



June 20, 2006

## **Request for Proposals for a Community Websites Integrated Solution for Wireless Philadelphia**

### **Purpose**

Provide to Wireless Philadelphia, under license, both the interface design and backbone software architecture for a constellation of six community websites. A successful design will allow for seamless collaboration between users of the six websites and self publishing on each website to form one unified, dynamic WP virtual community that will be hosted and managed by the successful bidder.

### **Proposal Requirements**

- 1. *Comprehensive Description of the Services that will be provided and the manner in which services will be delivered including a description of each of the following:***
  - a. *Interface*** - The interface design must include Flash programming elements and multimedia capabilities, including both audio and video and local news and content, customized for each of the six community websites, should be integrated into the interface design.
  - b. *Software Architecture*** - The back end software architecture should include functionality to allow for multiple, simultaneous users to self publish content and graphics on any or all of the six community websites. In addition, the software architecture should allow for integration of tiered, administratively controlled blogging tools; RSS news feeds from third party providers; interactive calendar tools; real time collaborative mentoring/tutoring tools; and templates for the creation of individual web pages and web sites by local small business owners.
  - c. *Evaluation Plan*** - In order to evaluate the efficacy of the six community websites to meet Wireless Philadelphia goals, a 12-month formative evaluation plan should be presented and included in the proposal that encompasses *in situ* user testing, usability heuristic studies, and a long term case study to assess attainment of learning goals developed for each of the six community websites. A summative evaluation plan should be developed and authored upon the conclusion of the Wireless Philadelphia network build out.

2. *Cost proposal for the Services*
3. *A statement regarding the experience and qualifications of the vendor to provide these Services.*
4. *A representative list of clients and indication of previous experience with clients.*
5. *A completed set of documents demonstrating compliance with City of Philadelphia Code 17-1400 (Copies of which can be requested from Wireless Philadelphia).*

### **Selection Criteria**

The vendor selection will be based upon a combination of services provided, qualifications and experience of the vendor, and cost.

### **Estimated Value of the Contract**

The estimated value of this contract will depend upon the type and amount of services proposed by the vendor. It is anticipated that the total value of this contract will be in the range of \$20,000 to \$30,000 for 12 months of services with the option of 3 one-year renewals at the discretion of Wireless Philadelphia.

The interface design and software architecture for the Wireless Philadelphia virtual community must be ready for beta testing by August 15, 2006.

### **Customer References**

Provide a list of related customer references and examples of past work.