# Call for Proposals – Native Grass Website

Updated 10/6/2023

Colorado WaterWise and the Native Grass Working Group are seeking proposals from website designers/developers to create an independent educational website about using native grasses.

This website will feature photo galleries, information, interactive tools, project case studies, and resources to help the website users be more successful installing and maintaining native grasses in irrigated landscapes in Colorado.

To learn more about this opportunity, see the following resources:

* [Project Overview](https://coloradonativegrass.org/wp-content/uploads/2023/01/Project-Overview-Native-Grass-Guide.pdf)
* [Summary of Website Organization, Features, and Tools](#_Summary_of_Website)
* [Roles and Responsibilities Matrix](#_Table_1:_Roles)
* [Exhibit A – Statement of Work](#_EXHIBIT_A)
* [Proposal Guidelines](#_Proposal_Guidelines)
* [Proposed Pricing Sheet](#_Proposed_Pricing_Sheet)

We will hold a virtual, optional pre-bid meeting at 10:00 am (Mountain Standard Time) on Friday, November 3, 2023. Join the Microsoft Teams meeting through this [link](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZThmMTU4YTctMzI4OC00ZmQ5LTk5YjMtNzExZWUyMzU1MWYw%40thread.v2/0?context=%7b%22Tid%22%3a%224ab4a7ce-079f-4346-b2b7-815f0d471eec%22%2c%22Oid%22%3a%22b0c235bb-1a06-4311-9b59-805819b82495%22%7d).

Questions must be submitted by 11:59 pm on November 8, 2023. Answers will be available to all potential bid respondents upon request.

Final proposals are due at 11:59 pm on November 15, 2023. Submit proposals and pricing sheets to Melissa Brasfield at admin@coloradowaterwise.org and copy Catherine Moravec at [cmoravec@csu.org](mailto:cmoravec@csu.org).

## Summary of Website Organization, Features, and Tools

### Objective

To provide free information, tools, and resources to help Coloradoans be more successful with installing and maintaining native grasses in irrigated landscapes.

### Target Audience

Stakeholders who are involved in larger-scale native grass projects, such as:

* Landscape contractors
* HOA board members
* Municipal, campus, and parks staff
* Facilities and ground managers
* Project managers

In the future, we will add information for homeowners, but that effort is outside of the scope of this project.

### Overview of Tasks

See Exhibit A – Statement of Work for a comprehensive list of project tasks, deliverables, and approval criteria.

* + 1. Create project schedule.
    2. Conduct requirements gathering/confirmation workshop(s).
    3. Create website style guide.
    4. Create website page type templates.
    5. Create and populate homepage and webpages, then add owner-provided content.
    6. Build interactive “Choose a Grass Type” tool.
    7. Create website administrator guide and conduct knowledge transfer.
    8. Arrange website hosting and publish site.

### Other

Solution must be mobile-friendly and meet reasonable standards for accessibility to people with disabilities.

### Native Grass Website Sitemap and Outline

Level 1 = Homepage

Level 2 = Pages in second level of sitemap

Level 3 = Pages listed in outline below

1. Home page (Page Type A)
   1. Include link to pdf version of Guide
   2. Introductory content
2. Learn (Page Type B)
   1. Benefits (Page Type B)
   2. Limitations (Page Type B)
3. Native Grass Options
   1. Photo gallery grouped by grass type (Page Type C)
   2. Species specific overview (Page Type D)
   3. Grass Detail Pages (database populated) (Page Type E)
4. Take Action
   1. Initiate (Page Type F)
   2. Choose a grass type (Page Type F)
      1. General content
      2. Filtering tool
   3. Plan (Page Type F)
   4. Install (Page Type F)
   5. Maintain (Page Type F)
   6. Schedule (Page Type F)
5. Case Studies (will use GIS story map to display individual case studies hosted through the City of Greeley)
   1. Landing page
   2. Case study 1
   3. Case study 2
   4. Case study 3
6. Tools and Templates (Page Type B)
   1. Interactive tool to be developed as part of this project
      1. Choose a grass type filtering tool
   2. Static tools supplied by Native Grass Working Group (NGWG)
      1. Statement of work template
      2. Project planning checklist
      3. Roles and responsibility matrix
      4. Project signage templates
      5. Long term maintenance plan
      6. Link to Water Savings Calculator tool (to be developed by Northern Water)
7. About Us (Page Type B)
   1. Contributors
   2. Project sponsors
   3. Contact Us

