

REQUEST FOR PROPOSALS (RFP)

WEBSITE REDESIGN FOR IDAHO OUT-OF-SCHOOL NETWORK



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January 15, 2025

REQUEST FOR PROPOSALS (RFP)
FOR
WEBSITE REDESIGN FOR IDAHO OUT-OF-SCHOOL NETWORK

Date Issued: Jan 15, 2025

Response Due Date: Feb 24, 2025

Contact: Send Responses To:
Idaho Out-of-School Network
c/o Henry Stoddard
3501 W. Elder St. Suite #104
Boise, ID 83705

Questions: Questions may be directed to Henry Stoddard at hstoddard@jannus.org
The RFP is also available online at www.idahooutofschool.org

I. Overview

The Idaho Out-of-School Network (ION) is soliciting proposals for the overhaul of its website. The goal is to enhance user experience, improve accessibility, and ensure the website meets the needs of our diverse audience. This project includes design, development, hosting, and ongoing maintenance.

II. Introduction and Background

The Idaho Out-of-School Network (ION) aims to ensure that all Idaho youth have access to high-quality Out-of-School time (OST) programs. ION is the only program of its kind in Idaho, though each state across the nation has a similar program. ION does not offer programs directly but builds capacity through leadership, partnerships, and advocacy to ensure that youth and families have the opportunity to participate in safe, inclusive, high-quality Out-of-School programs.

ION's website has served the network well but needs an overhaul. In the years since its most recent refresh, it has slowed loading speeds, its directory needs a revamp to be more user friendly, an accessibility audit is needed in terms of fonts/designs used for those with barriers to access, and it needs an organizational audit to ensure the site flows well. ION is accepting bids for a partner vendor to complete this project.

More information can be found at www.idahooutofschool.org

III. Project Information

Overview

ION seeks proposals from qualified vendors to overhaul its website. The project includes creating an interactive map, improving content organization, enhancing accessibility, and ensuring the website is user-friendly and responsive.

Subjects and Locations

ION will coordinate all necessary resources and personnel for the project. The vendor will work with ION to identify, coordinate, and implement all required changes.

Samples

The following Afterschool Affiliate websites are prime examples of what ION is looking to capture.

- Georgia Statewide Afterschool Network | [Home-new - GSAN](#)
- North Carolina Center for Afterschool Programs | [Home - NC Center for Afterschool Programs](#)
- Utah Afterschool Network | [Utah Afterschool Network - Home](#)

Timeline

Pre-Production

- Publish RFP for Website Redesign | January 16th, 2025
- Proposals Due | February 24th, 2025
- Interviews with submitted firms (if needed) | March 3 – 6, 2025
- Select and approve the proposal for contracting | March 14, 2025

Production

- Site Redesign | March/April 2025

Post-Production

- Website completed, ready launch | May 15, 2025

Technical Requirements

The website overhaul shall meet the following technical requirements:

- **User Interface:** Create an interactive map with granular filtering and added layers for city/counties/legislative districts. Legislative layers will need updates every 10 years.
- **Theme and Accessibility:** Maintain the current blue/orange/green theme but explore alternative shades for better readability. Conduct an accessibility audit to ensure fonts, colors, and other elements are accessible.

- **Platform:** Evaluate the feasibility of moving away from WordPress to a more user-friendly web development tool.
- **Performance:** Improve website speed and responsiveness.
- **Content Focus/Organization:** Streamline resources and consolidate related sections to reduce overwhelm.
- **Navigation:** Simplify navigation by merging dropdown menus and considering lists with hyperlinks instead of buttons.
- **Page Layout:** Revisit page formatting to utilize the full window while ensuring usability on phones and tablets.
- **Language Accessibility:** Implement an auto-translate option, at a minimum in the Spanish language.
- **Visual Consistency:** Advising on a consistent use of graphics or photos, with a preference for photos of people to drive engagement.

Contractor Requirements

The selected vendor should have an initial creative consultation meeting with ION staff overseeing the project. The vendor is expected to be in contact with the designated ION staff throughout all phases of the project by providing bi-weekly progress reports, either verbally or by email. ION will continue to provide creative consultation throughout the project. The vendor will be responsible for all project management, leading the work, and achieving project goals within scope, time, and budget. The vendor must secure its own production facilities and equipment to produce the required elements, including design, development, hosting, and maintenance. ION understands that project production may inherently have some “stock” or “canned” elements to balance time and cost constraints, we encourage use of original photos sourced and stored by ION that will be provided to the vendor at the initiation of the project. Therefore, ION expects the vendor to use cost-effective approaches in both the production and post-production phases. However, the finished project should showcase ION and its initiatives effectively.

IV. Proposal Requirements

Proposals must include:

- **Introduction:** Summarizing relevant experience and resources.
- **Examples/Samples:** Past projects, preferably of comparable size and scope.
- **Proposed Vision:** Broad concepts for the final product.
- **Proposed Budget:** Including a suggested work plan and breakdown of fees for professional and administrative services. Budgets should include a fixed pricing quote for the project and an hourly rate for any additional work.

- **Proposed Schedule:** Including various stages, milestones, and payments.
- **Outsourcing Plans:** If needed.
- **Contact Information:** Including name, title, phone, and email addresses.

V. Selection Criteria

Proposals will be evaluated based on:

- Demonstrated experience in website design, development, and maintenance.
- Ability to coordinate resources and staff.
- Understanding of the project's purpose and scope.
- Creativity and originality.
- Ability to meet the expected timeline.
- Cost-effectiveness.

VI. Other Considerations

Proposals will be reviewed by ION. Once selected, the respondent must be prepared to begin work as outlined in the proposed schedule. Evaluation of the proposals will be under the jurisdiction of ION. ION reserves the right to reject any or all submittals or to waive any minor defects or irregularities in any submittal. ION further reserves the right, without prior notice, to supplement, amend, or otherwise modify this request for proposals or request additional information from any or all applicants.