



Project Name: Website Design and Development
Issued By: Jefferson County Greenways Foundation
Request for Proposals (RFP)
Date: June 6th, 2024

1. Introduction

The Jefferson County Greenways Foundation is seeking proposals for new website development. The Greenways Foundation is one half of a public-private partnership comprising the Jefferson County Greenways Foundation and Commission. The Commission and Foundation oversee the operations, maintenance, and programs of Ruffner Mountain, Red Mountain Park, and Turkey Creek Nature Preserve. Collectively, these three parks encompass over 3,000 acres of protected forests and waterways and receive more than 350,000 visitors annually. These natural areas serve a crucial role in preserving habitat for native plants and animals, fostering connections between communities and the natural world, and preserving Greater Birmingham's industrial history. Currently, each park has its own website for the public to learn more about each space: ruffnermountain.org, turkeycreeknps.com, and redmountainpark.org.

2. Scope of Work & Goals

Website: One website that showcases each park, www.jeffcogreenways.org, with each of the current URLs redirecting to [jeffcogreenways.org](http://www.jeffcogreenways.org) indefinitely.

1. To be the preeminent source of information and inspiration for planning and spending time in Jefferson County's outdoors and discovering its cultural and historic treasures.
2. Provide an exceptional user experience across all digital touchpoints, the website should be welcoming and capture the friendliness and knowledge of in-person
3. Increase online donations, membership signups, and program registration
4. To have a robust system that is scalable and easy to maintain.

3. New Website Objectives and Functionality Requirements

Flexible, Scalable, and Adaptable

1. Easily develop and publish content
2. Quick loading
3. Supported equally on both desktop and mobile devices
4. Must be compatible with PC and Mac, as well as universally across all major browsers
5. Ability to show photo and video content
6. Ability to translate using the Google Translate function
7. Robust search function that includes document search
8. The ability for additional Preserves and large acreage Parks to be added in the future
9. Mapping of sub-assets to each Park, for example: RideBham at Red Mountain Park; East Side Park at Ruffner Mountain.



Accessibility

1. Must answer these questions: How do I get there? What can I do there? Can I stay there?
2. What features can I use once I am there? Is there water, shelter, bathrooms, vending, and parking?
3. Site not only to pass automated and manual accessibility tests but to provide an engaging user experience regardless of accessibility needs.
4. Meet ADA standards - total site at 100%
5. User-friendly navigation
6. Modern CMS for simplified updating by staff members from multiple disciplines without a heavy investment in additional software.
7. Easy to read, downloadable trail maps with difficulty levels and other helpful descriptors

Inclusion and Diversity

1. The website, its content, and its tools reflect the diversity of the Birmingham Metro Area and our communities.

Ability to integrate third-party sites and online form submissions:

1. Online registrations: Public Programs, School Programs, Volunteer Programs
2. Online Booking and Availability Calendar for Programs
3. Social media accounts
4. Newsletter sign-up, Calendar of events
5. Donation and Membership Forms through Neon CRM
6. Trail Maintenance Submittal Form
7. Embedded support for mapping, gis, and kml
8. Allow for other online form submissions: photography/commercial film and facility rental requests (preferably through a built-in or embedded web form).
9. Online Store
10. Policy and transparency section: organizational policies, meeting announcements, annual reports, etc.

4. Proposal Submission Requirements

1. Project pricing includes strategy, development, programming, testing, and launch.
2. Photography, graphic design, copy, 3rd party services.
3. Site hosting fees and equipment/software should include first-year expenses, subsequent-year expenses, and annual maintenance support costs.
4. Support costs must include a monthly service call and monthly service hours.
5. First-year costs should include staff training on the new site.
6. A detailed listing of what is covered by the annual maintenance support agreements
7. Any warranty services, length of warranty, and services included in the warranty
8. Provide information on whether any necessary updates to equipment/software are included and how often these updates are performed.



9. A complete schedule of activities showing estimated start and completion dates for this project.
10. Recommend Web Hosting Providers to host the website.
11. A list of URL's of three (3) websites your firm has designed/implemented within the past two (2) years along with contact names/phone numbers for each site listed.
12. The proposal and pricing should be based on a complete turnkey system, with nothing remaining to be purchased or completed.

Firm Qualifications: Demonstrated experience

Portfolio: Examples of previous similar work.

Budget and Timeline: Detailed cost estimate and project timeline.

References: Contact information for previous clients.

5. Submission Deadline and Contact Information

Proposals must be submitted by 5:00 pm on July 7th, 2024.

Email one PDF to Kristi@jeffcogreenways.org

Once we have reviewed the proposals, we will invite the shortlisted firms for interviews with our partners before making a final decision.

Please direct questions regarding this RFP to: kristi@jeffcogreenways.org

- Paper/hardcopy proposals will not be accepted or considered.
- This request for proposal is non-binding.