



## Request for Proposal Website Development

The Bay Foundation seeks a qualified contractor for the update of The Bay Foundation's existing website, and the creation of a website for the Santa Monica Bay National Estuary Program.

### **Section 1: Introduction**

#### **1.1 Purpose**

This Request for Proposal (RFP) is seeking to obtain proposals regarding a twofold project:

1. Design and development of a new website for The Bay Foundation ([santamonica-bay.org](http://santamonica-bay.org)) that enhances the user experience, simplifies structure and navigation, polishes existing and new content, and promotes strong brand themes while hosting the critical program elements of our science-based mission.
2. Creation of a streamlined companion new website for the Santa Monica Bay National Estuary Program ([smbnep.org](http://smbnep.org)) that is clearly organized and easy to maintain.

#### **1.2 Overview**

The Bay Foundation (TBF)- also known as the Santa Monica Bay Restoration Foundation- is a 501(c) 3 non-profit environmental group founded in 1990 to restore and enhance Santa Monica Bay and local coastal waters. TBF works with a broad group of stakeholders, including government agencies, environmental groups, local communities, industry and scientists, to create and put into action innovative policies and projects that clean up our waterways, create green spaces in urban areas, and restore natural habitats both on land and underwater, such as wetlands and kelp forests.

The Santa Monica Bay National Estuary Program (SMBNEP) is designated by the U.S. Environmental Protection Agency (U.S. EPA) to promote collaborative watershed-based partnerships to develop and implement a Comprehensive Conservation and Management Plan (CCMP) that addresses a range of environmental problems facing the Santa Monica Bay watershed, while recognizing and balancing the needs of the local community. The SMBNEP is one of 28 similar programs established under Section 320 of the 1987 Clean Water Act and is administered by the U.S. EPA. The SMBNEP is comprised of two distinct entities, the Santa Monica Bay Restoration Commission (SMBRC) as the Management Conference and The Bay Foundation as the Host Entity.

### **Section 2: Scope of Work**

#### **2.1 Project Objectives**

TBF

- Strengthen its online web presence through a new engaging, authentic, dynamic, and visually appealing user experience. This experience should ultimately increase site traffic, average time on site, and page views per visit. Additionally, it should showcase our signature programs and initiatives and engage users in order to increase volunteer inquiries and charitable donations.
- TBF's new website should be a home for its brand and programs, as well as a hub for research and resources for individuals and partners.

SMBNEP

- Create a simple yet well organized website that informs users on SMBNEP mission, structure, priorities, history, current events, and relevant resources.



## 2.2 Development Guidelines

TBF: The existing website ([www.santamonicabay.org](http://www.santamonicabay.org)) was last updated in 2014. The following are must-haves for the new website:

- Includes roughly 90 percent of the existing site content.
  - o TBF staff will work closely with contractor to provide additional new content.
- Utilizes an engaging and visually appealing aesthetic.
  - o Clean and focused design template that is in alignment with TBF's Style Guide.
  - o Bold imagery tied to powerful statements.
- Harnesses intuitive navigation.
  - o Information should be grouped and presented in a logical manner.
  - o Visitors should be able to easily locate information and take action.
  - o Navigation experience should be organized and uncluttered.
- Includes a site live search capability to find desired information.
  - o Search results will provide relevant information in chronological order.
- Incorporates a translation plug-in such as Google Translate.
- Improves action-oriented engagement features such as:
  - o "Support" page with a donation button that connects to TBF's PayPal.
  - o Email newsletter sign-up button/destination
- Integrates social media.
  - o Contractor should provide the best integration and placement of social media and potential feeds for Instagram and/or Twitter.
- Syncs Google Analytics account.
  - o Once analytics account is established/updated provide a brief training via virtual meeting or supplying a tutorial video.
- Content Management System.
  - o Content Management System should allow non-technical staff members to update website content.
  - o TBF's current website is built in WordPress. We are open to another content management system as an alternative to WordPress if posed solutions provides improved functionality, enhanced engagement, and ease of use.
  - o Once site is complete, provide a brief training via virtual meeting or supplying a tutorial video on website upkeep and page updates for staff.
- Is Americans with Disabilities Act (ADA) Compliant.
- Manages existing search engine indexing for new site.
  - o Carry out URL mapping from old/current website site to new website (HTTP 301 redirects).

SMBNEP: SMBNEP does not currently have a website. Must-have web features include:

- Implements basic layout structure, e.g.,: "Home", "About us", "Resources", "Calendar/Events", "Contact Forum". TBF will provide page content.
- Encompasses cohesive branding through logo, typeface, and colors.
- Incorporates a translation plug-in such as Google Translate.
- Establishes Google Analytics account for the SMBNEP.
- Web hosting/Content Management System will be shared with the TBF ([santamonicabay.org](http://santamonicabay.org)) website.
- Is ADA (Americans with Disabilities Act) Compliant.

## 2.3 Content

TBF: TBF has existing content (roughly 90 percent) that will populate the new/updated pages and will provide this to the contractor. TBF requests the contractor be branding savvy and lead the development of strong copy for the following three web sections: "Home", "About Us", and "Approach" or "Support".



