Society for Conservation GIS (SCGIS)
Website Design & Development Request for Proposal
April 2019

April 23 UPDATE:
Addendum A - RFP Questions and Answers has been added on pages 6-8.
April 17 UPDATE:
The RFP due date has been extended to April 30, 2019 and the deadline for questions about the RFP has been extended to April 23, 2019.
Section E: Language has been added to clarify that SCGIS seeks responses with a proposed budget of $40,000 or less.

This RFP is for design and development services for the Society for Conservation GIS (SCGIS) website. The current version of this website is at www.scgis.org. The Society seeks design and development services for a new website that includes existing and new functionality.

RFP & Project Timeline Details
Questions about the RFP Due: [**April 23,** 2019, 5pm ET)]
Responses Due: [**April 30**, 2019, 5pm ET)]
If necessary, Finalists Selected & Contacted: [May 6-17, 2019]
Winner Selected: [May 24, 2019]

Submit questions and proposals by email to: Jason Winner (treasurer@scgis.org).

A. Society for Conservation GIS (SCGIS) Overview

The mission of the Society for Conservation GIS (SCGIS) is to build community, provide knowledge, and support individuals using Geographic Information Systems (GIS) and science for the conservation of natural resources and cultural heritage. The Society assists conservation practitioners worldwide in using Geographic Information Systems (GIS) with efforts focused on communication, networking, scholarships, and training. Membership is open to anyone looking to engage in a GIS community to help them achieve their personal or organizational conservation goals. The Society operates one conference each year and also coordinates smaller regional events. Founded in 1997, SCGIS is as an all-volunteer 501(c)3 organization with 0% overhead.

Our primary audience includes SCGIS members who are by nature conservation GIS practitioners living all over the world. Our membership includes students and practitioners that work in higher education, non-profit conservation organizations, government agencies, private firms, and more. An additional audience includes donors and other potential supporters of SCGIS. The SCGIS website is the public "face" of SCGIS, and plays an enormous role in our communication and outreach to both SCGIS members and to the general public. We feature both public content and members-only content that is accessible from behind a paywall.

The website should showcase our identity as the only organization that directly serves conservation GIS practitioners with scholarships, training, networking events, and knowledge sharing opportunities.Our website should promote confidence in our ability to achieve our mission. It should be technically and graphically inspiring, and contain sufficient information to entice non-members to learn more about the organization and consider becoming a member. It is important that the website

provide granular control over both public-facing content and content that is available only to members.

Our website should convey the "brand" of SCGIS. We have begun a re-branding strategy to better define certain attributes of the SCGIS brand, including core identity concepts and phrases, a new logo, an approved color palette, a mock-up graphic of website concepts, and more. All materials from this effort will be provided to the Contractor, who will be asked to incorporate and further develop into a functional and elegant website that best conveys the SCGIS brand. Our desired layout and design should be attractive to people who work in and love natural settings and may feature a combination of images of nature and depictions of ecologists working in wild landscapes and with wildlife species globally.

B. New Website Objectives

Our website's top objective is to share resources that inform, educate, and engage conservation GIS practitioners (both SCGIS members and non-members). Our website aims to position SCGIS as a thought leader in conservation GIS by providing resources and training content including webinars and educational videos. Other objectives include: sharing timely information about SCGIS events; providing the ability for individual members to share professional information, interests and projects; providing the capacity to execute and track financial transactions for event registration, membership, and donations; and providing capacity to display videos through Vimeo or a similar platform.

The website must effectively maintain a comprehensive back-end database that includes, but is not limited to, information about members, financial transactions, events (conferences, webinars and other social events), chapters, and jobs. This database currently exists but may need to be optimized for better data retrieval and links. The website must allow open content for public consumption, but must also have the ability for members to login to access member-only resources. It should also allow financial and other private information to be stored securely, allowing tiered administrator access rights.

