



Request for Proposal  
Website Design and Development  
August 22, 2015

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## **1 Summary**

The Great Swamp Watershed Association (GSWA) is accepting proposals for the redesign and development of the GSWA public Website, located at [www.greatswamp.org](http://www.greatswamp.org). The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The existing GSWA Website was launched in April 2015 and was published as an interim step in moving the site from stand-alone web files managed through Dream Weaver to a more easily managed format based in WordPress. As the mission and need for electronic outreach has grown, GSWA recognizes the opportunity to improve content organization and usability, functionality and integration, and overall graphical appeal. The current site is maintained with a combination of staff and volunteer resources through the GSWA Communications and Membership unit.

## **2 Proposal Guidelines and Requirements**

This is a free and open process. All valid proposals will undergo competitive evaluation and the bidder that represents the best value to GSWA will be selected. Though cost is a significant factor, GSWA is not obliged to select the lowest cost bidder.

Proposals received after the established deadline will be rejected and destroyed.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

This RFP outlines minimum requirements for this effort as determined by GSWA. Bidders who wish to submit alternate approaches are encouraged to do so, however the solution must indicate how it will address these minimum requirements.

Prices quoted should be inclusive of all costs. If the quoted price excludes certain fees or charges, the proposal must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by the bidder requires sub-contracted resources, this must be clearly stated in the proposal, identifying the sub-contractors and the work they will perform. GSWA will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected based on their past performance and other qualifications.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

### **3 Contract Terms**

GSWA will negotiate contract terms upon vendor selection. All contracts are subject to review by GSWA legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

The issuance of this RFP or the receipt of responses in no way obligates GSWA to award a contract. GSWA may, at its sole discretion and without explanation, cancel this RFP prior to contract award.

## **4 Purpose, Description and Objectives**

### **4.1 Purpose**

The current GSWA web presence was launched with the intention of being an interim step that would move the organization closer to an easy-to-manage website based on a broadly-supported content management system. Having completed a successful migration to WordPress, GSWA seeks to move forward with a complete redesign of the site that will address issues related to content organization, graphical design, usability, and integration with existing systems – particularly GSWA’s constituent management system.

Upon completion of the development of the site, GSWA will assume full responsibility for Website content maintenance and administration. All content, coding and graphics will become the sole property of GSWA.

### **4.2 Description**

GSWA seeks to create a flexible, informative website that is easy to maintain and supports the mission of the organization. The site must be user-friendly and deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, the site must also be based in WordPress and allow personnel to easily update content without directly accessing source code.

To be effective, our Website must be:

- Easy and intuitive
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate

### **4.3 Objective**

Our primary objective is to continue to build brand identity, awareness, and interest in the organization and the role that it plays in the surrounding community.

### **4.4 Our Vision for the Site**

- Maximize online and social technologies to disseminate information and build community

- Inspire loyalty among and enhance relationships with current and prospective donors
- Improve delivery of information regarding GSWA’s educational, activist, and community-based programs
- More efficiently leverage existing human capital
- Increase awareness of GSWA

#### 4.5 Specific Strategies

- Increase awareness of the GSWA mission and promote involvement through programs
- Retain current donors and program participants and inspire new ones
- Strengthen relationships with community partners, donors, program participants and staff
- Attract qualified and diverse staff
- Improve business efficiencies
- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities
- Integrate brand messaging
- Deliver a consistent image
- Deliver a scalable, maintainable foundation

In short we must tell our story through the use of compelling visuals, intuitive navigation, and concise messaging.

Make it easy – Redesign the site to deliver intuitive navigation, an improved graphical user interface, and easy-to-find content organization.

Make it compelling – Develop tools to deliver timely, relevant answers to the breadth and depth of member and donor questions.

Make it happen – Reinforce GSWA’s brand and community leadership and give the donor incentive to take action.

### 5 Timeline

GSWA will observe the following schedule for the RFP process and ensuing contract. Schedule is subject to change at GSWA’s discretion. In the event of a schedule change, all bidders will be duly notified.

Event	Date
RFP issued	22 August 2015
Questions due from bidders	26 August 2015 5:00 PM ET
Responses to questions published	28 August 2015
Proposals due	2 September 2015 5:00 PM ET
Proposal presentations	9 September 2015
Vendor selection and notification	16 September 2015
Contract negotiation	17-18 September 2015

<b>Event</b>	<b>Date</b>
Work commences	21 September 2015
New site deployed	20 November 2015 or earlier

## 6 Budget

Provide a cost proposal to accomplish the scope outlined below. Where appropriate, please cost alternate scenarios. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the Website.

Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

List pricing for:

- Phase I: Discovery, Requirements Planning & Site Definition
- Phase II: Site Development, Testing and Deployment

GSWA has allocated \$20,000 for this project (Phase I and II). However, we will entertain responses for greater than \$20,000 if they show significant cause why the work cannot be completed within budget or substantial added value offered by the cost increase.

Proposals that provide for all or part of the services to be offered as a charitable donation or other in-kind contribution will be viewed as highly favorable to the organization.

## 7 Background of Organization

### 7.1 Organizational Background, Mission and Services

The Great Swamp Watershed Association, based in Harding Township, NJ, is dedicated to protecting and improving water resources in the region by monitoring local streams, advocating for intelligent land use, and educating our communities about water quality and quantity and their effect on the health and natural beauty of the local environment. GSWA serves as an important environmental resource for individuals, organizations and government entities.

GSWA safeguards the five streams that originate in the watershed, flow into the Great Swamp and exit through Millington Gorge as the Passaic River. The watershed region includes these ten towns: Bernards Township, Bernardsville, Chatham Township, Harding Township, Long Hill Township, Madison, Mendham Borough, Mendham Township, Morristown and Morris Township. The benefits of GSWA's work, however, extend beyond these towns to the more than one million people who obtain their drinking water from the Passaic River.

GSWA was founded in 1981 by a group of dedicated local residents, many of whom were behind the grassroots campaign that defeated the Port Authority plans in the 1960s to build a jetport in the area

now permanently preserved as the Great Swamp National Wildlife Refuge. GSWA has since grown to a 1,500 member organization today that protects the water and land in the 55-square mile watershed region inhabited by an estimated 125,000 residents.

## **7.2 GSWA Service Programs**

### **7.2.1 Environmental Education & Outreach**

Environmental education is a key element supporting our mission to protect and preserve the water resources and land of the Great Swamp watershed. By educating students and the general public, our program may alter their behavior in ways that will preserve and protect the Great Swamp Watershed and our downstream neighbors.

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### **7.2.3 Water Quality Monitoring & Improvement Program**

The water that collectively exits the Great Swamp Watershed forms the Passaic River, a source of drinking water for more than one million people. GSWA assesses the health of the watershed's five streams at various times throughout the year, providing the scientific foundation on which we base all of our programs. Our monitoring program consists of three main components: chemical testing, biological testing, and visual assessment. GSWA complies with a DEP-approved quality assurance plan and submits our data to NJDEP so they are aware of the condition of the streams in the watershed and any problems present.

### **7.2.4 Advocacy**

GSWA seeks to improve our streams and protect the Great Swamp watershed by encouraging local governments, businesses and landowners to improve their development, land use and water management practices. The specific environmental threats we most often discover derive from a single source: human activity. Advocacy issues are most often identified in one of two ways: by GSWA's water quality testing and by alertness to impending development proposals and other issues as identified by our expansive network of civic-minded volunteers. Since pollution and land use policy issues may arise at any time, GSWA continues to monitor and remains ready to respond accordingly in all ten towns of the Great Swamp Watershed.

## **7.3 Donor Demographics**

As a local concern, GSWA draws its donors from the surrounding communities that comprise the Watershed. GSWA's typical donor is between the ages of 50 and 80, largely affluent, retired, and active in multiple charitable organizations, including other environmental concerns. GSWA wishes to expand its current donor base to include a younger demographic, and as such, the redesigned website must appeal to this demographic as well.

## 8 Scope & Guidelines

The scope of this project is to update the existing GSWA website. GSWA's in-house Communications and Membership department will create/provide all of the site copy and provide the successful bidder with original and stock photography. GSWA will also provide an information architecture and navigational structure for the revised site, but welcomes expert advice from the successful bidder on recommended enhancements to these elements. A firm that can handle all site interface design, technological architecture, and production is required. The WordPress solution must allow in-house staff to easily and cost-effectively update content and modify site design after the initial launch.

### 8.1 Discovery

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

### 8.2 Design

Validate website information architecture and create graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links. As mentioned above, GSWA will provide the information architecture and navigational structure for review and consultation with the successful bidder.

