

Request for Proposal
Bicycle Alliance of Washington
REQUEST FOR PROPOSAL
WEB SITE RE-DESIGN
25 MARCH 2009

Summary

The Bicycle Alliance of Washington (BAW) is accepting proposals to re-design and re-organize organization's web site. This will be concepts to completion production. 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 BAW's web site is maintained with volunteers and in-house resources.

This is an open and competitive process.

Proposals received after 12:00pm/noon PST, Friday April 10, 2009, will not be considered and will be returned unopened.

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

If you wish to submit alternate solutions, please do so.

The price you quote should be inclusive. If your price excludes certain fees or charges, you 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 your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. BAW 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.

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

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

Proposal Guidelines and Requirements

The BAW currently has a web presence that is somewhat outdated in appearance, structure and in the presentation of content. An opportunity exists to re-engineer the site to better reflect BAW's mission and incorporate the latest web technology. Upon completion of the re-development of the site, BAW will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of the BAW.

Description

Create a flexible, informative web site that is easy to maintain. We must develop a friendly site that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code. The BAW will maintain ultimate editorial control of content, without significantly delaying the publishing of new information on the site. Administration of web content will be based on roles to control access and work flow (e.g. author, reviewer/editor, publisher).

To be effective, our web site must be:

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

Objective

Our primary Internet objectives are to be the “go to” resource site for Washington bicyclists and community leaders by providing current statewide events and information; and to build identity, awareness, and interest in the BAW and the services it provides.

Our Vision

- Maximize web-based technologies
- Build membership and enhance existing members relationships
- Improve program delivery and service
- Provide focused web-based solutions
- Leverage human capital
- Increase market share

Specific Strategies

- Increase awareness of the BAW mission and promote involvement through programs
- Retain current members and program participants and gain new ones
- Strengthen relationships with community partners, donors, members, program participants, staff, transportation related professionals and elected officials
- Attract qualified and diverse staff, board members and volunteers
- 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 questions.

Make it happen

Reinforce the BAW brand and leadership and give members incentive to take action.

Contract Terms

- This RFP is dated March 25, 2009. Proposers may also request a copy be sent via email by contacting Julie Mercer at juliem@bicyclealliance.org.
- Proposals are due no later than 12:00pm/noon PST, Friday April 10th, 2009.
- Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our evaluation team on or about April 15, 2009. You will be notified if this is requested.
- The name of the candidate firm who has been selected will be decided on or about April 20, 2009.
- Negotiations will begin immediately with the successful candidate and should conclude no later than April 24, 2009.
- All other candidates will be notified on or about April 30, 2009.
- Phase I of the project must be completed and delivered by June 15, 2009.
- Engagement work complete and web site live – deliverable date to be determined during Phase I.

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site.

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
- Hosting: We have not yet made a decision to host on or off-site. Discussions during the discovery phase and your input and advice will help us make a decision in this regard.

The BAW will not consider proposals greater than \$10,000 (Phase I and II). However, we will entertain responses for greater than \$10,000 if they show an incremental project plan. Hosting costs will be addressed separately.

Our Mission

The BAW is a 3,000 members strong statewide nonprofit whose mission is to advocate for all cyclists and for a bicycle-friendly Washington. We educate, train and provide technical assistance to citizens, community groups and organizations on the benefits of bicycling, ways to encourage more cycling, and resources for improving cycling infrastructure.

We do this in the following ways:

- Advocate for adequate funding for a complete non-motorized transportation infrastructure.
- Provide Washington residents a statewide clearinghouse for bicycle education and advocacy.
- Work to increase percentage of all types of bicycle ridership in Washington.
- Ensure that bicycles are recognized as a reasonable and mainstream transportation option.
- Educate communities in Washington to become bicycle-friendly and embrace a Share the Road philosophy.

BAW members believe that bicycling in Washington is inexpensive, healthy and fun, and that bicycles are a viable transportation alternative.

