



Request for Proposal for Thames River Basin Partnership Website Development

Brief Project Overview

The Thames River Basin Partnership will hire a website consultant to build a new website for the organization. The TRBP Coordinator will oversee the project and insert content.

Thames River Basin Partnership Background

The Thames River Basin Partnership is a coalition of organizations that share a common focus on natural resource conservation in the greater Thames River watershed.

Project Goals & Target Audience

The Thames River Basin Partnership (TRBP) does not have a full time dedicated staff that is available to answer the phone or emails.

The TRBP website must be well-maintained to reflect and support the active participation of its partners. Simple, inviting to explore, and well-maintained must be the operational phrase.

The TRBP website will be a place where Partner organizations can access and download TRBP meeting agendas and minutes, download the quarterly newsletter, Plan of Work, a summary of the annual TRBP Floating Workshop, a page for partner acronyms, and other organization documents.

The TRBP website should also be where citizens can go to learn which conservation organizations are active in the region, what they do and who the best point of contact is for that organization.

Most of the partnering organizations have their own websites, so the TRBP website would be a useful tool to link to those websites rather than repeat the same information.

The TRBP website should have links to TRBP social media accounts (Facebook and Instagram, blog space) and a log in on the front page for committee members to access/upload/edit content.

The TRBP website should have backend administrative interface that is easy to use.

If the partners want to maintain a shared calendar, then multiple people should be able have access for updating. Suggested to use of a Google calendar or some other simplified format to perform that function.

On-line sign up for an emailing distribution list (Mail Chimp account) for possibly multiple accounts – one for newsletters and workshop announcements and one for meeting announcements.

URLs must be unique for each document uploaded to the website so links to documents can be shared without using attachments to emails.

Potential for online workshop registration/payment system and donations in the future. (Paypal or other secure online payment system)

By clicking on A DONATE button on the homepage, the website visitor should quickly allow readers to review the TRBP mission as well as where donations have gone and/or will go towards.

Internal folders for organizing documents/photos/PDF files, etcetera are a must have!

The website will need unlimited capacity to store docs/photos.

A clickable watershed map linking to information relevant to each regional watershed basin. (10 regional basins including the Thames main stem pages and nearby coastal watershed areas) Regional watershed pages to be built over time. TRBP coordinator will provide the map images of each watershed.

The website will be a portal to available water quality data, existing natural resource planning documents and other documents through hyperlinked text.

Sitemap

See attached.

Scope of Work & Deliverables

Inventory of existing content on the existing website www.TRBP.org and plan for new content through TRPB Coordinator.

Develop the framework for the website design.

Create several page templates for use in the future.

Create internal folder system to sort uploads, including photos, into categories.

Testing period (including usability as well as vulnerability testing)

Train TRBP website committee members how to update the website and add and remove content.

One year of technical support after the website goes live.

Timeline

Start upon execution of the service agreement with the Eastern Connecticut Conservation District.

Final website structure and training and launch and submission of the URL to search engines must be completed by **February 28, 2019**.

Technical Requirements

E-commerce: Although E-commerce and e-ticketing are not in use at this time, but may be used in the future for on-line donations or paying for workshop fees.

Content Management Software: Wordpress

Legacy Browser Support: if needed.

Web Integrations: MailChimp database, google calendar

User Accounts: Multiple user accounts for updating website content is required.

Accessibility: The final website design must meet Web Content Accessibility Guidelines (WCAG).

Must have Mobile Responsive Design to fit the device the user is accessing it from.

Principal Point of Contact

Jean Pillo, Eastern Connecticut Conservation District (and TRBP coordinator)
218 Day Road, Pomfret Center, CT 06259
860-928-4948 x 605

Budget

\$2500 is the maximum budget for this project.

Ongoing Support / Retainer

The website must be secure from hacking and ongoing maintenance and must include best practice standards for security.

Important for technical support, training and future development. Please include in your proposal a budget an annual fee for a set number of hours, and an hourly rate for additional support.

Web Hosting

Webhosting is currently contracted through GoDaddy.

Analytics Software

Install Google analytics track inbound visitors and the success of the website content

Example Sites

The Blackstone River Watershed Association <http://www.thebrwa.org>

The Farmington River Watershed Association <http://frwa.org>

Quinnipiac River Watershed Association <https://www.qrwa.org>

Criteria for Selection

The contractor for this project will be selected based on their availability to complete the project by February 28, 2019, their previous work experience with the non-profit organizations, previous work experience with WordPress, and their availability to contract for an annual support agreement.

Format & Proposal Timeline

The decision on which contractor to hire for this project will be based on previous experience working on websites for non-profits, review of completed products and a guarantee to complete this task during the required time limits.

Please send your proposal by email by October 19, 2018 to:

Jean Pillo, TRBP Coordinator Jean.Pillo@Comcast.net.

A final decision will be made by October 26, 2018.

TRBP homepage

What is the TRBP?
Watershed Map Image
Why become a partner?
Quick links
Social media links
Donate to TRBP (future)

Quick links

- Plan of Work
- Current newsletter
- Next meeting agenda
- Annual Report
- Contact the Coordinator

Partners

River Data

Learn

Document archive

News and Events

Floating Workshop

Partner logos, website link, representative and contact info in alphabetical order

Link to a list of acronyms

Land Trust page

Link to sign up Why become a TRBP Partner page

Links to CT, MA and RI water quality info

Link to USGS flow data

Links to fish data

Link to water temperature data
Sheds website

Link to Riffle Bioassessment data

Other

TRBP watershed map linked to separate regional watershed pages (12 separate page with watershed statistics)

Printable watershed maps

Link to tide current predictor data

Link to CT Coastal Access sites

Links to Water Trail info

Link to TRBP Plan of Work

Link to page with upcoming meeting agenda and past meeting notes

Link to TRBP newsletter page
TRBP Partners in Action Report

TRBP Annual Reports

Link to TRBP newsletter page
TRBP Partners in Action Report

Link to Google Calendar

Link to TRBP social media sites

Email Sign up for meeting/workshop announcements

Email sign up for Newsletter

What is a Floating Workshop?

Upcoming Floating Workshop agenda development

Previous Floating Workshop Summaries