

Public Knowledge Website Overhaul: Implementation

Request for Proposals

January 10, 2013

Please respond no later than February 1, 2013

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Project Summary

Public Knowledge currently has a Drupal-based website at <http://publicknowledge.org>. We are interested in building a new site that will improve user experience. We will have hired a firm to design the look and feel and information architecture and would like to hire a firm dedicated to the detailed functionality and implementation.

We are open to input on which open-source CMA your firm decides would be best for successfully implementing this new website.

About Public Knowledge

Public Knowledge is a non-profit public interest advocacy organization based in Washington, DC. Our work focuses on keeping our communications systems open and democratic by promoting balanced approaches to internet, copyright, and telecommunications policy and law.

Some examples of issues we work on are network neutrality, an open internet, accessible and affordable internet access, competition in the online video and traditional TV marketplaces, and justice for inmates' families who face exorbitant phone rates and policies.

Public Knowledge has a reputation as a balanced, thoughtful, and tech-savvy organization—a quality we would like to be reflected in our new website.

What We Do

Public Knowledge influences policy outcomes through a variety of platforms. We are educators for both concerned citizens as well as policymakers in all ranks of government. In addition, Public Knowledge conducts minimal lobbying to Members of Congress on our issues. We also engage the public in grassroots campaigns, small companies in awareness campaigns, and the press.

We produce:

- Legal filings with federal agencies
- “Friend of the Court” briefs
- White papers
- Awareness campaigns
- Educational one-pagers
- Grassroots campaigns to contact federal agencies or Congress
- Events and conferences

Goals/Vision for New Website

In general, we want our website to be an educational resource on the increasingly complex issues we cover. Our website should be both an entry point for people new to the issues as well as those already steeped in it.

Quickly being able to identify who we are as an organization and the work we've done related to particular topics is important.

The website www.sunlightfoundation.com is a good example of the kind of engagement we would like to emulate.

Increased "stickiness" is a priority. We would like functionality such as "related content" surrounding blog posts, documents, and issue pages. When people come to a page on the PK website from, say, reddit, we would like other related content, events, or actions to be displayed.

We are also interested in recommendations from design companies as to how to best achieve increased engagement on the website.

Audience

Types of Visitors

Generally speaking, visitors to our site tend to be either already well versed in the subject matter or are readers of tech-savvy publications like Ars Technica, GigaOm, and TechCrunch.

- Media and press
- Policymakers and their staff
- Other government employees
- Potential Donors
- Technology and internet enthusiasts

Site Statistics

We are using Google Analytics to track statistics on publicknowledge.org. We have a wide range of visits from an average of around 20,000 per month up to 175,000 in a month when we land a spot on the front page of reddit. Our bounce rate can be as high as 94% in those high-traffic months, but averages just below 80% most months. As a result of this website overhaul, we would like to see a decrease in bounce rate and an increase in time spent on the website.

Transitioning to the New Site

We would like to transfer as much of the existing content to the new website as possible, including blog posts, document PDFs and pages, images, about sections, past events, and “act now” pages.

High Level Functionality

This is not a comprehensive list of all functionality we would like the site to have, but it gives a representative idea of the types of things we are looking to do:

- Wide range of pages and content, including blog posts, documents, press releases, and events
- PDFs, images, audio, embeddable YouTube, rich text editor
- Mobile usability and responsive design; no separate mobile subdomains
- Podcasts, podcast archives, and RSS feeds
- Google search instead of default Drupal search; Razoo for contributions
- “Act now” pages for people to write letters and sign petitions; automatic link to outside agencies or offices not necessary
- “Archives” of past events and out-dated (or resolved) issue pages
- Facebook, Twitter, and Reddit buttons on most content
- Customizable sidebar depending on the page and issue; for example: related posts, documents, and “act now” links in blog post side bar.
- User bio pages that shows contact information and recent post history

Budget

Our total budget for this project is \$30,000. Testing and training are included in that amount, as well as hosting and maintenance through the end of 2013.

We are also interested in a contract estimate for continued hosting and maintenance on an annual basis going forward.

Vendor Selection Criteria

When selecting a vendor for this project, we will be evaluating candidates on the following criteria:

- Experience working with non-profit organizations
- Experience handling websites with large amounts of content
- Experience transferring large websites to new sites
- Consideration of the user’s experience, including integration with social media

Proposed Timeline

We would like this project to begin in February 2013. The project must be completed by July 2013.

Contact Information

Please direct all responses to this RFP and/or any questions to:

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