



# Old Pasadena Management District

## Request for Proposal for Website Redesign and Development

August 12, 2015

### Background

The Old Pasadena Management District seeks a highly qualified and experienced web design and development firm to redesign and develop its existing website and related assets at [oldpasadena.org](http://oldpasadena.org).

#### **About Old Pasadena Management District**

The Old Pasadena Management District (OPMD) is a non-profit business organization that creatively plans, manages, and develops Old Pasadena as a unique, authentic, and vibrant downtown experience. The OPMD currently contracts with the City of Pasadena to manage the Old Pasadena Business Improvement District (BID). The BID enhances the basic City services by funding district-wide security, marketing, and maintenance programs to provide a clean, safe vibrant downtown experience. To learn more about Old Pasadena, visit [www.oldpasadena.org/about.asp](http://www.oldpasadena.org/about.asp).

#### **Reason for the Redesign**

The current website was created more than ten years ago on a City Sites platform. It was updated with additional functionality and design in 2007, on the same backend. This legacy platform is no longer viable and needs to be updated to address security risks, slow query times, difficulty in updating, SEO, mobile and tablet platform responsiveness, and other best practices.

### Objectives for the New Website

#### **Modernize**

Our new website should serve as the go-to destination for people living in or visiting the area to find information about where to go, what to do, and what to see in the district. The nature of internet communications has changed, as well as the character of our district. We need to modernize our communications, messaging, and technology in order to better reach our audience and incentivize them to visit the district while allowing us to more easily maintain our channels and content.

#### **Simplify**

Our existing website audience is primarily interacting with our Events, Shopping and Dining locations, the district map, and attractions data. The new website should improve the quantity and quality of this information to encourage and motivate website users to visit the district. The interface and user experience should be simplified, the information made more easily (and quickly) available, and the site must be adaptable to better serve mobile users with limited time and bandwidth. Timing is key to incentivizing our users and we need to give them the information they want, when they want it, as easily as possible.

#### **Informative and Relevant Content**

Our new website should offer us an intuitive and easy-to-maintain platform for publishing and distributing varied content to the right people at the right time, and identify our most valuable audience segments and categorize our content to better target them. Along with this our new website should provide a method for "pushing" urgent content to interested individuals. This could be street closures, traffic alerts, emergencies, or any other time sensitive information.

## Engage Target Audience

Our website must represent a desirable and easy-to-access destination for a diverse demographic. It should appeal to a broad base by balancing a fresh and trendy feel with a somewhat sophisticated and traditional interface, while reinforcing Old Pasadena as an authentic downtown to our regional visitors who might also be patrons of The Grove, Glendale's Americana, or other "lifestyle" shopping and entertainment centers. We are interested in drawing local residents, young families, aging traditionalists, and taste-maker hipsters. Our web presence should read Abbot Kinney / Silver Lake, meets South Coast Plaza.

We are looking for recommendations on how to segment our audience, how best to communicate with each of these segments, and ultimately how to get them to visit the district (and track their activity).

## Proposal Content/RFP Response Criteria

### Company Background

List at least 5 clients your firm has worked with in a capacity relevant to the requirements of this project. Explain your role and the work performed for those clients. Explain the relevancy of that work to this project.

Provide at least 2 case studies detailing past projects for business improvement districts or closely similar organizations for which your firm was directly responsible for all of the following:

- Strategy and consulting services
- Design services
- Software development services
- Account and project management
- Optional: Hosting and/or ongoing support services

Describe your firm. Include your location, staff, and length of time in operation, core competencies, and any relationships with 3rd parties that you may collaborate with on this project.

Discuss any planned IPOs, mergers, acquisitions, staff changes, or other company activity that may affect our account, should you be awarded the project.

### Technology Selection/Approach/Requirements

Describe your preferred platform and provide relevant examples of past work utilizing it.

Any plugins, modules, extensions, or other software additions to the proposed CMS platform that manipulate OPMD business, location, event, contact, or other sensitive and/or proprietary data must have been directly developed by the proposing firm and not by any 3rd party. The firm must also provide as part of this project any support related to bugs, security issues, or other problems uncovered in such software during its useful life. Please describe any such software you may use in this project.

OPMD proprietary data must be stored in a data structure independent of the CMS platform data and such structures must be documented. Describe how your proposed solution would meet this requirement.

