



# Request for Proposal

## Southeast Florida Regional Climate Change Compact Website Design and Development

February 28, 2023

### **ISSUED BY**

Institute for Sustainable Communities

on behalf of the

Southeast Florida Regional Climate Change Compact (the Compact)

### **REPRESENTATIVE**

Russell Paez, Associate Director, US Programs

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## Introduction

The Institute for Sustainable Communities (ISC) is accepting proposals on behalf of the Southeast Florida Regional Climate Change Compact (the Compact) in response to this Request for Proposal (this “RFP,” or this “Request for Proposal”) in order to find a qualified firm, agency or individual to provide development and design of a new CMS website for the Compact.

The objective of this Request for Proposal is to identify and select a web development and design partner that will provide the best overall expertise and experience for our collaborative team (ISC and the Compact). While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal below.



## Background & Project Description

The Southeast Florida Regional Climate Change Compact (the Compact), established in 2010, is a formal partnership between Broward, Miami-Dade, Monroe and Palm Beach counties to work collaboratively to reduce regional greenhouse gas emissions, implement adaptation strategies, and build climate resilience across the Southeast Florida region. The Compact’s [existing website](#), which is fully managed by ISC—the Compact’s staff consultant—was developed soon after its launch.

Over the last several years, there have been basic updates to the existing website, however, it has not been entirely rebuilt or had a redesign in at least seven years. Although built in WordPress, the original agency used a custom template for the site, which has limited updates and led to additional design, development, and site stability issues.

Our overall goals for a new Compact website are to:

- Upgrade our CMS to create stability and functionality that can be regularly updated with standard maintenance assistance. We are open to different CMS platforms given the right justification.
- Elevate the overall look and feel of the Compact's website to convey the professional and formal nature of the government partners engaged in the Compact and the gravity of the work being advanced.
- Plan how this new website can amplify the next three to five years of Compact work, i.e., make sure we have the functionality to add on components we may not have right now, but could need in the future. This may include: embedded videos, searchable library of resources, etc.
- Ensure the site is ADA compliant according to [WCAG 2.2](#) (anticipated to be released in April 2023).

Additional considerations include:

- Recommend a hosting provider. We may already have one in mind, but we are also open to hearing who you may prefer working with and why.
- SEO - depending on budget either provide some SEO for the site or allot for some SEO training of ISC/Compact staff. SEO is an essential component of all websites.
- Google Analytics 4 set up for the new site.

While modernizing and improving the CMS is paramount, the redevelopment of the site provides an important opportunity to revisit the Compact's identity before embarking on the design phase. ISC is currently engaging a graphic designer who is refreshing the Compact's current brand identity inclusive of its logo, color palette and font guidelines. This brand evolution will retain vestiges of the current brand given the significant awareness developed over the last decade, while developing a more sophisticated and professional look/feel. The qualified bidder selected through this RFP process should be prepared to work collaboratively with the graphic design agency who has been engaged to update the brand identity, ensuring the website design aligns with the updated branding and look and feel.

We see the selected bidder as a thought-partner in providing creative and evidence-based suggestions on the best ways to display content and improve navigation/user experience on the site. Given the large number of resources that are

published on the Compact's website, we hope to improve our users' ability to easily and quickly view the resources available and navigate to others of interest.



## Project Scope

Bidders will address the following key deliverables as part of their scope of work. We expect the successful bidder to:

1. Identify and recommend a CMS
2. Work with ISC to develop a content inventory of the existing Compact website
3. Develop a creative brief/platform to guide the website design and development project
4. Create a project timeline with key deadline dates - both bidders and ISC clearly defined
5. Develop a strategy, site plan, wireframing that is appropriate for user engagement based on target audiences
6. Present 2-3 design options and recommend themes (not custom) or templates that can be used and updated moving forward. Mobile optimization and site speed are essential
7. Design, build, test and launch

Please note, this list is not meant to be exhaustive but a highlight of the steps we believe are most important to this work. Please include any additional steps or priorities you feel are necessary in your process.



# RFP & Project Timelines

The Request for Proposal timeline is as follows:

Request for Proposal Issuance	02/28/2023
RFP Deadline	3/31/2023
Selection of Top Bidders / Notification to Unsuccessful Bidders	04/15/2023
Interviews with Top 2 Finalists	04/17-28/2023
Contract Award / Notification to Unsuccessful Bidders	05/1/2023

The need-date for project completion is 08/15/2023. Bidders may propose a date earlier or later, and will be evaluated accordingly.



# Budget

ISC's budget for the project is \$20,000 - \$25,000.



## Submission Guidelines & Requirements

The following submission guidelines and requirements apply to this Request for Proposal:

1. Qualified individuals or firms with prior experience on similar projects (nonprofits, government, climate change) should submit proposals in response to this RFP.
2. Your proposal should include an overview of your process, a proposed timeline, important milestones, and preferred methods of communication. See also *Project Scope*.
3. Please include your firm's qualifications and resumes and/or bios of key personnel who will be working on this project.
4. Please include a budget with breakdown by tasks OR personnel's role. An overall project cost is acceptable, but we would like to understand how the number is calculated either by hourly rates, blended rate, and/or an estimated total number of hours.
5. Bidders must include at least three live websites that are substantially similar to this project as part of their response, including references for each. Please describe your role in each project.
6. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
7. Proposals must remain valid for a period of at least 30 days.
8. All bidders must be located in the U.S.
9. ISC anticipates selecting at least two individuals or firms to have more in-depth discussions with and will make an award to one of these finalists.

**Deadline for Submission: March 31, 2023**

Please submit your proposal via email to:

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Breanna Edwards

Senior Communications Officer

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## **Evaluation Factors**

ISC will rate proposals based on the following factors, with cost being the most important factor:

1. Responsiveness to the requirements set forth in this Request for Proposal
2. Relevant past performance/experience
3. Samples of work
4. Cost, including an assessment of total cost of ownership.
5. Technical expertise/experience of bidder and bidder's staff