



COALITION

Building a Shared-Use Path | 104 Miles | Connecting 26 Communities | Boston to Northampton

62 Chestnut Street
Florence, MA 01062
413.575.2277

RFP for website redesign

BOSTON	We have two main and one smaller, separate websites. MCRT MassCentralRailTrail.org and NN NorwottuckNetwork.org and a landing page called FinishTheRailTrail.org FTRT. That is a good one-page summary of the recent history of the overall project.
SOMERVILLE	
CAMBRIDGE	We would like your firm to take a look at our sites and come up with plan to make them updated, contemporary, attractive and compelling to all 21st century users. Here's some bullets.
BELMONT	
WALTHAM	<ul style="list-style-type: none">We'd like to have it easy enough for us to make changes and keep up to date.
WESTON	
WAYLAND	<ul style="list-style-type: none">The MCRT should be the main site. NN should be a separate site as the MCRT is a project of the NN. And FTRT should keep being a landing page to drive traffic to the MCRT site.
SUDBURY	
STOW	<ul style="list-style-type: none">One of the interesting things we'll doing is a an extensive series of QR code displays along the corridor that will link back to the main MCRT site. We can envision an inventory of 100-150 QR code pages when fully built out. That resource will need to live on the MCRT site.
HUDSON	
BERLIN	<ul style="list-style-type: none">We will also have extensive maps including a drone fly through and a Google camera tour of the trail as well as an interactive map showing open sections, under construction sections and closed parts too.
CLINTON	
STERLING	<ul style="list-style-type: none">We would also want each of our partner groups/communities to have a page with their local contact info, website, a local calendar with their events, a central calendar with all events along the entire corridor, all the QR codes in their section easily findable along w extensive resources for people wanting to layout an overnight, multi-day(s) journey. (Tourism entities, Chambers of Commerce etc.)
WEST BOYLSTON	
HOLDEN	<ul style="list-style-type: none">You'll also see that we have an e-newsletter hosted by Constant Contact that goes out to over 15,000 advocates and policy makers. The archive for this lives on the MCRT page. That'll need to be maintained. And we'd like to have a robust presence on all the main social media platforms such as Face Book, Instagram, X, etc.
RUTLAND	
OAKHAM	<ul style="list-style-type: none">A budget I think would be in the \$15,000 range. Deadline is: March 8, 2024
BARRE	
NEW BRAINTREE	Please submit via email to:
HARDWICK	
WARE	Craig Della Penna
PALMER	
BELCHERTOWN	Norwottuck Network
AMHERST	
HADLEY	62 Chestnut St.
NORTHAMPTON	
	Florence, MA 01062

The MCRT is a project of the



a 501(c)(3) organization.