



Whatcom Land Trust

412 N Commercial St, Bellingham, WA 98225

Jul 25, 2023

Request for Proposals: Website Design and Development

Whatcom Land Trust is seeking proposals from qualified web design and development professionals/companies to design and build a fully functional website for our organization. We invite interested parties to submit their proposals in accordance with the terms outlined in this Request for Proposals (RFP).

Objective:

The Mission of the Whatcom Land Trust is to preserve and protect wildlife habitat, scenic, agricultural and open space lands in Whatcom County for future generations by securing interests in land and promoting land stewardship. We are in need of a modern, user-friendly website that reflects our brand identity and effectively communicates our work and guides users to engagement opportunities. The website should be visually appealing, easy to navigate, and optimized for both desktop and mobile devices. It should also be built in a platform that does not require a specialized skill for basic backend management (including creating posts, events, or new content pages). We require a comprehensive solution that includes design, development, content transition, and integration of necessary functionalities. Land Trust staff will assist with some aspects of design and new content development.

Scope of Work:

The selected web design and development professional/company will be responsible for the following:

- Collaborating with our team to understand our requirements and objectives
- Developing a visually appealing and responsive website design concept
- Creating and implementing a user-friendly navigation structure
- Designing and integrating relevant graphics, images, and multimedia content
- Building the website using suitable technologies and content management systems
- Ensuring cross-browser compatibility and mobile responsiveness
- Implementing necessary security measures to protect user data
- Integrating arcGIS mapping software, contact forms, subscription forms, and social media sharing features as requested by the land trust team

- Assisting with search engine optimization (SEO) best practices
- Providing necessary documentation and user guides for website maintenance and updates

Proposal Submission:

Interested parties should submit their proposals electronically to Claire Johnston at claire@whatcomlandtrust.org no later than August 31, 2023. The proposal should include the following:

- a) A cover letter introducing your company and highlighting your relevant experience
- b) Details of your approach and methodology for website design and development
- c) Examples of previous website design and development projects you have completed
- d) A detailed breakdown of costs, including a clear indication of any additional fees or charges
- e) Client references or testimonials from previous web design and development projects
- g) Any additional information or recommendations you believe are relevant to the project

Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- a) Demonstrated expertise and experience in website design and development
- b) Creativity, aesthetics, and usability of previous website designs
- c) Ability to understand our organization's goals and effectively communicate them through the website
- d) Proposed approach and methodology for the project
- e) Cost-effectiveness and value for money
- f) Availability to provide ongoing maintenance and support services

Timeline:

2. The following timeline outlines the key dates for the proposal process:

- RFP Issuance: July 25, 2023
- Deadline for Submission of Proposals: Aug 31, 2023
- Proposal Evaluation Period: Sep 1, 2023 - Sep 25, 2023
- Selection of Winning Proposal: Sep 25, 2023
- Contract Negotiation and Signing: September 25-29th 2023
- Project Kick-off: Oct 2, 2023
- Project Duration: Ideally, the project will be completed by Spring 2024. Precise timeline will be determined during contract negotiations.

Budget:

The budget allocated for this project is estimated to be in the range of \$10,000 to \$15,000. Proposals should provide a detailed breakdown of costs and any additional fees or charges that may apply.

Confidentiality:

All information provided in response to this RFP shall be treated as confidential by Whatcom Land Trust used solely for the purpose of evaluating proposals.

We look forward to receiving your proposal. If you have any questions or need clarification, please contact Communications Director Claire Johnston at claire@whatcomlandtrust.org or (541) 408-8603.

Thank you for your interest in this opportunity.

Sincerely,

Claire Johnston
Communications Director
Whatcom Land Trust