Request for Proposal

Website Redesign & Development

July 2023

Project Scope

The intent of this RFP from the Family Peace Center's perspective is to redesign a website that clearly reflects the coordinated nature of the Center and is user friendly both to those who need our services and for those who wish to support our work. The website currently lacks dimension and is not user friendly. The visitor to the site should find it to be interactive and intuitive.

All questions regarding this RFP should be directed to:

Rockford Family Peace Center
Sierra Kellen, Operations Manager
779-348-7321
Sierra.kellen@rockfordfamilypeacecenter.org
Email preferred.

All Submissions should be directed to:

Attention: The Rockford Family Peace Center Board of Directors
Please email an electronic copy of the proposal to: sierra.kellen@rockfordfamilypeacecenter.org
Proposals should include the following:

- Brief description of firm and relevant experience.
- Education, experience, expertise, and certifications of the firm, principals, and key employees.
- Three (3) recent projects with contact information where similar scope was provided.

315 N. Main St. Rockford, IL 61101

- Strategic plan to accomplish the objectives.
- Estimated timeline for the project.
- Samples of work and implementation of timelines.
- Cost for the services with a breakdown of the portions of the deliverables of this RFP, including separate costs for hosting, photography, and maintenance.
- Description of the hardware and software components required by the FPC to support the development, implementation, and ongoing operations of the website.

Timeframe

RFP Release Date:	7/6/2023
Vendor Questions due:	7/20/2023 5 PM CST
Consolidated Answers Sent:	7/28/2023
RFP Deadline:	8/18/2023 5 PM CST
Initial Vendor Selection:	9/8/2023
Vendor Presentations:	Week of 10/9/2023
Final Vendor selection:	10/20/2023
Project Kick off:	10/30/2023
Desired Launch Date:	12/1/2023

Budget Details

We will consider proposals in the $15,000 - $30,000 budget range. Additionally, we request information about any additional or ongoing fees and about what level of support and maintenance the website will

require annually. We kindly request an itemized list of costs per deliverable including monthly fees and extra hourly costs.

We desire a vendor who has capacity to redesign as well as provide on-going support and content creation.

About the Organization

The Rockford Family Peace Center is a central location where a variety of service providers in our community come together in support of survivors of intimate partner violence in a collaborative and trauma informed environment. Staff at the Center work directly with survivors to safety plan, provide advocacy and case management, and connect them with partner agencies who are best suited to help them meet their self-determined goals and offer opportunities for ongoing supportive services. The Center works with over thirty partner agencies that have expertise in the areas of domestic violence, sexual violence, child abuse, elder abuse and human trafficking. Each survivor who comes to the Center receives a private intake appointment where staff tailor the response specifically to their situation and make personalized referrals to our partner agencies based on the survivor's needs and self-determined goals. Our staff also provide on-going case management to ensure that the survivor feels supported through the process of establishing safety and self-sufficiency long term. Beyond intake and case management, the types of services provided by the Center and its partners include: civil legal services – legal advice, advocacy and representation, housing assistance, counseling, play therapy, law enforcement intervention and investigation as well as prosecution and support through the court process, economic self-sufficiency support through resume building, job training and placement, youth-based services for children/teens who have witnessed domestic violence or been a victim of teen dating violence, financial support, as well as wellness offering such as yoga, acupuncture, journaling workshops and support groups to provide a safe place to heal from the trauma our clients have experienced. Our current hours are Monday – Friday 8am – 5pm and services are offered both in-person and virtually.

Our Mission

Led by the voices of survivors, our mission is to collaboratively build a prosperous community by creating pathways to self-empowerment for survivors of domestic and sexual violence through integrated, long-term services provided by kindness, dignity, and inclusivity.

Present-Day

A. URL(s)

Main Website: https://rockfordfamilypeacecenter.org/
Fundraising Website: https://www.815givesadamn.com/

B. Existing Hosting

Hosting for Main Website: GoDaddy

C. CMS

CMS for main website: WordPress

D. Previous Development & Maintenance

Date website was built: 2019

Maintenance history/re-designs: No redesigns have taken place and maintenance has been sporadic. The website was originally built by a volunteer who offered to manage the site pro bono for a period of time, but eventually phased out.

Who updates the website: For the main website: On a volunteer basis, Laura Maher, City of Rockford Communications Director & for the Fundraising website: TC Bell of Evolution Digital Marketing as part of our fundraising and events committee, pro bono.

