



Request for Proposals

For

Website Design

Issued February 6, 2020

**Responses Due: Feb 21, 2020, 5 p.m.**

Responses must be received by:

5p.m. on February 21, 2020

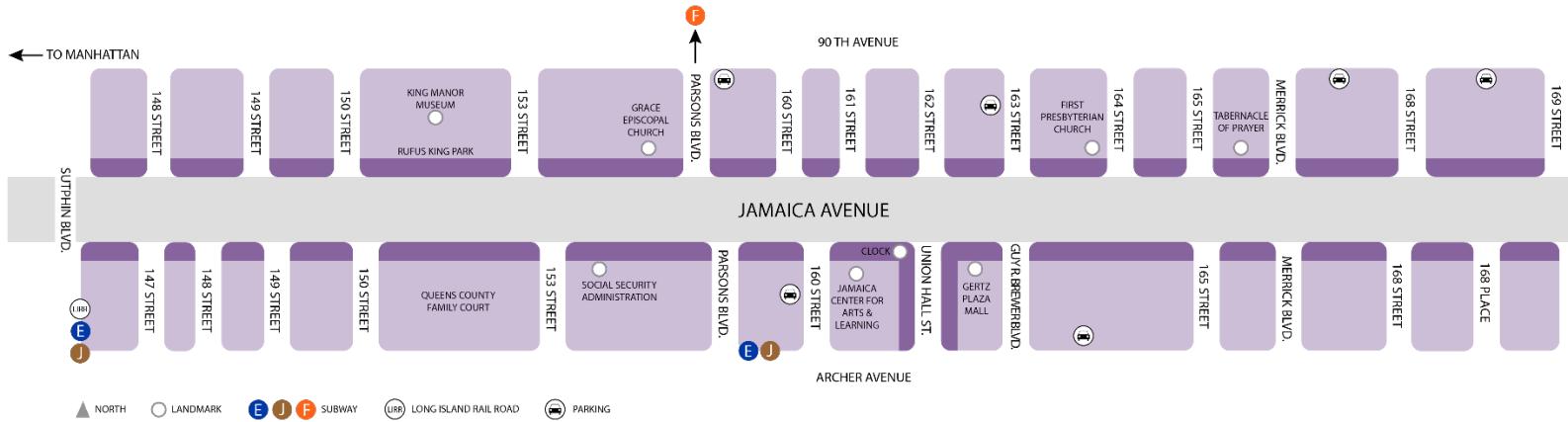
**Proposal Amount: Not to exceed \$15,000.00**

The Jamaica Center Business Improvement District invites the submission of proposals from qualified web design firms for the redesign of our website (currently jamaica.nyc.)

## I. INTRODUCTION AND BACKGROUND

### About the Jamaica Center BID

The Jamaica Center Business Improvement District (JBID) is a nonprofit economic/community development organization that promotes and cares for the shopping district of Jamaica Avenue from Sutphin Blvd. to 169<sup>th</sup> St., and Union Hall St. from Jamaica to Archer Ave. The shopping district is located in Jamaica, a community of approximately 60,000 residents located in southeast Queens.



Programming offered by our BID includes, but is not limited to: daily sidewalk sweeping/litter collection within our BID boundaries, special events encouraging foot traffic to the commercial corridor and businesses within, marketing and social media campaigns highlighting our local businesses and community attractions in order to encourage awareness of and patronage of local businesses, one-to-one business support services and assistance, general neighborhood advocacy and beautification, and more. Jamaica Center BID is one of 76 BIDs operating in New York City, and the largest BID in Queens. Our BID is funded by an annual assessment paid by owners of real property falling within the official geographic boundaries of our BID. More background information about BIDs and their impact can be found at [nyc.gov/sbs/neighborhoods](http://nyc.gov/sbs/neighborhoods).

## **Project Context & Deadline**

The Jamaica Center BID's current website is visually outdated, only meets the most basic of ADA accessibility standards and is difficult/time-intensive for staff to update due to inefficient and poorly-designed architecture. As a result, it is difficult to provide local shoppers and residents accurate and comprehensive information regarding all that downtown Jamaica and the business community within have to offer, and to properly "sell" Jamaica as a shopping district worth visiting.

Downtown Jamaica is currently undergoing an era of unprecedented residential and retail growth. To effectively reach these new residents and encourage them to shop locally, as well as to reach existing shoppers, business owners and others with an interest and stake in Jamaica, we require a clean, accessible and comprehensive online presence that puts our shopping district and our organization's best foot forward.

