



# Oregon

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**Oregon Strawberry Commission**

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## Oregon Strawberry Commission

### Request for Proposals

#### Website Redesign

The Oregon Strawberry Commission (OSC) is soliciting responses to its request for a proposal (RFP) to provide website redesign services.

OSC's intent for this RFP is to award a Personal Services Contract.

#### **I. OSC Background**

The OSC is a commodity commission created in 1967 under ORS 576 and representing 90 producers in the state of Oregon. The OSC is funded by grower dollars and is administered by a board comprised of five growers, one handler, and a public member. State law authorizes the commission to fund commodity promotion and marketing (not branded), education, and research activities related to the commodity.

As an Oregon Commodity Commission, the OSC collects an assessment from strawberry producers. Commodity Commissions are state agencies and the Oregon Department of Agriculture (ODA) conducts oversight of the commissions. All contracts are reviewed by the ODA and, depending on the amount of the contract, the Oregon Department of Justice (DOJ). Commodity Commissions are audited and budgets are established each year in a public hearing process. Commodity Commissions follow Oregon's public meeting and record laws.

The Oregon strawberry industry is comprised of approximately 90 growers and 10 handlers who produce strawberries on 1,900 of acres in the Willamette Valley. The majority of Oregon strawberries are sold as processed berries.

#### **II. Nature of Services Required**

The OSC is seeking proposals to update its website. There are two major desired outcomes of the website update: 1) make it easier for users to navigate and read, and 2) make the website easier for the OSC to revise.

The look of the existing website, [www.oregon-strawberries.org](http://www.oregon-strawberries.org), needs revision. The OSC does not want Flash included in the revision. The existing content needs to be revised and rewritten.

The proposal needs to include a cost estimate for the following:

1. Review of existing website;
2. Consultations with Commission's Promotion Committee and staff to discuss desired outcomes of the revision and to "wire frame" the site map, layout and navigation;
3. Wire frame the functionality of Commission's system and map out architecture;
4. Present at least two unique design concepts that address the overall look and feel of the revised website;
5. After Commission review, either fully develop one of the initial design concepts or modify one of the concepts for Commission review and approval;
6. Convert approved design into functional website that can be maintained and updated using WordPress or DreamWeaver;
7. Lay out and code 10-14 content sections. The current sections include:
  - a. Home or landing page,
  - b. Eat! or a new name that reflects why buyers prefer Oregon strawberries and includes links on where to buy both fresh and processed berries,
  - c. Sweeter-Redder with content on the unique flavor profile of Oregon strawberries,
  - d. News,
  - e. Varieties,
  - f. Packers/Processors,
  - g. Contacts,
  - h. Calendar,
  - i. Research resources,
  - j. Newsletter,
  - k. Safe Handling,
  - l. Seal;
8. Program hot links to Facebook, Twitter, and sites of industry partners;
9. Provide search engine optimization
  - a. Create search-engine friendly Web design using content, titles, META tags, and image tags on targeted OSC web pages,
  - b. In revising content, use appropriate keywords to optimize search engine marketing campaign,
  - c. Drive internet marketing to Oregon strawberry growers and processors, and to companies that market their use of Oregon strawberries,
  - d. Submit OSC's website to all free submission programs including Google, AOL, Yahoo Search! Open Directory, and others,
  - e. Check in with Commission approximately six weeks after the revised site launches then work to retain and improve search engine rankings;
10. Provide post-development, pre-launch testing
  - a. Debug website,
  - b. Ensure that website's visual and design elements translate consistently among internet browsers;
11. Provide OSC with CD, thumb drive, or DVD containing all software source code, compiled code, and any other software related to revision of the website
  - a. All images,
  - b. All graphics,
  - c. Other associated file and documents;
12. Provide training for OSC contractor to ensure their ability to update content and maintain revised website.

### **Performance Security Clause Notification**

The commission will require the selected proposer to purchase a performance bond when the contract is awarded. The selected proposer will have 14 days to provide to the commission a performance bond in the amount of \$5,000.00,

### **Liquidated Damages Clause Notification**

As the failure of the bidder to deliver the order specified herein, in accordance with the terms of this agreement will, because of the urgent need, cause serious and substantial damages to the Commission, and it will be difficult, if not impossible, to prove the amount of such damages, the bidder agrees that for each and every calendar day or part thereof that this contract remains uncompleted beyond the delivery date specified in the bid for its completion (unless such has been mutually extended in writing and signed by the parties), the bidder shall pay to the Commission the sum of \$25.00 per day as liquidated damages and not as a penalty. The said sum may be deducted, at the option of the Commission, from money due or to become due to the bidder under this agreement.

A written assent by the Commission to any extension of the specified delivery date shall constitute a waiver only to that particular extension and not a waiver of any other subsequent extension of the delivery date and shall not operate to bar or prevent enforcement and collection of liquidated damages for late delivery as provided herein except for any extension specifically waived. If the delivery date be waived, such waiver shall in no manner affect the right and obligations of the parties under any contract let as a result of this RFP.

### **Overall Project Goal**

Secure the services of an individual to update the OSC website's content, graphics, layout, and enhance the use and sales of Oregon strawberries by manufacturers and the public.

### **III. Proposed Statement of Work**

Please include in your proposal:

- A. Your experience in creating online content for commodity and/or consumer food marketing on a local, regional, and/or national basis;
- B. Your experience using online media to promote fresh and processed produce products;
- C. Your experience creating and using metrics of success for online promotions;
- D. Cost estimate based upon the elements listed in Section II of this proposal;
- E. Proposed work calendar including delivery date of final product;
- F. A minimum of three business references and contact information for those references;
- G. Two samples of work (hard copies) including content, layout, graphics, and metrics system.

