

**Request for Proposals
December 10, 2018**

Hood River Watershed Group Website Design

Project Sponsors: Hood River Watershed Group/Hood River Soil & Water Conservation District

Proposals must be submitted by January 10, 2019, 4 p.m.

Questions and Proposals shall be directed to:

Megan Saunders, Watershed Project Manager
Hood River Watershed Group
3007 Experiment Station Dr.
Hood River, OR 97031
megan@hoodriverswcd.org
541-386-6063

Introduction/Project Overview

The Hood River Watershed Group (HRWG) and Hood River Soil and Water Conservation District (SWCD) are requesting proposals to design a new HRWG website and SWCD website. Currently the two organizations share a website (www.hoodriverswcd.org), but they would like to develop separate sites in order to better showcase each organization's identity and core work, and to meet the needs of organization members and the public. The current joint website was built in 2013 and has extensive customization. The new websites should utilize a standard theme that is easy to navigate, attractive, and compatible with the existing HRWG and SWCD's brands.

The majority of content for the new websites will be pulled from the existing website, with some additional content (to be provided by HRWG staff) being added to the new HRWG website. The current site consists of about 20 pages, which includes text, static pictures, tables, and hyperlinks. It runs on WordPress and is hosted by bluehost.com.

Qualified vendors with experience in website visual and functional design are invited to submit proposals. The proposer must demonstrate an understanding of the technical operating environment and the needs of the HRWG and SWCD.

Total design budget for the websites should not exceed \$8,000.

Website project launch goal: May 1, 2019.

Organizational Context

The HRWG is the local watershed council for the Hood River Basin. The group was founded in 1993 and is funded by the Oregon Watershed Enhancement Board, local partners, and grants. The group's mission is to "sustain and improve the Hood River Watershed through education, cooperation, and

stewardship.” HRWG staff consist of a Coordinator and Project Manager and members include landowners, citizens, farmers, irrigation and water districts, environmental organizations, businesses, recreationists, natural resource agencies, and tribes. HRWG work includes: hosting presentations and tours, securing funding for restoration projects, implementing water conservation and habitat restoration projects, and long-term planning to enhance and preserve watershed conditions.

The Hood River SWCD is one of 45 conservation districts in Oregon established to promote and enhance our natural resources. The SWCD was incorporated in 1953 and is funded by the Oregon Department of Agriculture and other federal, state, and local partners. The mission of the SWCD is to “provide educational, technical and financial assistance to our community for the protection, conservation and restoration of natural resources”. The SWCD helps landowners employ a wide range of conservation techniques and management practices on a voluntary, non-regulatory basis and assists landowners in obtaining technical and financial resources to implement projects. Projects are focused on improving water quality and quantity, enhancing riparian habitat, and removing invasive weeds. The SWCD also hosts presentations and tours and provides education and outreach materials to the public.

Website Goals

- Present a clear, unambiguous organizational identity.
- Promote a welcoming and professional image.
- Consistent look and feel on all pages in regards to fonts, color schemes, and graphics.
- Easy to navigate and find information. Clean design and clear hierarchy of information.

The HRWG is looking for a website that invites visitors to engage with the Hood River Watershed and the HRWG. The website aesthetic and visuals should evoke wonder of the watershed. This will include high quality pictures of humans interacting with the environment, as well as local streams, fish, and wildlife. Community is just as important as environment. The logo and color scheme should generally be greens, blues, and other natural colors, but the specific logo colors can be tweaked.

HRWG is looking to communicate both with the general public and HRWG members. The general public should be able to quickly learn who HRWG is and HRWG’s purpose and role in the community. In addition, the public should be able to quickly navigate to contact information and avenues for getting involved. The website should help HRWG been seen as a key educator about the watershed, as well as an active participant in improving watershed health.

HRWG members should be able to quickly find information on upcoming meetings/events, group organization/operating documents, watershed reports and other resources, current/recent projects, and partner organizations.

The SWCD is looking to update its webpage to a new WordPress theme, keeping some of its existing content. The website should be easy to maintain and update with new information. The SWCD is interested in disabling or removing some of the custom made content structure in the current website. The basic “feel” of the website will not change.

Required and Desired Attributes

The consultant shall provide detail on their approach, deliverables, costs (including hourly rates), and timeline to develop websites with the following requirements. The consultant should also describe costs for the desired elements.

New HRWG website

Required attributes:

- 1) The site will be built on the WordPress platform. It will use responsive web design (mobile/device enabled) and will be compatible with all web browsers.
- 2) The site will meet web accessibility requirements (WCAG 2.0 Level AA or higher).
- 3) The site will be fully editable for staff. (e.g., update content, create/modify pages, upload pictures/documents.)
- 4) The site will include an email subscription button (or link). Our current email subscription is through MailChimp.
- 5) The site will integrate with Facebook, and potentially Instagram.
- 6) The site will utilize site analytics.

Desired attributes:

- 7) The site includes the ability to play videos through an embedded player.
- 8) The site includes an interactive watershed map of sub-basins and/or project information.
- 9) The home page has the ability to include 1 or more banners announcing an upcoming event or important news event.
- 10) The site includes a comment or suggestion “box” or another method of public input.
- 11) The site includes a search box for keywords and phrases.
- 12) The site allows for print-friendly pages.
- 13) The site allows for future changes to logo, font, etc. to match HRWG branding.

New SWCD website

- Remove the HRWG logo, Watershed Group page/header, etc.
- Move the site to responsive web design (mobile/device enabled) and maintain compatibility with all web browsers.
- Meet web accessibility requirements (WCAG 2.0 Level AA or higher)
- Update theme to latest version of WordPress or convert site to a standard theme.
- Change page hierarchy, header, and footer.

Selection Process

Consultants must submit proposals in digital format by 4 p.m. January 10, 2019 to Megan Saunders (megan@hoodriverswcd.org). The proposal package shall include:

- a. An overview of your company and your approach to web design.
- b. Your company’s location and number of years in operation.
- c. A list of staff who will work on the project, their primary role, estimated number of hours they will spend on the project, and experience with website design.

- d. You project plan and timeline for major tasks.
- e. Description and itemized cost for each major task.
- f. A description and references for at least three website designs, including approximate costs to develop each site.
- g. Availability for interviews during the selection process.
- h. A contact name, phone number, and email address.

HRWG/SWCD will review proposals for the project and may propose modifications to the selected contractor before finalizing the contract. Responding firms will be ranked in order of their cost-effectiveness, qualifications, and proposal content. The following evaluation criteria will be used:

- Experience with designing websites for local government and/or non-profit organizations
- Previous website designs submitted with proposal and quality of sites designed
- Cost-effectiveness of proposal
- Time to completion
- Clarity, quality, and presentation of proposal
- Interviews (if needed)

General Information

The Hood River Soil & Water Conservation District (SWCD) is the fiscal sponsor for the HRWG. As such, all bid solicitation and contracting requirements of the Hood River SWCD will be adhered to and the contract for this design project will be executed and administered by the Hood River SWCD. The HRWG and SWCD reserve the right to accept the proposals and award a contract to a responsible and qualified bidder; to postpone the acceptance of the proposal and the award of the contract for a period not to exceed thirty (30) days; or to reject any and all bids received and further advertise the project for bids. **HRWG and SWCD also reserve the right to eliminate the need for the selected consultant to complete one or more tasks, pending the outcome of preceding related tasks or issues.**