

Request for Proposal (RFP) for Website Redesign and Hosting

Issued By:

Conservation Technology Information Center
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Date Issued: March 3, 2025

Proposal Deadline: April 18, 2025

1. Introduction

Conservation Technology Information Center (CTIC) is seeking proposals from qualified web design firms to redesign our existing website to improve usability, enhance user experience, and align with our current brand identity. The goal of the project is to create a modern, responsive, and functional website that effectively communicates our mission, projects, services and value.

About CTIC: CTIC champions, promotes and provides information on technologies and sustainable agricultural systems that conserve and enhance soil, water, air and wildlife resources, and are productive and profitable. Established in 1982, CTIC is one of the oldest nonprofit, public-private partnership organizations solely dedicated to providing research, trend data, advocacy, and technical assistance for conservation agriculture.

2. Project Overview

Current Website: <https://ctic.org/>

Project Goals:

- Improve website aesthetics and usability
 - Enhance navigation and user experience to reinforce/elevate core mission and projects with scalability
 - Ensure mobile responsiveness
 - Optimize for search engines (SEO)
 - Implement an easy-to-use content management system (CMS)
 - Improve website speed and performance
 - Ensure ADA compliance
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3. Scope of Work

The selected vendor will be responsible for the following tasks:

- Conducting a website audit and industry/segment analysis
 - Designing a fresh, modern UI/UX
 - Developing a fully responsive and mobile-friendly design
 - Implementing a robust CMS for easy updates (WordPress, Drupal, or other recommendations)
 - Migrating existing content and ensuring SEO best practices
 - Establishing process for working with CTIC team to determine/prioritize content migration
 - Integrating social media, analytics, and third-party tools as needed
 - Providing quality assurance, initial training and documentation for internal team use
 - Providing ongoing security, maintenance, updates, backups and other relevant hosting services
 - Providing periodic training on updates or new functionality as needed
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4. Technical Requirements

- The website should be built on an industry-standard CMS
 - Must be optimized for performance, accessibility, and security
 - Compliance with WCAG 2.1 (AA) accessibility guidelines
 - Integration with analytics and brand extensions (<https://connector.ag/>)
 - Secure hosting recommendations and SSL setup
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5. Proposal Requirements

Interested vendors should submit a proposal including:

1. **Company Overview**
 - Background, experience, and relevant expertise
 - Case studies or portfolio of past work
2. **Approach and Methodology**
 - Project plan, detailed timelines, and key milestones
 - UX research and design process
 - Development and testing strategy
3. **Technology Stack**
 - Proposed CMS and hosting solutions
 - Security and compliance measures
 - Ongoing services post launch
4. **Budget and Pricing**
 - Itemized cost breakdown for design, development, and hosting
 - Maintenance and support pricing options and billing terms
5. **Team and Resources**
 - Key personnel and their qualifications
 - Subcontractor details (if applicable)
6. **Client References**
 - Contact details of past clients for similar projects

7. Additional Considerations

- Value-added services or recommendations
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6. Project Timeline

- **RFP Issuance:** March 3
 - **Deadline for Questions:** April 4
 - **Proposal Submission Deadline:** April 18
 - **Vendor Selection & Notification:** May 23
 - **Project Kickoff:** June 2
 - **Expected Completion:** October 1
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7. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and expertise in website design and development (30%)
 - Creativity and alignment with brand vision (20%)
 - Cost-effectiveness and value for investment (20%)
 - Technical capabilities and CMS expertise (15%)
 - Client references and past work performance (15%)
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8. Submission Instructions

Inquiry Deadline: April 4, 5pm CT

Submission Deadline: April 18, 5pm CT

Submission Format: Proposals should be submitted in PDF format via email to frabotta@ctic.org with the subject line: “Website RFP-CTIC”

Point of Contact: David Frabotta, frabotta@ctic.org, 216.410.5597

- CTIC reserves the right to accept or reject any proposal.
 - Shortlisted vendors may be invited for a presentation or interview.
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We look forward to receiving your proposal and establishing a successful long-term partnership.

Sincerely,
David Frabotta, Director of Communications
Conservation Technology Information Center