### **IV. Proposal Format and Submission Requirements**

The OSC reserves the right to reject any proposal received that does not follow the prescribed format and submission requirements. Proposals must be complete in answering all the proposal requirements. Incomplete proposals will not be considered and cannot be supplemented by submissions delivered after the closing time and date of the Request for Proposal. Special care should be taken by any potential vendor in responding to this RFP, as the successful submitted proposal will be incorporated into the final contract between the OSC and the awarded contractor.

Interested vendors must submit a written proposal that includes all elements listed in Section III of this proposal:

Each copy of the proposal must include a cover letter with an original signature.

Deliver (by the noted deadline under “V. RFP Timeline Estimated completion dates”) five (5) hard copies of a written proposal for the entire scope of the RFP, and one electronic copy in Word format on a CD, DVD, or thumb drive to the OSC office at the address below.

Philip Gütt, Commission Administrator  
Oregon Strawberry Commission  
4845 B SW Dresden Ave. Corvallis, OR 97333

In addition, mail or deliver one (1) hard copy of the full written proposal to:

Kris Anderson  
Oregon Department of Agriculture  
Commodity Commission Program Manager  
1207 NW Naito Parkway, Suite 104  
Portland, OR 97209

Proposals must be received at the OSC’s and ODA’s offices by the date and time noted. Postmarks on that day will not be considered. No oral, telephone, or facsimile proposals will be accepted. Late proposals and/or modifications received after the stated deadline will not be considered.

**V. RFP Timeline Estimated completion dates**

- A. RFP released.....Monday, April 15, 2013
- B. Proposals are due by..... Noon on Friday, May 10, 2013
- C. Review of proposals and interviews..... Monday, June 3, 2013
- D. Notification of contract award..... Tuesday, June 4, 2013
- E. Protests must be submitted by Noon ..... Monday, June 10, 2013
- F. Contract formulation begins ..... Friday, June 14, 2013
- G. Work begins upon final approval of contract.....Monday, July 1, 2013

**VI. Evaluation of Proposals**

Proposals will be evaluated by OSC Promotions Chair and OSC Chair. The following process will be used:

A. The OSC’s Administrator and the ODA Commodity Commission Oversight Program manager will review the proposals for compliance with format and submission requirements, as established in this RFP. Incomplete proposals will be rejected.

B. Proposals considered complete will be evaluated by the OSC Promotions Chair, OSC Chair and the ODA Commodity Commission Oversight Program manager using a percentage scale based on the evaluation criteria listed below:

- 30% Demonstrated success in executing effective online Communications for commodity and/or consumer food marketing on a local, regional, and/or national basis.
- 25% Concept samples for revised OSC website
- 20% Proven skills and experience in promoting fresh and processed produce products

- 15% Background, experience and knowledge of Oregon's agriculture/food products.
- 10% Cost

C. Finalists will be scheduled for an interview with the OSC Promotions Chair, OSC Chair and the ODA Commodity Commission Oversight Program manager. The Committee will then recommend a contractor to the OSC for final selection based on the criteria listed in VI. B.

D. The firm or individual that receives the second highest combined score for this RFP and interview may submit a written protest in response to the commission's announcement of the tentative award by the date and time noted above to the address for the proposals in this RFP. Any protest received will be addressed by the OSC Promotions Chair, OSC Chair, and the ODA Commodity Commission Oversight Program manager, within five working days of receipt. Protests of technical or contractual requirements shall include reason for protest, supported by documented factual information, and proposed changes to the requirement.

### **VII. Terms and Conditions for RFP for Personal Service Contract**

The OSC reserves the right at its sole discretion and without any liability: (1) to amend this RFP for possibilities such as to revise the scope of work or to extend the resulting contract; (2) to extend the deadline for proposal submission; (3) to determine whether a proposal does or does not substantially comply with the requirements of this RFP; (4) to waive any minor irregularity, informality, or nonconformance with this RFP; (5) to request references from other public agencies or private businesses regarding the vendor's previous contract performance; and (6) at any time prior to contract execution (including after announcement of the tentative award): (a) to reject any proposal that fails to substantially comply with all prescribed RFP procedures and requirements; and (b) to reject all proposals received and cancel this RFP upon a finding by OSC that there is good cause, and that such cancellation would be in the public interest to do so.

All vendors who submit a response to this RFP understand and agree that the OSC is not obligated to award a contract to any vendor and further, has absolutely no financial obligation to any vendor. In addition, each vendor understands and agrees that the OSC shall, under no circumstances, be responsible for any costs and expenses incurred in submitting a response to this RFP; each vendor who responds to this RFP does so solely at the vendor's cost and expense. Submitted proposals are subject to the Oregon Public Records Law.

The OSC reserves the right to investigate references and past performance of any vendor with respect to the vendor's: successful performance of similar projects; compliance with specifications and contractual obligations; completion or delivery of a project on schedule, and; lawful payment of suppliers, subcontractors, and workers. The OSC may postpone the award or execution of the contract after the announcement of the apparent successful vendor in order to complete its investigation. The OSC reserves its right to reject any or all proposals at any time prior to execution of a contract.

### **VIII. Additional Information**

If any additional information regarding this RFP is provided by OSC, it will be available online at the following link - [www.oregon-strawberries.org/commission.html](http://www.oregon-strawberries.org/commission.html) - under the heading "2013 Request For Proposals - Website Redesign".