

Website Redesign Request for Proposal

Company Name: Keep Austin Beautiful

Website URL: KeepAustinBeautiful.org

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Date: September 14, 2023

Introduction

Keep Austin Beautiful is seeking proposals for the modernization of its website, currently located at KeepAustinBeautiful.org. This RFP provides insights into our organization's background and outlines the objectives of this redesign, desired features, and specific requirements for proposal submissions. Please note that the details presented in this document may be subject to revision.

Table of Contents

1. Organization Background
2. Contact
3. Budget
4. Timeline
5. Goals
6. Audience
7. Requirements
8. Website Examples
9. Submission Instructions
10. Evaluation Criteria

Organization Background

Since 1985, Keep Austin Beautiful has inspired and educated all Austinites to volunteer together, beautify green spaces, clean waterways, and reduce waste every day. As a 501(c)(3)

nonprofit organization, we empower individuals to make a positive impact on the environment by providing community resources, education, and volunteer opportunities.

Contact

Project Manager: Alexa Pegues, Marketing and Communications Manager

Email: alexa@keepaustinbeautiful.org

Budget

We have allocated \$20,000 for the website redesign and launch, with the possibility of additional funds for photography services.

Timeline

- RFP Release Date:
Tuesday, September 14, 2023
- Response Deadline:
Monday, October 2, 2023
- Vendor Selection:
Monday, October 9 – Friday, October 13, 2023
- Project Kickoff:
Monday, October 23, 2023
- Desired Launch Goal Date:
Friday, March 1, 2024

Goals

Our primary goal for this website redesign is to enhance our online presence and create a website that reflects our modern organization. Arresting visuals and ease of navigation are a priority, to encourage our audience to engage with the resources we provide. Whether visitors seek volunteer opportunities, educational resources, or wish to support our mission with a donation, the website should facilitate their journey.

Audience

Our target audience comprises engaged Austinites who are passionate about our city's cleanliness and beauty. They may represent businesses that prioritize sustainability and community involvement. Our website visitors come with specific goals, such as discovering volunteer opportunities, supporting our mission through donations, or accessing valuable community resources.

Requirements

Our current website hosts a wealth of information, but it lacks user-friendliness and clarity in presenting crucial resources. Our key objectives for the new site include:

- **Clarity and Conciseness:** Simplify content presentation for improved user experience.
- **Visual Consistency:** Maintain our style and logo colors while delivering a modern and visually engaging design.
- **SEO Optimization:** Optimize the website for local search, focusing on volunteer opportunities and environmental education resources.
- **Tool Integrations:** We currently use MailChimp, Little Green Lights, GivePulse, and Google Analytics. We prefer to continue with these tools for post-launch edits and updates, if possible.
- **Content Management:** Ensure our team can easily manage post-launch edits and updates.

Website Examples

We draw inspiration from the following websites:

- **Ghisallo Cycling Initiative:** <https://ghisallo.org/>
 - Likes: Simple, bold visuals, image-focused design, and functional layout.
- **Austin Parks Foundation:** <https://austinparks.org/>
 - Likes: Striking visuals and interactive features.

- Compost Nashville: <https://compostnashville.org/>
 - Likes: Streamlined navigation, visually appealing elements, and engaging features.

Submission Instructions

Please submit completed proposals in PDF format to:

Alexa Pegues, Email: alexa@keepaustinbeautiful.org

All proposals should include the following details on your company:

- Contact/company name, email, phone, and website
- Number of years in operation
- Vendor registration status with the City of Austin (if applicable)
- Two client references
- Two to three relevant projects with website URLs
- Number of team members working on the project, their roles, and responsibilities
- Estimated number of hours and a general timeline from start to finish
- Overview of the website build process
- Post-launch support services offered if any

Evaluation Criteria

- **Experience and Expertise (20 points):**
 - Vendor's experience in website redesign projects.
 - Expertise in designing websites for nonprofit organizations.
 - Relevant skills and qualifications of the proposed team.
- **Understanding of Organization and Mission (15 points):**
 - Demonstrated understanding of Keep Austin Beautiful's mission and goals.
 - Alignment of proposed solutions with the organization's objectives.
- **Creativity and Design (20 points):**
 - Creativity and innovation in website design and user interface.
 - Visual appeal, modernity, and alignment with Keep Austin Beautiful's brand.
- **Functionality and Features (15 points):**
 - Clarity and comprehensiveness of proposed features.

- Ability to meet the organization's requirements for navigation, content management, and integration.
- **SEO and Content Optimization (10 points):**
 - Strategies for search engine optimization, especially for local search.
 - Plans for optimizing content for volunteer opportunities and environmental education resources.
- **Tool Integrations (10 points):**
 - Ability to seamlessly integrate and work with existing tools, including MailChimp, Little Green Lights, GivePulse, and Google Analytics.
- **Project Timeline and Management (10 points):**
 - Feasibility of the proposed project timeline, including milestones and deadlines.
 - Project management approach and communication plan.
- **Budget (5 points):**
 - Alignment of the proposed budget with the organization's allocated funds.
 - Transparency in cost breakdown and potential additional costs.
- **Client References (5 points):**
 - Positive references from previous clients, particularly from nonprofit or community-focused organizations.
- **Post-Launch Support (5 points):**
 - Availability and scope of post-launch support services.
 - Commitment to helping the organization manage edits and updates.

Total Possible Points: 115