The website should be optimized to display effectively on both desktop and mobile platforms. The website should include intuitive navigation for members and non-members to access relevant information. The website requires an effective content management system that allows for easy updates without new technical development requirements. While SCGIS will pursue an ongoing contract for development work and updates to maintain the completed website, we seek an up-front solution that will limit the amount of required future maintenance.

C. Current Website

Our current website, www.scgis.org, displays much of the information that we desire, but certain aspects need improvement. In addition, parts of the navigation are confusing and non-intuitive. The platform is outdated and many simple website changes

require custom development efforts that may not be necessary with a new solution.

Data Migration - The website and database content will need to be migrated from the existing website which utilizes the following system:
- Operating System - Ubuntu Linux 16.04
- Database - MySQL 5.7
- Web Server - Nginx
- PHP - version 5.6
- Laravel - version 4.2
- Search Service - Elastic Search

D. Website Functionality

Required Website Functionality:
- An easy-to-use content management system (CMS).
- Intuitive navigation, including a carousel on the front page and differently-sized content elements that are compatible for viewing on both desktops and mobile devices.
- Clean and focused design that reflects our conservation mission.
- All applicable content imported from current site.
- A database that tracks dynamic information for members (including board members, advisory council and scholars), events (including conferences, workshops and webinars), events registrations, event participants, financial transactions, news items, job posts, member projects and regional chapters.
- **E-commerce functionality -** Secure capacity for purchase of memberships, event registrations, and donations. Purchases should create invoices and receipts, and all sales information should be stored in the database.
- Tiered administrative capacity with access to manage our various databases (members, events, financial transactions, jobs, news items, regional chapters). Administrative capacity should include a multi-level, adaptable hierarchy for editing and publishing to make it easy to control types of permissions over a specific page or the entire website.
- Ability for new members to sign up to join SCGIS and pay registration fees for multiple user-selected membership types.
- Ability for members to select automatic membership renewal and annual billing.
- Login capabilities for members.
- Ability for members to edit their profile details, including address, location, profile picture, organization, type of employment, job title, email, password, areas of interest, projects, description, summary and subscription to the jobs board.
- Ability to host events with different registration rates based on membership levels, to edit and maintain the content of the event pages within the CMS, to collect registration fees, to contact registrants by email, and to provide a summary of number of registrants and total income collected for the specific event.
- Ability to send automated emails based on user interaction with the website (eg. event registration confirmation, new member confirmation, membership expiration reminders, etc.).
- Database and content backups.
- General Data Protection Regulation (GDPR) compliance.

- Production and Staging site.

New Website Functionality Requests: We would like to have the following in our new website, depending on how these elements would impact the timeline and/or budget. Please include these as optional services and identify costs separately.
- Ability to send emails to the entire active membership, which requires an automatic removal of expired memberships.
- Social media integration, including share buttons, and the ability to embed social media content on the website.
- Calendar overview of upcoming events and Google/iCal integration.
- Capacity for embedded videos, some of which are public-facing and some that are accessible only to members who are logged in to the website. We do not need the capacity to store videos; however we need the ability for members to be able to access our private video channels directly from the website.
- Integration of ArcGIS Online content and web maps.

E-commerce Details **-** We currently collect money for individual membership fees, event registrations, and donations online. Each of these has multiple levels of pricing and we desire the ability to create coupon/discount codes that can be applied at the checkout during a transaction. Customers will need to be able to select different payment methods and identify their own preferred dollar amount for donations. Accepted forms of payment include major credit cards and PayPal. We desire potential for members to select automatic billing for membership renewal, if they prefer. We anticipate adding new categories for organizational memberships and gift memberships in the future as part of the ongoing maintenance contract.

E. Proposal Submittal Requirements

Please include the following in your proposal response:
- Offeror contact information.
- Brief overview of Offeror experience including details about team members that will execute the project.
- Overview of how you will meet the objectives, including an explanation of your proposed platform/CMS, an explanation of your website design and development strategy, and proposed strategy for communication and review requirements.
- Proposed timeline from project kickoff to website launch.
- No fewer than two recent design and development examples with reference information.
- Lump sum pricing for required elements with line item charges for optional elements (if applicable). **SCGIS seeks responses with a proposed budget of $40,000 or less.**

F. Evaluation

Proposals will be evaluated by the SCGIS selection committee based on highest value to meet our needs. While we prefer the most cost-effective solution, all proposals received will be considered and weighed based on the highest value provided. Any proposal may be rejected if it is late, conditional, incomplete or deviates from the

specifications in this RFP. SCGIS reserves the right to request additional information or schedule a phone call in support of the written proposal.

