

**Contact:**

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**REQUEST FOR PROPOSALS*****Website Design & Development for the Bicycle Coalition of Greater Philadelphia*****PROJECT SUMMARY**

The Bicycle Coalition of Greater Philadelphia seeks a website design and development firm to create, design and launch a responsive website that advances our brand and inspires engagement, advocacy and funding of our work. We face the challenge of raising public awareness of the Bicycle Coalition and generating support to make the nine-county Greater Philadelphia region more bike-friendly. An effective website is a crucial component of our efforts.

**WHO WE ARE**

For the past forty-seven years the Bicycle Coalition of Greater Philadelphia has advocated for better bicycling infrastructure, access, and opportunity – promoting safety and community health. Our small staff come from many walks of life, but everyone here shares the same passion: making bicycling a safe and fun way to get around for anyone in Greater Philadelphia. We work hard to improve bicycling for all people, but we do not lose sight of the fact that bicycling is fun.

**AUDIENCE**

Cyclists in the nine-county Greater Philadelphia region. We are looking to engage prospective and current members/donors, volunteers, event attendees, and ride & class participants.

**NEW WEBSITE OBJECTIVES**

- Convert visitors to donors  
*The new website will explain what we do and who we do it for; make it clear that BCGP is a member-funded organization; show what donations provide via programs and wins; and be assertive in asking for emails signups, social follows, memberships, and event registration.*
- Help people understand what the work of the Bicycle Coalition is and how it relates to them  
*Why is it important for me, my family, my neighborhood, the region? Why should I become involved? What kind of programming is scheduled?*
- Serve as a resource for cyclists in the region, with a platform for providing news updates to our constituents
- Encourage ride and event registration

- Communicate the value of our work to other stakeholders (partner organizations, foundations, etc.)
- Show our victories in an easy-to-view format, such as an interactive map
- Attract new corporate sponsors and recognize current corporate sponsors in meaningful ways

### **CURRENT WEBSITE ISSUES**

- The Bicycle Coalition blog is a huge traffic driver via social media posts, but we aren't taking advantage of the traffic to nurture visitors into advocates & donors. We are limited by our current templates and layout. Blog pages should be optimized to explain the Bicycle Coalition mission, detail the need for financial support, show the benefits of membership, promote victories, encourage participation in campaigns. Also, the current URL structure is hurting potential SEO benefits.
- Our site structure is complicated. We want it to be easy for our staff (which is a small nonprofit team with no dedicated webmaster) to edit and make updates, and want it to be easy for our visitors to navigate.
- Our current site structure is inflexible and not adaptable to our changing programs and priorities. Our programs can shift based on grant funding, policy priorities, etc. Our navigation bar and other template elements should be able to accommodate a program addition/deletion.
- It is hard to recognize sponsors. We like the "Supported by" bar on BikePGH's website (<https://www.bikepgh.org/>).
- Content is stored in accordions, which are difficult for users and can't be scanned by Google.
- In our current landing page templates, page design and content layout blocks put visual focus on images and leave little room to indicate what's included in each section or explain why users should get involved. We would like to see elements grouped and presented with short descriptions to aid users in selecting the most appropriate option. Also, the left subnavigation and body elements are inconsistent. The three-box grid leads to awkward cut-offs and inhibits visual scanning.
- Content is not formatted to support visual scanning. The current subheadings skip header tags (for example, from H1 to H3).

### **WEBSITES WE LIKE**

#### BikePGH

We like that they have more prominence on email subscriptions with popup and contextual featured homepage presence. Key programs, initiatives, resources, and achievements are featured at a glance so users don't have to click into multiple pages to understand "what you do." Sponsor logos are displayed prominently, providing extra incentive for corporate partners. The membership page is well structured, emphasizing the mission.

#### Bike New York

The homepage is directed around converting non-members, with membership solicitation with impact statement and user benefit featured in hero spot; upcoming events, rides, etc. that encourage visitors to participate; intro to blog and invite to follow; five simple ways people can get involved; and

positioning statement. On the Membership Program page, the positioning, benefits, and FAQs are all well structured in a single page to provide a great overview for prospective new members.

#### Fairmount Parks Conservancy

The homepage clearly conveys mission. It drives visitors to the map, which could be a good move for us (the Bike Maps page is the most-visited page on our site). Blog, upcoming events, and call to action/donate button are all featured prominently.

#### Bartram's Garden

Brand identity is very strong. CTAs are clear, with a focus on newsletter signups and joining.

#### CultureWorks

What works: clear call to action buttons and engaging event spotlight.

### **NEW WEBSITE REQUIREMENTS**

- Wordpress CMS
- Integration with Pardot (native to Salesforce marketing platform) for forms & email marketing and Soapbox Engage for donations & event registrations
- Blog
- Event listings & calendar that encourages visitors to register
- Accessible, secure, optimized for mobile, and set up to maximize SEO
- Ability to create popups that are easy to set up and edit
- XML sitemap
- Can be linked to Google Analytics and Ads

### **NEW WEBSITE WISHLIST**

- Taggable, searchable event listings (as you see on Eventbrite, or FringeArts during the height of the festival)
- Easily editable bike lane maps and “our victories” map

### **PROPOSAL REQUIREMENTS**

Please include:

- Examples of similarly-complex projects
- Client references
- A description of your team and approach
- Your strategy for producing a website redesign that addresses the Bicycle Coalition's needs outlined in this RFP
- Outline for tracking metrics and measuring the site's success
- Project timeline with major tasks and milestones
- Break down of cost by production hours, tools and functionalities
- Maintenance and support: identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future
- License fees: identify the costs we will need to pay to develop the site

- Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc. to complete this project

### **PROJECT TIMELINE**

The RFP deadline is **Friday, 3/8/19**. We'll be contacting vendors by mid-March, should they be selected as a finalist or win our business. Our target kick-off is the end of March and target website launch is late Summer 2019.

Send proposals to:

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