



Request for Proposal

Website Redesign & Development

May 4, 2022

Project Description/Scope/Purpose

RCAC's website content management system (WordPress) is more than six years old. We have a new CEO and strategic directions. We would like a completely new website that incorporates an innovative theme and modern layout that is easier to maintain. We are also required to have extensive ADA compliance and translation capabilities for our diverse audience.

We are looking for an agency who will lead us through this process and one that has experience in and will provide and facilitate an extensive discovery process.

All questions regarding this RFP should be directed to:

Rural Community Assistance Corporation
Dawn Van Dyke, Communications Manager and project lead
Cell: (530) 906-7407
Email: Dvandyke@rcac.org

Alternate contact:
Rural Community Assistance Corporation
Julia Helmreich, Communications, Development & Events Director
(916) 447-9832 ext. 1008
Email: jhelmreich@rcac.org

Timeframe & Deadlines

| Process | Deadline |
|----------------------------|---------------|
| RFP Release Date: | May 4, 2022 |
| Vendor Questions due: | May 13, 2022 |
| Consolidated Answers Sent: | May 24, 2022 |
| RFP Deadline: | June 7, 2022 |
| Vendor Selection: | June 21, 2022 |
| Project Kick off: | July 12, 2022 |
| Desired Launch Date: | January 2023 |

Budget Details

Our budget for this proposal is approximately \$45,000. Additionally, we request information about any additional or ongoing fees and about what level of support and maintenance the website will require annually.

About the Organization

Founded in 1978, Rural Community Assistance Corporation (RCAC) is a 501(c)(3) nonprofit organization that provides training, technical and financial resources and advocacy so rural communities can achieve their goals and visions.

Headquartered in West Sacramento, California, RCAC's employees serve rural communities in Alaska, Arizona, California, Colorado, Hawaii and other Pacific islands, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming. Our services are available to communities with populations of fewer than 50,000, other nonprofit groups, Tribal organizations, farmworkers, colonias and other specific populations.

Goals and Objectives

Our goals for a new site are to:

1. Market our services to funders, clients and investors
2. Meet KPIs: increase referrals, session duration and unique visits
3. Improve user experience
4. Update aesthetics
5. Make the site easy for a small in-house team to manage
6. Enhance accessibility and equity through easy navigation, ADA compliance, language translation

Project objectives include:

- Responsive design
 - Build in WordPress CMS
 - Migrate selected content from current site
 - Create multiple forms: contact us, request assistance, donations, etc. (currently we use Gravity Forms)
 - Easily update applications and documents for Loan Fund
 - Highlight our expanded services in our site infrastructure
 - Optimize for SEO
 - Achieve ADA compliance (Please provide quotes for both first and second level (A, AA compliance))
 - Translate content into multiple languages
 - Integrate with social media (share buttons, follow buttons, etc.)
 - Donations (currently we use Charitable)
 - Integration with Constant Contact
 - Integration of YouTube or Vimeo videos
 - A variety of template layouts
 - Publications/stories/case studies
 - Archives for all news, publications, press releases
 - Search
 - Friendly URL
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Audiences, calls to action

RCAC works with a wide variety of communities and clients. The commonality is they are all rural, but no two rural communities are the same. Our service area encompasses the 13 western states and Pacific islands. We work with and prioritize Indigenous communities. Clients and partners include but are not limited to nonprofit organizations, small water operators, boards and systems, tribal water operators and systems, tribal leaders, tribal housing organizations, community economic development teams, affordable housing development organizations, small business owners, city or town staff.

RCAC's Loan Fund is a certified Community Development Financial Institution (CDFI), there are currently 10 different loan programs listed on the website. Borrowers range from small business owners, utility companies, city or towns, affordable housing developers, individual well owners.

RCAC is funded through federal, state, local, foundation and corporation grants and contracts. Our work, and specifically the outcomes of our work, should be integrated and illustrated in our website, and easy to access and understand.

Our advocacy team manages frequent campaigns. Calls to action around legislation, regulatory issues and budget requests should be easy to access and complete.

Our primary audiences are as follows:

Target audience:

Top audiences: Current and potential investors and funders, borrowers, organizations and individuals requesting training or technical assistance, legislators

Calls to Action:

Top calls to action: invest, borrow, register support or oppose legislation, request assistance, donate

Our secondary audiences consist of:

Rural communities, Indigenous communities, nonprofit partners, government agencies, regulatory agencies.

Website Examples

The team selected the following as good website examples:

[Home | RCAP](#) – This is our national partner’s website. We like the visuals, the use of white space and the map.

[Self-Help Enterprises - Self-Help Enterprises \(selfhelpenterprises.org\)](#) – This organization is a local partner. The story and mission is clear. Navigation is intuitive.

[Home Page - Communities Unlimited](#) – This is another partner organization. It has good visuals and the organization’s story is easy to understand.

<https://www.lincnyc.org> – We like that there is a good amount of information on the homepage and it is very mobile and tablet responsive.

[WWF - Endangered Species Conservation | World Wildlife Fund](#) – We understand that this organization lends itself to visuals so we may not be able to fully match it, but the design is pleasing and lends itself to storytelling.

Branding & Graphic Design

RCAC has established a strong brand, and the website design should stay within the guidelines. Our current Brand and Style Guidelines are included in the appendix.

Website Development and Design Proposal requirements:

1. Executive Summary containing a brief description of your project development approach
 2. Qualifications including previous clients with contact information and relevant URLs
 3. A description of your website development and design process
 4. The proposed team and their qualifications
 5. Asset and draft delivery methods
 6. Project stages
 7. Milestones
 8. Quality control
 9. Testing
 10. Proposed schedule
 11. Costs and payment details
 - a. Provide costs for A and AA levels of ADA compliance
 - b. Provide separate costs, if any, for stages where RCAC can do some of the leg work
 12. Terms and conditions
 13. Corporate information including:
 - a. Company Name
 - b. Mailing Address
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- c. Tax I.D. No.
- d. Telephone and Fax
- e. Contact person name and title
- f. Type of organization: Individual, Partnership or Corporation

RCAC will perform due diligence to ensure that your organization is a legitimate business in good standing.

Hosting Solutions RFP

If your agency provides hosting services:

We would like the hosting package to include at the minimum:

- Ongoing browser support for IE, Google Chrome, Mozilla Firefox, Safari and Opera, current and back versions
- Ongoing software releases and maintenance updates as needed
- Analytics
- Secure site
- Daily backup
- High-speed upload and downloads

Hosting Solution Proposal requirements:

Setup costs

Monthly costs and payment details

Terms and conditions

Security

The Host will ensure the following are options are provided:

- Dedicated hosting, with dedicated firewall
 - SSH access for remote administration with enforcement of strong password system with 2-factor authentication for CMS
 - Bundled SSL certificate with hosting package
 - Frequent automatic back-ups of website and ability to restore previous versions of site if necessary
 - Frequent malware and antivirus scanning
 - DDoS prevention with CDN support
 - Flexibility of being able to close & open (if necessary) risky network ports for example (HTTP 80, [FTP 20-21](#), SMTP 25, DNS 53, POP3 110, SNMP 161, TCP 8080, etc.)
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Appendix

[RCAC Brand & Style Guidelines](#)

