REQUEST FOR PROPOSAL (RFP)
Redesign, Development and Hosting of the
Citizens Technical Environmental Committee Website

www.buttectec.org

Issued by Citizens Technical Environmental Committee
September 28 2023

PROPOSALS MUST BE RECEIVED BY:

October 27, 2023

4:00 pm

DELIVER PROPOSALS TO:

David Williams, President CTEC
toko.dave@gmail.com

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1. **INTRODUCTION**

Overview

Citizens Technical Environmental Committee (CTEC) has issued this Request for Proposal (RFP) to select and contract with a company ("vendor") to create and host a new website at www.buttectec.org (or new site name). We want this website to be modern, functional, highly attractive, and responsive. From the administrative perspective the site must be easy to update by users of varied technical expertise.

CTEC is seeking proposals from highly qualified, experienced website development companies to influence, design, develop and implement its public-facing website. The vendor should have experience in managing website design projects, with expertise in best practices regarding:

- successful website redesign
- current trends in design
- user experience and usability testing
- information architecture
- website development and deployment
- use of commonly used development tools & applications supported by most hosting sites
- incorporation of security procedures throughout the website to protect the website and its content
- ADA compliance
- website and email hosting providers
- disaster recovery
- content management
- maintenance and website integrity tools
- social media integration
- search engine optimization
- mobile readiness

Current Environment

The current website was started, but never completed. The structure and mapping may be re-used, but additional content will need to be provided by CTEC and other associated consultants and agencies.

PURPOSE, DESCRIPTION, AND OBJECTIVES

Purpose:

The primary purpose of the website is to help fulfill the mission of CTEC by serving as a communication tool with local and regional communities. CTEC's mission from the bylaws is as follows:

Citizen's Technical Environmental Committee (CTEC) exists to help people living in the Silver Bow Creek/Butte Area, including Silver Bow and Deer Lodge Counties, understand and respond to the complex technical information related to the area's CERCLA environmental problems. CTEC's major objective is to enhance the public's ability to participate meaningfully in local, state, federal, and industrial deliberations regarding solutions to the area's Superfund cleanup. This central objective involves educating the general population about technical environmental matters. This educational objective, in turn, encompasses assembling, analyzing, interpreting, translating, and disseminating available

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technical information to people in the area affected by environmental hazards, and collecting their questions, fears, needs, desires, and opinions. The central objective of enhancing public participation further involves developing recommendations, advice, and criticism arising out of community-based concerns, independent of governmental or industrial special interests. Such recommendations, advice, and criticism are conveyed to the involved parties in whatever ways are most likely to influence final solutions for the present and future benefit of the community. Just as the community itself comprises many individuals with different concerns, CTEC's recommendations derived from the public input, aim to accurately present both consensus and dissenting views about particular issues.

CTEC needs to update our brand. The updated brand will complement the website and all media forms including print, television, social media, and radio.

Description:
The website will provide information on CTEC events and Silver Bow Creek/Butte area Superfund related issues. Interactivity with visitors to the website is essential, either through focused site comments or social media integration. CTEC will maintain editorial control of the content. The site needs to be integrated with CTEC's use of Instagram, Facebook and other marketing tools and be easy to update by staff without extensive web experience.

To be effective, our website must be:
- Easy and intuitive
- Visually pleasing and connected to the updated branding of CTEC
- Informative
- Safe and secure
- Quick load and operate
- Integrated with social networking tools

Objective:
Our primary website objective is to easily and quickly keep people informed of events and issues related to superfund and provide easily accessible informative and educational materials related to superfund.

Specific Strategies:
- Provide programming information on CTEC events.
- Provide a resource for residents and organizations to access information.
- Provide a website which allows visitors to suggest missing content that should be included on the website.

Make it easy:
- Design the site to deliver intuitive navigation, an improved graphical user interface, and easy-to-find content organization.
- Include a website search which allows keyword (and possibly content) searching by visitors.

Make it compelling:
Develop tools to quickly lead site visitors to the information they are seeking.

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Make it happen:
Reinforce CTEC's brand and make the website engaging for audiences and agents to interact.

