



Thurston County Food Bank

Request for Proposals — Requirements for Redesign of Website

<https://thurstoncountyfoodbank.org/>

CONTACT

Judy Jones, *Development Director*

Thurston County Food Bank

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PROPOSAL DEADLINE

Wednesday, August 31, 2022 • 5:00 PM Pacific Daylight Time

OVERALL GOAL

The Thurston County Food Bank (Food Bank) is looking for a web design company to renovate its current website with a new look/feel, updated content and easy-to-navigate organizational structure. The website needs to be friendly to inexperienced website users and easily interfaced on mobile devices. The website needs to reflect a key value of the Food Bank, which is to invest nearly all of its financial resources in providing food and services to our community members experiencing food insecurity — with a design that is attractive yet not flashy.

WEBSITE REQUIREMENTS

WEBSITE DEVELOPMENT

You will build the core structure and design of the new website, preferably using a themed (template) website. The Food Bank prefers the web developer does not create the website using custom coding in framework design. This would include utilizing a standard font type rather than custom design font, other than for special graphical images it may create for the website.

MANAGEMENT OF WEBSITE — TRANSITIONAL REQUIREMENTS

The proposal must include in its work plan the provisions for managing the transition of the website, providing documentation for updating and maintaining the new website, both technical and content. Staff and a core group of volunteers will maintain and update the website, so provided materials need to include easy-to-understand instructions that individuals not trained in content management or website design can readily use. Instructions will assure that, among other activities, volunteers can easily add or remove images and/or videos.

The web developer will provide sufficient training (onsite or virtual) to transition the daily updating of content to the web team.

Proposal needs to include:

- Who owns the code?
- How do you price enhancement requests? For example, the Food Bank added a "Job Listing" module recently. What would such a task typically cost for an organization of our size with X number of new job listings in a year?
- What charges will there be in addition to creating the initial product, for example, spam protection, firewalls, database management, and emails outbound from the site?
- Website size (bandwidth) and activity level (visits) metrics.

FUNCTIONALITY OF WEBSITE

The website has three major roles:

1. About Us: History of Food Bank, current operations, current staff, board members, mission, philosophy, values, annual reports, partners (important!), Contact Us, timeline of our nonprofit history over 50 years.
2. What We Offer: Programs & Services — for families, individuals, community members 60 years and older, children, infants, pets — all our programs, Food and Nonfood

Food Services

Non-food Services and Assistance

Calendar of where and when we offer services. Consider a graphic design/map of distribution locations that is incredibly easy to interface with and includes the ability to download information.

3. How to Engage With Us:

Donations — how to give cash and food donations, and provide resources for wills, trusts, estate planning, and required minimum distributions. Interface with credit card processor.

Volunteer — how to share your time and talent with us.

REQUIRED WEBSITE FEATURES

Dynamic Map: Website includes a dynamic map of all of our locations, including satellites/mobiles that users can click on to get hours and offerings. The food bank in Pierce County — “Nourish” — has a great example of this on its website (<https://nourishpc.org/need-food/>). Users can filter results by date and location. Our map needs to filter information for what we offer and the distribution model used (i.e., drive-through, shopping, etc.) as well as date and location.

Banner: “Breaking News” (updates), changes weekly or as needed, emergency messages

CommitChange Linkage: Website will interface with CommitChange, our current credit card processing application, include a linkage into the website with hand-off of information with CommitChange, and keep user on website after transaction is completed.

Employment Opportunities:

List of open positions with downloadable job descriptions

Online application

Volunteers:

List of volunteer opportunities

Link to VolunteerLocal application for volunteers to apply, report hours, and obtain other volunteer information

OTHER FEATURES

Americans with Disabilities Act (ADA) accessibility is required

Outgoing mail form support so visitors can contact us without exiting to their mail application

Multiple language support — Food Bank website currently displays text in SIX languages with the ability to easily switch between languages [English (default), Spanish, Mandarin, Vietnamese, Russian, and Korean]

“Share Buttons” to facilitate visitors sharing our posts and pages on their social media accounts such as Facebook, Twitter, Instagram

Able to display and work with the Food Bank Job Listings module

HOSTING

GoDaddy hosts our current website. The Food Bank would consider suggestions for other web hosting options that will potentially decrease costs and provide state of the industry security. The size of the website will need growth capacity to accommodate plentiful images and videos — include those needs in your cost estimate for hosting.

Proposal needs to include this information if bidder is proposing a hosting option: 1) where the site code will live, and 2) how the Food Bank will transition the website to a new location or developer, if desired, and what it will cost.

BID REQUIREMENTS

Project Description — how web developer envisions the renovation process and interface expectations with Food Bank volunteers and staff.

Project Schedule — from inception to conclusion, with milestones and development phases. Define frequency of check-ins and modality (i.e., weekly, virtual meetings).

Project Costs — to develop and maintain website, including proposed hosting costs.

Licensing Fees — specify any initial and ongoing licensing fees for features such as translation or maps.

Submit proposals electronically to Judy Jones (Contact) by Wednesday, August 31, 2022 no later than 5:00 PM Pacific Daylight Time. No page limit on proposal length but proposals under 10 pages would be desirable. Include bidder qualifications as it relates to website development, management and hosting. Provide three examples of websites of this size and complexity that bidder has developed in the last five years. Include contact information for two references of organizations and/or individuals who have direct experience with your skills and timely performance in accomplishing similar tasks.

Bidder is welcome to request an in-person or virtual meeting with Food Bank website team to discuss this opportunity. Bidder may contact Judy Jones with questions and proposal items that need further clarification.

ADDITIONAL INFORMATION

CURRENT WEBSITE METRICS AND INFORMATION

Why people visit

- In the last 30 days (in descending order)
 - Home Page
 - Locations and Schedule to get services
 - Volunteering
 - Where to drop off food
- At other times of the year, how to donate is the second or third most common reason people visit

Visitors

- 57% new and 43% returning
- 58% mobile devices, 2% tablets and 40% desktops

Website Size

- 25 published pages, plus 8 private pages and 2 drafts
- 69 published posts plus 7 private ones
- 201 images

Site Traffic

- 5,200 to 20,000 sessions a month, depending on the time of year
- 1.49 to 2.5 minutes average session duration
- 12,000 to 40,000 page views a month
- 42.35% single page visits. This value is consistent.

System Details

Three DNS names and sites plus one application (GleanWeb) that we host. We also link out to VolunteerLocal. GleanWeb and VolunteerLocal use our style sheet to control the display of visits originating from our site. You must be able to accommodate them too.

- Perl 5.10.0
- PHP 8.0
- 85 megabytes of MySQL database
- 5.4 gigabytes of disk space
- Used between 20 and 26 gigabytes of bandwidth monthly from April through June 2022.

Security

- Wordfence is website's firewall and security management tool.
- Google ReCAPTCHA enabled
- Backups are done daily from outside our applications and retained for 90 days.

EXAMPLE WEBSITES

Some website examples where we like the look and feel:

- <https://www.salvationfarms.org/>
- <https://sspgcouncil.org/>
- <https://wcif.net/>
- <https://www.thecommunityfoundation.com/>
- <https://thurstoncountyfoodproject.org/>
- <https://www.goodgrub.org/>