



Request for Proposals: Website Redesign for Alabama Chapter of the American Planning Association

Response deadline: Wednesday, March 28, 2012 at 5pm Central Time

Contact Information (including proposal submissions):

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www.alaapa.org

The Alabama Chapter of the American Planning Association (ALAPA) www.alaapa.org is requesting proposals to redesign the chapter website. It is the intent of this Request for Proposal (RFP) and resulting contract to establish an agreement for professional services with a website developer for the purpose of redesigning the current website in order to modernize and make the website more useable in terms of design, organization and interactivity. We are requesting proposals to redesign and enhance our website as further described below.

Organization Background

ALAPA is the Alabama Chapter of the American Planning Association, a non-profit public interest and research organization dedicated to urban, suburban, regional and rural planning. ALAPA membership is made up of planners at all government levels, private consultants, local planning board members, landscape architects, environmental scientists, lawyers, professors, students and other professionals dedicated to sound planning principles. ALAPA serves several hundred members in the state of Alabama.

General Project Description

ALAPA seeks changes to its current website to make it more interactive, user-friendly and visually appealing. Currently, our website is outdated in appearance, structure and in its presentation of content. The website also lacks the capability to easily add diverse content as well as to be managed by more than one user.

The revamped website will consist of existing content but will also need to include additional content that is either historical in nature or has not been recently added. Content should be able to be managed by designated ALAPA members who can change/update text on any given webpage as needed. Varying permissions levels for different users will be needed. Upon completion of the site, ALAPA will assume full responsibility for web site content and

administration; hosting and maintenance may be contracted with a third-party. ALAPA will maintain ultimate editorial control of content without dependence on outside contractors.

ALAPA would like to move to a non-proprietary content management system such as Umbraco, Wordpress, or Drupal.

Our objectives in redesigning our website are to:

- Improve the visual appeal of our website
- Update site design and expanded capabilities as reflected in Design and Functionality/Content subsections below
- Make the website our membership's primary gateway to ALAPA information and resources

Project Requirements

Design

The revamped design should include the following changes:

- Significant redesign and reorganization: the site design should be visually appealing, be easy for visitors to navigate, and have a dynamic front page that displays changing information (upcoming events, announcements, changing banner graphic) that can be edited and managed by designated ALAPA members.
- Front page links to social media ALAPA may choose to establish a presence in.
- CMS plugins to support integrated calendars, media galleries, document libraries, surveys, to take payments, and support user authentication (to allow access to protected pages such as membership information)

Functionality/Content

In addition to standard web pages and content (e.g. home page, about us, etc.), the revamped website will include the features listed below.

- Display space for chapter sponsors on the front page
- Integrated calendar for events
- Ability to support secure online voting for chapter officers
- Document libraries of chapter business documents, best practices documents, etc.
- Pages for:
 - o Annual conference, with possible support for registration and online payments
 - o Job opportunities, RFP/RFQs, internships, etc.
 - o Annual planning awards winners, including online submission of entries
 - o Chapter geographic divisions
- Ability for users to subscribe to e-newsletters, email summary of website updates, and RSS feeds – also the development of templates for such updates on the backend through CMS
- Ability for users to build profiles within the website, to support subscriptions, online voting, registrations, etc.

Case Study Examples

Websites ALAPA would like to emulate in terms of design, layout and functionality:

- <http://www.georgiaplanning.org/>
- <http://www.nc-apa.org/>
- <http://www.utah-apa.org/>

Training, Technical and Infrastructure

ALAPA is willing to consider new hosting arrangements as part of the bidding process.

Training for the webmaster and other ALAPA chapter members who will be responsible for website maintenance is desired.

Submission Information

Please submit an electronic version in PDF format of your written proposal to the ALAPA IT Committee no later than **5:00pm Central Time on Wednesday, March 28, 2012** via email at brandon.bias@gmcnetwork.com.

Submission of a response to this request does not bind ALAPA to engage the vendor to provide the requested services. ALAPA reserves the right to retain a copy of your submission after selection has been made. The vendor is solely responsible for the costs it incurs in responding to this request for proposal.

Non-written aspects of a proposal (for example, graphics samples, simulations, etc.) shall be presentable via a web meeting, where the company submitting the proposal will host a meeting through a website and all members of ALAPA's IT committee can log in and remotely view the proposal demonstration from their computers.

All costs associated with the preparation and presentation of the proposal will be borne by the bidding firm. Proposals and their accompanying documentation will not be returned. Proposals will be considered final as submitted and may not be altered unless requested by the review panel. Proposals should be accompanied by three references that can speak to similar projects in scale and scope.

In making our decision, we shall consider experience in website design for nonprofit organizations, team experience, strength and expertise of personnel, professionalism as reflected by the proposal and interview process, project understanding, references, schedule and price.

Assumptions and Agreements

The proposal shall be implemented as a "work for hire" and ALAPA shall own all the website content, original works of authorships, etc. that are created in conjunction with this project, with the exception of any licensed software that is procured.

THIS REQUEST FOR PROPOSALS AND THE NATURE OF WORK SOLICITED IS THE CONFIDENTIAL AND PROPRIETARY INFORMATION OF ALAPA AND THE INFORMATION CONTAINED HEREIN MAY ONLY BE USED AS NECESSARY TO PREPARE A PROPOSAL FOR SUBMISSION TO ALAPA.