

REQUEST FOR PROPOSALS FOR WEBSITE REDESIGN

Proposals due: April 30, 2020

SEND TO:

**Steffen Rochel
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Since its founding in 2009, the Citizens Environmental Council of Burlingame (CEC) has become a regional catalyst for sustainability, educating the public on critical environmental issues, advocating for planet-friendly policies and empowering youths to become environmental leaders.

Our mission is to champion a more environmentally and economically sustainable community. CEC provides leadership in local green efforts and serves as an educational resource for residents, businesses and institutions.

CEC has a strong track record of educating the public about environmental issues and advocating for sustainable policies. Volunteers started the group after the Burlingame City Council adopted its initial Climate Action Plan in 2009, which many CEC members helped shape. CEC attained nonprofit status in 2010 and, in 2016, the organization incorporated and attained 501(c)3 status.

CEC is actively engaged in activities that fall into four categories:

Education – CEC is known for its popular “Green Programs on Hot Topics” – talks, films and workshops on a wide range of environmental issues. Topics have included drought-tolerant landscaping, the effects of climate change, grassroots advocacy, food waste, water-wise irrigation, energy-efficiency discounts and rebates, Big Sugar’s impacts on public health, tips for shrinking your carbon footprint, the safety of artificial turf, the sharing economy and how to achieve zero waste. We also do monthly outreach at the Burlingame Fresh Market. We organized five Green Street Fairs with environmental vendors that attracted thousands of people from throughout the Bay Area. In 2016 we raised more than \$16,000 by placing third in the CoolCalifornia Challenge, a statewide competition; we did so by inspiring hundreds of Burlingame residents to track and lower their energy and water use.

Empowering Youths – As our organization has grown, we have begun funding scholarships for students who are planning environmental careers, offering paid sustainability internships to students from numerous high schools and hosting an annual student film festival with cash prizes for students in grades 4 through 12.

Advocacy – CEC was a driving force behind San Mateo County’s electronic waste ordinance, which requires those hosting e-waste events to use environmentally certified e-waste recyclers. We worked with the City of Burlingame to ban plastic bags and polystyrene food containers, create a community garden, win grants for bike lanes and pedestrian pathways, fund electric vehicle charging stations, update its gray water code, and regulate the usage and decibel level of leaf blowers. We are particularly proud that the city hired its first sustainability coordinator, Sigalle Michael, in 2014. She soon made sustainability a priority across city departments.

Collaboration – CEC has partnered with numerous groups to support green initiatives, including Bike to Work Day with Commute.org, the Repair Café (where volunteers fix items) with the Burlingame Library and many green initiatives with the City of Burlingame, such as an Adopt a Tree campaign and coastal cleanups. We have worked with students at Burlingame High School to support gardens and recycling containers at the school, and we regularly help Peninsula Food Runners distribute food to needy individuals.

Existing Website

Our current website at burlingamecec.org was launched in 2016. The primary goals at that time were to promote our programs, educate the public; post upcoming events related to sustainability; and attract more newsletter subscribers, donors and volunteers.

Main Goals for Website Redesign

We envision a website that communicates the value of CEC and engages people in its activities. We would like to update the site's appearance, structure and navigation and make it easier for people to retrieve information, sign up for our e-newsletter, register for events and volunteer to help. Ideally, we would push out our blogs and social media posts to encourage engagement. We would prefer that the new site be designed with a modern content management system that is easy for multiple volunteers to learn and use.

Specifically, we would like the new website to have these features:

- Clear branding on homepage (clearer explanation on homepage of what we're all about)
- More attractive layouts that allow photos in more sizes to wrap around text, more sizes of headlines, different typefaces
- Streamlined, attractive homepage with lots of images, more than the current 9 events on the home page (at least 15)
- Works well on all platforms and modern browsers, including Mac, PC, iPhone and Android
- Less text and more images that are optimized for the target platform and browsers
- Appealing display on mobile devices
- Fast loading
- Remove redirection from burlingamecec.com to burlingamecec.org and enable retirement of burlingamecec.com
- Multiple points of entry on homepage that appeal to different audiences
- Security
- Regular backup of site, ability to back up and restore on demand by volunteer content contributors
- Easy and intuitive navigation
- A calendar of events, including those of partner organizations (possibly embedded in a Google calendar) on the homepage
- A blog with teasers on the homepage
- "Subscribe" button for our e-newsletter that integrates with MailChimp
- "Donate" button that integrates with PayPal
- Secure payment system for event ticketing (can be integrated with Evite or similar systems)
- Excellent search capability
- Search engine optimization (SEO), including tagging content and photos
- Accessibility optimization
- 24/7 service from the provider in case site goes down
- Documentation and training of selected CEC directors during the implementation
- Easier editing of the back end so more people can keep it updated
- RSS feed of new stories to those who want to be updated
- List of current officers and directors, without contact info

RFP Process

Deadline for proposals	April 30, 2020
Recommendation to Board of Directors	May 13, 2020
Reference checks, meeting with lead proposers	June 20, 2020
Proposal acceptance notification	July 10, 2020
Project begins	August 1, 2020

We Will Provide

- Access to current site as well as ISP (godaddy.com) – two sets of login credentials
- Access to Google Analytics for the site
- Assurance of confidentiality regarding your proposal

Proposer Shall Provide

- A work plan and schedule, in consultation with Burlingame CEC, for website design and launch
- Site map of new site
- Layout of all pages
- Wire frames of new site
- Installation in a staging area, test and migration plan
- Configuration of widgets and plug-ins
- Cross-browser testing of new site on multiple devices, browsers and platforms
- Bug fixes
- Training of Burlingame CEC volunteers in updating site content
- Ongoing support at pre-agreed rate
- Assurance of confidentiality regarding our proprietary information

Please Include This Information in Your RFP

- Your name and contact information
- Name and address of your business and number of years you have been in business
- Key talent and resources you bring to the project
- Staff and sub-consultants who would work on the project, with relevant experience and their expertise
- Fixed cost for the project, estimate of hours required and hourly rate
- Separate estimated costs of website hosting, purchased images and ongoing support after the website is launched
- URLs of at least 3 websites you have designed
- 3 references with contact information

- How much experience you have in:
 - Moving website to a new ISP
 - Designing WordPress websites
 - Designing websites for nonprofit organizations
 - Information architecture
 - Search optimization (SEO)
 - Accessibility optimization
 - Configuring widgets and plug-ins
 - Embedding e-newsletter “subscribe” button with MailChimp
 - Embedding Google calendar
 - Website security
 - Website data backup

Questions?

Please contact Steffen Rochel at webmaster@burlingamecec.org.

Thank you for your interest!