Products and Services Overview: Organization Highlights

Bicycling benefits Washington's citizens and communities in many ways. There are 4 primary areas that the BAW is currently focused on:

Advocacy and Education. Safe Routes to School (SR2S) Bicycle Alliance of Washington in partnership with Feet First are working together to make walking and biking to school safe, practical, and fun. SR2S helped numerous schools and organizations prepare grant applications, projects and programs, participated in over 24 trainings, and gave many presentations. It also established and facilitated a state wide coordinating committee. The Legislative and Statewide Issues Committee works year-round to identify research and prioritize key issues for cycling that need to be addressed at the state level. The BAW works with a professional lobbyist in Olympia to forward that agenda - he is our eyes and ears, but members are our voice. The BAW is also working on a number of other endeavors statewide.

Develop Bikeable Communities. Complete Streets is a national transportation awareness campaign that BAW is helping communities implement statewide. These are streets designed and operated to enable safe access for all users, pedestrians, bicyclists, motorists and bus riders of all ages and abilities, so they are able to safely move along and across a complete street. BikeStation is a secure 24/7 bicycle parking facility, offering related services and support to all cyclists that BAW manages in downtown Seattle. BAW sees this bicycle parking facility as a way to strengthen and advocate for increasing bicycle transportation infrastructure around the State. BAW has helped to create the Bellevue Commuter Connection, a new indoor bicycle parking and commute assistance facility that is staffed by a bicycle specialist on Wednesdays from 11 a.m. to 2 p.m., offering free advice and assistance with planning bicycle rides or commuting. In addition, the BAW works with communities around the state to plan and develop trails, safety education classes and bicycle friendly ordinances and transportation system designs.

Build Membership and Fiscal Base. The BAW's role in supporting community leaders, transportation and planning professionals and advocates around the state; helped create legislation and funding streams for safe cycling facilities relies on its members and public and private grants and foundations. To create the vision of bicycle friendly Washington it is critical to continue to build and grow the BAW membership and fiscal base. BAW also plans to open satellite offices in other communities over the next few years.

Preserve, Protect, Strengthen Existing Facilities/Funding. The BAW holds an Annual Auction each year to help fund its programs and recruit new members; sponsors Pedal with a Politician rides; gets support from Tour de Fat and RAPSody; members serve on state funding allocation and policies committees and boards and work in a number of ways to strengthen and protect funding sources for bicycling. Twenty Eight Dollars (\$28) of the Share the Road license plate fee is a tax-deductible donation to the Bicycle Alliance of Washington and is used to advocate for a bicycle-friendly Washington.

BAW History

In the fall of 1994 The Northwest Bicycle Federation (NowBike) and the Bicycle Federation of Washington (BFW) merged to become the Northwest Bicycle Federation (NowBike). The BFW, a state-wide lobbying organization, incorporated in 1982. NowBike, a regional non-profit advocacy group, was incorporated in 1987. The merger combines the talents and memberships of these two successful groups to form a single state-wide voice for Washington bicyclists. In the summer of 1998, the Board of Directors voted to change the name to the BAW. The mission of the organization hasn't changed. The name better reflects our work.

The BAW's Accomplishments

- Formation and support of bicycle advisory boards, citizen groups and advocates in towns and counties around the state.
- Participation in statewide and Puget Sound transportation funding decisions that resulted in millions of dollars for stand-alone bicycle projects.
- The BAW also led the charge to veto a portion of the transportation budget which would have eliminated \$5 million in transportation enhancements funding for bicycle projects.
- Passage of the Cooper Jones Act in the Washington State legislature: A bicycle and pedestrian safety education bill.
- Monitoring of state legislation affecting cycling. Prevention of bad bicycle bills.
- Co-organization of periodic statewide conferences, that educates 300 advocates, bureaucrats and elected officials on bicycle & pedestrian funding, education, design, and advocacy.
- Co-founders and managers of the Center for Safe Routes to School in Washington State. Website located at www.saferoutes-wa.org

Funding

Funding comes from donations made through many of the bicycle events; revenue from the Share the Road vehicle license plates; grants from private organizations; donations from bicycle clubs and individuals; funds from two yearly events: the Bicycle Auction in

the fall and RAPSody in the summer; from our members; and from participation in Earth Share of Washington which solicits work place donations. The BAW is supported by a large group of active volunteers who sit on transportation committees, facilitate BAW activities, and help with publications and other tasks.

