



REQUEST FOR PROPOSAL FOR WEBSITE REDESIGN AND DEVELOPMENT

The San Diego River Park Foundation (SDRPF) works with the community to change San Diego's relationship to its namesake waterway, the San Diego River. SDRPF is a local, grassroots non-profit organization that relies on donations, support from the community, and public and private grants for our work creating the San Diego River Park, connecting people to the River, and conserving local resources.

SDRPF is seeking a professional services contractor to transition the existing HTML website (sandiegoriver.org) into a content management system website that is mobile responsive and ADA compliant to promote the River Park Foundation's mission, initiatives, activities, and events.

The contract period shall commence upon the contract being awarded with the project being completed on a predetermined timeline agreed upon by both parties.

The focus of this contracted work will be a revision to the home page. The secondary focus will be a select number of key program pages which establish templates for the remaining pages which will be transitioned at a later date. The organization is not looking to rebrand but to focus on its existing style guide and logo. Integration with current donor management systems and fundraising platforms is also key to this effort.

Please provide a cost proposal as well as at least 3 examples of similar efforts working with nonprofit organizations, 3 San Diego client references, and identification of who will be the lead person working with our organization with their qualifications.

Please address the proposal to:
Rob Hutsel, President & CEO
The San Diego River Park Foundation
rob@sandiegoriver.org

Please send your proposal to Jake J. Romero, Senior Manager of Events and Engagement:
jake@sandiegoriver.org

REQUEST FOR PROPOSAL FOR WEBSITE REDESIGN AND DEVELOPMENT Released on 12/9/2024

The San Diego River Park Foundation is a non-profit 501(c)(3) requesting proposals for a newly designed, mobile responsive, ADA compliant, public facing CMS website.

PROJECT SCOPE

- a. The selected vendor must schedule an initial planning and development meeting with SDRPF staff to discuss wants and needs from the new website.
- b. The selected vendor will prepare a timeline for the project and present it to SDRPF staff before the project can commence.
- c. The selected vendor will then present a proposed site map and drafts of a revised home page for review by the SDRPF project team.
- d. Upon approval of a site map and home page, the selected vendor will issue access to a test website, so the project team can review, and provide edits. 2 rounds of edits are anticipated.
- e. It is anticipated that the site map will include approximately 12 pages.
- f. The website needs to be responsive to various platforms.
- h. The website needs to have templates to allow for the site to expand.
- i. The website must be created to maximize SEO.
- j. The website must meet all current ADA and accessibility requirements.
- k. Website analytics tracking and reporting must be integrated on the site to allow for website visitor tracking, page tracking, etc.
- l. The website should include a robust, intuitive search function.
- m. Training of SDRPF staff on how to use and modify the system and supporting documentation.
- n. At a minimum, the home page shall include one large image/video. A model is the Save the Redwoods League with a similar image, navigation and search function.
- o. If mapping of the current park and trails is a service that can be provided, please provide details.

BUDGET

Please provide requirements.

PROPOSAL DEADLINE

Proposals will be reviewed as received. The selected vendor must be available to start the project immediately.

TERMS AND CONDITIONS

SDRPF must own, have full administrative access and rights to the website, and have the right to customize HTML coding. The selected vendor will not retain any rights to the website.

TERMS OF PROPOSAL

1. Proposals must be submitted in a PDF to Jake J. Romero at jake@sandiegoriver.org. Multiple attachments or links to supporting documents are acceptable.
2. RFP responders may call 619-297-7380 to confirm receipt and to ask any questions. \
3. Bidder status: the bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

PROPOSAL TO INCLUDE

- a. Cover Letter: a letter signed by an officer of the firm/company/corporation or other appropriate person who is legally able to bind the firm/company/corporation to all comments and bids made in the proposal. Please include the primary contact person and their email and phone number.
- b. Qualifications and Experience: Provide a description of the relevant history, experience, and qualifications of your firm/company/corporation to perform work. Particular attention will be any

experiences related to nonprofits, environmental organizations or land trusts, and knowledge of San Diego. Please include:

1. Resumes of any project lead/manager that will be assigned to the project;
2. If you anticipate hiring any subcontractors. Please provide any details.
3. 3 Samples of projects your firm/company/corporation has undertaken; and
4. 3 References from similar projects your firm/company/corporation has undertaken. Preferably for work performed for projects in San Diego.

c. Total proposed fee. If additional services are available, please provide a list of those with costs and descriptions.

d. Proposed timeline. We are looking to get a site active very soon.

e. If you believe a revision is required of the Project Scope, please provide a detailed explanation. If you suggest one, please provide that information as well.

f. The CMS that will be used.

PROVISIONS

SDRPF assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to execution of a contract.

SDRPF also retains the right to reject any and all of the proposals submitted.

A contract between SDRPF and the selected vendor will be subject to and be in accordance with all federal, state, and local laws as may be applicable.

SDRPF is an Equal Opportunity Employer. Minority and women-owned business enterprises are encouraged to submit proposals.

We know that it takes time to prepare a proposal, so please contact us if we can provide any clarifications. Please send your questions by email to jake@sandiegoriver.org. Responses will be posted on our website so all potential applicants have access to the information.