

REQUEST FOR BIDS -- Website Design

1. DESCRIPTION & OBJECTIVES OF WEBSITE

A. Description

Utilizing a competitive procurement process, the Office of the Virginia Senior Medicare / Medicaid Patrol (SMP) seeks a qualified designer to provide professional Internet website design, development and implementation services.

The selected designer or firm will be expected to design and develop a cost-effective, efficient and easily managed website that will embrace a user-centered design.

The SMP will maintain ownership of the website and its components and content. The design must incorporate features that allow the SMP staff to maintain (edit) the site content. Therefore, the selected designer will also provide training to the SMP staff in maintaining and updating information on the pages. The site will be hosted as a part of the Virginia Association of Area Agencies on Aging website (www.thev4a.org).

The website will be developed and fully operational by March 31, 2011.

B. Project Objective

This project will provide the SMP with a fully functioning website that will assist with fulfilling the SMP mandates, providing information and resources to various public and internal audiences/users. The successful bidder will have the capacity to work closely with identified Program staff to structure the information architecture. The website design will incorporate both external/outreach components and internal/in-reach secure components. The site will have the capacity to easily upload printable resource and educational materials for both the general public and the Program personnel.

2. PROPOSAL TIMELINE AND GENERAL INFORMATION

A. Relevant dates

- | | |
|-------------------|---|
| January 10, 2011 | - Project specifications and invitation to bid released |
| January 21, 2011 | - Proposals/bids due electronically |
| February 28, 2011 | - Designer/vendor selected and notified on or before |
| March 31, 2011 | - Design and Implementation Completed |

B. Proposals are to be emailed to Sue@SueRowlandConsulting.com no later than 5 PM on Friday, January 21, 2011; Subject: SMP Web Design Bid

- C. All proposals must include a statement of authorization to bid signed by a principal of the responding company.**
- D. All proposals must follow the format outline in this document.**
- E. Bidder must disclose any relevant conflicts of interest and/or pending lawsuits.**
- F. Additional Bidder qualifications:**
 - 1. Licensed to do business in Virginia
 - 2. Have produced a minimum of six (6) web sites that are currently operational

3. BACKGROUND OF THE SENIOR MEDICARE PATROL PROJECT

The Virginia Association of Area Agencies on Aging (V4A) operates the *Senior Medicare Patrol Project*, supported by Grant # 90AM2583 from the Administration on Aging (AoA), Department of Health and Human Services, Washington D.C. 20201.

Billions of federal dollars are lost annually due to health care fraud, error and abuse. Since 1997 AoA has funded SMP projects to recruit and train retired professionals and other senior citizens about how to recognize and report instances or patterns of health care fraud.

In addition, they are made aware of how threats to financial independence and health status may occur when citizens are victimized by fraudulent schemes. These SMP projects partner with the aging network, as well as community, faith-based, tribal, and health care organizations. Together they utilize a variety of outreach strategies to educate and empower their peers to identify, prevent and report health care fraud.

The Virginia SMP program partners with the local Area Agencies on Aging whose staff carry out many of the SMP initiatives within their local area.

4. WEBSITE AUDIENCE

As noted above, there are various audiences that will be using the site, each with different expectations of the site. The site to be most often used by the following audiences:

Stakeholders / Audiences	Group Description	Site Features
General Public	Seniors (over the age of 60) and persons with disabilities who are Medicare or Medicaid beneficiaries, their caregivers and families	Education materials with easy print options; who to contact for help; problem solving strategies; FAQs; live links where appropriate; printable brochures; graphics; data, etc. Basic SMP information should have translation options; drop down menus; email links for quick contact with the SMP program.

Staff	State and Local SMP Staff	<p>* Training materials; learning modules with possible post test submission capacity to track learning; Topical sections with resource materials that can be easily uploaded into the site and downloaded by users; possible audio or video streaming to aid in training; live links to regulatory code; graphics, photos, etc.</p> <p>* Restricted section with capacity of log in for approximately 22 local programs and the central office for the following: Forms for document and reporting volunteer-led events; Documenting and reporting instructions;</p>
Volunteers	SMP Volunteers	<p>* Training materials; possible audio or video streaming for training purposes; volunteer FAQs; upcoming events alert; e-newsletter; graphics, photos, etc</p> <p>* Restricted site with some crossover with the staff section; log in capacity for 120 volunteers; Forms for document and reporting volunteer-led events; Documenting and reporting instructions;</p>

The website must have a ‘search’ feature, easy to use drop down menus, ability to have ‘polls’ for public feedback on pertinent changing issues (able to change as needed, insert and delete, and ability to tally polls), and the ability to upload scanned documents. In addition, the site should incorporate randomly alternating images and text on specifics pages to assist with ‘fresh’ look to the site. The site will also have built-in security from hackers.