### Page Types to Be Developed

1. Home page (A)
2. General content page (B)
3. Photo gallery page type (C)
4. Grass type overview page type (D)
5. Grass detail page type (E) – may be combined with page type D if website best practices recommend doing so.
6. Take Action page type (F)
   1. Contains general content
   2. Has subheader that communicates the following six labels are sequential steps in a process.
      1. Initiate
      2. Choose a grass type
      3. Plan
      4. Schedule
      5. Install
      6. Maintain
   3. Has footer with direct links to the following tools.
      1. Statement of work template
      2. Project planning checklist
      3. Roles and responsibility matrix
      4. Water savings calculator
      5. Project signage templates
      6. Long term maintenance plan

### Descriptions of Interactive Tools

1. “Choose a Grass Type” filtering tool
   1. This tool should allow the end user to select a grass type (or narrow down to several options) based on their preferences, site conditions, and maintenance objectives. We are willing to consider different approaches to building this tool.
      1. The user’s preferences, site conditions, and maintenance constraints will be used to narrow or filter the grass options.
      2. Photos or descriptions may be necessary to communicate what the filters mean.
   2. Once the user has narrowed their choices to one or more grass types, they can view the grass type’s Grass Detail page, Photo Gallery, and Case Studies.
   3. See “Grass Selection Tool Data” Excel file for an overview. *The criteria and data are subject to change. Confirm their finalization before commencing any work.*

### Other Requirements

1. Website should allow for integration of case studies housed in GIS story map, with assets hosted by the City of Greeley.
2. Website can include links to the Water Savings Calculator, to be developed by Northern Water.

### Table 1: Roles and Responsibilities Matrix

|  |  |  |
| --- | --- | --- |
| **Task** | **Contractor** | **CWW/NGWG** |
| Draft project schedule. | X |  |
| Approve project schedule. |  | X |
| Schedule requirements gathering workshop with CWW/NGWG and vendor staff. |  | X |
| Conduct requirements gathering workshop. | X |  |
| Draft and submit project requirements document. | X |  |
| Approve project requirements document. |  | X |
| Create Website Style Guide. | X |  |
| Approve Website Style Guide. |  | X |
| Create six webpage template types. | X |  |
| Approve six webpage template types. |  | X |
| Provide copy and photos for homepage and level 2 pages. |  | X |
| Create homepage and level 2 webpages; incorporate copy and photos. | X |  |
| Approve homepage and level 2 webpages. |  | X |
| Create level 3 webpages according to sitemap. | X |  |
| Add content to level 3 webpages. |  | X |
| Populate remaining portions of website using page templates and owner-supplied content. |  | X |
| Identify required data and information for Choose a Grass Type tool. | X | X |
| Provide required data and information for Choose a Grass Type tool. |  | X |
| Provide static resources for Tools and Templates section. |  | X |
| Build Choose a Grass Type Tool. | X |  |
| Approve tools and templates. |  | X |
| Create Website Administration Guide. | X |  |
| Schedule training session. |  | X |
| Facilitate training session. | X |  |
| Approve completion of CWW/NGWG staff training and knowledge transfer. |  | X |
| Verify website, tools, and templates contains identified requirements. Issue final approved that website is functional and complete. |  | X |
| Arrange website hosting and publish site. | X |  |

#### EXHIBIT A

**STATEMENT OF WORK (SOW)**

**for**

**Colorado Native Grass Website**

**STATEMENT OF WORK (SOW)**

**FOR COLORADO NATIVE GRASS WEBSITE**

1. **Introduction**
   1. Colorado WaterWise is requesting the Contractor to perform the work described in this Statement of Work. Colorado WaterWise, the Native Grass Working Group, and the Contractor shall be collectively known as the “Parties.”
2. **Background** 
   1. Colorado WaterWise (CWW) is a non-profit organization in Colorado comprised of member organizations such as water providers, governments, businesses, and non-profits around the subject of water. The mission of CWW is to address the state’s water challenges by improving water efficiency through diverse community connections, innovative solutions, and valuable member resources. CWW is run by a Board of Directors of volunteer representatives from member organizations and an Administrator. CWW is partnering with the Native Grass Working Group on this project.

