



Request for Proposals – Website Redesign

12/13/2021

Attachments

- Additional Comments for Website Redesign_12132021
- Site Map Draft – 12_13_2021

About Northeast Oregon Economic Development District (NEOEDD)

NEOEDD is an U.S. Economic Development Administration (<https://eda.gov/edd/>) designated nonprofit regional economic and community development organization serving a tri-county area in rural Oregon. NEOEDD has six employees, as well as volunteers and contractors. We are one of twelve economic development districts in Oregon, where each district's purpose differs depending on the economic development needs in its region (<https://oedd.org/members/>). NEOEDD's mission is to access and provide resources and facilitate quality decision-making to benefit entrepreneurs, businesses, and communities in the area. NEOEDD's programs include business loans, a savings-match program, technical support, and workshops to support job creation and business start-ups and expansions. We also support and retain our workforce by becoming partners and convenors in areas such as diversity, equity, and inclusion (DEI), workforce housing, broadband, food systems, and child care.

We currently use Office365, MailChimp, Eventbrite, Canva (equipped with a brand kit), WordPress website platform, social media (Facebook and Twitter) to reach our variety of different audiences. We are also planning to add Salesforce and ESRI products to our communications toolbox in 2022.

Current Website Challenges and Objectives

We want to convey with our website what we do, how we can support clients, and how our services support economic development in our region. We share a variety of content that we update periodically, so we try to keep a clean and simple design while using some items from our brand kit and style guide. We believe our current site attempts to help our audience understand who and how NEOEDD serves the region by asking them to self-identify as an entrepreneur/small business, nonprofit staff/board, or city/county representative. After identifying who they are, navigation guides them to relevant resources/information.

However, our WordPress website analytics feature shows some struggle to attract, retain, and guide our audiences. We are concerned that our audience may lose interest in our site due to

unclear navigation, content formatting (e.g., <https://www.neoedd.org/ceds/>), or redirection to other sites. We are also unsure if our website is accessible and inclusive. By redesigning our website, we hope to:

- Meet the needs of our audiences better by improving our navigation strategy, including reorganizing content and simplifying pathways to the available resources
- Use a different theme/color palette to improve user experience and showcase a welcoming website that is professional, well-organized, and reflects the vision, values, and goals of the region. Please note, we want to avoid automatic scrolling and flashing/animated photos.
- Effectively communicate or promote NEOEDD’s brand story, resources (especially our loan products), services, and events. Explore ways to improve communication using tools such as spotlighted text (maybe for testimonials), graphics, infographics, videos, a calendar, project examples, ESRI story maps, or other tools.
- Embed web forms and integrate WordPress with Salesforce to capture form data
- Attain greater efficiency and effectiveness in outreach activities by automating social media posts from within WordPress
- Meet current Web Content Accessibility Guidelines (WCAG) standards
- Obtain knowledge of options to improve efficiency that we may benefit from but aren’t yet aware of
- Maintain the system in-house and afford the system over the long term
- **Please see the attachments for more information**

Project Description and Goals

Northeast Oregon Economic Development District (NEOEDD) is seeking a contractor to redesign our current WordPress website, <https://www.neoedd.org/>, to continue serving our current and potential clients and partners. We want an easy-to-manage, versatile, inclusive, informative, and modern website to improve user interface and experience. Our primary goals for the website redesign are to improve access to our resources and services, build familiarity with our organization and services, and reflect our region’s vision, values, and needs. Our budget for the website design is **\$7,500-\$15,000**.

Scope of Work

NEOEDD staff members would like to maintain editorial control and site management in-house, so the backend must be user-friendly. The selected contractor will work with NEOEDD staff to analyze requirements and determine feasibility, priority, and fit with budget and timelines to appropriately redesign our website to meet our needs. The contractor is required to meet the highest standards prevalent in the industry. Scope of work may also include,

- **Theme/Color Scheme** – Develop an engaging, simple, modern, and professional appearance to increase user confidence and experience. The new theme and design

should complement NEOEDD's logo and style guide. The content layout should be easy to follow and allow users to engage quickly.

- **Information Architecture and Navigation** – Develop a navigation structure that is easy to follow and ensures a positive user experience. NEOEDD will supply all content and images. Please see the attached NEOEDD Site Map Draft to get an idea of how we would like to organize our content.
- **Backend Integration Services** – Create or integrate secure web forms for general inquires, event and newsletter registration, and volunteer sign-ups
 - CRM/Database integration – Provide integration with Salesforce to allow for website activities and web form data to be tracked and reported
 - Web Analytics – Recommend analytic systems that would best meet our needs
- **Smart Social Media Automation** – Recommend options to push content from our WordPress website to a social media management platform
- **Usability Testing (Cross-Browser and Mobile)** – Ensure the redesigned site is optimized for mobile devices and appears the same in major browsers
- **Search Engine Optimization** – Ensure the site is optimized with non-spam standards-based SEO
- **Accessibility Validation (WCAG 2.0/2.1)** – Make accessibility recommendations for the redesigned website
- **Security and Maintenance** – Recommend and implement appropriate security procedures/protocols for website and webpage forms. Recommend and implement needed WordPress updates and hosting maintenance.
- **Staff Training and Maintenance** – Provide online training to staff on using and efficiently maintaining the website. Allow NEOEDD to make recordings of the training(s) that we can refer to in the future.
- Other tasks that we need to have a website that meets our needs

