



## **REQUEST FOR PROPOSALS**

### **WEBSITE STRATEGY & REDESIGN**

**RELEASED:** January 31, 2025

**RESPONSES DUE:** February 28, 2025

## About StopWaste

StopWaste (Agency) is a public agency committed to advancing environmental sustainability and building healthy, equitable, climate resilient communities in Alameda County. Formed in 1976, StopWaste works on behalf of 17 member agencies, serving the 1.7 million residents and local businesses of Alameda County.

By partnering with non-profits, businesses, schools, and local governments in the communities we serve, our efforts are amplified and better tied to community needs in one of the most diverse and dynamic counties in the country.

Rooted in our core mission and vision, we use these long-term goals to help shape our strategy and programming. Across each of these goals, we engage partners and community at the local, regional, and state levels to maximize our impact:

- **Healthy Local Food Systems** - A healthy, equitable food system that minimizes food loss and waste, while prioritizing soil health, local livelihoods, and community access to nutritious food.
- **Thriving Circular Economy** - An equitable, flourishing circular economy that enables easy and affordable access to repair, reuse, and refill services designed to prevent waste, and a recycling and composting system that contributes to material circularity in ways that are good for people and the planet.
- **Innovative Bay Area Construction Sector** - A Bay Area construction sector that advances energy and resource efficiency in the built environment to prevent waste, fight climate change, and improve the health of our communities.

You can learn more about our organization and programs on our website at [StopWaste.org](https://www.stopwaste.org) or via our Annual Budget document, [available here](#).

## Project Overview

StopWaste is seeking proposals from a firm or individual to lead a comprehensive website redesign project for the Agency.

The StopWaste website currently serves many different audiences such as residents, businesses, schools, and local government agencies, providing resources and information on a wide range of subjects focusing on waste reduction and sustainable practices in Alameda County.

Leveraging insights from the strategic communications plan, the selected firm will develop an intuitive website structure with engaging visual elements. This will include wireframes, prototypes, and concepts for responsive design. Although this phase is focused on information architecture, user experience, and theme/template design, there is potential for the scope to include full website development and content migration, depending on the firm's capabilities and the needs of the Agency.

The selected consultant(s) will collaborate closely with StopWaste to craft a cohesive and compelling narrative and visual identity. The overarching goal is to effectively communicate our mission, programs, and measurable impact to diverse stakeholder groups, including residents, businesses, schools, and local governments.

## Description of Requested Services

Building upon the strategic communications plan, the selected firm will lead us in creating an intuitive, engaging, and user-friendly website that effectively communicates StopWaste's mission, programs, and resources to our diverse audiences.

The redesign should not only reflect the agency's values and strategic goals but also provide an excellent user experience for visitors seeking information or assistance.

Key objectives for the website redesign include:

1. **Intuitive Navigation:** Develop a clear, logical information architecture that allows users to easily find relevant information based on their role (e.g., resident, business owner, educator) or area of interest (e.g., recycling, food waste, energy efficiency).
2. **Engaging Visual Storytelling:** Incorporate dynamic elements such as infographics, photography, success stories, and interactive features to showcase StopWaste's impact and inspire action.
3. **Resource Hub:** Create a comprehensive, easily searchable database of tools, guides, and resources tailored to different user groups.
4. **Enhanced Program Visibility:** Highlight key programs and services, making it easy for users to understand and access the support available to them.
5. **Call-to-Action Focus:** Strategically place clear calls-to-action throughout the site to encourage user engagement and participation in StopWaste programs.
6. **Mobile Responsiveness:** Ensure the design is fully responsive and provides an optimal experience across all devices and screen sizes.
7. **Accessibility:** Adhere to WCAG 2.1 AA standards to ensure the site is accessible to users with disabilities. Efficient integration of language translation systems.
8. **Visual and Technical Appeal:** Create modern, visually appealing, and engaging design patterns and interactions that reflect StopWaste's professional yet approachable brand identity.