Preference will be given to common, proven, and open source software. Describe any proprietary or closed-source software you may use to meet the requirements of this project.

Describe any potential licensing or ongoing costs beyond the Ongoing Service and Support fees included here.

The website must adapt to improve usability for screen size (mobile, tablet, desktop) and according to the unique philosophies of use for each platform. Describe your approach to this requirement.

Describe the hosting services, including backup systems, support and associated costs you would recommend and/or provide as part of Ongoing Service and Support.



## Development Process

Describe how your firm will approach this project. Describe a typical end-to-end website development process for your firm. Include the major milestones, response times, evaluations, meetings, etc. Also include any collaboration, presentation, project management, or other such software or systems you use and we would be exposed to.

Describe the Process of development, review, and production update cycles, as well as which software you would use to facilitate this, and specify what our role would be.

Describe the types of assets you will need to complete the project and your process for receiving, organizing, and cataloging those assets. Also, describe the dependencies in your development process related to these asset deliveries.

## Project Scope

Describe the scope of your proposal and its deliverables. Your proposal must include the following:

- An original design and responsive website development that addresses the goals expressed in this RFP
- An original design and development of 2-3 reusable, responsive email templates
- An easily manageable, common and proven Content Management System built on an open source platform
- Clean, professional, easily navigable user interface that expresses the goals outlined in this RFP
  - Site navigational menus must be maintainable by our internal staff via the CMS
- Integrated, searchable, and mapped business directory to include:
  - Vital information, descriptive content, logos, images, video, and links to external websites
  - Links to events or other internal content relevant to the given business
  - Customized map tiles based on the designs of our existing maps and publications
  - View of parking locations
- An original Information Architecture that addresses the goals expressed in this RFP
- An original Functional Specification that outlines the individual deliverables and their specific development and operational parameters.
- Integration of social media sharing tools with related analytics
- Automated consumption and display of content from social media channels
- Robust site analytics
- Integrated, searchable, filterable calendar of events with CMS
- Import and normalization of our existing businesses, contacts and user data
- An interactive utility/utilities to find happy hours and specials among our member businesses
- Content and data entry as necessary to accommodate a "content complete" site at launch
- A newsletter signup with list segmentation and integration with a 3rd party service like Constant Contact or MailChimp, including a system for delivering to subscribed individuals real-time alerts about emergencies, alert conditions, or other important district information
- An optional Ongoing Service and Support agreement that includes:
  - Recommendation for managed hosting
  - Minimally, automated daily differential backups with weekly full backups and a 1 month archive
  - Minimally, 5 hours per month of non-hosting related support with 24 hour turn around
  - Regular analysis and reporting on performance

## Schedule

Duration: **10 Weeks**



## Evaluation Criteria

### **Relevant Expertise / Team Experience**

Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project. Prior work demonstrates innovative ideas that have engaged audiences and delivered results within a similar scope and challenges.

### **Suitability of the Proposal**

The proposed solution creatively meets the needs and criteria set forth in the RFP.

### **Competitive Pricing**

The successful vendor will offer a competitive price proposal in keeping with their firm's productions and experiences.

### **Overall Presentation**

The written proposal is presented in a clear, logical manner, and is well-organized.

## Proposal Format

### **Anticipated Timeline:**

RFP released: **Wednesday, August 12<sup>th</sup>**

Proposals due: **Wednesday, August 26<sup>th</sup> by 5:00pm**

Proposals considered: **Thursday, August 27<sup>th</sup> – Wednesday, September 2<sup>nd</sup>**

Interviews with selected finalists: **Thursday, September 3<sup>rd</sup> – Thursday, September 10<sup>th</sup>**

Project awarded: **Friday, September 11<sup>th</sup>**

For more information, please contact Janet Swartz at 626.356.9725 x11 or email [janet@oldpasadena.org](mailto:janet@oldpasadena.org). Proposals should be sent via email to [janet@oldpasadena.org](mailto:janet@oldpasadena.org). Interviews for the finalists will take place at our office with our evaluation team. You will be contacted to schedule an interview if selected as a finalist. The candidate firm that has been selected will be notified on **Friday, September 11<sup>th</sup>**. All other candidates will be advised on or about the same date.

### **Old Pasadena Management District**

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