

CALIFORNIA INVASIVE PLANT COUNCIL

REQUEST FOR PROPOSALS:

Website design and construction for the Invasive Spartina Project

Monday, June 12, 2023



Proposal Deadline: Friday, June 30, 2023, at 5:00pm

- Completed proposals should be submitted via email to cmeyler@cal-ipc.org
- All applicants will be notified by July 31, 2023
- If you have any questions, please email cmeyler@cal-ipc.org

INTRODUCTION

The California Invasive Plant Council (Cal-IPC) is seeking the services of a contractor to design and build a website for the San Francisco Estuary Invasive Spartina Project (ISP). The ISP is a long-running effort to eradicate four species of invasive cordgrass from the marshes around San Francisco Bay because these invasive species impact biodiversity, coastal processes, and wildlife habitat. Many partners are involved in the project, with leadership from the California State Coastal Conservancy, the US Fish & Wildlife Service, and non-profit organization Cal-IPC. An out-of-date website exists at <https://www.spartina.org/> and some more recent content can be found on a page on Cal-IPC's website at <https://www.cal-ipc.org/project/invasive-spartina-eradication/>. The goal is to create a simple, visually rich website that serves to educate the public and direct partners on the project, and to make important reports available. The website needs to be built in such a way that it is straightforward for Cal-IPC to update in the future.

SCOPE OF WORK

The contractor will design and build a website for the ISP with input from Cal-IPC and the ISP team. The period of this scope is **August 1, 2023 through January 31, 2024**. The contractor will:

- **Gain familiarity with the ISP** - review old ISP site, Cal-IPC's invasive spartina webpage, recent ISP email blasts, and other materials provided by Cal-IPC.
- **Understand our objectives** - meet with Cal-IPC and ISP partners to hear the team's vision and to discuss design options. We are looking for a simple website that can be updated and maintained by Cal-IPC in the future.
- **Draft design** - prepare and present one or more initial visual designs for review and feedback from Cal-IPC and the team, then revise as necessary.
- **Populate** – add graphic and textual elements provided by team. Create and organize an online folder where files can be exchanged and stored between Cal-IPC and the contractor.
- **Review and revise** – adjust content and structure as necessary.
- **Train** – show Cal-IPC staff how to edit the website on the backend. We will need to be able to edit text, change photos and videos, add pages, and add documents.

We expect the website to be relatively small – fewer than a dozen pages. The website should be:

- visually captivating
- adaptable to a range of display sizes
- straightforward for Cal-IPC to update and maintain in the future. We have moderate web skills
- compliant with Web Content Accessibility Guidelines 2.1 (excepting uploaded documents)

PROPOSAL REQUIREMENTS

Applicants should submit a thoughtful, clear, well-organized proposal package of up to 4 pages that includes the items listed below:

- Description of your qualifications designing and building websites, and ability to conduct the work described in the Scope of Work.
- Proposed strategy to achieve deliverables within the scope period.
- Proposed budget and rates, including how minor assistance in the future will be billed.
- Examples of your best work that may be comparable to this project.
- A statement concerning any potential conflicts of interest with respect to performing the work under this contract.

REVIEW AND SELECTION PROCESS

Proposals will be reviewed by Cal-IPC and members of the ISP team. We will make a primary selection and negotiate to reach an acceptable budget. If this is not possible, we will contact another applicant. The anticipated schedule is:

RFP posted	June 12, 2023
Submission deadline	June 30, 2023
Follow up if necessary with applicants selected for further consideration.....	July 3-14, 2024
Negotiations and final selection	July 17-31, 2024

This contract will be awarded without discrimination based on color, race, national origin, ethnic group identification, religion, age, sex, sexual orientation, color, genetic information, or disability.