G. Terms and Conditions

- This RFP does not convey a commitment to award a contract. SCGIS reserves the right to accept or reject any or all proposals or to cancel this RFP for any reason.
- SCGIS is not responsible for any direct or indirect expenses which an Offeror may incur in preparing and submitting a proposal, participating in the evaluation process, or in consequence of this solicitation process for any reason.
- Proposals are irrevocable for 45 days following the closing date.
- At the completion of the project, all website development materials shall become the property of SCGIS.
- By submitting a proposal in response to this RFP, the Offeror accepts all of the terms and conditions set forth in this RFP; and the Offeror, if selected for award, agrees that it will comply with all federal, state, and local laws applicable to its activities and obligations under the Contract.

H. Contract Terms

- The Contract to be entered into as a result of this RFP (the "Contract") shall be between the successful Offeror (the "Contractor") and SCGIS.
- The Contract shall include the following documents: this RFP, the Contractor's Proposal (to the extent not inconsistent with the RFP or the Contract), and the Contract. In the event of an inconsistency, the Contract shall have priority over the other documents and specific conditions of the Contract shall have priority over General Conditions.
- The Contract term shall commence as of a date to be specified in the Contract and, unless sooner terminated in accordance with the Contract, shall end when all work authorized under the Contract has been successfully completed, unless the Contract is renewed or extended at the sole option of SCGIS.

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Addendum A - RFP Questions and Answers (April 23, 2019)

What is the expected timeline for development / delivery?
We seek the most efficient timeline that provides a high quality solution. We ask offerors to recommend a timeline, with the only requirement that final delivery occurs on or before December 13, 2019.

What is the estimated level of effort (either hours or cost) for this digital platform development?
SCGIS seeks responses with a proposed budget of $40,000 or less.

Can the newly developed branding material be provided prior to RFP submission so that we know how comprehensive the website graphic mock-up is?
We wish to receive recommendations from the consultant that are not necessarily influenced by past examples. As such, we prefer not to share these right now but will discuss and may provide some selected materials to the chosen consultant. At minimum, you can assume that past efforts have helped us to better consider organization of website materials and to think about different strategies for layout and graphics, but we are not strongly tied to an existing graphic approach.

For the new website functionality requests, can you clarify what type of "integration of ArcGIS Online content" you are requiring?
We want to be able to easily embed web maps (members map, scholars map,etc.) and story maps (annual report, conference support, scholars journey) created by members into the website to feature them. Currently the 'members map' on the website is disconnected from our website.

It appears SCGIS is currently hosting its website with Dreamhost. Is it the Society's intention to continue to do so during and after the redesign? If so, can you tell me what hosting plan you have?
SCGIS currently uses both Dreamhost and DigitalOcean for domain and hosting. Our current DigitalOcean droplet includes 2gb memory, 2 vCPUs, 60gb of SSD disk, and 3 TB of transfer. We are open to recommendations to either keep this setup or change to something different depending on the requirements of the delivered site.

For members, you have levels for Student, Basic, Sponsor, and Lifetime. Do these memberships offer different permissions or abilities when logged into the site to be able to edit content? If so, do you know what membership types should be able to or are they all able to do the same actions?
These basic levels all offer the same permissions and actions.

For users, are the membership levels and site editor permissions separate? Example, would a specific member be granted access (by permissions) to be able to manage a chapter's content or edit a specific page?
Yes, these are separate. We currently have membership levels (basic, student, sponsor, lifetime) that all have the same permissions. We also have user roles (currently these are admin, sub-admin, multiple committees, chapter manager, and member) that have different permissions. We seek the ability to create and grant tiered permissions to those that edit the website.

