



REQUEST FOR PROPOSALS

STRATEGIC WEB DESIGN AND DEVELOPMENT

Issued: May 6, 2011

Due: June 24, 2011

Project need

Atlanta BeltLine, Inc. seeks a consultant to help create a web site to perform the following functions :

- build and reinforce the Atlanta BeltLine brand with the Public;
- create a user interface that clearly communicates completed and ongoing projects as well as the ability to participate in the planning process;
- share useful information and resources;
- accommodate easy and fast content changes; optimize search engine recognition in order to promote our services both nationally and internationally;
- user-friendly search functionality within the website;
- encourage visitors to interact regularly with the website; and track how the site is being used;
- seamlessly integrate with social media and preserve flexibility for future enhancements;
- allow for integration of user generated content;
- seamlessly integrate with an Atlanta BeltLine mobile app;
- build a self-updating mobile site;
- allow for integration of constituent relationship management system that will be developed in parallel. Examples of integrations with this third party vendor software may/may not include giving users access to certain sections the site, fundraising-specific user flows, and advanced email category classifications.

About us

The Atlanta BeltLine is the most comprehensive economic development effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment projects currently underway in the United States. The Atlanta BeltLine is a sustainable redevelopment project that will provide a network of public parks, multi-use trails and transit along a historic 22-mile railroad corridor circling downtown and connecting many neighborhoods directly to each other. Atlanta BeltLine, Inc. (ABI) is the entity tasked with planning and executing the implementation of the Atlanta BeltLine in partnership with other public and private organizations, including City of Atlanta departments. The

Atlanta BeltLine Partnership (ABLP) is a non-profit organization committed to raising funds from private and philanthropic sources to support the project, raising general awareness and broad-based support and addressing social impacts.

How we plan to work together

The goal is to launch Phase 1 of the new website in January 2012. An internal team has been assembled to work with the selected consultant to retool and launch the existing approximately 250-page website. The team will consist of internal marketing and public relations staff, usability and information architects - all supported by the Atlanta BeltLine's executive leadership. An advisory committee will be available for strategy sessions and select reviews. All meetings will be held in our downtown Atlanta office.

We anticipate and request a highly collaborative, efficient and effective process. In your response, please describe successes with similar projects and clearly outline an approach to working together in this way with Atlanta BeltLine.

Specifically, the consultant will deliver the following services:

Strategic discovery

- Work with Atlanta BeltLine to define goals, audience, and communication requirements.
- Survey and/or interview audiences and stakeholders.
- Perform analysis with internal team to consolidate and improve existing content.
- Prepare a strategic brief to chart the course for the project.

Project definition

- Define the scope of technologies, services and features best suited to meet the strategic needs of the project and organization.
- Provide cost estimating for any services or features described during this phase but not already included in the scope.

Content

- Audit existing content and recommend a PHASED (2-3 phases) approach to the type and quantity of content for the new site.
- Emphasis should be on providing robust imagery, news, videos and photos, all of which might possibly be broken out geographically into Atlanta BeltLine areas or Map-driven pages.
- New Website should feature a strong social media component, including integrated Facebook and other sharing options, as well as auto-publishing of new content to Facebook and Twitter.
- Migrate all content (as relevant from the audit) to the new site.
- Edit content for grammar, spelling, and consistency.
- Update or create content to improve search engine optimization.

Structure, Navigation and Design

- Present wireframes and navigation options and refine and develop the selected option.
- Create a comprehensive storyboard based on wireframes keyed to content.
- Develop initial design comps (Photoshop) based on approved wireframes. Comps will include the home page, a secondary page and tertiary page. Three comps should be provided, with design trains from comps. Provide up to three rounds of revisions on the initial comps.
- Extend approved design across all specified template levels.
- Provide one round of revisions on all design comps.
- Produce all necessary graphics for the site interface.
- Develop a graphic standards guide for use in the site production.

User interface

- Collaborate with Atlanta BeltLine to describe the design constraints of the technology.
- Share best-practices recommendations.
- Program and implement the user interface based on the approved graphic design scheme. Contractor will provide native PSD files to Atlanta BeltLine as a template for each level.
- Implement the graphic design standard across the breadth of the site and create any additional elements in keeping with the design set forth by the existing Atlanta BeltLine brand.

Technology

- Provide a straightforward, template-based content management system for use by multiple Atlanta BeltLine team members for updating the site after its initial launch; Atlanta BeltLine Team members must be able to easily update and upload multimedia content, including videos, photos and widgets.
- This system must not require knowledge of code or the assistance of IT staff or a technical consultant - and must make maintaining the integrity of the agreed-upon style sheets simple and extremely consistent.
- Provide content management administration that can be accessed remotely by multiple users and governed by access rights.
- Provide a training session(s) to teach Atlanta BeltLine staff to administer and use the content management system; a user guide and technical document must be provided in the event that another vendor will need to provide maintenance services.
- Provide any necessary software or licenses as required for content management (all costs associated with content management must be included in the fee proposal). Provide search capabilities.
- Provide for incorporation of existing third party web-based software currently on www.beltline.org, such as rezgo.com and volgistics.com.
- Provide for the inclusion or future addition of select multimedia features such as video or animation and third party software integration such as databases.
- Implement a system to gather analytical information about the site using existing Google Analytics platform.
- Must provide all source files in both deliverable and editable formats.

