

**Request for Proposal:**  
**“Copper Country Trail Byway” Website Redesign**

**Guidelines and Requirements for Submittal**

Prepared by:

Western Upper Peninsula Planning and Development Region Commission

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**Table of Contents**

**Section One: Introduction and Instructions.....3**

**Section Two: Project Information..... 4**

**Section Three: Proposal Format and Content ..... 5**

**Section Four: Selection Criteria ..... 6**

**Section Five: Other Items..... 6**

# Request for Proposals for “Copper Country Trail Byway” Website Redesign

## **Section One: Introduction and Instructions**

### ***1.1 Purpose of the RFP***

This Request for Proposal (RFP) is issued by the Western Upper Peninsula Planning and Development Region (herein after referred to as “WUPPDR”). The purpose of this RFP is to identify and establish a contract with a website developer to redesign the existing website at <https://www.coppercountrytrail.org/>. The purposes of the redesign include giving the website a fresh appearance, modernizing media elements, and reorganizing pages for a more user-friendly experience.

### ***1.2 Contact Person, Telephone, and E-Mail***

Jerald Wuorenmaa, Executive Director, is the point of contact for this RFP. Contact with other WUPPDR employees regarding this RFP prior to contractor selection may result in disqualification.

Jerald Wuorenmaa, Executive Director  
Western Upper Peninsula Planning and Development Region  
400 Quincy St., 8<sup>th</sup> Floor, Hancock, MI 49930  
Phone: (906) 482-7205 ext. 111  
E-Mail: [jwuorenmaa@wuppdr.org](mailto:jwuorenmaa@wuppdr.org)

### ***1.3 RFP Schedule of Events***

This schedule of events represents WUPPDR’s *best estimate* of the schedule that will be followed for this RFP. If a component of this schedule such as the deadline for receipt of proposals is delayed, the rest of the schedule will be shifted accordingly.

The estimated RFP schedule is as follows:

- RFP issued: March 18, 2021
- Deadline for questions: March 24, 2021
- Proposals due: April 14, 2021
- Contract issued: April 23, 2021

### ***1.4 Submission Details and Deadline for Receipt of Proposals***

Proposal shall be submitted as a PDF-format e-mail attachment to [jwuorenmaa@wuppdr.org](mailto:jwuorenmaa@wuppdr.org).

The e-mail subject line shall be “Website Redesign Proposal” and PDF filename shall be “WebsiteRedesignProposal\_contractor”, omitting all quotation marks and replacing “contractor” with the name of the firm or individual offering the proposal.

If an offeror requests to use an alternate method of submission, submit a question as directed in Section 1.5 to confirm the method is acceptable.

Proposals shall be received by WUPPDR no later than **10:00 am ET, April 14, 2021** and will be opened at that time. Offerors assume the risk of the method of dispatch chosen. WUPPDR assumes no responsibility for delays caused by any delivery service.

### ***1.5 Questions and Addenda***

Questions regarding this RFP shall be submitted via e-mail to the designated point of contact. The deadline for questions is **3:00 pm ET, March 24, 2021**. Answers to questions and any addenda to the RFP will be posted to WUPPDR's website at [www.wuppdr.org](http://www.wuppdr.org) no later than **4:30 pm ET, March 26, 2021**.

## **Section Two: Project Information**

### ***2.1 Introduction***

WUPPDR is seeking a website developer to redesign an existing website and integrated media that provide information about the Copper Country Trail National Byway ([www.coppercountrytrail.org](http://www.coppercountrytrail.org)).

### ***2.2 Project Objective***

The objective of the website redesign is to reinvigorate its appearance and improve the user experience.

### ***2.3 Scope of Work***

The website scope of content will be similar to the current website, but the content should be more vibrantly presented through modern media elements, including original videography and photography of the Byway and an interactive map of points of interest.

In addition, the designer will be expected to perform basic research through online sources, and personal contacts if needed, to identify any significant changes to elements of the Byway on the current website, in addition to any prominent cultural, scenic, or historic assets or other points of interest, that are not included in the current website.

Scope of work items are as follows:

1. Selection and use of a standardized website development and maintenance platform that allows page content and website menu items to be updated and maintained by novice users, allows pages with standardized layouts to easily be added and removed, requires minimal future intervention by a professional website developer, and is relatively effective in preventing security breaches.
2. Creation of unique homepage design including original media, such as a slideshow or other animated or video imagery relevant to the byway.
3. Development and inclusion of original audio/visual content throughout the website, including photos and videos; unconditional ownership shall be conveyed to WUPPDR upon completion of the website.
4. Development of web pages with descriptive and narrative content similar to but updated from the current website content, organized through a logical page hierarchy and menu structure.
5. Creation of a contact form to convey messages from website visitors to the appropriate WUPPDR staff via e-mail.