The Native Grass Working Group (NGWG) is an informal group of water providers, government agencies, non-profits, and landscape industry professionals who are interested in supporting more successful water-conserving native grass projects through information and education on the best practices for native grass installation and maintenance in irrigated landscape settings. NGWG is run by a group of volunteers on a Steering Committee and will provide a project manager for this effort. More information about this group can be found at https://coloradonativegrass.org/.

* 1. The NGWG compiled the best practices for native grasses into a guidebook in 2022-23. CWW partnered with NGWG and received a grant from the Colorado Water Conservation Board to pay for designing and developing a website to support the guidebook. This website will feature photo galleries, information, interactive tools, templates, case studies featured in GIS Story Map, and other resources. CWW is the fiscal entity for the grant and is the contracting organization for this project. NGWG will provide project management services and subject matter expertise resources.

1. **Scope**
   1. Design and build a website that contains all the features, tools, and resources listed in, but not limited to, The Summary of Website Organization, Features, and Tools described on pages 2 – 5.
2. **Tasks, Deliverables & Schedule**
   1. To complete the Project, Contractor must perform the following work and must provide CWW and NGWG with the following deliverables, but not limited to:
      1. Task 1 - Contractor must submit a project schedule to complete the statement of work within 4 weeks of contract signing.
         1. The schedule must include tasks and deliverables for sections 4.1.2 through 4.1.8.
         2. The Contractor must submit the Schedule to Native Grass Working Group Project Manager (NG PM) for approval before commencing work.
      2. Task 2 - Contractor must conduct one or more requirements gathering/confirmation workshops.
         1. Conduct a workshop with stakeholders from Colorado WaterWise and the Native Grass Working Group to confirm, define, and document the Native Grass Website project requirements. Draft website requirements are listed in The Summary of Website Organization, Features, and Tools described on pages 2 – 5.
         2. The deliverable for this task is a Project Requirements Report.
         3. The Contractor must submit the Project Requirements Report to NG PM for approval before commencing work on the Native Grass Website.
      3. Task 3 – Website Style Guide
         1. Contractor will create a basic website style guide that include a color palette, fonts, graphic elements, and other design decisions to create a consistent look and feel across all website assets.
         2. The deliverable for this task is a Website Style Guide Document.
         3. The Contractor must submit the Website Style Guide Document to the NG PM for approval before finalizing any additional work.
      4. Task 4 – create six webpage template types as described in The Summary of Website Organization, Features, and Tools described on pages 2 – 5.
         1. The deliverable for this task is completed page templates.
         2. The Contractor must submit the page templates to the NG PM for approval before populating the templates with final content.
      5. Task 5 – Populate homepage and level two website pages with content as described in The Summary of Website Organization, Features, and Tools described on pages 2 – 5. Create level three webpages.
         1. The deliverable for this task is a completed home page and all level two webpages and draft level three webpages. CWW and NGWG will populate level three webpages with content.
         2. The contractor must submit the completed webpages to the NG PM for approval before finalizing the Native Grass Website.
      6. Task 6 – Build two interactive tools.
         1. The deliverables for this task are completed working “Choose a Grass Type” filtering tool.
         2. The Contractor must submit the tool to the NG PM for approval before the Native Grass Website is finalized. The NG PM will verify all the tool requirements are included in the solution and provide the Contractor with approval.

