.

D. Anticipated schedule of activities:

- Kick-off meeting upon contract award
- Website development beginning in October 1<sup>st</sup> 2020 and completed by November 30, 2020
- On-going meetings with LTBB's designees to get our input at each stage of the process. These meetings will be done at least bi-weekly through completion of the project.

E. Provide technical assistance throughout the project as requested. Ongoing post launch support for 3-month period shall be included in proposal.

### **Current Website**

Our current website, [www.ltbbodawa-nsn.gov](http://www.ltbbodawa-nsn.gov), is about 10 years old and does not serve us well anymore. The navigation is clunky and not very intuitive. Even employees in our own company have a hard time finding things on the website. Overall, it lacks a clear path for our visitors to follow to find what they want.

### **New Website Functionality Requirements**

Our new website will need:

- An easy-to-use content management system (CMS)
- Intuitive navigation
- Clean and focused design
- Secure
- All applicable content imported from current site
- Optimized with SEO best practices
- Social media integration (share buttons, follow buttons, etc.)
- Email update sign-up form
- Download / Upload of forms for different departments

### **Optional New Website Functionalities/Wish List**

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Homepage slideshow with current events
- Interactive map of facilities
- Separate login area for Tribal Members
- Bill payment

### **Budget Details**

While we of course prefer the most cost-effective solution, all proposals that fall reasonably within industry pricing standards will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these additional website elements after this fiscal ends on December 31, 2020. All invoices for this project must be billed before December 10, 2020.

### **Proposal Requirements**

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- Demonstrated successful design and implementation of a governmental website.
- Three References

- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Terms & conditions
- Documentation Required for Preferences -All things being equal, the following types of firms would receive special consideration, in the award of this contract:
  - Indian Owned- Indian owned is defined as, at least 51% Indian owned & controlled by person(s) of certified (federally recognized) Native American heritage; SBA or Tribal certification required.
  - Minority Owned- Minority owned is a firm that is at least 51% owned and controlled by a minority and so documented; SBA 8-a certification required.
  - Small Business- Small business for this purpose is firm doing less than \$2 million annually as verified by gross receipts, SBA certification required.
- A copy of the Certificates of insurance for the Contract term
- Contractors must submit a response in the form of one (1) hard copy and one (1) full electronic copy (pdf format) of your proposal. If an electronic copy is not feasible, please submit four (4) hard copies.
- Proposals will be evaluated and scored by a Review Committee consisting of the project workgroup and Accounting Department staff Proposal evaluations and a decision to award the project to one of the applicants will be based on the scoring criteria. Interviews or requests for additional information with top firms may be conducted. Native American Preference shall apply.
- LTBB may make a determination that the rejection of all submittals is in the best interest of LTBB. LTBB will not pay for any information herein requested, nor is it liable for any costs incurred by the bidder. All proposals submitted are the property of LTBB and will not be returned.

## RFQ & Project Timeline Details

RFQ Sent: September 16, 2020

Responses Due: September 30, 2020 by 4:00pm

Winner Selected & Contacted: One weeks after RFQ submission

Project Kick-off: October 6, 2020

New Website Launch Target Date: November 30, 2020

Thank you for your interest in responding to this RFQ with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Daugherty Johnson at [DJohnson@ltbbodawa-nsn.gov](mailto:DJohnson@ltbbodawa-nsn.gov) or Mark Tracy at [Mtracy@ltbbodawa-nsn.gov](mailto:Mtracy@ltbbodawa-nsn.gov)

### Evaluation Scale

(Total Possible Points = 100)

Proposals shall be evaluated on the point scale listed below. Point values to be awarded on a sliding scale based upon proposal information provided and total point values in each category are not guaranteed.

Qualifications and experience of staff dedicated to this project*	35
Method and Approach meets LTBB Needs	15
Ability to provide on-site Tech and Graphic support	10
Experience, Past Performance (references)	10
Quality of work (samples provided)	15
Ability to Complete Project by November 30, 2020	15
Native American Owned	10
Non-Native Minority, Women, Disabled, Registered Small Business or Veteran Owned	5
<b>Total Score</b>	<b>100</b>