

Request for Proposals

Tree Pittsburgh Website Redesign

Background

Tree Pittsburgh is an environmental 501(c)3 that began in 2006 as Friends of the Pittsburgh Urban Forest. The staff has grown to 4—3 full time employees plus seasonal staff and nearly 1000 volunteers. The website (www.treepittsburgh.org) is a primary source of information for residents of Pittsburgh who have tree issues, tree questions, and who want to be more involved with urban forestry, tree planting, and tree care in the City of Pittsburgh. It is also used by Tree Tenders to register for courses, tree planting and tree care days, and access our calendar to learn about upcoming events.

One outcome of our strategic planning effort was to conduct a rebranding effort—through that effort we changed our name and logo and next on the list is a redesign of the website. We would like to redesign the website to better reflect our activities, our impact on the community, and information we have available. We would like to improve the website's aesthetics, functionality, and efficiency with help from a designer.

Submitting a Proposal

Firms or individuals shall furnish one submittal via email in PDF format. All proposals should be delivered to the individual below by **February 11th 2011**:

Caitlin Lenahan

Tree Pittsburgh

5427 Penn Ave

Pittsburgh PA 15206

Caitlin@treepittsburgh.org

- + Proposals received after **February 11th 2011** cannot be accepted or considered.
- + Failure of bidding vendor or individual to follow all proposal submission instructions may be cause for disqualification of proposal
- + All expenses for the preparation of proposals are the responsibility of the bidding vendors

All inquiries regarding the proposal can also be directed to Caitlin Lenahan: Caitlin@treepittsburgh.org

Proposals Should Include:

- +Cover Letter
- +Resume
- +Samples of previous work
- +2 References with contact information
- + Plan for management and organization of the project
- + Detailed fee proposal
- +Availability for meetings with Tree Pittsburgh staff and/or board
- + Timeline for project

Website Designer Selection Criteria

- + Quality of past projects and the designer's professional experience with similar projects
- + Relevant experience and understanding of small environmental non profits
- + Proposed organization and management of the project
- + Fee proposal

The selected website designer will be responsible for performing the following services:

Evaluation of Organization and Structure of Website

The designer will consult with Tree Pittsburgh staff and website design committee to discuss and recommend improvements to the structure of the website and the organization of the information presented based on program areas that Tree Pittsburgh would like to highlight and make easily findable for our audience.

TreePittsburgh.org currently runs on Drupal, but we would consider other content management systems if they would better fit our needs. The content management system should be very easy to use and edit so that any staff members would be able to use it with simple instruction. The content management system should allow for the easy creation of new pages, tabs, subjects, program areas, etc and editing of existing pages including the home page. The designer should include use of Google Analytics or similarly easy and free tracking software, and suggest other tools that we may want to include within the structure of the site that will help attract users and track where they come from. Website should be able to support forms, either via building them in the CMS itself, or building them via Google Documents and embedding them.

Design Improvements

The designer will work with some existing artwork and photographs as well as create themes that will be used throughout the website, and the designer's recommended improvements will be worked into the overall site design. The designer should suggest photo viewing platforms to embed slideshows within the site, and other multimedia players (video, audio, etc) that we can use more in the future. (Currently Tree Pittsburgh has a youtube channel, and has experiment with embedding photo slideshows using Flickr and Picasa, to varying degrees of satisfaction.)

The designer should make suggestions regarding how to best make available presentations, downloadable/editable posters, flyers, and other information to Tree Tenders who use TreePittsburgh.org. Tree Pittsburgh is also looking into having a blog feature incorporated into the site for easier sharing of news, events, spotlights, etc. Lastly, Tree Pittsburgh would like an area of the site to contain documents and other features that are password protected and mostly accessible to board members and staff.

Website Technical Assistance

Designer should be able to instruct and provide technical assistance to designated Tree Pittsburgh staff people on updating the website within various capacities, enabling staff to independently maintain and update the site. The designer should also be available to discuss and review the website's effectiveness at two meetings within the first six months of operation, and make small changes/adjustments if necessary.

Schedule/Timeline

The website designer is expected to complete the scope of work as follows:

- + Evaluation of Organization and Structure completed within 14 days of being under contract
- + Design Improvements to be completed within 60 days of being under contract.
- + Website Technical Assistance to be completed within 60 days of being under contract.

Ideally the new site will be live and usable during April 2011, when we celebrate Arbor Month.