### 8.3 Development Guidelines

The Website designed by the successful candidate must meet the following criteria:

- Create a WordPress implementation that will permit non-technical GSWA staff and volunteers to instantly update website content.
- Easily Updated – Once the site has been completed and accepted by GSWA, the site will be maintained by the GSWA staff using WYSIWYG tools.
- Convert substantial amounts of existing content to new Website.
- Visually Appealing – The site must have an attractive mix of text and graphics as determined in conjunction with GSWA staff.
- Common Theme – Each section of the site should have a common look and feel. The GSWA logo should be prominently displayed on every page as a common header.
- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Search Engine Optimization – The site should be optimized for search engine placement among key words and concepts relevant to the mission of GSWA.
- Development of web pages to accommodate the proposed navigation scheme.
- Provide necessary software and licenses to maintain site internally or externally, as decided by the GSWA.

- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Gather e-mail, areas of interest and demographic information from visitors in a format that permits GSWA to integrate the data into their existing constituent management system.
- Project Management – An assigned project manager will be made available to present information and coordinate with GSWA staff, including a reasonable number of meetings to present design and development solutions.

Once the Website has been completed and accepted by the GSWA, the Website design and all of its contents, software and architecture become property of the GSWA.

## 8.4 Site Specifications

GSWA encourages creativity in the proposals submitted; however there are certain requirements for the website project. Your proposal must account for all of these requirements.

- Site must be compatible with IE, Firefox, Safari, and Chrome browsers.
- Site must be mobile-friendly.
- Site must integrate with GSWA’s constituent management system via API.

## 8.5 Testing

Testing of site on all applicable platforms to ensure Website works as promised. Explain testing plan through development process (i.e. focus groups, etc.).

## 8.6 Delivery

Delivery and uploading of site to client for internal hosting, to an outside third party, or hosting by consultant (to be determined).

## 8.7 Tracking

GSWA uses Google Analytics to measure website traffic.

## 9 Available Technology Resources / Integration Issues

We will use much of our existing Web content. New content will be identified and written by GSWA staff.

The site must integrate with Donor Perfect, GSWA’s constituent management system. It is GSWA’s understanding that Donor Perfect has an API that allows for integration with WordPress.

## 10 Qualifications

All bidders must outline their qualifications to complete the required work by addressing the following points:

1. List the five Websites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
2. Describe your experience in producing sites for non-profit and/or community-focused projects.
3. Provide current reference information for three former or current clients.
4. Briefly describe your firm’s organizational capacity to produce our Website (e.g. staff, equipment, software, physical space, office location, etc.).
5. Outline the number of full-time staff your firm employs and include a copy of your firm’s organizational chart.
6. Provide a company profile, length of time in business and core competencies.
7. Briefly describe the percentage of your Web staff that would be assigned to this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten Web designers and developers, the percentage would be 50%.
8. Describe the team that will be assigned to this project, including each person’s role and a brief background summary for each key staff member assigned to this project.
9. Briefly describe your firm’s project management process.
10. Outline the percentage of total revenue that is derived from site development vs. other business areas.
11. Please discuss your testing and support plan.
12. Please confirm your organization’s ability to meet the timeline for completion outlined above or suggest an alternative timeline that you feel best meets the objectives of the project.

## 11 Evaluation Criteria

The following criteria will form the basis upon which GSWA will evaluate proposals.

Criteria	Percentage of Overall Score
Suitability of Proposed Solution	20%
Qualifications	20%
Past Performance	15%
Staffing	10%
Cost	25%
Proposal Preparation	5%
Oral Presentation	5%

## 12 Proposal Preparation and Delivery

Please use the following as a guideline to format your proposal:

### 12.1 Length and Font Size

Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 15 pages.

## **12.2 Title Page**

GSWA Website Development Proposal, your company name, address, website address, telephone number, fax number, e-mail address and primary contact person.

## **12.3 Cover Letter**

Signed by the person or persons authorized to sign on behalf of the company.

## **12.4 Proposed Approach**

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted in Section 5.

## **12.5 Qualifications**

Provide the information requested in Section 10.

## **12.6 Budget and Fees**

List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed for Phase I and Phase II.

## **12.7 Delivery of Proposal**

All proposals must be received no later than 5:00 PM ET on Wednesday, 2 September 2015. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

Steven Reynolds  
Director, Communications and Membership  
Great Swamp Watershed Association  
568 Tempe Wick Road  
Morristown, NJ 07960  
sreynolds@greatswamp.org