



League of American Bicyclists

Request For Proposal Website Redesign & Development

All questions regarding this RFP should be directed to:

Primary Contact: Lauren Jenkins, Communications Director

Email Address: communications@bikeleague.org

Organizational Background

The League of American Bicyclists is a grassroots, membership-based non-profit organization based in Washington, DC. We are on a mission to build a Bicycle Friendly America for everyone.

Our vision is for a nation where everyone recognizes and enjoys the many benefits and opportunities of bicycling.

Most important points about the League:

- Founded in 1880 by advocates for better bicycling, today the largest grassroots organization dedicated to making biking better for everyone.
- Main ways we achieve our mission:
 - Advocacy
 - Education
 - Promotion

Project Scope/Purpose

The League needs a new website, one that is a much clearer funnel to the latest news about our programs, our resources, and our membership/donations pages. A new website would much more clearly state who the League is, what we stand for, what we do, how we do it, and why everyone should engage with us through taking action or becoming a member.

The current website contains a vast amount of information and resources across a variety of pages. We want to preserve the deeper dive for our experienced users, but we want to create a shallow pool where new users can really learn about the League at a basic level and see why they should be part of our movement.

We also have a map on the current website that it would be great to incorporate or make more useful: <http://bikeleague.org/map>

There are also an additional map of our awarded communities, businesses, and universities maps here: <https://bikeleague.org/bfa/awards>

Thematic goals for the website: representation, inclusion, connecting people and communities, celebrating the movement for better biking

Current State

URLs

Main site: <https://bikeleague.org>

Learning Management System: <https://learn.bikeleague.org/>

Reports and Data sub-site: <https://data.bikeleague.org/>

Forum: <http://hub.bikeleague.org>

Existing Host

Pantheon

CMS

Drupal 7.0

Solution Requirements

Organizational Goals for Project:

In launching a new website, the League hopes to:

- Improve user experience through clarity
- Give our sub-sites a more clear visual or linked connection to the main site (data.bikeleague.org and learn.bikeleague.org)
- Better organize our resources and reduce the entry points to the resources
- Make our DONATE and JOIN CTAs more evident/obvious

- Use images to drive emotional connection to the League
- Highlight our map of resources and resources
- Make site easier for staff to utilize and update and maintain

Project requirements include:

- A Wordpress-based site
- Migrate current blog posts from Drupal to new site
- Integrate current BFA maps(see Scope above) into new site
- Optimize for SEO
- Increase accessibility to meet WCAG 2.0
- Integrate with other resources such as Salesforce member portal: <https://bikeleague.secure.force.com> and our BFA application portal: <https://bicyclefriendly.secure-platform.com/a>
- Our two shops should be embedded or more closely linked visually to new site:
 - Salesforce-based: <https://bikeleague.secure.force.com/storepage>
 - Shopify-based: <https://bikeleague.myshopify.com>

Target User Profiles

In order for the project to be successfully realized, the solution must deliver specific benefit to several distinct user audiences, listed below in priority order:

- **User audience 1:** The Bicycling Enthusiast
 - This demographic tends to be a bit older (55-70 yr old) and leans male
 - They are the core of our membership, and we need more of these folks of all demographics to connect with the League and engage with us.
- **User audience 2:** The Active Advocate
 - Active advocates are mostly younger cyclists (35-50 yr. old), who want to make changes at the local, state, and federal level.
 - They come to the League's site for updates and ways to take action. They want resources to shape their own communities – whether through Bicycle Friendly America resources or Smart Cycling resources.
- **User audience 3:** The Organizational Member or City Staff
 - These are the experts at their organization or agency looking for specific resources or professional development from the League. We connect them to resources.

Each of the users should see their work as advocates, educators, and bicyclists showcased in our website. An ideal website solution would easily connect these individuals and groups with one another (through the mapping function or other solutions) and with the best practices from other places.

Supported User Stories

The ideal solution will support the following capabilities:

- **User Audience 1: The Bicycling Enthusiast**
 - Should be able to do see the latest news from the League on what we're doing
 - Should be able to easily find ways to take action (advocacy or donate and shop) or connect with other users/advocates/organizations in their area
 - Should be able to learn about Bicycle Friendly Communities, Businesses, and Universities and browse which ones are in their region
- **User Audience 2: The Active Advocate**
 - In addition to all the above, Audience 2 users should be able to easily find basic resources about how to utilize the BFA or Smart Cycling programs, from the basics about the programs like talking points to how to become more involved with our programs
- **User Audience 3: The Organizational Member or City Staff**
 - In addition to all the above, Audience 3 users should be able to find advanced resources including those about how to utilize the BFA or Smart Cycling programs, our research and policy, and our more technical federal policy work
 - In addition to all the above, Audience 3 users should have posting privileges to post events and other calls-to-action to that Users 1 & 2 can find and engage with

Website Examples

We like the following websites:

<https://www.bicyclecolorado.org> - for the hero image carousel, the straightforward navigation, and the very prominent ways to get involved with Bicycle Colorado

<https://www.surfrider.org> - for image driven design and the integration of the map on the [Campaigns](#) page

<https://www.sierraclub.org> - for its ability to connect people with local events and national policy

Desired Look for Solution

We are looking for a clean, uncluttered, approach driven by inclusive, representative imagery. Bicycling is about freedom and joy and the website should reflect that. At the same time, we are an advocacy organization that wants to communicate experience and authority.

This is a content-intensive site, therefore intuitive navigation and text handling is critically important. We want navigation/linkage obvious and clear.

Deliverable Specifications

- Desired Site Launch: November 15, 2022
- Available Budget: Up to \$40,000

Review & Testing

- Organizational stakeholders will review and provide feedback on creative design and overall look and feel.
- Prior to the site's formal launch, we will have agreed milestones and corresponding periods of testing to ensure site functionality and stability.

Profile of Preferred Design/Development Firm:

- Strong expertise in designing/developing interactive content-heavy websites for not-for-profit organizations.
- Understands and employs SEO best practices
- Attentive to details, service, available budget and deadlines

RFP Submission Details

Please submit your response by 5pm ET on March 14, 2022. Your submission must include:

- Links to site work done within the last two years with a budget range of \$20,000-40,000
- Explanation of approach and platform used
- Basic timeline and deliverables for each stage

In addition, vendors may request a 30 minute meeting with League contacts to ask questions. Alternatively, questions may be submitted by email and will be answered in one email to interested parties by March 10, 2022.

Send Proposals To:

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