E. Goals and Objectives

Our goals for a new site are to:

1. Encourage traffic, bring increased exposure, broaden impact
2. Improve user experience
3. Update aesthetics to be eye-catching with a clean and simple design.
4. Design one or more template for the sub-page content within the site. All pages must be consistent, look professional, and enhance the image of the Family Peace Center.
5. Be on a strong technological footing
6. Make the site easy for a small in-house team to make quick updates or coordinate with content creators
7. Enhance accessibility and equity through easy navigation, 508 and Americans with Disabilities Act (ADA) compliance, language translation
8. Further develop the Virtual Navigator to be interactive through video or other means.
9. Design the website to be optimized for viewing on mobile devices.

Project objectives include:

1. Build in WordPress or other CMS that allows for multiple users and permissions levels for editing the site
2. Migrate 10 content pages from our current site
3. Display an event calendar for wellness activities
4. Create/Update multiple forms: contact us, request assistance, donations, etc.
5. Highlight our expanded services in our site infrastructure
6. Optimize for SEO
7. Achieve 508 and ADA compliance
8. Translate content into multiple languages
9. Include a press kit, press releases, links to related news articles
10. Blog/Newsletter
11. Integrate with social media (share buttons, follow buttons, etc.) and include live feed on website.
12. Safety Focused: must include a "Quick Exit" button to ensure safety of survivors when seeking information about the organization.
13. Develop video and/or interactive content for the Virtual Navigator portion of the website

Specifics

1. **Development Objectives**. The FPC has determined the following objectives to be the highest importance in the design and development of the new website.

    a. Survivor/Donor Focused: The website should focus on the services our agency delivers and make it easy for constituents/survivors to find the resources they need.
    b. ADA Compliance: The FPC would like to follow the W3C's Web Accessibility Initiative to provide a website that is compliant with the Americans with Disabilities Act (ADA).
    c. Multilingual: The FPC desires to offer the website in languages other than English. The successful consultant would be expected to offer guidance in this area.
    d. Digital Safety: The FPC requires safety features such as a "Quick Exit" button to ensure safety of survivors when seeking information about the FPC.

2. **Services to be provided.**

    The successful firm should provide the following services.

    a. Design Services: Firms will offer graphic design concepts consistent with the design objectives.
    b. Hosting Services: Firms should provide hosting services (or partner for hosting services) for the new site and provide details of the hosting solution, including service level agreements.
    c. Knowledge Transfer and Training: Firms should provide training and tools to key FPC staff to allow contributors to develop and post content on the site.
    d. Content Management: Firms should provide budget information regarding on-going content creation and management.
    e. Implementation Services: Firms will fully implement the proposed design, including graphic design, coding, and configuration, and develop any required documentation.
    f. Project Management: Firms should offer project management services to keep the project within the defined scope, cost, and time constraints.

3. **Requirements**
    a. Navigation Management with the following features:
        i. Content categories: Ability to sort site content into categories, making the content easy to target to different pages.
        ii. Drop down menus: Ability for website users to quickly view, locate, and navigate information.

      iii.   Error 404 (page not found): Ability for website to display custom Error 404 (page not found) page when the requested page is not available.

      iv.   External link splash page: Website should be able to generate an external splash page for pages that take users outside of the FPC site.

      v.   Link redirect: Ability to create vanity URLs, short URLs, and redirect links to pages on the FPC's website.

      vi.   Navigation control: Ability to add new pages or move pages anywhere within the website to make it easy and accessible for website visitors. Ability to modify the default navigation settings, including but not limited to hiding/displaying navigation menu items and allowing the inclusion of menu items stored under different sites.

b. Navigation levels: Ability to use multiple levels and paths of navigation to the same resource.

c. New windows: A new window should open whenever the user clicks on a PDF or on an external link (see "external link splash page" above). For all other links, refresh the current/main window.

4. **Calendar System (Monthly, Weekly, Daily, and Yearly views) with the ability for users to have the following features:**

a. Find events

b. Recurring events function

c. HTML editing capabilities, including ability to include photos and links

d. Automatic archiving

e. Integration with e-notifications

f. Ability to create and assign filtering categories to events

g. Ability to control with events to include on the homepage of the site

h. Ability to apply different calendar formats, including monthly calendar and a listing of events

i. Automatic RSS feed

5. **Community outreach, media, and social networking integrating features for social media:**

a. Online Newsroom/Calendar: Ability to post news to a page or pages on the site. News should have the ability to be automatically archived at a predefined time after publishing and scheduled to be published at a future date and time. News headlines should have the option to be displayed on the homepage in an order defined by staff.

b. E-notifications and subscription based newsletters with the ability to have people signup for e- newsletters and the FPC to send out e-notifications to individuals signed up for an e-news list such as Mail Chimp.

c. Audio and video embedding with the ability to imbed audio and video in to website pages.

d. Forwarding page feature with the ability to forward pages to friends, coworkers, etc. using a simple form that asks for the sender and recipients email addresses and allows for the ability for the sender to place a short message to the recipient.

e. Integrated current social media tools that integrate with social networking websites, including the ability to selectively update Facebook, Twitter, Instagram and other social media networks with the content management system as staff updates the website.

f. Ability for site visitors to share site content through their social media channels including, but not limited to, Twitter and Facebook, as well as the ability to integrate future social media tools.

g. RSS Feed Reader with the ability for staff to set up feed readers for important FPC information.

h. RSS Feeds with the ability for users to sign up to receive RSS feeds.

i. Integration of third-party sites and services; third party tools, features and databases should have the same look and feel as the FPC's website and the links to the third-party website should be integrated into the site's navigation.

