

## REQUEST FOR PROPOSALS

### Website Design

#### **About Save Barton Creek Association**

Save Barton Creek Association is dedicated to protecting the Onion and Barton Creek watersheds, the Barton Springs Edwards Aquifer, and Austin's Barton Springs through education and advocacy. We were incorporated as a 501c3 nonprofit in 1979 as development put pressure on water resources including the "soul of Austin", Barton Springs.

In addition to our advocacy work, SBCA provides hands-on educational programming to foster a strong personal connection to local watersheds. We host guided hikes along Barton Creek, monthly lectures from leading environmentalists, school field trips, and volunteer projects.

#### **About the Project**



This is a two-part project to include (1) redesigning SBCA's organization website and (2) designing a new nested website for the "Explorer's Guide to the Hill Country Oasis," an educational field guide.

The "Explorer's Guide" is an educational field guide to the Hill Country region, with a focus on the hydrology, geology, ecology, and history of the Barton Springs Edwards Aquifer. We are nearing completion on the physical print version of the Guide which highlights sites such as parks, trails, and watering holes.

This project involves building out a nested website using this print guide as a basis. We have already gone through branding and have a logo, fonts, and color scheme for the print guide and website. The website will need to include several specific features, and be easily added to and maintained.

#### **Scope of Service**

Item 1: Redesign SBCA's current Wordpress website found at [www.savebartoncreek.org](http://www.savebartoncreek.org)

- SBCA can provide a sitemap with pages to be included in the new site. Most pages on the current site will be carried over.

- The redesign must:
  - Place the most current and relevant information on the home page, including news, upcoming events, newsletter sign up, and donation form.
  - Improve visibility of recent news including making the main image/banner something that is easily edited.
  - Post upcoming events on the main page.
  - Put more emphasis on imagery than current SBCA website.
  - Integrate with SBCA social media including Facebook, Instagram, Twitter, Meetup.com
  - Integrate with our organization's group page on the volunteer platform, SignUp.com.
  - Insert contact information on website footer.
  - Simplify the organization of headers/pages
  - Remove duplicated webpages included under "header links" and in "side bars" which clutter the content displayed.
  - Create a more of a static, scroll down webpage that tells a story and encourages involvement, consistent with latest website best practices.
  - Provide written instructions and an in-person tutorial for SBCA staff on how to update the website after the redesign is completed.

Item 2: Create the Explorer's Guide to the Hill Country Oasis website. The main goal of this website is to be a free educational resource which is easy to use by a wide audience. The Explorer's Guide content should be nestled within SBCA's main website (savebartoncreek.org). Functionality requirements include the following:

- (a) The Explorer's Guide website should work across devices (PC, mobile, and tablet).
- (b) The main/home page should revolve around our custom map of "Discovery Sites", with features on the map acting as portals to related webpages.
- (c) The website should also be easily navigable by topics/themes, rather than sites. For example, caves, creek ecology, human history, geology, etc.
- (d) The website should have easily accessible educator resources and volunteer information. (Possible "Learn", "Teach", "Protect" headers.)
- (e) The website must incorporate the themes and branding of the corresponding print version of the Explorer's Guide.
- (f) The website must be integrated with the *TravelStorys* mobile app so users can easily learn about and connect to the audio tour component of the Guide. This app has a website plugin. Specific pages will need to include the plugin.
- (g) Website users should be able to upload their own photos/videos/comments via social media onto site pages (eg: Barton Springs Pool). (required functionality--ability to approve user submissions before they are uploaded.)
- (h) The website should serve as a central hub of information for environmental subjects and issues in central Texas. We need to connect to external organizations and educational resources through our website.

- (i) We require easily understandable icons on the website.
- (j) We plan to host a library of downloadable PDFs on specific topics.
- (k) Develop shortened web-addresses and/or QR codes for the sites for SBCA to use on print materials and signs.
- (l) The website needs to be compatible with Section 508 of the US Rehabilitation Act, which requires that all website content be accessible to people with disabilities.

**Item 3:** Prior to the launch of the website, we require web testing be conducted and any potential user issues be resolved, including the following tasks:

- (a) Functionality testing of all links, forms, and search capabilities.
- (b) Usability testing of all site navigations and content.
- (c) Interface testing confirming correctly displayed outputs, appropriate error messages, and expected search results.
- (d) Compatibility testing to ensure function across devices, browsers, and operating systems.
- (e) Security testing for user donations.

### **Copyright**

Be advised that SBCA desires to hold the copyright in perpetuity for the website products produced in order to update the product in future versions.

### **Project Timeline**

We aim to finish the website development phase of the project by August 31, 2019. Although flexible, the timeline below indicates our preferred timeline of work.

#### **Item 1:**

- (a) Initial Scope and Timeline Meeting- June 15
- (b) Draft redesign SBCA's main website – July 1
- (c) Meeting to discuss suggested changes – July 2
- (d) Final SBCA main website -- July 16
- (e) Comprehensive website testing and fixing any bugs – completed by August 31

#### **Item 2:**

- (a) Draft website design for Explorer's Guide content -- July 30
- (b) Meeting to review first draft of website design – Aug 1
- (c) Final website design -- August 20
- (d) Comprehensive website testing and fixing any bugs – completed by August 31

### **Elements of Proposal**

Applicant's proposal must include:

1. Background on the designer(s), identifying project manager, and any other team members.



2. Examples of past design work that is most similar to this project. Provide examples of your firm's ability to create interactive, visually-appealing websites with a logical and organized flow of content which operates smoothly for users.
3. Contact information for at least two clients, organizations, or individuals who can be contacted in relation to your work similar to this project.
4. Line cost estimates of Items 1 and 2, individually as well as total cost, indicating if any of the requested services is outside your firm's expertise.
5. Confirmation of your ability to work within the suggested timeline or an alternate work flow timeline.
6. Contact Information.

### **Selection Criteria**

Final selection will be based on:

- Experience designing similar products
- Quality of proposal
- Quality of work samples
- Preference will be given to firms that are affordable and able to give a nonprofit rate or discount on services

### **Contact:**

Angela Richter, Executive Director, Save Barton Creek Association

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### **Submission Information**

Deadline for submitting proposal: **June 7, 2019**

Send submissions to [angela@savebartoncreek.org](mailto:angela@savebartoncreek.org)