Proposal Instructions

- Proposals must be received by **5:00 p.m. Pacific Time, January 28, 2022.**
- Proposals must be emailed to lisadawson@neoedd.org and include "Website Redesign Proposal" in the Subject line. Lisa Dawson, Executive Director, will receive the proposals and is the contact person for this work.
- Proposals must include the following required information:
 - Describe the proposer's experience consulting on a website design with nonprofit organizations.
 - Describe the proposer's approach and timeframe for providing consulting services to NEOEDD
 - Describe the team or individuals who would work with NEOEDD, including their qualifications, relevant experience, country of residence
 - Provide three references of customers in our industry or similar

- Provide three number of example websites you designed
- Proposed fee structure – hourly rate with a not-to-exceed amount for proposed services, including an option and timeline for ongoing support after implementation and training is complete for WordPress, security, and hosting updates.
- Sample/standard contract terms and conditions used by the proposer

Timeline

Milestone	Deadline
RFP Release Date	December 13, 2021
Questions Period Ends	January 21, 2022
Contractor Response Deadline	January 28, 2022
RFP Evaluation	January 31, 2022 - February 11, 2022
Contractor Selection	February 14, 2022
Contractor Selection Protest Deadline	February 22, 2022
Complete Contracting Process	March 1, 2022
Project Kickoff	March 2, 2022
Desired Redesigned Website Launch Goal Date	May 6, 2022

Contractor Selection Process

NEOEDD will review proposals based on the following factors to select the proposal that will best meet NEOEDD’s needs at a competitive price and within our means to pay. We will carefully consider the proposer’s previous work with small nonprofit organizations and commitment to providing quality consulting services to NEOEDD.

- Proposer’s experience consulting on a website design with nonprofit organizations, including experience working with organizations with fewer than ten employees who provide direct services – **Up to 15 Points**
- Proposer’s approach to providing consulting services to NEOEDD and a proposed timeframe – **Up to 40 Points**
- Proposer’s example websites – **Up to 25 Points**
- Qualifications & location of team or individuals who would work with NEOEDD – **Up to 20 Points**
- Proposed fee structure – lump-sum or not-to-exceed amounts for proposed services, including an option and timeline for ongoing support after implementation and training is complete– **Up to 10 Points**
- Feasibility of sample contract terms and conditions – **Up to 5 points**

If, after reviewing proposals, we are uncertain which proposer would be the best choice for NEOEDD, we will conduct interviews with top proposers to determine which best understands

our needs, has the ability to implement a solution that will work for us, and can easily communicate with staff.

Miscellaneous

- NEOEDD may cancel the procurement or reject any or all proposals in accordance with ORS 279B.100.
- This solicitation may be reviewed at NEOEDD's office at 101 NE First Street, Suite 100, Enterprise, OR. Please contact Lisa Dawson at 541-426-3598 if you wish to review the solicitation.
- Failure to perform the contracted scope of work in a manner that meets NEOEDD's needs within the agreed-upon timeframe may lead to cancelation of the contract if a mutually agreed-upon solution is not found.

Additional Comments for Website Redesign

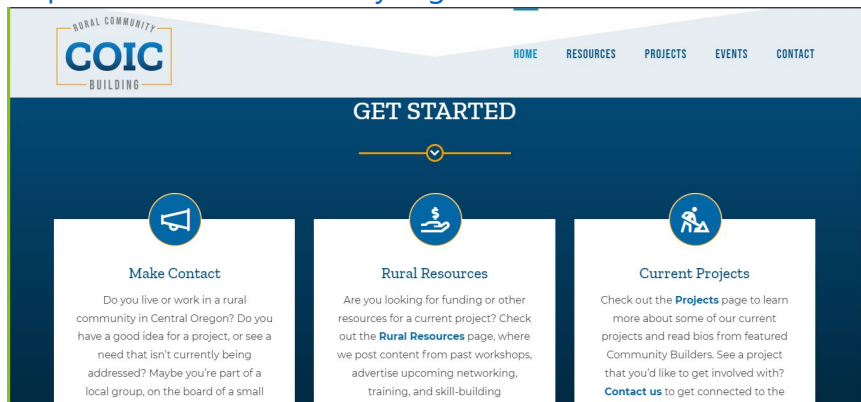
12/13/2021

Theme (color, overall feel, content layout)

- Content layout - quick to get through
- Use of icons
- Banner pictures/graphics goes across the whole page, not just in the center of the page
- Banner only on main pages
- Clean look, not busy
- Display of the mission and values on this page - <https://www.regionfive.org/welcome>

Navigation

- Simple, one row top menu with dropdowns (no transparency)
- Headers/menu items follow you as you scroll down AND fun facts at the bottom of page - <https://www.growingjamestown.com/site-selectors>
- Short pages (not a lot of scrolling)
- Use of content/information blocks for major program headers <https://coicruralcommunity.org/>