6. **Family Peace Center branding**

a. Consistent look and feel of website that conveys the FPC brand, including, but not limited to typography, photography, logo, and other graphic elements and color scheme.

b. Homepage design should convey a sense of place and the FPC brand, with the search feature prominently displayed.

7. **Convenient user experience**

a. Enhance access to, and improve usability to promote FPC's online services and resources.

b. Provide a maximum page loading speed of three seconds on commercially available DSL and cable connections. A stateless technology for quick rendering of pages with hybrid of updated subsections within the site can be utilized.

c. Provide a smooth transition from page to page with limited distortion while loading.

d. Fully functional, both viewing and editing, with the major browsers and operating systems on PC, Mac or smartphone.

e. Ensure implementation is functional with the current versions and one version back of major browsers and operating systems.

f. The site will not be required to support any browser that is no longer available for download from the manufacturer's website or whose manufacturer has ceased development.

g.   The site will not support browsers for operating systems that are not currently supported by the OS' manufacturing company, or whose manufacturer has ceased development.

h.   Functional (viewing and editing) with all major mobile devices. The website will be easy to use (for viewers and content managers) with all major mobile devices, including but not limited to: Tablets – iPad, Samsung Tablet, MS Surface, and Smartphones – iPhone, Android and Windows mobile phones.

8.   **Search Engine Optimization (SEO) and Site Search functionality**

a.   The site should provide for search engine optimization to allow the highest possible ranking of the individual pages with in the site from all major search providers, including but not limited to Google, Yahoo! and Bing.

b.   The site should be accessible by spiders for the purpose of indexing the site.

c.   The site should be structured in a manner that spiders/crawlers can browse easily to facilitate web indexing.

d.   The site should provide meta title and meta descriptions tags that can be maintained by FPC staff.

e.   The site should provide robust and prominent smart search functionality that allows users to type in a word or phrase in order to find information on the site.

f.   The search feature should be able to provide results for a single word, combination of words, or the exact phrase searching using quotation marks and Boolean searches.

g.   The search feature should be able to auto correct and/or provide results that best match misspelled words or phrases.

h.   The search feature should be able to provide "Best Bet" results.

i.   The search feature should be able to search both HTML pages and documents, such as PDF files and Microsoft Word documents.

j.   Results will be returned in order of relevance based on the frequency of the search words in the page content or metadata and results can be browsed by category.

k.   Users should be able to browse search results within different content types, such as documents, event calendar and news.

9.   **Responsive site design**: Any new website design for this project should be easily viewable from a desktop, tablet or mobile device of any manufacturer. The user experience should be similar across all devices, allowing for differences in device layouts or requirement (i.e., many sites optimized for smartphones have the menu as a touchable icon, rather than immediately visible navigation links).

a.   Data and file migration from existing site and integration into new site: Proposals should include the necessary process for migrating the data and files from the existing CMS into any new or upgraded CMS.

      b.   Secure, fault tolerant and highly available hosted environment to support site development and deployment to the public including:
           i.   Unlimited bandwidth for peak demands
          ii.   Backup services with the ability to restore the site to a "point in time"
        iii.   Site redundancy at multiple locations
        iv.   Provide up time level of 99.99% with a financially backed guarantee

10. Secure, fault tolerant and highly available hosted environment to support site development and deployment to the public including:

    a. Unlimited bandwidth for peak demands

    b. Backup services with the ability to restore the site to a "point in time"

    c. Site redundancy at multiple locations

    d. Provide up time level of 99.99% with a financially backed guarantee

11. **On-going technical training and design support**: Describe how your company will provide initial training for the FPC's appointed content users. In addition, describe how you will provide on-going support by job title including project management, development, help desk support and training as separate items. Preference will be given to vendors that provide support as an unlimited part of ongoing services, within reason, rather than a pay-per-use system that discourages customer questions and interaction.