2. **OVERVIEW**
About Butte Citizens Technical Environmental Committee

Butte Citizens Technical Environmental Committee (CTEC) is a Technical Assistance Grant (TAG) organization funded by the U.S. Environmental Protection Agency (EPA) to provide public information and outreach regarding the Silver Bow Creek/Butte Superfund environmental cleanup site and associated sites, acting as an environmental community organization. The organization is based in Butte, Montana. The Silver Bow Creek/Butte Superfund Site is part of the largest Superfund complex in the western United States. Situated in the Clark Fork River Basin, the complex stretches approximately 120 miles from Butte to Warm Spring Ponds and Anaconda downstream to the former Milltown Dam site east of Missoula. The site was proposed for the Superfund National Priority List (NPL) in 1982, with final designation in 1983.

CTEC dates back to the first EPA TAG awarded for the site in 1984. As a TAG group, the organization is managed by a board of volunteer citizens, and has 501(c)(3) status. CTEC has one staff member, a part-time coordinator, and regularly employs independent contractors to provide technical assistance and review regarding site environmental data, Superfund documents, and ongoing cleanup.

The organization provides public information and outreach on the complex history and science of the Silver Bow Creek/Butte site through public events and the CTEC website. CTEC also serves as a point of contact for members of the public with questions about the environmental cleanup of the Butte area, and maintains a repository of Superfund documents at the group's physical office.

Project Timeline
Project Timeline Dates

RFP Release Date	Sept. 28, 2023
Proposal Deadline	Oct 27, 2023
Final Vendor Selection	November 30, 2023
Anticipated Website Launch	April 1, 2024

Budget
Please provide a cost proposal to accomplish the scope outlined below. The budget must encompass all design, production, and any software acquisitions necessary for development and maintenance of the website. Hosting and associated maintenance costs will be evaluated as part of the proposal.

In your price, please provide the breakout for Phases I, II and III. **Phase I** will be evaluated separately since branding services may not be within the capabilities of all website developers so it is understood branding services could be contracted separately to ensure award of the website redesign contract. *Please indicate with 'N/A' if you are not providing a price for Phase I branding services.*

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CTEC Point of Contact
The point of contact for all questions or requests for additional information is:

David Williams, CTEC President
406.498.9615
toko.dave@gmail.com

Dan Olsen, CTEC Secretary
406.490.4653
pcsdpolsen@gmail.com

Questions regarding this RFP may be addressed to the attention of the person listed above. All questions and answers may be shared with all interested parties to this RFP.

This RFP does not oblige CTEC to award a contract or complete the project and CTEC reserves the right to cancel the solicitation if considered to be in its best interest.

Contract Terms
CTEC will finalize contract terms upon selection, based on the specifications of this proposal. A project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

The work will be divided into three phases:

Phase I: CTEC Brand Update*
Phase II: Discovery, Requirements, Planning and Site Definition, Site Development, Testing and Deployment
Phase III: Hosting, training, and maintenance of the website

*Note: branding services may not be within the capabilities of all website developers so it is understood this could be contracted separately in order to ensure award of the website redesign contract.

3. **SCOPE AND GUIDELINES**
The scope of this project is to 1) update brand identity, 2) design and develop the buttectec.org website, and 3) hosting, training, and maintenance. The website may use existing content, but re-formatted in a way that engages audiences. CTEC will provide information that may require additional editing to meet the objectives of the website.

A firm that can handle all site planning, interface design and production is the primary activity for this proposal; however, branding is an optional service that may be contracted separately. The site must include technological capabilities that could allow in-house staff, at a point in the future, to easily and cost effectively update content and modify site design after the initial launch. It's projected the successful vendor will maintain the website; however, there may be a time in the future when CTEC staff may update the website. The scope of this proposal assumes website information will be provided by CTEC staff to the vendor for updating the website. The timeframe for maintenance will be negotiated once a vendor is selected.

Discovery:
Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief. Discovery phase may include discussions with CTEC staff and website subcommittee from CTEC Board.

Development Guidelines:
The website designed by the successful candidate must meet the following criteria:
- Create a content management system that will permit CTEC staff to easily and quickly update website content on specific pages.
- Integrate pertinent existing www.buttectec.org content to new website.   New and additional content will be provided by CTEC board members and consultants.
- Create a compelling design that leads people quickly and easily to key information.
- Prominently display the CTEC logo throughout the site.
- Make the site easily navigable and intuitive to new users with no more than three (3) levels of "drill down" for the user to find the desired information.
- Provide necessary software and licenses.
- Design to maximize search engine optimization.
- Make the site mobile friendly.
- Allow access from remote sites.
- Integrate social media platforms into the website design and development
- Add a contact page for direct inquiries or comments that includes the sender's email address.
  - These types of contact would be from a limited set of comments, for instance:
    - Tell us what additional information you were looking for that we don't seem to have yet. . .
    - Web-lackey suggestions "I clicked on this link and it didn't work", "This information is incorrect.", "It would be nice if the website had this feature", etc.
- Provide CTEC direct access to subcontractors to discuss design and development solutions.
- Hosting should allow the creation of buttectec.org domain email addresses with the capability of aliasing which allows a single generic hello@buttectec.org (for instance) to be routed to the "real" email addresses of the potential responders. There will be some "position" email addresses such as chair@buttectec.org board@buttectec.org , technical@buttectec.org. . .

