

# REQUEST FOR PROPOSAL

## Design & Development of ConserveLand.org

Using WordPress (or compelling alternative)

January 23, 2015



PENNSYLVANIA  
LAND TRUST  
ASSOCIATION

119 Pine Street, 1<sup>st</sup> floor  
Harrisburg, PA 17101

**Proposals are due February 16, 2015**  
and must be submitted electronically to [info@conserveand.org](mailto:info@conserveand.org)

**Question and answer period is open from 1/26/2015 to 2/13/2015.**  
Questions concerning this RFP can be directed to Nicole Faraguna  
at [nfaraguna@conserveand.org](mailto:nfaraguna@conserveand.org) or by phone at 717-909-1298.

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## About the Pennsylvania Land Trust Association

### Vision

The Pennsylvania Land Trust Association (PALTA) envisions a Pennsylvania where people know that their treasured green places will endure. We envision a Commonwealth where the lands that guarantee our water quality are safeguarded; where outdoor recreation opportunities abound; where our productive farmlands and forests are conserved, securing our food and wood supplies; and where natural areas are protected. We envision future generations enjoying the beauty, the water, the productive lands and wildlife we enjoy today.

## Mission and Goals

The Pennsylvania Land Trust Association seeks to protect Pennsylvania's special places—the farms, forests, parks and other green spaces that people love—the places that help to ensure healthy, prosperous and secure communities. To increase the pace and improve the quality of land conservation work, PALTA helps land trusts and other conservation practitioners improve their effectiveness, builds public understanding, and advocates for better governmental policy. Our goals are to:

- Increase the pace of land conservation.
- Improve the quality and efficiency of land conservation work.
- Ensure that land conservation is lasting.
- Build strong conservation organizations.
- Raise public understanding and support for conservation.

## Organization Background

The Pennsylvania Land Trust Association was created by land trust volunteers and staff who recognized the need for an association that can focus on the broad needs of the conservation movement—to take on activities that no one organization could effectively handle or wish to handle on its own. Seventy-five of Pennsylvania's most active conservation organizations now count themselves as dues-paying, voting members.

# Project Overview

## Background

ConserveLand.org is PALTA's primary website for communicating with key stakeholders on issues related to land and water conservation. The current website is built on Ruby-on-Rails, version 4.2.0, and uses an open source CMS tool, RainCMS. The site was last updated in 2011 with a fresh new design and improved functionality. Articles, files and images are added to the site on a very frequent basis and therefore ease of management is essential.

## 2015 Refresh

PALTA would like to modernize ConserveLand.org's look and feel while maintaining certain functionalities and improving on the ease of administration. Because the site is updated frequently (as frequently as on a daily basis) by the administrators and is rich in text and imagery, PALTA is seeking a more robust CMS platform. PALTA currently has three websites built on the WordPress platform. Because staff are both comfortable and proficient with this platform, PALTA is seeking to migrate ConserveLand.org to a WordPress platform as well.

The ConserveLand.org serves as a gateway for the Pennsylvania Land Trust Association and should reflect the organization's goals and mission. ConserveLand is the primary vehicle for communication with PALTA's key stakeholders. The redesign is intended to provide improved functionality and a fresh, modern but not too trendy design. Overall the developer is expected to develop an engaging and intuitive website for users and meet established deadlines, follow proper approval procedures and complete the agreed upon deliverables.

PALTA has developed mockups that reflect the desired design and functionality of the website. These mockups can be viewed at [ConserveLand.org/webfrfp](http://ConserveLand.org/webfrfp).

## Timeline

PALTA would like to complete and launch the retooled and redesigned ConserveLand.org by June 30, 2015. PALTA will meet with the selected contractor to discuss realistic project timetable.

## Audience

The primary users of ConserveLand.org are PALTA member organizations; land and water conservation organization staff, board and volunteers; municipal, county and state governmental officials; and to some extent the general public. The site attracts on average over 2,700 users each month, with an average of 1,700 returning visitors each month. On average, returning users, spend about 2.75 minutes on the site and view three pages per session.

