Request for Proposals
Website for
Yukon Quest 1,000 Mile International Sled Dog Race

Purpose

The Yukon Quest 1,000 Mile International Sled Dog Race (hereinafter referred to as the Yukon Quest) is seeking a vendor to revise, update, and maintain its primary website.

The current website is not visually appealing, is difficult to navigate, and is difficult for staff to maintain. There are also issues with data inconsistency and random data loss. The ability of a new website to help generate revenue is also of great interest.

I.   Background

The Yukon Quest follows historic Northern travel routes that cross the arctic borders between the Yukon and Alaska. This epic arctic race takes place every February, covering 1,000 miles (1,600 km) between Whitehorse, Yukon and Fairbanks, Alaska during the depths of winter. The Yukon Quest is known for excellence in canine care and fostering the traditions of northern travel by dog sled.

The race depends on its web presence to tell the stories of the mushers and their dog teams, to provide accurate information about the history and practice of dog mushing to a worldwide audience, and to serve as the canonical source for all race information, including past race results for fans, media, mushers, officials, and veterinarians.

The race is produced by two non-profit organizations, one in Fairbanks, Alaska, and the other in Whitehorse, Yukon working cooperatively on this joint venture. As non-profits, staff is limited and must be able to don several hats, often simultaneously, to accomplish what needs to be done to put on the race.

There is neither the expertise, nor the time, that would be required to delve deeply into the depths of the website; we look to the vendor to provide those services. The web presence contract will be managed by the two Executive Director's, primary contact being the country the funding for the project is obtained, and the Operations staff (one person on each side of the border) will handle the bulk of the day-to-day work.

Traffic to the website for the greater part of the year is fairly light, but skyrockets in the week prior to the race start thru the Finish & Awards Banquet at the end of the race. In 2019, there were over 820,000 hits from by 546,905 unique visitors.

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Note that these are stats for our website - – social media, including Facebook, Twitter, Instagram, Flickr and YouTube, brought just more than a million more hits. If we start hosting more visual media on the website, we anticipate that the lion's share of these hits will move with them, as visual stories are by far the most popular.

II.   Scope of Work

This project is vital to the Yukon Quest, our website is the gateway to all of our information for the public from around the world. The proposal must provide **a clear and detailed work plan, with deliverables, schedule and budget** along the following main lines:

1. **Project Familiarization:**
   a. Meeting with the Web Committee to confirm the scope, objectives and lines of communication. Record the meeting minutes to be reviewed by the Web Committee.
   b. Review of existing website content and layout.
   c. Research of additional information if needed and recommendation for additional considerations by the web committee.
   d. Provide a memo summarizing the findings and recommendations.

2. **Conceptual and Preliminary Design:**
   a. Develop a conceptual design of the website showcasing 2 options at a minimum, present to the Web Committee and Staff, record comments and requests.
   b. Develop a preliminary design of the website (50% completion) based on the previous review, present to the Web Committee and Staff, record comments and requests.
   c. Finalize the development of the website (95% completion) and present to the Web Committee and Staff.

3. **Commissioning and Training**
   a. Organize a training session for the Web Committee and Staff.
   b. Provide a testing plan to the Web Committee and Staff and record feedback and potential modifications.
   c. Finalize the website for official launch.

The successful vendor must demonstrate a strong interest in keeping communication open and flowing with the Web Committee and Staff.

Table 1 shows the existing features that the Yukon Quest would like to keep and improve, as well as new features. Vendor's proposal should clearly reflect the understanding of these requirements in their proposal.

Table 1

Requirements	Existing or New Feature	Must Have	Desirable	Optional	Multi-Lingual
Revenue driver	N	X			X
Current and historical corporate information	E	X			X
Current and historical race information	E	X			X
Race rules and requirements	E	X			
Race-related veterinary information for non-vets	E			X	
Current and upcoming events	E	X			
News	E	X			
Musher profiles	E	X			
Dog team member profiles	N		X		
Staff/Volunteer profiles	E		X	X	
Checkpoint profiles	N		X		
Officials and Vets profiles	E	X			
Sanity/data validation checks	N	X			
Current race standings	E	X			
Links to social media	E	X			X
Links to trackers	E	X			X
Mobile/tablet friendly	E	X			
IPhone/Android app	E		X		
Forms and payment acceptance	N	X			
Links to YQ E-commerce Sites	E	X			
Search/navigation functionality	N	X			X
Ease of data entry and editing	N	X			
On-call technical support at critical times	N	X			
Training for staff and key volunteers	N	X			
Single mode of operation (independent of time of year)	N		X		
Visually appealing/engaging	N	X			
Integration with CDNs	N		X		
Rotating major sponsor banners	E	X			
"In Memoriam" page	N		X		
Display run time/speed from last checkpoint	N	X			

III. Outcome and Performance Standards

Specific requirements are shown in the previous section's requirements matrix. The existing website uses Drupal for content management and Yukon Quest staff is able to use. If another content management system is proposed, the proposal must have training for its use built into the proposal. Open source content management systems are preferred.

The structure of the database needs to be evaluated for performance and consistency; options for addressing any issues discovered in the evaluation should be brought forth in the proposal.

