



WEBSITE REQUEST FOR PROPOSALS

1. OVERVIEW

The Seabrook-Hamptons Estuary Alliance (SHEA) is soliciting proposals from qualified consultants to revamp the design, layout, and functionality of its website (<http://shea4nh.org/>). The work is anticipated to begin on May 1, 2024, and will be completed no later than December 31, 2024. All proposals must be emailed to Rayann Dionne, SHEA Executive Director, at rdionne@shea4nh.org no later than 5:00 pm on April 1, 2024. Proposals will be reviewed by the SHEA Board of Directors. Selection will be based on the evaluation criteria outlined in Section 9 of this RFP. One or more finalists may be asked to interview with SHEA before making the final selection. The selected consultant will be invited to begin contract negotiations with SHEA. The estimated budget for this project is \$7,000, including labor, subcontract, and all project expenses related to the scope of work.

2. ABOUT SHEA

SHEA is a non-profit organization that is “dedicated to preserving, restoring, and championing the Hampton-Seabrook Estuary and its watershed’s health and social functions to support a thriving and diverse habitat, enhance water quality, mitigate flood risks, and offer sustainable recreational and commercial opportunities.” The Hampton-Seabrook Estuary is just over 5,000 acres and contains the largest tidal marsh in New Hampshire. This Estuary is a unique and integral part of each surrounding community as it provides flood protection, a protective nursery, and foraging grounds for aquatic and terrestrial wildlife, and is vital to many recreational and commercial-based industries.

SHEA works with the communities that border the Estuary (Seabrook, Hampton, and Hampton Falls), members of the Hampton-Seabrook Estuary Collaborative, and other partners on various initiatives to help ensure that the Estuary remains healthy and vibrant. Projects include the creation of an [Estuary Management Plan](#); administrative and financial support of Hampton’s Coastal Hazards Adaptation Team and Seabrook’s Coastal Resilience Team; a variety of public outreach events; educational programs focused on the Estuary’s salt marsh at Seabrook Middle School; and hosting annual National Estuaries Week photo and coloring contests.

3. WEBSITE GOALS

The target audience for the SHEA website includes residents and municipal staff of the three surrounding communities, SHEA partners, natural resource researchers, and like-minded organizations and businesses.

Visitors should find the website welcoming and inviting. It should spark a curiosity to learn more about SHEA and the Estuary. Visitors with varying levels of online experience should find the site intuitive and easy to navigate.

The website should be visually pleasing and informative, with information supported by the use of data-driven graphics and photos. Project-specific information should be easy to find.

The website should be easy to maintain and populate without requiring more than basic computer/software skills to keep it current. Site visitors should be able to learn about:

- SHEA's mission, vision, and Board of Directors
- SHEA's work, including ongoing and significant past activities, such as the Estuary Management Plan, the Coastal Hazards Adaptation Team, the Coastal Resilience Team, and work with partner organizations
- The value of the Estuary, current concerns and/or issues regarding the Estuary, things residents/visitors can do to help protect the Estuary, and different ways to enjoy and engage with the Estuary
- Learn about and register for SHEA-sponsored events

Website User Feedback :

- The opening video of the Estuary is informative and eye-catching, but perhaps it can be smaller and load more quickly.
- Improved resource links ("I want to be able to look for educational information or events that have happened in the past and know why they were organized.")
- Partners list and links.
- Links to previous work
- Links to student research projects and presentations
- Photo and coloring contest results

4. WEBSITE FUNCTIONALITY AND FEATURES

- Homepage search bar
- Navigation menu to enable quick access to targeted content from the homepage
- "Contact us" function/links
- Mailing list/newsletter sign-up tool
- Frequently-Asked Questions
- Calendar of Events (portal for adding new events easily)
- Portal for donations and online purchases
- Interactive Estuary Map that identifies access points, trails, and other points of interest
- Estuary Management Plan project completion matrix (updateable)
- Storymap featuring completed Estuary Management Plan projects

5. SERVICES REQUESTED

- Discovery and information gathering
- Planning and sitemap creation for website committee review and approval
- Content writing for website committee review and approval
- Development/Build for website committee review and approval
- Testing, review, and launch
- Training and support for 1 year post-launch
- Regular progress check-in meetings with the website committee

6. PROJECT DELIVERABLES

The deliverables included in the project proposal should include, at a minimum:

- One meeting with SHEA to present the planned layout and graphic theme for the website

- One meeting to present the draft website
- Successful development and relaunch of the SHEA website
- One presentation to SHEA to present the revised website
- One hard copy and one electronic copy of website training materials, including a website operations and maintenance manual

7. FUNDING

This project is funded by SHEA and the Piscataqua Region Estuaries Partnership (PREP). The estimated budget for this project is \$7,000, including labor, subcontract, and all expenses necessary to complete the scope of work.

8. PROPOSAL REQUIREMENTS

- **Company Profile:** Provide a brief description of the company, including size, length of time in business, core competencies, organizational capacity, and experience with similar projects.
- **Project Team:** Provide names, roles, hourly rates, and resumes of key staff who will be assigned to this project. Identify the project manager. If work will be subcontracted, identify which aspects and which contractors will be involved.
- **Proposed Scope of Work:** Describe the proposed approach for redesigning and developing the SHEA website, including but not limited to the services requested in Section 5 above, the project management process, and client communication.
- **Project Schedule:** Provide a schedule, itemized by task, for launching the new website, with work beginning on May 1, 2024, with a completion date no later than December 31, 2024.
- **Project Budget:** Provide a proposed budget, itemized by task, with the total project cost stated as a fixed fee.
- **Website Design Examples:** Provide the URLs of up to five examples of recently completed website designs with a list of services provided for each site.
- **Ongoing Maintenance:** Provide a description of service options for ongoing maintenance, including pricing, number of hours, and scope of services included.
- **References:** Provide reference contact information for at least three (3) existing clients.

9. PROPOSAL EVALUATION CRITERIA

Proposals will be reviewed by the SHEA Board using the following evaluation criteria:

Responsiveness to proposal requirements	10 points
Qualifications of the company and project team members	20 points
Previous related work and references	20 points
Strength of proposed scope of work and client interactions	50 points

10. PROPOSAL SUBMISSION & QUESTIONS

All proposals and questions regarding the RFP must be emailed to Rayann Dionne, SHEA Executive Director, at rdionne@shea4nh.org. Proposals are due no later than 5:00 PM on April 1, 2024.