



Solar San Antonio: Web Portal Project
Request for Proposal: Professional Services

Introduction: Solar San Antonio is a non-profit, 501 (c)(3) organization in San Antonio, Texas. SSA advocates for implementation of the solar energy option, conducts training and informational events, works with governmental units on various projects, and works with the local solar industry.

SSA seeks to rebuild and upgrade its web presence to improve functionality, provide a platform for implementation of public programs, and achieve numerous other purposes identified below. Proposals will need to demonstrate both technical and creative capability.

The SSA website is www.solarsanantonio.org.

There will be a pre-submission conference on October 22, 2009. Details of the conference will be announced on the web site following the "Website RFP" link, which will be operational by October 1, 2009.

Proposals are due by 5:00 p.m. on November 2, 2009. Completion of the work is expected within 120 days of initiation.

Questions can be submitted to: Lanny Sinkin, Executive Director by email to Lanny.Sinkin@gmail.com. All questions and answers will be posted on the SSA website following the "Website RFP" link. The deadline for submission of questions is October 23, 2009.

Proposals should be submitted to the offices of Solar San Antonio:

118 Broadway, Suite 621
San Antonio, Texas 78205.

PROPOSAL CONTENT

Proposals for this project will be scored on the following criteria:

Experience, Background, and Capabilities: 35%
Proposed Plan: 30%
Price: 35%

Objective: Design, build, test, and deploy a fully interactive consumer-facing web portal in support of the SSA mission.

Contractor will provide an RFP beginning with a quick company introduction followed by a project scope that includes brand strategy, design approach, revenue development plan, sales lead-generation strategy, budget and timing.

A 501(c)(3) Non-Profit Organization
World Trade Center Building, 118 Broadway, Suite 621, San Antonio, Texas 78205
Telephone: (210) 354-0236 ♦ Fax: (210) 354-3422
E-mail: info@solarsanantonio.org Web Site: <http://www.solarsanantonio.org>

Key elements to be included in the proposal are:

Brand strategy including the creation of a value proposition to differentiate SSA versus all others and a story that serves as the foundation for SSA. Development of content hierarchies based upon demographic of audience and site goals to maximize access and usability. Design architecture that incorporates overall site goals, branding and tone as uncovered during discovery phase.

Robust information technology infrastructure including a dedicated development, quality assurance and production high-availability server environments, enterprise class Content Management System (CMS) with automated system and content backup, E-Commerce engine, custom scalable and robust database, broadcast e-mail functionality, business blogging application software, automated back up, and traffic analytics software, in a fully optimized search engine information architecture.

Designed to enable paid advertising, paid service directories, paid consumer lead generation, online tax-deductible donations, merchandise and event management and sales, and product system financing referral fees.

Energy Savings Calculator illustrating financial benefits of solar with capacity for expansion to energy efficiency and related technologies.

Events Registration/Calendaring/ and online ticket sales.

Community Involvement/Online Forum/Dedicated Social Network.

Online video player with automated upload and uplink capability.

Video Customer Testimonials and Screen Casts.

Photo galleries with consumer upload and sharing facilities.

Online store with branded merchandise with third party management and Amazon affiliation.

Paid advertising architecture support for all major channels/ad networks.

Fast Track Permit Information Center/Online Application for City of San Antonio.

Multiple RSS feeds ("Really Simple Syndication") to spread SSA content across Texas.

Full integration with all social networking sites.

Fully searchable Installer Directory.

Training online.

Document download center.

Resource Center for training classes and employment opportunities.

Timeline: 120 days from initiation

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