## Deliverables:

1. **Implementation Plan and Timeline:** A detailed roadmap outlining key milestones, deadlines, and responsibilities for all phases of the project.
2. **Information Architecture / Navigational Tree:** A clear and scalable site structure based on user personas and key audience needs.

3. **Visual Design Concepts:** At least two distinct visual design directions with clear explanations of how each direction meets user needs and supports the brand. Designs should be fully responsive, with attention to both desktop and mobile layouts. One design direction will be selected and finalized through an iterative process with the agency's communications team.
4. **Wireframes/Mockups for Key Pages:** Wireframes should cover major page templates (e.g., homepage, program pages, calendars, news, resources, search) with annotations explaining layout decisions. Detailed mockups should be provided for 6-8 key sections as specified by the Agency.
5. **Interactive Prototype (as needed):** An interactive prototype of key pages and interactions (e.g., menus, CTAs, navigation) to validate user flows and design concepts.
6. **User Testing Plan and Results:** A structured plan for testing the website with various user groups, along with a report on findings and feedback.
7. **Final Design and Development Specifications Package:** A comprehensive package of annotated high-fidelity mockups, design system, and component library, along with interaction specifications and CSS/front-end development guidelines to ensure accurate implementation of the design.
8. **Content Migration Plan:** Guidance on mapping, migrating, and organizing existing content into the new structure.
9. **Evaluation Plan:** A set of measurable objectives and an analytics-based evaluation plan to track the website's success post-launch.

If an agreement is made to have the selected applicant continue with the development of the website, the following deliverables would constitute the next round of work:

10. **CMS and Theme Development:** The agency's multiple websites are currently Drupal-based and remaining with this platform is our preference.
11. **Content Migration:** Performing the content migration from the old site to the new, including a plan for preserving/redirecting certain URLs as necessary.
12. **SEO & Performance Optimization Recommendations:** A plan for ensuring the site is search engine-friendly and optimized for fast loading times and overall performance.
13. **Accessibility Audit:** An audit to ensure the design adheres to WCAG 2.1 AA standards, along with a report outlining any adjustments needed for compliance.
14. **Training Documentation:** A guide to help StopWaste's internal team manage and maintain the website post-launch, covering content updates and basic troubleshooting.

## Submittal Requirements

The Agency encourages local small businesses and organizations with ties to the community and women- and BIPOC-owned and run entities to apply. Potential respondents are strongly encouraged to contact StopWaste with any questions about the process, the submittal requirements, and the scope of work. Firms or individuals responding to this RFP must provide:

1. A summary of the firm or individual proposing to provide services, including:
  - a. For which services you or your firm would like to be considered.
  - b. Brief resumes for the primary contact and key personnel.
  - c. Overview of relevant qualifications, certifications, and experiences for the project.
2. A proposed approach for completing the project, including an outline of methods, a timeline of major milestones, and a work plan that demonstrates your understanding of the project scope.
3. A cost estimate for the project, including a range of anticipated costs for the primary deliverables above (1–9).
  - a. The estimate should reflect potential adjustments to the complexity of each deliverable while still satisfying the scope of work and final products.
  - b. Optionally, provide an estimated cost range for deliverables 10–14 if your firm would like to be considered for these additional phases. This estimate can be revisited if the Agency and the applicant agree to proceed with the second phase.
4. Examples of three projects that best demonstrate the individual or firm’s expertise and interest in working on Agency projects. Explain the role the individual or firm played in each campaign or project. Demonstrated experience working with multicultural audiences and underserved communities is preferred. Examples may include work previously performed for StopWaste.
  - a. A description of the campaign/project, creative materials developed, and target audiences.
  - b. Specific challenges faced and the solutions implemented.
  - c. Metrics or examples of how the campaign/project achieved its intended impact.
  - d. A client reference, including name, title, employer, email, and phone number.
  - e. Websites and/or samples, if available, for projects discussed.
5. A signed copy of Appendix B: Required Contract Elements.