* + 1. Task 7 - Create project documentation and knowledge transfer to CWW and NGWG staff.
       1. The Contractor must create project documentation that describes the website administration in sufficient detail for CWW and NGWG staff to manage and update the website. The Contractor will include recommendations for ongoing maintenance tasks. The Contractor will conduct one or more training sessions with CWW and NGWG staff.
       2. The deliverable for this task is a Website Administration Guide and one or more training sessions.
       3. Contractor will submit the Website Administration Guide to NG PM for approval. After the training session(s) NG PM will verify that training and knowledge transfer is complete.
    2. Task 8 – Arrange website hosting and publish site.
       1. Once tasks 1-7 have been completed and approved, the Contractor will arrange for website hosting and publish the finalized Native Grass Website.
       2. The deliverable for this task is a fully-functional, published Native Grass Website, that contains all working features, tools, resources, and requirements identified in the Project Requirements Report in Task 4.1.2.
       3. The Contractor will publish the site only after the NG PM has granted final approval for this milestone.
  1. Contractor must coordinate its work with Colorado Water Wise’s Administrator (“CWW Admin”) and the Native Grass Working Group Project Manager (“NG PM”) or their designees. Any changes to the established schedule must have the CWW Admin’s and the NG PM’s prior approval and must be modified with an executed Change Order or an Amendment.
  2. Task Orders
     1. Colorado WaterWise and Contractor may agree on: (i) the performance of additional work; and (ii) the provision of additional deliverables consistent with the work described in Sections 3 and 4, above, and in accordance with the rates set forth in the Contractor’s Proposal and Pricing Sheet.
     2. All Task Orders issued in accordance with this Statement of Work must be authorized by CWW Amin and NG PM. Each Task Order must specify:
        1. A description of the work to be performed.
        2. Deliverables and milestones.
        3. Start and end dates for each deliverable/milestone.
        4. Itemization of the cost for each deliverable/milestone.
        5. Performance/Acceptance criteria for each deliverable/milestone.
        6. Payment schedule.
     3. Colorado WaterWise and the Contractor must mutually agree to each Task Order in writing before Contractor commences work. Contractor cannot commence work and Colorado WaterWise will not incur any expenses until Colorado WaterWise and the Contractor execute a Task Order.

1. **Acceptance Responsibilities**
   1. CWW Admin, NG PM and Contractor’s Project Manager (Contractor’s PM) are the duly authorized representatives of their respective organizations to resolve all acceptance issues.
   2. The Contractor must provide all the deliverables identified in Section 4. NG PM, on behalf of Colorado WaterWise, will verify that Contractor has successfully completed the work throughout the term of the Project.
   3. Acceptance Testing
      1. NG PM will ensure NGWG and CWW perform acceptance testing for project milestone approval. NGWG and CWW will accept or reject Contractor’s work withing five (5) business days.
      2. After NGWG and CWW completes acceptance testing is conducted, NG PM will provide Contractor’s PM with a consolidated response regarding any identified exceptions to the deliverables.
   4. CWW Admin will accept the work for payment when it is delivered and in accordance with the criteria set forth above.
2. **Performance Measurement Methods/Requirements**

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| --- | --- | --- | --- | --- | --- | --- |
| **Performance Measurement Methods Matrix** | | | | | | |
| **Item #** | **Measurement Method** | | | | | |
|  | **Analysis** | **Inspection** | **Physical Measurement** | **Test (Component/System)** | **Demonstration** | **Other** |
| 4.1.1 Project Schedule | Project Schedule | NG Project Manager |  |  | Schedule meets or exceeds substantial completion date and includes all project milestones. |  |
| 4.1.2  Project Require-ments Report | Quality of Work | NG Project Manager |  |  | Acceptance of Contractor’s Project Requirements Report. |  |
| 4.1.3  Website Style Guide | Quality of Work | NG Project Manager |  |  | Acceptance of Contractor’s Website Style Guide |  |
| 4.1.4  Webpage Templates | Quality of Work | NG Project Manager |  |  | Acceptance of Six (6) Webpage Templates |  |
| 4.1.5  Homepage, Level 2, and Level 3 Webpages | Quality of Work | NG Project Manager |  |  | Acceptance of Homepage, Level 2, and Level 3 Webpages |  |
| 4.1.6  Interactive Tool | Quality of Work | NG Project Manager |  | Verification that Choose a Grass Type Tool is fully functional and contains all project requirements. | Acceptance of Tool |  |
| 4.1.7  Website Administration Guide and Knowledge Transfer | Quality of Work | NG Project Manager |  | Verification that Website Administration Guide is sufficient for staff to manage and update website. | Acceptance of Contractor’s Knowledge Transfer training. |  |
| 4.1.8  Host and Publish Website | Quality of Work | NG Project Manager |  | Verify that website contains all project requirements and is published. | Final Acceptance of Project |  |