6. Development of news feed component for home page that automatically updates with most recent articles/posts as they are created.
7. Embedding of social media content, including but not necessarily limited to Facebook, on home page.
8. *OPTIONAL*: Byway overview booklet utilizing photography, graphics, and descriptive and narrative content consistent with the website, that provides an overview and highlights of the Byway. File format shall be PDF in addition to an editable Adobe InDesign or Microsoft Publisher file format. The expected length of the booklet is 10-20 letter-size pages. The cost need not account for any printing.

**The maximum budget for the *website*, including all original content and other associated costs of development, is \$13,500. The maximum additional budget for the *optional booklet* is \$1,500.**

#### ***2.4 Further Project Requirements***

1. Website shall be mobile device-friendly.
2. Website shall comply with minimum ADA accessibility guidelines.
3. Website platform shall be a standard content management system (CMS), accommodating basic ongoing updates by novice staff. Examples include but are not limited to Wordpress and Squarespace. If possible, the CMS should allow multiple accounts with different editing permissions if needed.
4. Basic search engine indexing and optimization shall be performed.
5. Budget shall include at least one year of hosting, with ongoing hosting fees not to exceed \$300/year through a common hosting service.
6. Website developer shall indicate a fixed hourly rate, valid for not less than one year after project completion date, for further support and modifications beyond capabilities of WUPPDR staff. (Budget is not expected to include the actual cost of any such support/modifications.)

#### ***2.5 Timeline***

The website developer shall begin work no later than May 2021, provide updates at least once every two weeks to WUPPDR, and provide a website draft to WUPPDR no later than August 6, 2021. WUPPDR will respond with any requests for changes by August 13. Contractor shall incorporate these changes to the extent possible and provide a completed final website by August 31, 2021.

### **Section Three: Proposal Format and Content**

The proposal shall contain the following information:

1. Cover Page: Provide name of proposal and firm.
2. Project Team: Provide a list and brief qualifications of the individuals included in your proposed project team. At a minimum, state, for each individual, the educational background, years of experience, length of employment with your firm, and previous project experience.
3. Similar Previous Projects: Provide at least two representative examples of previous web design work (screenshots or URLs for actual websites previously designed), and list any other pertinent websites developed within the past five years.

4. Description of Approach: Describe your firm's proposed step-by-step approach to and timeline for the project (within the project timeline indicated above).
5. Cost Breakdown: Provide a total fee, itemized based on the Scope of Work (required), and by any other manner you deem appropriate (optional), for producing the website, and, if applicable, the booklet.

#### **Section Four: Selection Criteria**

WUPPDR will use a uniform internal evaluation process to select a preferred contractor. Proposed project approach, similar previous projects, project team qualifications, and fee/cost will be the primary selection criteria.

#### **Section Five: Other Items**

##### ***5.1 Authorized Signature***

An individual authorized to bind the Offeror to the provisions of the RFP must sign all proposals.

##### ***5.2 WUPPDR Not Responsible for Preparation Costs***

WUPPDR will not be responsible for any cost associated with the preparation, submittal, presentation, or evaluation of any proposal.

##### ***5.3 Proposal Not Binding Contract***

Submission of a proposal, in response to this RFP, does not constitute entry into any binding contract.

##### ***5.4 Right to Reject Any and All Proposals***

WUPPDR reserves the right to reject any and all proposals received.

##### ***5.5 Conflict of Interest***

Offerors must disclose and describe the nature of any known actual or potential conflicts of interest between either the firm or its proposed project team and WUPPDR, or any other conflicts that reasonably may significantly interfere with completion of the website. Lack of disclosure may result in cancellation of any award by WUPPDR.

##### ***5.6 Offeror's Certification***

By signature on the proposal, the Offeror certifies that it complies with:

- The laws of the State of Michigan.
- All applicable local, state, and federal laws, codes, and regulations.
- All terms, conditions, and requirements set forth in this RFP.
- A condition that the proposal submitted was independently arrived upon without collusion.
- A condition that the offer will remain open and valid at least until **April 30, 2021**.