Quality assurance and testing

- Create a beta site for Atlanta BeltLine's review. The beta site will test both the site and the content management system.
- Develop test cases for various platforms, software and conditions.
- Report and correct any problems.

Deployment and hosting

- Deploy to host environment in accordance with technological needs, including transfer of existing Atlanta BeltLine subdomains.
- The consultant is not required to host the site but must ensure seamless transition to the host environment and provide technical knowledge to Atlanta BeltLine staff.
- The consultant is required to recommend a long-term hosting solution with the option to easily transfer all data to another hosting environment.
- Fix errors and bugs for a period of 60 days after deployment; provide customer service and a 24-hour response time to resolve any issues or bugs for up to one year.

Submitting your response

Your response shall contain:

- Executive Summary briefly stating approach and proposed costs
- Corporate background and capabilities
- The proposed team and their qualifications
- A list of any sub-contractors, their role, qualifications and key personnel
- Demonstrated qualifications including a relevant client list accompanied by URLs
- Contact information for three client references
- Describe your methodology and approach to collaborating with Atlanta BeltLine, including design and functionality in particular
- Project approach including tasks in each phase, deliverables, meetings and milestones, and schedule
- Approximate fees including costs of any anticipated third party software able to be determined at this time
- Estimated travel and other expenses
- Standard hourly rates for additional services beyond scope of this request
- Terms and conditions

Schedule

- May 6, 2011 RFP issued
- May 24, 2011 Last day to submit questions
- June 24, 2011 All responses due by 2 PM
- July 8, 2011: Notification of intent to interview
- July 11 – 22, 2011: Interviews in Atlanta BeltLine, Inc. office
- August 1, 2011: Successful bidder notified
- August 15, 2011: Project kick-off
- January 9, 2012: Site goes live

Submission requirements

- Direct questions to Ethan Davidson at edavidson@atlbeltline.org.
- Questions are due by May 23, 2011. They will be compiled with responses and issued to all bidders via email by May 30, 2011.
- Submittals should include a cover letter providing an introduction to the firm or team and the areas of expertise of the firm. The letter should also state the full name; address; and phone and fax numbers of the organization and the branch office or other subordinate entity that will perform or assist in performing the services described therein. If responding as a team, the lead firm should be designated with a project manager identified as the single point of contact. Indicate the type of firm ownership (individual, partnership or corporation) and explain any proposed joint venture relationships. Include the state in which the firm is incorporated or licensed to operate and provide a valid insurance certification. Please provide three references.
- Firms will be evaluated on the basis of overall experience and depth of resources. It is imperative that responses are completed containing the information requested.
- All responses to this Request for Proposals must be submitted in hard copy (one original and two copies) and on CD in Adobe Acrobat format by no later than 2 p.m. on June 20, 2011. Submittals received after this time and date will not be considered.
- While the Consultant will be asked to provide an estimated lump sum fee for the requested services, final fees will be negotiated following the selection of the Consultant. If fee negotiations with the firm determined most qualified are not successful, and/or the fees discussed are outside the budgetary constraints for the project, Atlanta BeltLine, Inc. reserves the right to suspend negotiations with the most qualified firm, and proceed to other firms. The Consultant will also be expected to provide a summary of assumptions used to determine its fee.
- No late responses will be accepted.
- All proposals should be limited to 16 pages total and must be printed double-sided.

ABI encourages, but does not require, all proposers to promote opportunities for diverse businesses, including Minority Business Enterprises (“MBE”), Female Business Enterprises (“FBE”) and Small Business Enterprises (“SBE”) to compete for business as subcontractors and/or suppliers. However, nothing herein should indicate that an MBE, FBE or SBE may not apply and be selected independently, as MBEs, FBEs, and SBEs that meet the qualifications of this RFP are encouraged to submit their qualifications for consideration. For an MBE, FBE or SBE to participate on the contract said MBE, FBE or SBE must be certified as an MBE or FBE and be registered with the City of Atlanta Office of Contract Compliance’s M/FBE Register. SBEs must be registered with the City of Atlanta and are defined as businesses not exceeding \$2.5 million in gross sales during the recent calendar or fiscal year.

Firms interested in obtaining applications for certification should contact either of the following organizations:

- **City of Atlanta – Office of Contract Compliance (MBE/FBE):** Hubert Owens, Acting Director, Office of Contract Compliance, 55 Trinity Avenue, Atlanta, Georgia 30303, Tel: 404.330.6010, Fax: 404.658.7359
- **Small Disadvantaged Business (SDB)** certification by the U.S. Small Business Administration provided they reflect certification because of minority or women-owned status.

A firm selected by the proposer can only satisfy one of the three categories. The same firm may not, for example, be listed for participation as a MBE organization and a SBE organization even if the level of participation exceeds each category's goal. All firms must be registered or certified prior to the submittal of the proposal. A proposer is at risk in that there may be an issue of time to certify or register if it intends to use a firm that is not certified or registered at the time the Proposal is submitted.

ABI is an Equal-Opportunity Employer.

Submit responses to:

Atlanta BeltLine, Inc.
Attn: Ethan Davidson
86 Pryor Street
Suite 200
Atlanta, GA 30303