1. **Copyright and Ownership of Assets**
   1. Colorado WaterWise and The Native Grass Working Group will have ownership, including copyrights, of all final products, all assets, websites, and deliverables produced by this statement of work.
2. **Resource Requirements and Key Personnel**
   1. Contractor Personnel
      1. Colorado WaterWise requires Contractor’s technical, functional, and/or project management expertise. The Services described in this Statement of Work are needed in all phases of the Project, including detail planning, and continuing through the end of the project implementation and the post-implementation support period. Contractor’s personnel listed below are essential to the work. Before the Contractor substitutes listed personnel, Contractor must notify CWW Admin and NG PM in writing for approval and, if applicable, an executed Amendment must be issued prior to the substitution occurring. Contractor must submit its reason for the substitution and include proposed substitutions. Contractor cannot substitute its essential personnel without CWW Admin’s written acceptance.

|  |  |  |  |
| --- | --- | --- | --- |
| **Resource/Role** | **Name** | **Phone** | **E-mail** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

* + 1. Contractor’s PM’s responsibilities include:
       1. Providing all project approvals, project information, and the day-to-day project management.
       2. Include CWW Admin and NG PM on all communications.
       3. Consulting with NG PM to facilitate the delivery of the services per this Statement of Work.
       4. Providing NG PM with regular updates on Contractor’s project tasks.
       5. Informing CWW Admin and NG PM of any issues that come up through the course of the Project.
       6. Providing knowledge transfer of work performed as required.
       7. Participate in development of test plans and final website Acceptance Testing.
       8. Participate in the Project Wrap-up Session.
    2. If Colorado WaterWise preapproves required subcontract work, Contractor must describe, in detail, the origin of all proposed outsourced services and identify any tasks or services that will be assigned to subcontractors. If applicable, Contractor must provide a list of subcontractor and associated personnel.
  1. Colorado WaterWise and Native Grass Working Group Personnel
     1. CWW and NGWG will provide internal project management, business, and technical expertise throughout the life of the Project, and will assign sufficient resources to the project to meet schedule, scope, and budget requirements.

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| --- | --- | --- | --- |
| **Resource/Role** | **Name** | **Phone** | **E-mail** |
| CWW Administrator (CWW Admin) | Melissa Brasfield | (720) 471-0042 | admin@coloradowaterwise.org |
| NGWG Project Manager  (NG PM | Catherine Moravec | (719) 668-4559 | cmoravec@csu.org |

* + 1. Colorado WaterWise’s and The Native Grass Working Group’s responsibilities include:
       1. NG PM will coordinate the technical aspects of the performance of the Contract.
       2. CWW Admin and NG PM will act as the primary contacts with Contractor’s team.
          1. CWW Admin may designate other personnel to oversee the performance of particular work tasks or deliverables, such as the NG PM; however, CWW Admin retains ultimate authority over the Project.
          2. Should Contractor’s PM and NG PM disagree over the technical requirements of the Project, such matters will be immediately referred to Colorado WaterWise’s Board of Directors for resolution.
          3. CWW Admin and NG PM do not possess any authority, express or implied, to direct Contractor to deviate from the terms and conditions of the Contract.
       3. NG PM will provide all project approvals, project information, and the day-to-day project management of the Project.
       4. NG PM will coordinate with Contractor’s PM to facilitate the delivery of the services per this Exhibit A.
       5. NG PM will provide Subject Matter Experts (“SME”) and website content assets as required.
       6. CWW Admin will coordinate with Contractor for supervised access to all locations where services are to be performed, if applicable.
       7. NG PM will assist in the execution of test plans to perform unit testing, system testing, and final testing as required.
       8. NG PM will aid in the completion of the final acceptance tasks.
       9. CWW Admin and NG PM will participate in the Project Wrap-Up Session.
    2. Colorado WaterWise’s and The Native Grass Working Group’s other responsibilities include:
       1. CWW Admin and NG PM will act as the primary point of contact throughout the solicitation and evaluation process.
       2. CWW Admin and NG PM will negotiate all terms and conditions of the Contract.
       3. CWW Admin and NG PM will jointly act as the primary point of contact for all contract-related correspondence.
          1. All contract-related correspondence must be issued and received by the CWW Admin.
          2. CWW Admin is the only individual authorized who can direct Contractor to deviate from the express, written terms of the Contract on behalf of Colorado WaterWise’s Board of Directors and the Native Grass Working Group. All authorizations to deviate from the Contract must be authorized in writing and signed by CWW Admin or the CWW Board of Directors and Contractors’ designated representative.

