

WEBSITE CONTENT REDESIGN CONSULTANT

REQUEST FOR PROPOSALS

SYNOPSIS

The Productive Living Board for St. Louis County Citizens with Developmental Disabilities (PLB) is seeking proposals to contract with an individual or firm to provide website content redesign to Productive Living Board.

Closing Date: Submit an electronic copy in PDF format no later than **3:00p.m. (Central)** on **October 19, 2018**.

Submit To: ggoldstein@plboard.com

Glen Goldstein
Director of Information Technology and Records Management

To access the RFP or ask questions:

Technical assistance is limited to answering questions regarding clarification of RFP instructions, definitions, or terms. Questions may be submitted on the PLB website.

- Go to www.plboard.com
- Click Requests for Proposals on the right side of the web page
- To ask a question click [Ask Question](#)
- To review answers click [Review Answers](#)

All phone calls are referred to the website.

PRODUCTIVE LIVING BOARD
WEBSITE CONTENT REDESIGN CONSULTANT
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I. Background

The Productive Living Board for St. Louis County Citizens with Developmental Disabilities (PLB) was established in 1979 when voters approved a special property tax to fund services for St. Louis County citizens with developmental disabilities (commonly known as SB40 Board). The PLB has an annual budget of \$22 million and a staff of twelve.

The PLB does not provide any services directly. Instead the PLB oversees the distribution of funds to 36 local agencies. These agencies provide residential and employment supports and services to approximately 4,600 individuals.

II. Objective

The primary focus of the PLB website has historically been the 36 agencies that it funds and the content needed to address that relationship. Following a recent Strategic Planning process and the Board's recent acceptance of a developed *Communications Strategy Plan*, PLB is looking to expand its audience outreach to 8 targeted audiences. In addition to the current audience of funded agencies, the new target audiences include: individuals with intellectual and/or developmental disabilities, families, service coordinators/community connectors, other regional funders, neighboring SB40 Boards, legislators and the community at large (taxpayers).

Attention to those new audiences reflects PLB's desire to expand its communications model beyond the PLB funded agencies. Each key audience has different needs, issues and/or interests which could require special messaging delivered differently than the current approach.

The PLB wishes to provide a seamless, transparent and integrated visitor experience that improves discovery and access to all PLB information, reports, studies, resources, and upcoming events regardless of the visitor's device, be it desktop/laptop, tablet or mobile device. The PLB also wishes to create a visitor experience that supports the needs of our visitors who require accessibility tools to use the site, incorporating the fundamentals of Universal Design, as well as aligning the new design with WC3 Priority 1 Accessibility Guidelines and Section 508 of the US Rehabilitation Act. The PLB also wishes that site content be easily translatable to other languages based on industry best practices.

The Productive Living Board is seeking a website content redesign consultant (the “Consultant”) to provide professional services in four primary areas: 1) Refresh the design of the PLB website that builds upon its current branding, humanizes the site for the various audiences and is developed with the mobile device user in mind; 2) Refresh the content of the PLB website (www.plboard.com) to reflect new focused messaging and organization impact; 3) Develop target audience navigation and sitemaps to make it as easy as possible for page by page organization; 4) Determine the keywords that will perform best at driving traffic to PLB’s website without diluting traffic to PLB funded agencies.

III. Scope of Project

Specifically, the Scope of this project will encompass the following:

1. *Refresh the design of the PLB website that builds upon its current branding, humanizes the site for the various audiences and is developed with the mobile device user in mind.*

- Design a new PLB website that addresses the target audiences
- Recommend the images and other visuals that humanize the PLB site for these targeted audiences
- Design the site to create a mobile friendly experience while scalable for all devices and platforms
- Recommend the WordPress themes, styles and plug-ins to be used. If other than WordPress, explain recommendations, reasons, style sheets, etc
- Work directly with PLB software developer to integrate into existing infrastructure to achieve the desired goal

2. *Refresh the content of the PLB website (www.plboard.com) to reflect new focused messaging and organization impact.*

- Review PLB’s current website and collateral materials and provide recommendations for expansion to the new target audiences
- Develop new pages and material for website
- Include review and integration of non-traditional content (i.e. event calendaring, video, blog, etc.)
- Secure images and artwork for inclusion on website
- Recommend a web content management system (WCMS) that will interface with the website. Provide guidance for its use on the website.

