



## REQUEST FOR PROPOSALS

### Overview

The Congress for the New Urbanism (CNU) is seeking bids to replace its current Drupal 6 website with a responsive Drupal 7 website with an updated graphic style and new attention to usability. An impressive design/development group that works in an alternative CMS will be considered, but Drupal is preferred. **Proposals are due by June 16, 2014** and can be emailed to [thalbur@cnu.org](mailto:thalbur@cnu.org).

The challenge facing us is to create a new website that meets these sometimes competing goals:

- Present a clean design representative of a design organization;
- Provide easy access to a multitude of information;
- Encourage repeat visits with dynamic content, and;
- Communicate our message clearly to newcomers and experts alike.

CNU has a 20-year history leading an urban planning and design movement that rejects sprawl and advocates for thoughtful city building strategies. CNU's newly developed message is that we work to build places people love. Our work falls roughly into three buckets:

- Supporting our members (town planners and urban design professionals)
- Building the campaign for urbanism (making it easier to build great places through changing codes, standards, and requirements, publishing research, and creating broad coalitions/partnerships around these issues)
- Inspiring leadership and growing demand for urbanism

At the same time, we need to ensure access to considerable information, such as:

- Educational materials, including webinars, ppts, information fact sheets, white papers, videos, etc.
- A bookstore that integrates with our PayFlow Pro payment system
- A Forums function for member discussion on a variety of topics
- 10-12 content types including news, events, jobs/rfps, initiatives, etc.
- 5-6 views for content types such as jobs/rfps, news, and events

We will simultaneously be developing a MemberSuite backend for member management. This will require of that the website developer:

- Integrate with MemberSuite for single sign-on for members
- Develop a splash page integrated with MemberSuite database to capture emails.

Additional integration will be discussed as needed, but may be limited for budgetary reasons.

## **Anticipated Process/Tasks**

### **Task 1: Site development and planning**

Kickoff meeting with CNU to discuss overall project goals and site structure (much of which has already been fleshed out by CNU staff). CNU will present research on similar sites, along with a handful of favorite sites for comparison. Developer shall bring his or her own ideas. The Developer will come out of initial meeting with enough material to develop initial wireframes.

#### **Deliverable 1: wireframes and initial design ideas**

Date: Due within 3 weeks of kick off meeting with CNU. CNU will respond to wireframes and contractor will incorporate revisions into Task 2.

### **Task 2: Develop draft website design responding to wireframes**

Developer shall propose design alternatives and solutions to meeting all of CNU's goals for the website (see above). CNU staff will circulate alternatives with stakeholders (our Communications Committee) for comment and Developer shall respond to those comments within 2 weeks of receiving feedback from CNU.

#### **Deliverable 2: website mock ups and proposed site maps**

Date: Due within 3 weeks of receiving comments from CNU on the draft website design.

### **Task 3: Final draft design and content gathering**

Developer shall present narrowed alternatives for final design. CNU staff will gather notes and present final refinements and will send to Developer.

#### **Deliverable 3: Final draft mock ups**

Date: Due within 2 weeks of receiving comments from CNU on the final draft design.

### **Task 4. Build website**

Developer shall take final design notes and build the website infrastructure in Drupal, integrating with MemberSuite.

#### **Deliverable 4: Full website in test environment**

Date: 6 weeks from receiving comments from CNU on final draft

### **Task 5: Populating the site with content and QA Testing**

CNU will populate the new content types with text and images. Developer shall, with CNU, run use case scenarios to test website functionality.

#### **Deliverable 5: Completed website ready for launch**

Date: 1.5 weeks after receiving QA Testing comments

**Task 6: Launch website**

Developer provides training to key staff on use of the website back end. Release website to the public and invite a handful of CNU members to beta test the site immediately upon launch.

**Deliverable 6: Beta testing corrections**

Date: As needed immediately after launch.

**Important dates**

May 29, 2014: RFP distributed

June 23, 2014: Deadline for proposals

June 30, 2014: CNU selects a developer

July 10th, 2014: Kick off meeting; Work begins,

December 1, 2014: Website ready to launch

**To Submit a Proposal**

Proposals for this RFP must meet the following guidelines:

- **Detail proposed development process and timeline**
- **No more than 5 pages**
- **Budget**
- **DUE COB June 16, 2014**

**Contact**

Please send proposals by **June 16, 2014** detailing your development process, suggested timeline, and estimated bid for this work. You may refer to [www.cnu.org](http://www.cnu.org) for an idea of the current content. Send to Tim Halbur, Communications Director at [thalbur@cnu.org](mailto:thalbur@cnu.org).