



## **Request for Proposal – Website Redesign & Development**

This RFP is for design and development services for a new website for **Fire Safe Council of Santa Cruz County**.

### **Timeline**

RFP Distributed: January 29, 2021

Questions Due: February 5, 2021

Responses Due: February 12, 2021

Send proposal and questions to:

LizAnne Jensen, Vice President Fire Safe Santa Cruz County, [lizanne@firesafesantacruzcounty.org](mailto:lizanne@firesafesantacruzcounty.org)

Vendor Selected and Contacted: By February 26, 2021

Project Kick-off: Week of March 1, 2021

New Website Launch Target Date: April 15, 2021

### **Overview**

Fire Safe Santa Cruz County was formed in September 2016 as a nonprofit corporation, 501(c)(3), in the state of California through collaboration between local fire safe councils, CAL FIRE, local government, water districts, non-profit organizations, industry, and the Resource Conservation District of Santa Cruz County (RCD). Fire Safe Santa Cruz County's mission is to educate and mobilize the people of Santa Cruz County to protect their community, homes, and environment from wildfire.

### **New Website Objectives**

- Provide a valuable, engaging, easy-to-navigate website that meets our mission (see above).
- Effectively highlight educational resources and event calendar.
- Showcase a video library that is easy to find and use.
- Easily sign up for our newsletter and access to our social media channels.
- Support ability for Fire Safe Santa Cruz County to easily make content updates. (Current site is on the Joomla platform, rather than a more CMS-friendly platform such as Word Press.)
- Feature a total of 35-40 pages



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### Current Website

firesafesantacruz.org

Launch: February 2018

Platform: Joomla 3.9.24

Integrations: Donation platform (PayPal)

Current Host: SiteGround under RCDSCC

Code repository software: Internal versioning and Joomla versioning system

### Current Social Media Platforms (more to be added in the future)

Facebook: <https://www.facebook.com/firesafesantacruzcounty>

Twitter: <https://twitter.com/FireSafeSCC>

Pinterest: <https://www.pinterest.com/FSCSCC>

### Current Pain Points

- There is some difficulty for site visitors to find information they're looking for
- Content could be more organized
- In need of a more robust home page
- Volunteers have had challenges using Joomla
- Would like a design that is more engaging for site visitors

### Project Scope and Functionality Requirements

For this project, Fire Safe Santa Cruz County will provide all content needed for the website. The newly designed site should include:

- Engaging home and inner page designs that have a consistent look and feel
- Responsive design – for desktop, mobile and tablet use
- An easy to use blog (to be turned on in the future, but not at the time of launch)
- Integrated site search
- Contact forms with notification capabilities
- Security software
- Integrated with email marketing and donations platforms
- Site map and site map submitted to Google
- SEO-friendly site that allows a search engine to explore and read pages
- Google Analytics setup
- Register site with major search engines to ensure the website is listed
- Use a CMS that can easily be maintained and updated by Fire Safe Santa Cruz County personnel
- Allow Fire Safe Santa Cruz County personnel to upload images and place into pages if needed



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- Allow Fire Safe Santa Cruz County personnel to add new website pages if needed – would like a few interior page templates for this
- Provide a website branding/style guide (font, color palette, etc.)
- Site should meet any ADA or GDPR requirements and offer a privacy policy

### **Proposal Requirements**

Please include the following in your proposal response:

- Company overview
- Scope of your work (research, design, development, testing, post-launch errors correction, etc.)
- Explanation of your proposed platform/CMS
- Outline of your website design and development strategy
- Proposed website timeline from project kickoff to launch
- Details about the team assigned to this project and approach/process for communicating with the Fire Safe Santa Cruz County team
- Recent design and development examples
- Pricing with optional elements line-itemed
- Terms & conditions

We look forward to your proposal!