Website Design & Development Request for Proposal

This RFP is for design and development services for a new website that the Economic Development Alliance of Lincoln County (EDALC) is coordinating for the Oregon Ocean Innovation Hub (O2IH), a newly created 501(c)(3).

At this time, the project will be broken down into two components as follows:

Component A - Develop a website wireframe/structure and page templates/content and launch a minimally viable website.

Component B - Implement and design new content, revise original content and templates as needed. Some of this work will likely be completed post-launch.

This request for proposals is for **Component A**. The developer chosen to create the baseline website will be invited to deliver a "first right of refusal" bid for **Component B**.

Send any questions regarding this RFP to:
Paul Schuytema, EDALC Executive Director
paul@businesslincolncounty.com

Send proposals (PDF) to:
Stacie Keating, EDALC Organizational Coordinator
stacie@businesslincolncounty.com

Oregon Ocean Innovation Hub Overview

O2IH is a collaborative project determined to enrich and increase Oregon's Blue Economy. Through the cooperation of OSU, local educators, industry leaders, researchers, local government authorities, entrepreneurs, business support services and coastal ports, this organization will allow for the much-needed research, development, and marketing of all the sectors of the Blue Economy. This will be done through the establishment of the Oregon Ocean Innovation Hub, a distributed initiative in which individuals can perform research and development, receive innovation and entrepreneurial support, and engage in Blue Sector workforce development. The innovation hub will be a coast-wide cooperative enterprise with multiple locations along the coast including the Hatfield Marine Science Center and other participating sites in and around Newport.

Website Audience

Anyone interested in engaging, or producing meaningfully, in the Blue Economy including (but not limited to) entrepreneurs, those interested in research, potential investors, current EDALC partners, or public legislators.

Audience Examples
- Organizations focused on food systems
  - [CCFW,](#) [Pacific Seafood](#), [OoNee Sea Urchin Ranch](#)
- Individuals or groups focused on innovation and market creation and/or expansion. Those trying to solve specific problems (accelerators)
  - [Challenger Biosciences](#)
- Technical support providers
- Technical subject matter experts
  - Aquaculture, permitting, processing, environmental sustainability etc
- Those with cultural knowledge/awareness related to indigenous communities and practices related to the blue economy
- Commercial fishing, maritime transportation
- Blue economy career-pathing
  - [Northwest Oregon Works](#)

New Website Objectives

The O2IH website's first objective is to create awareness about what O2IH can do. Secondly, it needs to provide useful resources for anyone who is engaged in Oregon's Blue Economy, or wishes to become involved.

New Website Requirements

Our new website will need:
- To be built in Wordpress and allow for ease of long-term maintenance.
- Accessibility: Meet or exceed web accessibility standards (WCAG 2.2)
- Intuitive and engaging navigation.
- Clean and focused design.
- Responsive Design: Ensure the website is fully responsive and optimized for both desktop and mobile devices.
- Optimized with SEO best practices.
- Site components
    - Simple and understandable main menu.
    - Visually appealing and informative front page. A visitor to this page should be able to easily understand what O2IH is about and what resources and information this site will provide.
    - Unified and informative footer.
    - A blog (Wordpress category-based).
    - Social media integration (share buttons, follow buttons, etc.).
    - Email update sign-up form (MailChimp integration).
    - Contact Form.
    - Web-based interactive resource "mind map style" visualization tool
        - This is an essential component - an easy, attractive and understandable way to navigate and discover related Oregon Blue Economy resources
        - One possible tool is Kumu.io, but we are open to other suggestions as well

Scope of Work

- Discovery and Planning
    - EDALC will provide URL and Wordpress hosting environments (via BlueHost), and will provide full access for the duration of contracted work.

- Conduct meetings with EDALC staff to understand requirements and objectives.
- Develop a project plan and timeline.
- Design
  - EDALC is not opposed to the use of a pre-built template or theme builder (such as Divi or Avada) but we would need to know the source of any "off the shelf" template/builder and will require a moderate to significant amount of customization
- Create wireframes and mockups for review.
- Develop a design that aligns with O2IH branding and mission.
  - EDALC will provide a logo and core color palette.
- Development
- Build the website using WordPress.
- Implement required functionalities and content creation such as event calendars, contact forms, and resource libraries.
- Ensure the website is responsive and optimized for various devices.
- Perform thorough testing for functionality, usability, and compatibility.
- Address any issues identified during testing.
- Oversee the launch and initial support of the website.
- Provide any needed training for EDALC staff.

EDALC Will Provide
- BlueHost-hosted WordPress site (with basic WordPress installed)
- FTP and/or CPanel access for file management
- O2IH logo, font guidance and color scheme
- A folder of "Blue Economy" images to use as a starting point
- Initial content verbiage
- Initial lists of Blue Economy resources for the interactive resource visualization tool

Budget/Cost Details
Budget for new website:
- **Component A**: Not to exceed $5,000
  - Plugins or other tools (templates) - up to an additional $1500
- **Component B**: Not to exceed $5,000 (with additional defined scope of work)

Upon execution of the project contract, payment for Component A will be as follows:

- 25% at project start
- 25% at a mutually agreed upon mid-project milestone
- 50% at (EDALC approved) project completion

All payments require an invoice to be submitted electronically.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
  - o Details about your development team
  - o Recent design & development examples
  - o References
  - o Any key differentiators about you
- Overview of how you will meet our objectives
- Outline of your website design & development strategy
  - o List out any anticipated WordPress plugins (and cost, if applicable)
- Proposed website timeline from kickoff to launch
  - o Include meetings with the EDALC team
- Pricing with optional elements line-itemed

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and Qualifications: Relevant experience and expertise in web development
- Design and Functionality: Ability to deliver a modern, user-friendly, and functional website
- Cost: Reasonableness and transparency of the cost estimate
- Timeline: Ability to meet proposed timelines
- References: Feedback from previous clients

*Familiarity with Blue Economy would be helpful, but is not required.

Target RFP & Project Timeline

RFP Sent: October 17, 2024
Responses Due: 5pm, November 15, 2024

Finalist Selected & Contacted : November 22, 2024
Project Kick-off : The week of December 9th 2024
Mid-Project Milestone: February 19, 2025

Goal for completion:
Component A: March 31, 2025
Component B: June 30, 2025

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Paul Schuytema (paul@businesslincolncounty.com)