## Application Deadline and Submittal Instructions

**The deadline for submitting proposals is February 28, 2025. Proposals received after 5:00 p.m. on this day will not be accepted.**

Release of RFP:	January 31, 2025
Proposals Due:	February 28, 2025
Short list Interviews (if needed):	Week of March 10, 2025
Notification of Selected Contractors:	Week of March 24, 2025

Email proposals to [RFP@StopWaste.org](mailto:RFP@StopWaste.org) with the subject line “Website Design RFP.”

Upon submittal, you will receive confirmation of receipt. If you do not receive this confirmation, please immediately contact Adrienne Ramirez at [Aramirez@stopwaste.org](mailto:Aramirez@stopwaste.org) and include a copy of your submission.

Potentially qualified candidates may be asked to participate in an interview (virtual or in-person) at the Agency’s option. If needed, interviews will be held during the week of March 10, 2025. StopWaste reserves the right to award a contract without holding interviews.

It is anticipated that the selected firm will be notified during the week of March 24, 2025. Specific timeline, milestones, and deadlines will be finalized during the kickoff meeting.

Questions must be submitted by email to [RFP@StopWaste.org](mailto:RFP@StopWaste.org) no later than February 14, 2025, with the subject line “Website Design RFP Question.” Responses to all questions received will be posted under this RFP listing on the [Agency website](#).

## Evaluation Process

Selection of a vendor will be based on the proposal submitted, any interviews conducted, and the evaluation criteria outlined in Appendix A. Agency staff may request additional clarifying information from any or all proposers, and request interviews at their discretion.

## Budget, Award, and Contract Process

The budget and overall timeline for this project will be informed by proposals and estimates received as part of this RFP and subsequent conversations.

The Agency assumes that any qualified respondents to this RFP are willing and able to comply with the Agency’s insurance requirements and standard service contract elements as specified in Appendix B of this RFP. Please review link to the Agency’s [WMA Standard Contract and Insurance Requirements](#). Prior to commencing work, selected contractors will need to enter a contract with the Agency using this template. The Agency also assumes that any work product developed as a result of contracting with the Agency will become the property of the Agency. We strongly encourage respondents to contact us with questions about the standard service contract, including Insurance Requirements.

Upon execution of the service agreement, the vendor will be paid upon regular submittal of an invoice and acceptable project progress and review reports. Ten percent (10%) of the contract award will be withheld pending completion of the project.

**Notice of Intent to Award**

When the Agency has selected a contractor to proceed with the project and is ready to enter contract, a Notice of Intent to Award shall be provided via e-mail to the selected vendor/contractor(s) as well as all parties who responded to the RFP. The Agency reserves the right to reject all proposals if none are determined to be an appropriate fit for the project.

**Bid Protest Process**

The Agency values fair and competitive contracting procedures and has established a Protest of Service Contract process for instances where bidders wish to protest the bid process or appeal the recommendation to award a contract once the Notices of Intent to Award has been issued. The Protest of Service Contract Decisions policy applies only to awards exceeding \$100,000 in a fiscal year. Contract awards below this threshold are not subject to protest. Where the policy applies, protests shall be handled in accordance with the process outlined in the [Protest of Contract Award Policy](#).

**Action by the Agency**

This Request for Proposals does not commit nor obligate the Agency to fund any proposals received. The Agency reserves the right to cancel this Request for Proposals in whole or in part at its sole discretion, and/or to accept or reject any proposal received based upon the review of proposals. Each proposer understands in submitting their proposal that the decision of the Agency will be final, in accordance with the Agency’s protest policy and process. In addition, proposals submitted become the property of the Agency and will not be returned. Funds awarded are public funds and any information submitted or generated is subject to public disclosure requirements. The Agency reserves the right to request additional clarifying information and to meet with any or all proposers at its discretion. The Agency reserves the right, as its sole discretion, to waive minor irregularities in submittal requirements, to request modifications of the quote, to accept or reject quotes received, and/or cancel any part of this solicitation at any time prior to the award.