Site Specifications:
Your proposal must account for all of these requirements.
- The site must be compatible with all current browsers.
- Website must not require plug-ins as a default.
- The site must be mobile friendly.
- Meets ADA Requirements – The site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act and in accordance to current Web Content Accessibility Guidelines (WCAG) and
- Should also be easily accessible to the novice as well as the experienced Internet user.
- Fast Loading Pages – The website must be designed with a balance of text and graphics such that each page loads quickly and easily.
- The completed website, web design, software and architecture become the property of CTEC once completed and accepted.
- The website will be hosted on a commonly used and accepted hosting platform. The full access logons and passwords to the site will be provided to CTEC.

Testing:
Test site on all applicable platforms (Macs, PC, mobile platforms, etc.) to ensure website works as promised.

Delivery / Rollout:
Delivery of approved and complete launch of the live site by the vendor. A roll out plan will be developed for the new website including community partnerships and events identified, social media, and other media and marketing to create awareness of the new website.

Tracking / Analytics:
Appropriate level of tracking tools can be determined during the discovery process. The website should have the ability to easily track web traffic and travel through pages and clicking of links on the site, interactions, and search query entries.

4. DEVELOPER STAFF RESOURCES

Project Lead: Responsible for sign-off on key decisions, providing project steering, oversees entire contract.

Project Manager: Responsible for keeping the project on schedule and within the budget. Maintains communication between CTEC and the project team. Indicate if this is the same person.

5. QUALIFICATIONS

- Describe your experience in producing sites for non-profit and/or community-focused projects.
- Provide three (3) websites your firm has produced that best reflect your work. List the role your firm played in each project. Provide the URL. Only sites that are live will be reviewed during evaluation.
- Provide three client references in your proposal, including a current contact name, organization name, phone number and email.
- Briefly describe your firm's organizational capacity to produce our website.
- Please include a brief background summary for each key staff member assigned to this project.
- Please discuss any hardware/software vendor partnerships.
- Discuss any potential conflicts of interest in relation to the subject matter for this website.
- Include a time frame for completion of the project.
- Explain testing (including troubleshooting after the website goes live), training, and maintenance support plan.
- Explain warranty policy, if applicable, to this project.

6. EVALUATION CRITERIA

Evaluation Criteria
Your proposal must be received no later than **October 15, 2023, before 4:00pm**. Your proposal must include a cost proposal as described above. Please submit an electronic copy to Dave Williams at toko.dave@gmail.com via direct email or Dropbox (or equivalent download capability) depending on the size of the proposal.

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Completeness of the Proposal
- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user-friendly interfaces that engage communities.
- Candidate Experience – Candidate has successfully completed similar projects (size and scope) and has the qualifications necessary to undertake this project.
- Ability to stay within the timeline - the candidate has the ability to develop the site in the time frame needed.
- Project costs – each phase will be evaluated separately; in consideration the *branding phase* may not be within the scope of the bidder. This will not affect the outcome of the contract award for the primary purpose being the redesign of the website.

Finalist vendors may be invited to do a face-to-face or web conference interview and demonstration.

7. FORMAT FOR PROPOSALS
Please use the following as a guideline to format your proposal:

Length and Font Size:
Please use fonts no smaller than 10 point. Proposal should include title page, cover letter, proposal, qualifications and budget. Please limit your proposal to 10 pages, single sided or 5 pages double sided.

Title Page:
CTEC Website Development Proposal, your company name, address, website address, telephone number, fax number, e-mail address and primary contact person.

Proposal:
Discuss your proposal, including the features, benefits and uniqueness of your proposal as delineated in the Scope and Guidelines and timeline sections.

Qualifications:
Provide the information requested in Section 6.

Budget:
List budgets as requested above.