Are user profiles viewable by anonymous (non-logged in) users? Would there be a need to show / hide specific profile info based on user preference?
We seek ability for users to have the ability to make their profiles (excluding their email addresses) public or private (meaning that they are only viewable by SCGIS members).

For the jobs board, would all members be able to post jobs to the board or are they only able to apply for a job listed?
All members are currently able to post jobs to the board, but it requires administrative review. We would like to simplify this workflow, so that jobs are automatically posted to the job board without administrative review.

What payment gateway (PayPal, Stripe, etc) are you currently using for credit card transactions or would you need us to find a better solution?
We currently have both PayPal and authorize.net. We plan to keep PayPal and may consider changing merchant service providers for authorize.net. You can assume that any solution will be able to use available APIs from the provider/gateway, which may need very minor development support for integration.

You mentioned "automatic removal of expired memberships", do you want an account deleted or simply deactivated until a membership is paid in full? For example, if a user's membership is expired would they need to sign-up for a brand new account or reactivate an old expired account.
Accounts should be deactivated when expired. We often have older members that reactivate a membership much later.

For database and content backups, is there a specific requirements for these back-ups, such as, backup daily / weekly, location of backup, etc.
We have no specific requirements, but prefer daily incremental backup.

Where would video content both public and restricted videos be stored for access on the site? (ex. Youtube, Vimeo, etc.).
We are open to cost-effective solutions for any of YouTube, Vimeo, AWS, or others. We seek ability to control access for some videos to members only and others to anyone that visits our site.

What form of integration with ArcGIS Online is needed? Is it simply a way to easily embed web maps or is there more functionality required?
We seek ability to embed web maps and story maps in a simple to use system.

For coupons, would these be applied automatically based on user membership or would there be a need to have coupons that can be handed out and used?
We seek ability for coupons to be distributed. This requires ability to create custom coupon codes / discounts and associated expiration dates.

For events, is there any other information besides a ticket or receipt that is delivered to the user?
We have one main conference each year that has detailed requirements. Registrants may register for the conference and decide later that they want to register for a workshop, so our system requires the potential to add to their registration later with a separate financial transaction. All financial transactions are automatically emailed a receipt. There is currently no specific "ticket" that is emailed for event registrations and this is managed indirectly by our events team, but we are open to solutions that can streamline this. Most other events are very simple for a registration and receipt.

For calendar integrations (Google / iCal) is there a sync needed to events on the calendar with personal calendar or download a file to add an event to your calendar?
Downloading a file is sufficient.

Regarding the CMS, we understand that you have now a CMS built on Laravel. Are you interested in keeping a framework as Laravel or would you prefer we suggest a best option? If so, do you have a preference for any reason? We need to make sure that the CMS we choose for example is able to manage the level of permissions you are envisioning to have.
We are not tied to Laravel, but seek the best solution that meets our needs with a preference to reduce the amount of customized maintenance that will be required over time. We also need our website administration team to understand the how to use and manage the CMS. We have extremely limited in-house expert development support, but have sufficient non-expert volunteer capacity that will be managing the website over time. We anticipate a small need for contracted maintenance over time, but seek to limit this.

Regarding "providing the capacity to execute and track financial transactions for event registration, membership, and donations", we understand that this part is controlled by an administrator or a reduced number of people. Is this correct? Or are members allowed to post their own events and ask people to register? The way we usually approach any project is by using tools that are already created and that worked very well, like "Eventbrite" for events. Are you open to integrating digital tools into the website? Just the fact of creating an e-commerce is already a very big budget. We think that the only way to maintain it under a certain number is by integrating a tool that already exists.
We are open to integrating other digital tools and services as long as they work flawlessly. For financial transactions, our merchant service providers have APIs that have been integrated into our current website and could likely be used in the new site. We do not anticipate that any member can post their own event, but event postings are currently limited to a small group of admins. Financial tracking and management occurs under a very small group of admins.