## Advantages of Current Site

- ability to easily add/upload new articles, images, files and links;
- ability to easily arrange homepage articles;

- ability to have certain content appear in specific locations on the site;
- ability to grant privileges for specific users to access specific content;
- ability to stay logged in over extended periods of time;
- integration of natural elements into the overall design;
- placement of people and landscape images;

## Disadvantages of Current Site

- the CMS tool does not allow for administrators to upload new images directly through the CMS interface; instead, the administrator must upload image to the library and then return to the CMS interface to insert image to page;
- inability to edit title, article blurb, and article all at once; instead, the administrator must modify these elements separately;
- inconsistency of text formatting of various areas of the homepage (e.g., main articles, PA Headlines, Feeds);
- not enough emphasis on “Pennsylvania Land Trust Association” in header;

# Technical Requirements

PALTA is seeking the development of a self-hosted WordPress site with a fully functioning content management system.

Specifically, the developer will:

- provide the most secure and cost-effective hosting solution with clear explanation for chosen path;
- ensure best practices for maintaining security of an interactive site;
- develop a web interface that is *browser agnostic* and works with commonly used browsers found on Windows, Linux and Mac computer systems as well as Android and IOS devices;
- ensure the inclusion of a robust CMS tool that provides core functionality, including:
  - easy management and organization of pages/posts
  - WYSWYG interface editor
  - easy file/asset management
  - user interaction (e.g., discussion forums)
  - roles and permissions
  - versioning options
- implement best practices for secure and robust discussion forums;

- enable rotating header images;
- enable the ability for the administrator to organize and categorize online content efficiently and effortlessly;
- integrate functionality that enables authorized users to login and submit information; two specific functionalities that will be replicated from the current site are a 1) jobs board (<http://conserveland.org/jobs>) which enables the administrator and logged-in users to post employment opportunities; and 2) Conserved Real Estate for Sale (<http://conserveland.org/properties>), which will allow the administrator and logged in users to post real estate for sale.
- integrate Google Analytics;
- enable administrator to determine where content will show on homepage based on tags and/or categories (e.g., Land Trust & People News, Conservation Hero);
- enable administrator to display x number of images or banners on homepage as illustrated on the design templates; these banners will be created internally by PALTA staff and link to specific websites.
- create customized sidebars for designated pages and/or content;
- incorporate designated feeds (e.g., Pennsylvania Legislative Services, Grist, Environmental News Network) on the homepage (see design templates);
- implement breadcrumbs to ensure ease of navigation throughout site;
- integrate share functions on each page so that users can easily share content through a variety of social networking and conventional methods;
- effectively integrate search engine optimization;
- ensure adequate archiving (and retrieval) of content;
- securely connect site to Paypal account to collect online donations; and
- ensure a platform and theme that will enable online event registration through 3<sup>rd</sup> party interface (to be determined). This function does not exist currently at ConserveLand.org but may be introduced in coming months or years.

The following are not considered part of this scope of work:

- integration of the Conservation Easement Assistance Program content;
- integration of the Pennsylvania Land Conservation Conference content;
- integration of the board library;
- migration of current content to new site;

# Design Requirements

PALTA is seeking a dynamic website that incorporates proven design principles and practices that deliver an intuitive, welcoming experience for visitors. Specifically, the developer will:

- review and incorporate basic design elements from the provided mockups;
- incorporate Pennsylvania Land Trust Association's logo:



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- select the appropriate theme that will accommodate the desired design and functionalities of the site; the chosen theme will have robust support and ongoing updates. As a process of choosing the appropriate theme, the designer will provide justification in regards to the selection of the theme. (Note: PALTA has three sites that utilize StudioPress Genesis themes because they have a strong community of developers and a wide variety of related plugins.)
- select color palettes in consultation with PALTA, that will work well in terms of function and design;
- select the most appropriate fonts, in consultation with PALTA, including sizes and styles, for a web environment;
- incorporate high-resolution imagery and design to accommodate the growing use of high-resolution screens (PALTA will provide high resolution photos and graphics for existing imagery); and
- incorporate responsive design best practices.