Geographics/Demographics

The BAW has 3,000 members statewide

Stakeholders and audience groups:

Primary:

Current members, active cyclists, casual/recreational/family cyclists, bicycle clubs, government and community leaders interested in learning about cyclist issues, potential members

Secondary:

Donors, volunteers, employees, people interested in cycling.

The scope of this project is to update the existing BAW's web site. The BAW's Deputy Director and webmaster will create/provide site copy and provide the successful candidate with the most necessary original and stock photography. A firm that can handle all site planning, interface design and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after the initial launch.

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.

Design:

Web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

Development Guidelines:

The web site designed by the successful candidate must meet the following criteria:

- Create or utilize an existing open source content management system that will permit non-technical the BAW staff to instantly update web site content on specific pages.
- Easily Updated – Once the site has been completed and accepted by the BAW, the site will be maintained by the BAW web editor.
- Convert substantial amounts of existing content to new web site.
- Visually Appealing – The site must have an attractive mix of text, graphics and photos.
- Common Theme – Each section of the site should have a common look and feel. The BAW 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 (two preferable) of “drill down” for the user to find the desired information.
- 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 BAW.
- A calendar feature - to list events and meetings - that can be updated internally and externally (by members/member organizations).
- Button/ability for volunteers to sign up to volunteer time.
- Ability to accept on-line donations.
 - Ability to use web forms to register for multiple events.
 - Ability to pay for multiple events via Paypal.
 - Ability to sign up for our action alerts or newsletters.
 - Ability for users to set up an account for either an on-line forum to exchange information or chat room capabilities.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Local bike clubs, public works or legislators locator feature (by zip code search).
- Gather e-mail, areas of interest and demographic information from visitors in a format that permits the BAW to maintain a single database of users and e-mail each according to their area of interest and profile. Provide training and all necessary support to permit easy use by a staff person.
- Project Management – An assigned project manager will be made available to present information and coordinate with BAW staff, including a reasonable number of meetings to present design and development solutions.
- Once the web site has been completed and accepted by BAW, the web site design and all of its contents, software and architecture become property of the BAW.

Site Specifications:

The BAW encourages creativity in the proposals submitted; however there are certain requirements for the web site project. Your proposal must account for all of these requirements.

- Site must be compatible with IE5+, FireFox 3+, Safari and Netscape browser versions 4.0 and higher.
- Web site must not require plug-ins as a default.
- Meets ADA Requirements – The site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.

- Site must be built in accordance to the Web Content Accessibility Guidelines 1.0, provided by the WCAG2.0 and should also be easily accessible to the novice as well as the experienced Internet user.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer (using a broadband or dialup speeds of 56K+ modem).

Testing:

Testing of site on all applicable platforms to ensure web site works as promised. Explain testing plan through development process (i.e. focus groups, etc.) and provide documentation on how to use the content management system.

Delivery:

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

Tracking:

Implementation of tracking software to produce user defined site log reports. We need a tool to help us better understand and measure web visitor behavior and improve web site performance and availability. (This may be offered through hosting service.)

- Web traffic analysis
- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

- We will use much of our existing web content. New content will be identified through surveys and user groups.
- There are no existing databases that will need to be imported or connected to the new site.
- We do not have existing e-Commerce systems, web forums or other tools that the new site should be connected to. Verisign will be used with the member registration system
- The site will link to our member registration program.