Integration with a content delivery network (access and technical requirements to be provided by Yukon Quest) should be transparent to staff and visitors, with minimal impact on the day-to-day operation of the website.

Online payment options should include PayPal as well as other payment processing options supported by the vendor.

The Yukon Quest will monitor website performance by manually monitoring response time. An automated performance monitor may be deployed at some point, but hopefully, will not be needed with the inclusion/integration of a Content Delivery Network.

The Yukon Quest will have primary and alternate persons designated to interact with a primary or alternate person(s) designated by the vendor; this will be in addition to any support ticketing system used by the vendor. The vendor is expected to have 24 hour on-call support available starting two weeks prior to the race start through a week after the last team finishes the race, with a maximum one hour response time.

IV. Deliverables

The successful bidder will deliver to the Yukon Quest the following:

1. Source code for the operational website.
2. Documentation and logic flow (flow chart) for the software.
3. A list of any and all products and/or services required by the website subject to licensing and/or renewals and the date(s) and costs associated with those products/services.
4. Contact information for support personnel, including race-time on call support.

V. Term of Contract

The term of the contract will be for three years, with optional annual extension for two additional years.

VI. Payments, Incentives, and Penalties

Funding for this project is subject to the availability of sponsorship and/or grants. Payment will be made as follows:

- 25% of the development phase total will be paid upon award of the contract.

25% of the development phase will be paid upon the successful completion, testing, and acceptance of the beta (50%) version.

- The balance of the development phase will be paid within 30 days after testing, acceptance, and commissioning of the production version. Receipt of all deliverables by the Yukon Quest will be required for completion.

A bonus of 5% of the development phase total will be paid for completion of the contract more than 30 days ahead of schedule.

Maintenance costs will be paid semi-annually. A penalty of 2% of the maintenance costs will be assessed for issues that are unresolved for more than 15 days after submission to the contractor's ticketing system. Issues unresolved for more than 30 days will be assessed an additional 1% per 30 day period.

VII.   Terms and Conditions

The Yukon Quest will own the code and will receive updates every time modifications are made to the code.

Terms for proposals:

1. Proposals should take note of the relevant dates below.

2. Proposals should be delivered to the email address in section XII below. Proposals should be received by July 26, 2019.

3. All proposals must include a statement of authorization to bid signed by a principal of the responding company.

4. All proposals must use the proposal format outlined in this RFP to be considered responsive.

5. Parties submitting separate proposals may not discuss pricing information to remain eligible to bid on this project.

6. Bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

VIII.   Proposal Requirements

Proposals must be in portable document format (PDF), formatted as follows:

1. Executive Summary
2. Technical
    a. Data collection: explain how you will proceed in getting all the information and input to build the project
    b. Web development process: explain the process and method you will follow to build the website, including major milestones and evaluation
    c. Address usability standards and testing
    d. Address any important technology information and specifications used in your solution (languages, platform, etc.)

3. Management

  e. Organizational structure: communication process; including lines of reporting and any special tools used.

  f. Schedule of deliverables; include major milestones and testing proposal.

4. Budget

  g. Break down cost by production hours and the requirements matrix (Table 1).
  h. Identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.
  i. The cost for changes to the production website, hourly rate.
  j. Identify any license fees or other costs for the tools, software, or licensing to develop or host the site.
  k. Identify whether we must or are highly encouraged to host with your company. If hosting is provided as an option or requirement, provide pricing options.
  l. Identify costs for train our staff to use site tools and provide a style guide.
  m. Identify any other expenses, consulting fees, future work, etc. that will be required complete this project.

5. Attachments

  a. Qualifications and Experience:

   1. Relevant case histories with information on accessing online demos or examples.
   2. Links for past projects.
   3. Experience with websites for sporting events
   4. Experience working websites for sporting events

  b. Biographies of all who will work on project.

  c. Professional references.

IX. Evaluation and Award Process

The Yukon Quest web committee, with input from technical consultants, and staff, will evaluate proposals based criteria in the table below and make recommendations to the Boards of Directors for approval.

Considerations such as technical qualifications, training, and experience as well as references from other customers will weigh in the decision.

This project may be funded with a grant from the Yukon government and consequently, preference may be given to vendors located or having a significant presence in Yukon.

Rating table

Rating Criteria	Importance (1-5)
Functionality	5
Visual appeal	4
Quality of documentation	3
Understanding of scope	2

Clear work plan (including deliverables and schedule)	3
Ideas for innovation	2
Quality of code	4
Price	3
Yukon presence	2

Note: This table is intended as an indicator of the relative weight to be given to particular criteria in evaluating proposals.

X.   Process Schedule

- RFP release: 28 May, 2019
- Notification of Intention to bid: 21 June, 2019
- Proposals due: 26 July, 2019
- Finalist reviews and interviews, if required: 16 August, 2019
- Contract award date: 15 October, 2019
- Initial meetings: 25 October, 2019
- Beta site evaluation: 16 December, 2019
- Production site cutover: 21 February, 2020

XI.   Points of Contact for Future Correspondence

Questions about this RFP should be emailed to: alaskadirector@yukonquest.com who will respond or direct them to the appropriate person for response.