

## SRF WEBSITE REDESIGN REQUEST FOR PROPOSAL

### BACKGROUND

Salmonid Restoration Federation (SRF) is a statewide non-profit that has been working to advance the art and science of habitat restoration in California since 1986. We are based in Garberville, CA and seek the assistance of a consultant or firm to update and redesign our existing website: <http://www.calsalmon.org>.

SRF's website is run on Drupal 6, hosts a large amount of content year round (200 web pages and 170 PDF reports), and needs to be updated frequently by SRF staff. Our audience is diverse, and ranges from private rural landowners to watershed restoration consultants to government agency personnel.

Below is a breakdown of the types of content and services that our website provides on each page:

- Home page
  - Upcoming event announcements
  - Newsletter sign-up
  - Social media sign-up
  - Link to merchandise page
  - Links to current projects
- Conference Pages
  - Page for upcoming conference (goes online approx. 4 months before conference):
    - Overview
    - Event registration and payment page (links to our PayPal account)
    - PowerPoint files from conference presenters
    - Tours & Workshops
    - Sessions
    - FAQs
    - Sponsors (displays logos by sponsorship level)
  - Links to Individual pages for past conferences
- Project Pages
  - Water Conservation Education
  - Water Rights Education
  - Redwood Creek Water Conservation Project
  - Spring-run Chinook Watershed Symposia
  - Coho Confabs
  - Field Schools
- Resources
  - Limiting Factors

- Fisheries Data Sources
- Water Quality
- Restoration Funding Opportunities
- Restoration Permitting Tips
- Dam Removal
- Fisheries and Watershed Links
- Watershed and Salmon Education
- Environmental Impacts of Marijuana Cultivation
- Climate Change Impacts of Fisheries
- Newsletters
- Support Us
- About Us

### **Additional Content**

- Each workshop/field trip in future conference proceedings would have its own web page (allowing the presenter to reference their page in Facebook, Twitter, LinkedIn, blogs or websites)
- Interactive Google map of SRF project sites
- Reference section describing each salmon species
- Blog (for the home page. Blog items can eventually be assembled into the monthly email newsletter)
- A separate section of website for Redwood Creek project
- A separate section of the website for membership

### **PROJECT OBJECTIVES**

We are seeking a website update and redesign that would result in the following changes:

- Responsive web design
- Upgrade to Drupal 7, hosted at Pantheon or similar Drupal hosting service
- Reorganize current content so that it's accessible
- Breadcrumbs and left-hand navigation on each page
- Easier back-end access and management for SRF staff
- A more contemporary look
- Upgraded membership/donation page
- CRM Integration (e.g. Non-profit Easy)
- Potential upgrade to a different event registration format (e.g. Cvent)

SRF would like website to be aesthetically appealing and functional, easy to navigate, and with streamlined event registration. SRF staff would like to have easy access to updating content on the website including on the home page. For these reasons, we require both interface design and back-end development.

Ideally, our website redesign will result in a streamlined user experience for our stakeholders and ease-of-use for SRF staff. We have specific ideas in mind for what we want the end product to look like, and are also flexible regarding suggestions for integration of specific technologies that would benefit the specific needs of our non-profit.

## **EXAMPLES OF WEBSITES THAT WE LIKE:**

Save the Redwoods League <http://www.savetheredwoods.org>

Pacific Watershed Associates <http://www.pacificwatershed.com>

River Network (for level of content but not necessarily aesthetics) <http://www.rivernetwork.org>

Mid Klamath Watershed Council <http://www.mkwc.org>

**PROJECT BUDGET:** \$10-15,000 depending on level of experience and what type of retainer package is required.

## **MILESTONES AND DEADLINES**

- Preliminary design, September 1, 2014
- Design revisions, October 1, 2014
- Development of templates and site structure, October 1, 2014
- Load content from current website and newer content, October, 2014
- Launch test website, November 1, 2014
- Launch website, November 15, 2014
- Final revisions learned from launch, December, 2014
- Conference Pages and CRM registration launched, December 1, 2014
- Monthly/Yearly maintenance

Note: SRF's largest project is the production of our annual Salmonid Restoration Conference. The website migration ideally could be completed before we go live with conference pages in November or December 1, 2014.

## **CONTACT INFORMATION AND DEADLINE FOR SUBMISSIONS**

Interested people should submit the following, no later than August 8th, to Sara Schremmer via e-mail ([sara@calsalmon.org](mailto:sara@calsalmon.org)) or mail to PO Box 784, Redway, CA:

1. A proposal describing your qualifications (or the qualifications of the team of consultants) and how the tasks described above would be carried out;
2. A firm estimate of fees to be charged, and an estimate of expenses that would be incurred;
3. Your portfolio outlining previous completed projects;
4. Resumes of all consultants who would be involved in the project;

5. Names, phone numbers and contact people from three of your clients during the last 18 months, whom we can call on as references;
6. Interviews with finalists will be held during the week of August 14, 2014.

If there are questions, please call the SRF office at (707) 923-7501.