SMBNEP: TBF will lead and provide content for smbnep.org's pages.

For both websites, knowledge of maximizing Search Engine Optimization (SEO) is not a requirement but a plus.

## **2.4 Platform Requirements**

Website Devices:

Both TBF and SMBNEP website content should be adaptive and compatible with mobile, and tablet, etc.

Browser compatibility:

TBF and SMBNEP websites should be compatible with all major browsers including, but not limited to Google Chrome, Safari, Firefox, and Internet Explorer. Additionally, to accommodate the greatest number of users, the site should be compatible with Internet Explorer 10 and later versions.

## **2.5 Design Requirements**

TBF & SMBNEP: The contractor should provide web design layout or template options for review and highlight the differences/benefits/potential drawbacks of each. After an agreement is made on design, navigation, and outline, contractor should create wireframes for review. Design options should display a home page, secondary page (i.e. projects/programs), and tertiary page (i.e., reports/volunteer/supporters). From here, TBF will give edits and input. Recommendations for existing organizational photography and graphics should be presented/flagged if those elements will improve the web design. Photos representing projects and programs can be compiled and shared as directed.

TBF: TBF's Style Guide and logos will be shared.

SMBNEP: The SMBNEP logo will be shared. SMBNEP does not have branding guidelines; therefore, the contractor will lead this website's brand aesthetic with consultation from SMBNEP.

## **2.6 Project Management**

TBF & SMBNEP: TBF will take an active role in the design, implementation, and testing of the web design for both TBF and SMBNEP's web development. The proposal should include the contractor's plan for ensuring a successful implementation and launch. TBF will seek regular meetings and communications regarding projects progress and give input when applicable. The contract should provide a detailed project development schedule/timeline.

## **2.7 Train Staff**

TBF & SMBNEP: Contractor is required to provide a comprehensive virtual training on website upkeep for up to three staff members involved in updating the information and management of the entire website.

## **2.8 Launch**

TBF & SMBNEP: Both websites will be launched only after the TBF gives final approval. The contractor is required to test both products to troubleshoot any functionality problems for the new websites before the official launch. The contractor should work with TBF to establish an aligned hosting package for the two websites that covers security, visitor load, loading speed and analytics. Contractor is required to be available for a period of 60 days following the official launch of both websites to provide support should any technical issues or support needs arise.

## **2.9 Timeline**

TBF & SMBNEP: The official launch of both new websites (santamonicabay.org and smbnep.org) should be on or before August 10, 2021.

## **Section 3: Project Budget**



### **3.1 Budget**

The budget for the contractor to develop and relaunch of TBF's [santamonicabay.org](http://santamonicabay.org) and develop and launch [smbnep.org](http://smbnep.org) is \$20,000.00.

### **3.2 Payment Terms**

Recommended payments terms to be mutually agreed between TBF and contractor or based on this schedule:

- a. Initial deposit 30%
- b. Installment 20% (define or at 50% of progress)
- c. Installment 20% (define or at 70% of progress)
- d. Final payment 30% (upon completion of all deliverables)

## **Section 4: Proposal Submission**

### **4.1 Proposal Requirements**

Proposals should be addressed to Georgia Tuniola, Community Engagement Program Manager at TBF. Proposals should include, but are not limited to, the following:

- Introduction
  - o History, overview of experience, and expertise.
  - o Bios of key personnel assigned to this project.
  - o At least three relevant examples - particularly non-profits - of past or current work.
  - o At least three references from prior clients, especially non-profit.
- Scope of Work
  - o Overview of how you will meet our objectives, highlighting project phase deliverables.
  - o Rounds of design revisions included in bid.
  - o Approach to site testing.
  - o What will be expected of TBF.
  - o What TBF can expect from the contract.
  - o Average timeline from kickoff to launch.
  - o If you include a bug tracking application that TBF can access.
  - o Time granted to TBF to test the new websites for bugs.
  - o Potential warranties and what that includes.
- Cost for Services
  - o Please provide cost of services, with hourly rate for project managers, developers, designers, copywriters, etc., with optional elements line itemed.
- Please specify if certified as a Small Business, Disabled Veterans Business, Women-owned Business, or Minority-owned Business (please provide a copy of your certification).
- Strong interest in the environment, ocean, and enriching communities and aligning with TBF's mission is preferred, but not required.

### **4.2 Proposal Submission**

Proposals are due on Friday, April 9, 2021. Proposals should be submitted through email to Georgia Tuniola at [gtunioli@santamonicabay.org](mailto:gtunioli@santamonicabay.org).

Selection of proposal will be completed by Friday, April 30, 2021.

Thank you for your interest in this RFP. We look forward to your proposal. If you have any questions, please contact Georgia Tuniola at [gtunioli@santamonicabay.org](mailto:gtunioli@santamonicabay.org).

### **Equal Opportunity Employer**

The Bay Foundation is an equal opportunity employer and does not discriminate because of race, color, sex, age, national origin, religion, sexual orientation, gender identity, status as a veteran, disability or any other federal, state, or local protected class.