3. *Develop target audience navigation and sitemaps to make it as easy as possible for page by page organization*

- Working with PLB staff, develop a strategy that will make the visitor experience for each target audience intuitive and easy to navigate
- Develop a sitemap that shows how the website should be organized, page by page that will be integrated into the site

4. *Determine the keywords that will perform best at driving traffic to PLB's website without diluting the traffic of PLB funded agencies.*

- Test keyword analysis using third party SEO research tools (ie. Google Keyword Planner, Moz, etc.)
- Recommend keywords for each key page of website

Develop a timeline from proposed start to completion identifying milestone moments, which will include meeting with PLB redesign team for approval at pivotal points during the process.

Provide examples of work and links to non-profit or quasi-governmental websites for which you have previously designed and developed content.

The consultant shall agree and understand that the consultant will work with PLB's Director of Information Technology and Records Management on a regular basis. The technical infrastructure and hosting of the website and other technical needs will be performed by PLB.

All design work, content and intellectual property used in the website redesign will become the property of the PLB or in the case of licensing, the content will be for perpetual and unlimited use.

IV. Instructions to Applicants

- A. **Proposal Content Requirements:** All proposals must be submitted in the following format and include all of the required information.
1. Applicant Information: On a cover sheet to the proposal, provide the official name, address, phone number, and email address of the applicant, as well as the name of the principal contact person and the name and title of the person authorized to execute the contract.
 2. Scope of Project: Provide a comprehensive work plan and timeline for the project that addresses each of the design criterion outlined in Section III, Scope of Project.
 3. Staff Qualifications: Identify the key individuals who will have primary responsibility for the development, implementation and management of this project, and state their relationship to the organization. Include experience with similar engagements, as well as the extent of time to be spent on this project, and job responsibilities.
 4. References: Provide a minimum of three references complete with personal contacts, phone numbers and addresses of organizations for which the individual/organization has performed similar services.
 5. Bid: Provide a “not to exceed” bid for the described services and, if applicable, projected expenses by line item.
 6. Signature of Responsible Persons: Proposals must be signed by an authorized individual(s) of the applicant organization and include the name, title, address, telephone number and email address of the individual(s) with authority to negotiate and contractually bind the individual/organization.
 7. Proposal Guidelines: Proposals must be completed within the guidelines of the RFP. All proposals received will be considered to be in final form. Supplemental information will not be considered after the deadline for submission of proposals unless requested by PLB.

Closing Date: **Submit an electronic copy** in PDF format no later than **3:00 p.m. (Central) on October 19, 2018**. All proposals received will be considered in final format.

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V. Review of Proposals

- A. A review team designated by the Executive Director will evaluate all proposals.
- B. The Communications Committee may request a meeting with those individuals best representing the needs as described in this RFP.
- C. The Communications Committee will forward a recommendation to the full Board regarding which proposal should receive the award.
- D. A final decision on this matter is expected to be made no later than November 13, 2018.
- E. Proposals will be reviewed by PLB in accordance with the following weighted criteria:
 - 1. The proposed approach to the scope of work
 - 2. The level of experience of the individual(s) identified to work on this project
 - 3. The individual's/organization's experience with similar projects
 - 4. The responses from references
 - 5. The total proposed cost

VI. Conflict of Interest

- A. Applicants agree that they or their employees do not currently have, nor will they have, any conflict of interest between themselves and PLB or PLB-funded agencies. Any perceived or potential conflict of interest must be disclosed in the proposal.

VII. Contractual Agreement

- A. PLB will issue a contract/letter of agreement with the selected applicant.
- B. The manner and time of payment will be addressed in the contract/letter of agreement.
- C. All individuals assigned to this engagement will be required to sign PLB's Confidentiality Agreement.

VIII. Rights Reserved to PLB

- A. PLB reserves the right to reject any and all proposals or to waive any irregularities and omissions if, in its judgment, the best interest of PLB will be served.
- B. PLB must review and approve all materials for use in this project prior to their implementation.
- C. PLB will have all ownership rights to the products resulting from this project, with the exception of any previously copyrighted materials.