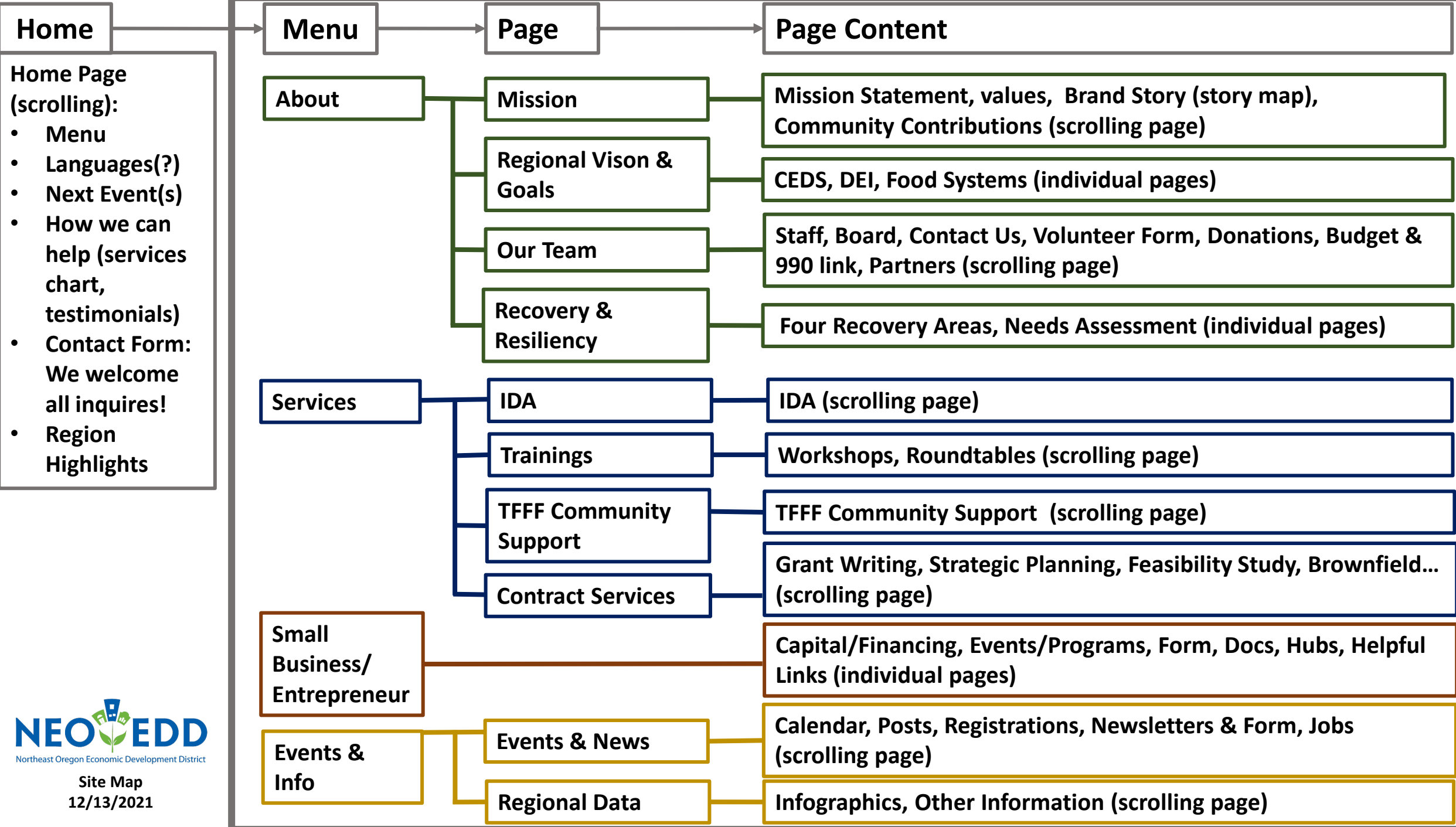


Other Elements / Features

- Embedded documents to preview before download - <https://www.growingjamestown.com/reports> , <https://www.thedevco.net/2020-2025-ceds/>
- Designated page for data visualization (infographics/story map) - <https://www.growingjamestown.com/community/jamestown-community-snapshot/p/item/464/jamestown-nd> (currently exploring cost, content, maintenance)
- General contact form- <https://soredi.org/contact/> and program-specific inquiry form - <https://soredi.org/launch/inquiryform/>
- Language option - <https://www.thinkshoreview.com/>

Do not want

- Popups
- Long pages, requiring lots of scrolling
- Any movement within the site, moving banners, moving text, autoplay video, moving objects, floating, or appearing text, or other auto movement on the screen
- Small white text on photo background (when contrast is insufficient and image too busy)
- Site too busy with too many objects, text boxes, images, etc.
- Navigation that is difficult. This website is new, but not really clear - <https://clearwater-eda.org/programs/>



Home

Home Page (scrolling):

- Menu
- Languages(?)
- Next Event(s)
- How we can help (services chart, testimonials)
- Contact Form: We welcome all inquires!
- Region Highlights