Additional Options

1. Comply with Americans with Disabilities Act Section 508 and World Wide Web Consortium Standards:

    a. Site should be accessible to those with disabilities. The final design must comply with all requirements of Web Content Accessibility Guidelines, WCAG 2.0 (Minimum Level AA).

    b. Site should have the ability to scale fonts to increase the overall size of the font on each page.

    c. Cascading style sheets will be utilized to ensure consistency and separation of content and design.

    d. Ability for user to place alt-tags on images and inline links that automatically generate with photo and inline links.

    e. The site will support W3C standards as much as technology will allow, so long as it does not reduce the active functionality of the site to our supported users.

    f. Ensure the site is HTML5 and CSS3 compliant.

2. Translation: Ability to translate information on website in to different languages, with an emphasis on Spanish.

3. Digital Safety: Ability to safely exit the FPC website onto a neutral webpage (ex. Google.com)

Audiences, User Experience & Information Architecture

On our social media, our audience is primarily in the state of Illinois, and our visitors are age 20-60, with most visitors age 30-50. Our audience primarily identifies as women and are social justice-minded individuals.

Our primary audiences are as follows:

Survivors of Domestic or Sexual Violence

Looking for information about our services

Researching their options prior to actively engaging in services

Those seeking information for a loved one experiencing domestic or sexual violence

Donors/Event Attendees

Looking for a way to buy tickets to a fundraiser

Researching the organization to determine interest in providing financial support

Engaged Community members

Looking to educate themselves about domestic violence

Looking to support events or drives in support of the organization

Our secondary audiences consist of:

Allied organizations

Media

Churches

Political candidates

Branding & Graphic Design

Vendors, please see our most current logo below:

The PMS colors are:
- Pantone 556 UP - Green
- Pantone 558 UP - Light Green

- Pantone 7664 UP – Purple
- The font is Droid Serif

Technical Components

A. Integrations

We are interested in the following potential integrations.

a. Email marketing: We currently use MailChimp.
b. Donor Management: We use Blackbaud Raiser's Edge for donor management.
c. Event Management: We have a separate landing page: 815givesadamn.com, but wish to consolidate in the future.
d. E-Commerce – Not currently utilized
e. Learning Management (LMS) – Not currently utilized

B. Website Sustainability

Vendors: Please clarify if you require a monthly retainer for site maintenance. Please also provide information about who owns all assets and whether you will provide full documentation to migrate the website to another support provider in the future.

C. Future Hosting & Domain Name

We currently own our domain name www.rockfordfamilypeacecenter.org. Data on the site is proprietary to the FPC. The successful bidder will demonstrate that the website will be backed up regularly and available in a data center that's highly available.

D. Site Search

Our Future Need:
An intuitive navigation structure and robust search capability to attract traffic through external search engine (and site-based) searches using the following terms: domestic violence, survivor, sexual violence, sexual abuse, intimate partner violence, family justice center, family peace center, support group, power and control.

Our Current Site:

Site search is not effective; advanced search is not user-friendly and not useful. Navigation is not intuitive either; navigation bar organization and verbiage need to be reviewed and revised.

Wish List

Note: we hope to add each of these elements at some point in the future. Thus, the website should be able to accommodate all of the following features, even if they are not built presently. Please price separately.

- Learning Management (LMS) - Google Classroom or other Education Platform for online learning
- E-Commerce – ability to purchase branded items, education course, event tickets, etc.

Process & Expectations

We will need to do a phased approach over several months to our website re-design due to limited staff capacity. We require accessibility testing on desktop included in our QA. We pay vendors based on completion of different deliverables after an initial deposit.

Selection Criteria

The FPC reserves the right to select the most qualified firm to provide web design, development, and implementation services. The successful firm will design and develop an effective and easily managed web environment, which incorporates the design goals listed above. The following evaluation criteria categories, not necessarily listed in order of significance, will be used to evaluate bid proposals received in response to this RFP.

- The bidder's general approach and plans to meet the requirements of this RFP.
- The bidder's detailed approach and plans to perform the services required by the Scope of Work Section of this RFP.
- The bidder's documented experience in successfully completing contracts of a similar size and scope of those required by this RFP.
- The overall ability of the bidder to mobilize, undertake and successfully provide the services requested by this RFP within the necessary time frame.
- The ability of the bidder to respond to urgent needs of the organization regarding its website when required.
- The bidder's cost proposal.

Evaluation

A. Evaluation Team. The proposals will be evaluated by members of FPC Board and additional FPC representatives. The FPC may choose to interview and allow presentations by finalists.

B. Evaluation Criteria. The following weighted criteria will be used for evaluation:

Web Design Experience	15 points
Strength of Design Concepts/Samples	25 points
Proposed Cost Estimate	15 points
Functionality/Ease of Use of Publishing Tools	15 points
Social Media Integration	15 points
Reliability of Hosting Services	15 points