A successful planning effort is driven by an interdisciplinary team of participants. The core team will be driven by the Project Manager who will be responsible for sign-off on key decisions, providing project steering and maintaining relationships with outside stakeholders (BAW staff, Board Members). The PM will also be responsible for keeping the project on schedule and within the budget. Maintains communication between other team members – Julie Mercer or other to be determined

Other team members and content stakeholders will include: Development Director, Membership Director, BAW Board President, one BAW Executive Committee Board member, current webmaster and IT member.

- List the five web sites 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.
- Describe your experience in producing sites for non-profit and/or community-focused projects.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.).
- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.
- Provide a company profile, length of time in business and core competencies.
- Briefly describe the percentage of your web staff would end up working on 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%.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process.
- Percent of total revenue derived from site developments and other business ventures.
- Explain your business model.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan.
- Please explain your service level agreement (SLA) structure.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Process to include input from all program areas. Please state how you intend to communicate with all program areas to gather all of the required information.
- Terms and conditions.

The following criteria will form the basis upon which the BAW will evaluate proposals. The mandatory criteria must be met and include:

Three (3) copies of your proposal must be received no later than 12:00pm/noon PST, Friday, April 10, 2009. 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:

Julie Mercer
BAW
POB 2904
Seattle, WA 98111

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer. As a non-profit institution, the BAW is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the web site and other collateral as a BAW supporter and partner.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements (SLA).

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

Length and Font Size:

Please use 12 point fonts. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 15 pages (not including Hosting Attachment information).

Title Page:

BAW, Web Site Development Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

Cover Letter:

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

Proposal:

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.

Qualifications:

Provide the information requested above.

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.

The Bicycle Alliance of Washington - Advocates for bicyclists and a bike-friendly Washington

309A 3rd Avenue South - Seattle WA 98104
PO Box 2904 - Seattle WA 98111
206.224.9454 - info@bicyclealliance.org

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RAPSODY

Safe Routes to School - WA

Upgrade your plate!

Welcome

What we do at the Bicycle Alliance:

- Statewide [legislation](#) and design policies
- Metro [Light Bikes](#) Program
- [Transportation & Commuting](#) tips & [classes](#)
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- [Safe Routes to School](#) Program
- 24/7 bike parking with [BikeStation Seattle](#)
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Action Alerts:

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[Send Us Your Ideas!](#)

* [Committee Report Alerts](#) *

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Upcoming Events & Meetings and Rides

Mar 26 [Write Your 2011 Letter to Congress - Online Only](#)

Apr 18-19 [Urban Cycling Techniques Course](#) - Bellevue

Apr 19 [Rafford Classic](#) - Orting

Apr 26 [Rhody Bike Tour](#) - Port Townsend

Apr 26 [Miles Century Rides](#) - Spokane

May 2 [BACC - Ride Around Clark County](#) - Vancouver

May 3 [Max Day Metric](#) - Federal Way

[Statewide RIDE! Calendar](#) lists rides and events that support the Bicycle Alliance.

[Statewide ADVOCACY Calendar](#) lists Bicycle Advocacy Groups that meet regularly.

[RAPSODY](#) | Aug 22-23
[Ride Around Puget Sound](#)
Ride to support fun and bicycle advocacy!

Latest News

Action Needed NOW: Contact your State Senator by March 27!

It is already late March but the Washington State Legislature is still in session. The Bicycle Alliance of Washington and partner organizations continue to work hard to get the State Legislature to pass bicycle-friendly laws. Right now, your help is needed to advance two important bills in the Senate.

[SB 1431](#) - Three Foot Passing. Requires passing cyclists and pedestrians at a minimum of 3 feet. This legislation is intended to be used to educate the public on the minimum safe passing distance. We have defeated several hostile amendments and are hopeful we can now get it passed in the Senate.

[SB 1434](#) - Safe Routes to School. This bill establishes a Safe Routes to School program to