**Attachments:**

Appendix A: Proposal Evaluation Criteria

Appendix B: Required Contract Elements

## Appendix A: Proposal Evaluation Criteria

One of the purposes of the RFP is to evaluate cost proposals from the submitters. This will inform the budget for the project. In addition to overall experience, technical ability, cultural alignment, cost-effectiveness, and project scope, priority will be given to firms that demonstrate the following qualifications:

- **Responsiveness and Qualifications**  
Is the response clear and comprehensible? Is the proposed approach to the work feasible and of high quality? Are the qualifications appropriate and responsive to the needs of the project?
- **Experience with Local Government and Mission-Driven Organizations:** Proven success in working with public agencies, non-profit organizations, or mission-driven entities, particularly those focused on environmental sustainability, public policy, or community impact.
- **Local Presence and Client Base:** Demonstrated familiarity with Alameda County and its diverse communities.
- **Expertise in Designing for Diverse Audiences:** Demonstrated experience in creating websites that serve a variety of user groups, including residents, businesses, schools, and local governments. The firm must also show expertise in designing for non-English speaking communities and ensuring inclusivity in both language and accessibility.
- **Comprehensive Skills in Managing Strategic Communications and Website Design/Development Projects:** Firms with expertise in both developing strategic communications plans and executing cohesive website designs that align with organizational missions will be prioritized. Firms should demonstrate the ability to integrate brand messaging, user experience design, and technical development effectively, as well as managing complex development processes.
- **Organizational Capacity & Commitment**  
Does the respondent demonstrate adequate capacity, experience, and readiness to implement the project?



## Appendix B - Required Contract Elements

### Professional Services Agreement including Insurance Requirements and Statement of Economic Interest

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It is a requirement of the Alameda County Waste Management Authority that any individual or firm selected to provide professional consulting services must be able to comply with the terms of our [professional services agreement](#) which includes the following insurance requirements:

- A. **Comprehensive general liability insurance:** Insurance Services Office Form CG 00 01 covering CGL on an "occurrence" basis including products and completed operations, personal & advertising injury liability, blanket contractual liability, and broad-form property damage liability coverage. The combined single limit for bodily injury and property damage shall be at least \$2,000,000. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location (ISO CG 25 03 or 25 04) or the general aggregate limit shall be twice the required occurrence limit.
- B. **Automobile Liability:** ISO Form Number CA 00 01 covering any auto (Code 1), bodily injury and property damage liability insurance covering owned, non-owned (Code 9), rented, and hired (Code 8) cars. The combined single limit for bodily injury and property damage shall be at least \$1,000,000.
- C. **Statutory workers' compensation and employer's liability insurance** as required by state law with a limit of at least \$1,000,000 per accident for bodily injury or disease. Neither Contractor nor its carrier shall be entitled to recover any costs, settlements, or expenses of workers' compensation claims arising out of this agreement. The Employer's Liability policy shall be endorsed to waive any right of subrogation against the Agency, its employees or agents.
- D. **Professional Errors and Omissions Liability Insurance.** The limit of liability shall be at least \$1,000,000. If the policy is written on a "claims made" basis, Contractor must maintain required coverage for a period of three years after the expiration of this agreement. Contractor may satisfy this requirement by renewal of existing coverage or purchase of either prior acts or tail coverage applicable to said three-year period.

In addition, the individual or firm's project manager may be required to submit a Statement of Economic Interest Form (Form 700) as required by the State Fair Political Practices Commission. For a copy of a Form 700, please see the California Fair Political Practices Commission website at <http://www.fppc.ca.gov>

Please sign the statement below to indicate that you and your firm understands and will comply with the terms of the Authority's professional services agreement including the required insurance policies and will submit a Statement of Economic Interest Form if requested by Authority staff.

*I have reviewed and will comply with the terms of the Authority's professional services agreement and certify that my firm has the ability to obtain the required insurance policies and submit the Statement of Economic Interest Form.*

*I understand that failure to comply with any of these requirements will result in the Agency's refusal to enter into a contract for services with my firm.*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Firm: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_