5. TOOLS & FUNCTIONALITIES

Essential components / features that are vital to any proposal we will consider:

- A. Usability features;
- B. Text only option for downloading (fast and downloadable to cell phones and PDAs);
- C. Easily printable pages (prints with proper spacing & layout);
- D. Search feature;
- E. Capacity for forms;
- F. Easy to use drop down menus;
- G. Ability to 'poll' for feedback on pertinent changing issues;
- H. Incorporate randomly alternating images and text on specific pages to assist with a 'fresh' look to the site;
- I. Restricted areas;
- J. Ability to 'mark' or visually indicate 'what's new' content;
- K. Content will be managed by non-technical staff. Staff will need to be able to add, change and delete site content without manipulating any HTML or scripting code (including formatted text, hyper-links, digital pictures, as well as providing downloadable documents in Word, Excel, PDF and other formats.);
- L. Documents and information will age and lose relevancy over time, and will need to be routinely updated or removed. We will require tools to manage document life cycles and reduce the need for human management. The web site application should notify document owners that a periodic review is due – design a maintenance life cycle schedule for each website document;
- M. Security from hackers; and
- N. Capacity to run reports on site and page usage.
- O. Audio and/or video streaming

6. SITE SPECIFICATIONS / ENVIRONMENT

A. Design parameters

- 1. Design site layouts – develop the hypertext structure and organize the content for ease of use
- 2. A cohesive graphics design (visual theme, color scheme, etc.)
- 3. Adapt existing promotional materials (logos, color schemes etc.) to create the site's graphical design
- 4. Design site navigation tools – buttons, menu bars, icons, etc.
- 5. Create links to related Internet sites researched and approved by the SMP Director
- 6. Create various on-site services and features which may include links to search engines, a site index and a site map
- 7. Create site help pages, guide tour, etc.
- 8. Perform a limited round of use and security testing for site with representatives of the intended user group and make final adjustments.
- 9. Develop a website that can be easily maintained and updated by staff and provide documentation for this function

10. Develop a text only option that meets federal standards for handicapped accessibility (Federal guidelines, Section 508), and including user-centered options such as ability to change text size. Information can be found at www.usability.gov.
11. Provide functionality of ability to print sections, text only, resulting with a printout with proper spacing and alignment.
12. If a website is proposed that has any licensing or copyright requirement, it must be clearly stated in the proposal.

B. Platform:

To be determined during the initial planning phase of the Project. As background, V4A's website where the SMP web pages reside is written in several languages. Languages used include HTML, CSS, Classic ASP, and PHP. The current site is served from an IIS server with Front Page extensions installed.

7. PRICING

Please note that this award is a component of a federal grant funded project operated by the Virginia Association of Area Agencies on Aging's *Senior Medicare Patrol Project*, Grant # 90AM2583 from the Administration on Aging (AoA), Department of Health and Human Services, Washington D.C. 20201. Relevant federal requirements apply. When pricing your proposal, please keep in mind that available funds to support this activity are limited.

8. STAFF RESOURCES

An SMP point of contact will be designated. The successful bidder should also anticipate working closely with an ad hoc SMP Website Team in all phases and aspects of the project. The team will include technical and non-technical members, and will consist of the SMP staff and one or two local SMP managers, along with one or two technical appointees. This same or similar team will review proposals and select the designer.

9. PROPOSAL COMPONENTS

Proposals must include the following:

A cover letter that includes statement of authorization to bid signed by a principal of the responding company.

I. Executive Summary

II. Technical Section

- A. Web development process: explain the process you will follow to build the website, including how the SMP website tool and functionality objectives will be met, major milestones and evaluation
- B. Address usability standards and testing

- C. Address any important technology information and specifications used in your solution (languages, platform, etc.)

III. Management Section

- A. Organizational structure: detail type of organization (i.e. corporation, LLC, etc.); communication processes, including lines of reporting and any special tools used; an other relevant information that assures your ability to conform with federally grant funded requirements.
- B. Small, Woman or Minority Business: Please indicate if the organization is a small, minority- or woman-owned business, and if certified as such, with what governmental unit(s) (i.e. provide your Virginia SWaM certification number).
- C. Schedule of deliverables: include major milestones and testing proposals. Website design phases and implementation steps timeframe should be included, with the date anticipated when no new concepts/functionality can be added and quarantine begins, as well as Beta site testing, and projected date of site launch.

IV. Budget Section

- A. Breakdown cost by production hours, tools and functionalities
- B. Maintenance and support: Identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.
- C. License fees: Identify costs, if any.
- D. Hosting: Identify hosting requirements. If hosting is offered, provide pricing options.
- E. Training and Style Guide: Identify costs to train our staff to use the site tools and pride a style guide.
- F. Other charge areas: Identify any other expenses, consulting fees, future work etc. to complete this project.

V. Attachments

- A. Qualification and Experience: relevant information on accessing online demos or examples
- B. Biographies of all who will work on the Project
- C. Professional references