1. **Project Communication**
   1. Colorado WaterWise, The Native Grass Working Group, and the Contractor’s OR The Parties personnel may be distributed across multiple locations; therefore, consistent, and planned communication methodologies are critical to this Project’s success.
   2. Contractor’s PM must provide CWW Admin and NG PM with, at a minimum:
      1. Check-in meetings as needed to protect the Project progress.
      2. Written weekly progress/status reports to the NG PM.
      3. Written milestone completion confirmation to the NG PM.
2. **Reference Documents**
   1. The Summary of Website Organization, Features, and Tools.
3. **Work Performance**
   1. Contractor’s work may be accomplished remotely via phone or web conferencing by mutual agreement of CWW Admin, NG PM, and the Contractor.
   2. Cyber Security General Provisions
      1. Contractor must not transfer any Colorado WaterWise confidential information and/or data outside Colorado WaterWise network. The prohibition includes, but is not limited to, transfer to Contractor/third party workstations, servers, cloud resources, and any location outside Colorado WaterWise logical network.
      2. Contractor must not access, read, or make use of Colorado WaterWise confidential information and/or data, whether on-site or remotely.
      3. Contractor must provide Colorado WaterWise a listing of all the Contractor’s subcontractors (including but not limited to suppliers, distributors, and manufacturers) involved in its supply chain regarding this Contract. The listing should include Subcontractor’s geographic location and the product that is being provided in the fulfillment of this Contract.

|  |  |  |
| --- | --- | --- |
| **Subcontractor Name** | **Geographic Location** | **Products Provided** |
|  |  |  |
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* + 1. Contractor must notify Colorado WaterWise within seven (7) calendar days of discovering a vulnerability with any product provided by Contractor or one of their Subcontractors.
    2. Contractor must notify Colorado WaterWise within thirty (30) calendar days if any of these Subcontractors are changed.
    3. Contractor is responsible for verifying the integrity and authenticity of any product provided by the subcontractor before it is installed on a Colorado WaterWise purchased/leased system.

1. **Project Cost**
   1. The services and deliverables as set forth in this SOW shall be provided by Contractor at a firm fixed price.

## Proposal Guidelines

To respond to this call for proposals, submit a proposal that addresses the following questions at a minimum. Include your proposed pricing as formatted on page 18. Late proposals will not be accepted.

1. Briefly describe your approach to designing and building the Native Grass Website. Include a description of how you would plan to build the Choose a Grass Type tool.
2. Which website platform and hosting solution do you plan to use? What are the advantages of using this platform and hosting solution?
3. List the education, skills, and experience of key personnel that will be working on this project.
4. Share three examples of projects you’ve completed that are similar in size and scope.
5. What is your target completion date?
6. Include relevant information that demonstrates why your firm is the best candidate to design and build this website.

## Proposed Pricing Sheet

Please price the following items. Items 1 and 2 should be priced separately, then added together in the total listed on line 3.

|  |  |  |
| --- | --- | --- |
|  | **Item** | **Amount** |
| 1. | Website Design and Development |  |
| 2. | Choose a Grass Type Tool |  |
| 3. | **Total Price** |  |

If additional work is contracted through approved task orders, list the hourly rate for key personnel that will be working on the project.

|  |  |  |
| --- | --- | --- |
|  | **Role** | **Hourly Rate** |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |
| 6. |  |  |

Would you require overhead and profit, or any other fees, on approved task orders? If yes, list the O&P percentage and any additional fees.