



Bassett Creek Watershed Management Commission

REQUEST FOR PROPOSAL FOR TECHNOLOGY CONSULTING SERVICES

BACKGROUND:

The Bassett Creek Watershed Management Commission (BCWMC) is interested in redesigning its website in order to provide a more user friendly site with an updated format. Additionally, multiple staff must be able to access and update the site quickly and easily.

Website audiences include:

- BCWMC Commissioners, Technical Advisory Committee members, BCWMC staff, agencies, and other partners seeking meeting materials and other information;
- Citizens, teachers, students, organizations, and other partners seeking information about Commission projects and activities, the watershed and the health of lakes and streams, and water quality information, etc;
- Developers, contractors, and residents in need of watershed permit requirements and fee information/associated forms for projects in the watershed.

PURPOSES:

The Bassett Creek Watershed Management Commission seeks to update its website (<http://www.bassettcreekwmo.org/index.htm>) and improve its appearance, functionality, ease of adding and changing content, and usefulness. BCWMC staff would need to work closely with the hired firm to appropriately describe website needs and uses. An interactive mapping feature may be one component of the newly created site. Anticipated funding for this project is \$8,000 - \$10,000 with work to be completed by November 1, 2015 with interim milestones identified and agreed upon within a contract.

RESPONSES:

To submit a proposal for the services outlined in this Request for Proposal, you must provide X hard/paper copies and one electronic copy of the proposal **no later than 4:30 p.m. on XXX** to BCWMC Administrator Laura Jester (contact information below).

PROPOSAL CONTENT:

The designer will submit a project proposal no greater than 10 pages in length that outlines the scope of work for the project, briefly identifying the differences in scope and cost between a responsive, mobile-optimized, and mobile-friendly website and the contractor's recommendations

for a content management system including Word Press, a hosting service, and other technologies and features for the website. The proposal shall include the following elements:

Company Background

- Brief description of company and website design team;
- Description of work with websites designed to be information clearinghouses, especially in the non-formal educational sector (e.g., environmental education, health education, safety education); and
- Description of work with environmental organizations or government units.

Qualifications

- List of clients and website addresses;
- Names, telephone numbers and contact person of at least two client references, at least one of which shall be a nonprofit organization governmental unit; and
- Statement about data availability of a full site backup, design templates, and style sheets.

Scope of Work

- Describe the tasks and activities to carry out the project and the amount of time needed to accomplish them, including describing the process of working with BCWMC representatives to identify website goals and desired design elements and functionality and the number of design iterations included, and addressing how client-requested changes/additions not identified in original scope and contract would be handled;
- List deliverable(s) after the completion of each task;
- Define the information that will be needed from BCWMC staff, and when it will be needed;
- Provide recommendations for a content management system including Word Press and other new technologies, features and/or tools to consider for the newly designed site including planning for the use of online mapping tools and linkage to databases;
- Identify how the content from the existing BCWMC website would be loaded onto the new site; and,
- Identify how the costs of licensed media, such as photographs and artwork, would be handled if applicable.

In addition, the proposal should meet the following requirements:

- Proposal will address items under Proposal Content in a complete and concise fashion;
- Proposal will not contain non-applicable promotional materials and should include only information that addresses the project outlined for this project; and
- Proposal will be submitted electronically in PDF format with X paper/hard copies **by 4:30 p.m. on XXX to BCWMC Administrator Laura Jester.**

Please direct proposals and other inquiries regarding this project to:

Laura Jester, BCWMC Administrator
Laura.jester@kestonewaters.com
952-270-1990
c/o 16145 Hillcrest Lane
Eden Prairie, MN 55346

