



Request for Proposals for Web Redesign and Development

INTRODUCTION

The Community Land Trust of Palm Beach County, Inc. (CLT of PBC) is a non-profit housing provider founded in 2006 by Palm Beach County to help address the need for affordable housing in the County. The core mission of the CLT of PBC is to create a permanent stock of rental and homeownership opportunities that will remain affordable in perpetuity and that is controlled by the community it serves.

The CLT of PBC is requesting proposals for the re design and building of its website with a client centric, user-friendly and intuitive design with a WordPress content management system.

DESIGN REQUIREMENTS

Reliable WordPress Theme and Framework

The CLT of PBC's current website is comprised of static HTML pages built with the GoDaddy Website Builder.

CLT of PBC would like to transition the site to the WordPress content management system. Doing so would enable us to update existing content and add new content easily and regularly.

In addition, we would like the site to use a theme that runs on the Genesis Framework, a well-coded framework that separates function from style in such a way as to make technical updates and compatibility easier. StudioPress.com (<https://my.studiopress.com/themes/>) developed Genesis and the themes that run on it.

Agency Logo

CLT OF PBC would like our logo to scale well for different desktop and mobile device sizes and resolutions.

Photography and Video

CLT OF PBC can provide photos from its current website.

Current Site Challenges

- Not easy to update



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- Should use a horizontal navigation bar in the header to free up space in the body of each page for content
- Should have dynamic elements on the home page to showcase the latest news from our organization. Such elements could include a slide carousel, blog article abstracts, and press release abstracts.
- Should have footer links for a privacy policy
- Should have meta tags such as title tags and meta description tags for each page and post
- No analytics available. Google Analytics would be preferred.

Sample Site Comparisons- Likes

Champlain Housing Trust: <http://www.getahome.org/>

- looks great
- easy to navigate.

Neighborhood Renaissance of Palm Beach County: <https://neighborhoodrenaissance.org/>

- great consumer portal.

Housing Leadership Council – <http://www.hlcpbc.org/>

- clean and easy to navigate

Hannibal Square CLT: <https://hannibalsquareclt.org/> -

- easy to navigate, tells their story well.

Content and Technical Requirements

Content

CLT of PBC has access to its current website content and will be able to reuse the content for the new site. CLT of PBC will identify and provide the content to be reused to the selected vendor for migration.



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The new site will include text, downloadable documents (in Word and PDF), fillable forms that can be filled and submitted to CLT OF PBC, photos, and video. The website should be searchable, and will include a document library. CLT OF PBC will provide the text and documents to the selected vendor to integrate into the new website.

Technical Requirements

- Website hosting, maintenance, and a user-friendly new content management system such as WordPress must be included in the proposal.
- The Web hosting plan should use a Virtual Private Server (VPS). A VPS would provide us with the server resources and scalability that we require. One such plan could be the Business VPS plan from Dreamhost, as detailed here: <https://www.dreamhost.com/hosting/vps/>
- We would like a monthly maintenance plan that includes website backups, as well as updates to plugins, theme files, and the WordPress core.
- We will require our site to have a properly installed and configured SSL certificate. All site pages and posts should contain the https prefix.

Dreamhost offers a professionally-signed SSL certificate such as Comodo SSL, which is detailed here: <https://help.dreamhost.com/hc/en-us/articles/215089118-Adding-an-SSL-certificate-overview>

- Our website should have the necessary plugins for security, speed, SEO, and contact forms.

The preferred security plugin is Wordfence Premium (<https://www.wordfence.com/wordfence-signup/>), which uses a Web Application Firewall to block website intrusion attempts.

The preferred plugin for website speed is W3 Total Cache (<https://wordpress.org/plugins/w3-total-cache/>).

The preferred plugin for SEO is All In One SEO Pack (<https://wordpress.org/plugins/all-in-one-seo-pack/>). We would also like to use the XML sitemap module in this plugin.



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The preferred plugin for contact forms is Gravity Forms

(<https://www.gravityforms.com/pricing/>). The Basic License will fill our needs.

- CLT of PBC currently uses Office 365 for email. We would require the chosen web development vendor to input the following Mail Exchange (MX) server records into our VPS hosting account when our site is relaunched.
 1. Incoming and Outgoing MX server records for Outlook 365
 2. The Priority number for the Incoming MX server record and the Priority number for the Outgoing MX server record
- The site must be compatible with Internet Explorer, Firefox, Chrome, Opera, and Safari.
- The site must be mobile-responsive. It must be functional on mobile devices, including tablets and smartphones.
- The website design and content management system must allow non-technical CLT of PBC staff to make content changes.
- Text should be scalable into larger fonts to accommodate the visually impaired to the greatest extent possible.

In addition, the chosen website fonts should be legible and should work well with the overall design of our website. No more than two types of fonts should be used on the site.

Website Cutover and Deployment

Website Go-Live

Website Go-Live shall include:

- Updating of MX records
- Testing of all functionality, links and pages
- Staff Training



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Cutover Plans

The selected vendor shall work with CLT of PBC to develop, coordinate and implement a cutover/transition plan acceptable to CLT of PBC. The cutover plan must identify, quantify and minimize any anticipated downtime. The cutover shall occur during non-business hours.

PROPOSAL REQUIREMENTS:

Proposals should include the information outlined below:

1. Provide a brief history and profile of your experience providing services for organizations similar to ours. Indicate if you are a freelancer who will provide both design and development or firm and list the project team.
2. Provide three client references and include contact name, telephone number, website URL, and services provided.
3. Describe how you would address the requirements outlined in this RFP, including details such as technologies used.
4. Provide a timeline for the completion of this project.
5. Include a lump sum price as well as an hourly fee for potential additional work outside the scope of the RFP.
6. Provide an unsigned copy of your standard service contract for our review and any additional stipulations we should be aware of.

PROPOSAL TIMELINE

1. Deadline to submit proposals is **5:00pm January 31, 2019**.
 - a. Proposals should be sent as a PDF via e-mail to clacourse-blum@cltofabc.org

Should you have any questions about this request for proposals, please contact Cindee LaCourse-Blum at clacourse-blum@cltofabc.org.