



Request for Proposal

Website Maintenance and Design Development for California Public Policy Non-Profit

Submission deadline: January 22, 2021

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Introduction

The California Budget & Policy Center (Budget Center) seeks an agency with proven expertise in website design and development to enhance and maintain a robust, engaging and highly accessible website (www.calbudgetcenter.org).

The Budget Center is in the “information business.” Its primary products are:

- Publications like fact sheets, reports, infographics, videos, and interactives;
- Informational events (webinars, conference);
- Press releases, statements, and commentary; and,
- Social media activities that support and expand the reach of all the above.

Additionally, we would like to expand our publications to include more visual elements and interactive data.

About the California Budget & Policy Center

The Budget Center engages in independent fiscal and policy analysis and public education with the goal of improving public policies affecting the economic and social well-being of Californians with low and middle incomes. The Budget Center is a trusted resource for policymakers, advocates, community and philanthropic leaders, and members of the media, among others.

Our vision is for all Californians to participate fully in the state’s economic, social, and political life. We believe that when California builds wealth and invests in people – especially those who have yet to share in the state’s prosperity – we all benefit.

The Budget Center is a nonprofit organization. Support for the Budget Center comes from foundation grants, subscriptions, and individual contributions.

Project Scope

The Budget Center seeks to enhance our website by implementing visual elements and modules to better accommodate the evolving needs of the organization and publication content, streamline website functions, and display our work in a more visually appealing and innovative way. Additionally, the Budget Center seeks to find an ongoing partner to manage

the security of our website and assist the Budget Center's non-technical staff with web needs beyond content posting on as-needed basis.

This Project Scope includes the following website enhancements and ongoing maintenance:

Website Enhancements

Budget Center staff have identified the following areas for improvement and welcome collaboration to further improve the aesthetics and functionality of our website.

- Aesthetic and functionality improvements, including, but not limited to:
 - Larger/full-width homepage slider
 - Create an interactive Team and Board page
 - Introduce module tabs to content-heavy pages like Support Us
 - Replace hyperlinks with buttons
 - Additional opportunities to include photos
- Enhance [Events](#) pages
 - Showcase high-level information for an ongoing event series while maintaining the ability to post individual events
 - Integrate Eventbrite registration forms
- Increase access and functionality of [Key Resources](#)
- Expand email sign-up and donation opportunities throughout the website

The Budget Center team welcomes proposals that include additional recommendations and opportunities to strengthen and refine calbudgetcenter.com.

Ongoing Website Maintenance

- Website security monitoring (monthly)
- Regular off-site back-ups (monthly)
- Software and plug-in upgrades (monthly)
- Website support and upgrades (as needed)

Timeline and Deliverables

Timing for this project to be developed upon reward, but no later than March 2021.

- Request for Proposals: December 1, 2020
- Proposal Deadline: January 22, 2021
- Review of Proposals: February, 2021
- Award of Proposal: Late February, 2021

Deliverables

Development of site architecture and creative parameters. To include:

- Detailed review and confirmation of all requirements
- Creation of sitemap and wireframes
- Design and Site Development
 - Layout of design(s) for the home page and selected secondary pages (including up to two revisions of the chosen layout)
 - User testing of page design(s)/UI feedback
 - Design, development, and populating of fully functional website.

- QA testing by agency of overall site and specific functionality, providing process for final review and testing by the Budget Center
- Training for Budget Center staff
 - Convene training session and provide associated documentation to enable Budget Center staff to manage site content

Desired Skills and Agency Expertise

- Understanding of racial and gender equity, diversity, inclusion, and accessibility in California, national context, and translation to web and visual design and functionality
- Excellent communication and responsiveness to client needs
- Demonstrate clear and compelling strategy for how to address the needs of the Budget Center’s web site goals and communicating with our key audiences
- Demonstrate previous work that is clean, innovative, and on-target with respect to the brands they represent while maintaining best practices and trends
- Demonstrated experience and track record of producing quality work in a cost-effective manner
- Demonstrating personnel’s tenure with the agency, as well as ample resources and capacity to ensure successful support of Budget Center project
- People of color, members of the LGBTQ community, individuals with disabilities, and women are strongly encouraged to apply

Proposal Requirements

1. A cover letter or letter of interest describing your experience and approach to working with nonprofits, public policy organizations, social justice/community groups, or similar groups on website enhancements and refinements.
2. A proposal and budget that includes the deliverables described in this RFP as well as:
 - Examples of websites you have developed which are most relevant to the proposed work for the Budget Center.
 - A description of your organization’s strategic communications and web design and development experience.
 - A list of the individuals who will work on the project and the roles they will play.
 - Proposed time frame for each phase.
 - Terms and Conditions.

All proposals must be received by Friday, January 22, 2021 at 5 pm PST.

The proposal must contain the signature of an authorized officer or agent of the company submitting the proposal.

The prices quoted must be all-inclusive; anticipated additional costs should be itemized and called out in an exhibit or schedule. Any work that will not be completed by the agency with its own staff and internal resources must be specifically called out (e.g. hosting to be provided by ABC Hosting in San Diego, California).

Contact

Please direct questions and submit complete proposals in PDF format to Sarah Jimenez, Director of Strategic Communications, sjimenez@calbudgetcenter.org and Mauricio Torres, Communications Strategist, mtorres@calbudgetcenter.org.

Terms and Conditions

By no means does the RFP process imply any agreement or contractual obligation. The RFP only serves to gauge interest for the project by respective firms. Costs involved in preliminary activities will not be reimbursed by the California Budget & Policy Center.

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