Funding for this project is made possible by an Avenue NYC grant issued by the City of New York's Department of Small Business Services. To meet grant requirements, we are required to finish the project no later than June of this year. **The newly-developed website should be online and functional before June 15, 2020.**

## **II. OBJECTIVES:**

- Develop a user-friendly website for JBID's many constituencies, that can easily be updated by JBID staff without specialized consultant support moving forward
- Develop site features including social media integration, shopping/business directories and additional items as described in the scope of services and related appendices below

## **III. SCOPE OF SERVICES**

JBID is seeking a web design firm with the requisite skills to design (an ADA-accessible) website that provides current information related to our business district for a variety of audiences.

The project will be heavily geared towards the technical aspects of website development (copywriting, digital marketing strategy support will not be required.)

## **Project Management & Design Strategy**

JBID's Executive Director, Director of Marketing, and the Project Manager will be involved in the redesign of the BID's website. JBID's Project Manager will serve as the key point of contact for the consultant engaged on this project.

While consultation on design strategy is an essential component of this project, the BID wishes to devote the vast majority of its project budget directly to design implementation and coding work. We are confident that many of the project management/design strategy aspects of our project can be expedited--NYC has 76 BIDs; many perform almost identical functions to our organization, serve similar constituencies, and have well-designed websites we can use as a basis of comparison for our own site and as templates for our design motif and information architecture (i.e. we do not need to reinvent the wheel). Additionally, our team has already put a great deal of thought into the

features and sections we would like on our site (see: Appendix 1. “JBID Website: Target End Users & Sample Desired Content”).

Desired Technical Components for our website include:

- Easy interface allowing BID staff to easily update content and media to site without consultant assistance once project is complete
- Responsive design that allows the site to be optimized for all screens, and all mobile devices
- Built to support organic, basic search engine optimization and allow for keyword optimization and analysis
- Analytics integration (Google Analytics)
- Platform should be fully supported on all major browsers
- Should conform with all ADA website-compliance standards
- Integrates with our BID social media accounts (streams from our accounts can show up on our home page)

## IV. SUBMISSION PROCESS

### **Requisite Skills**

BID is seeking a firm with experience and knowledge in the following areas:

- 1) Developing easy-to-manage sites for nonprofit agencies with a limited budget and technical staff resources
- 2) Developing sites that serve multiple constituencies (experience with BIDs or similar organizations especially appreciated)
- 3) Guiding clients through the process of website strategy and infrastructure design, in order to arrive at a coherent and cohesive site that is both visually appealing and informative
- 4) UX: Developing clear, user friendly-information architecture that minimizes click-throughs and makes for a great all-around user experience
- 5) Development of effective searchable business directories
- 6) Knowledge of and ability to implement the latest ADA compliance requirements for websites
- 7) Developing administrator-friendly interfaces allowing organizations to easily update the website once engagement with contracted website developer has ended

Firms interested in submitting proposals should follow the instructions in this Request for Proposals (RFP). Proposals should be prepared by providing a straightforward and concise description of the capabilities of the responding firms to satisfy the requirements of the RFP. The Jamaica Center BID reserves the right to negotiate with proposers or to reject any or all proposals.

The Jamaica Center BID assumes no responsibility and no liability for costs incurred by the responding firm(s) prior to the issuance of a contract. If you choose to respond to this RFP, please deliver a copy of the proposal to:

Jahnavi Aluri, Project Manager, Jamaica Center BID. Only e-mailed submissions will be accepted:  
[jaluri@jamaicacenter.org](mailto:jaluri@jamaicacenter.org)

Subject line: Website Redesign Services: RFP

All submissions must be received by 5 p.m. on Friday, February 21, 2020

### **Questions and Answers**

Questions & Answers regarding this RFP should be submitted in writing to Jahnavi Aluri, Program Manager, no later than Thursday, February 13, 2020. Questions can be submitted via email to [jaluri@jamaicacenter.org](mailto:jaluri@jamaicacenter.org)

### **Dates and Deadlines**

- RFP Release Date: Thursday, February 6, 2020
- Question Submission Deadline: Thursday, February 13, 2020
- Question Response Date from BID: Questions will be answered as they are received
- Proposal Submission Closing Date: Friday, February 21, 2020
- Interviews & Selection Process: February 24 through February 28, 2020
- Decision Notification Date: March 4, 2020

### **Content**

The submission shall contain the following information:

#### *Consultant/Contractor Background:*

- Name of firm, address, phone number, URL and email address.
- A description of the company, including a history of the firm, philosophy, and key principals.
- Please include the names and bios of the individual/individuals who would be assigned to work with the BID, and what their respective role(s) would be.
- A description or examples of services the respondent has previously provided to organizations with similar requirements to those contained herein. Vendors without such experience should describe how they will survey the field to determine the best practices for NYC BID web design.
- Relevant knowledge, if any, about the Jamaica Center BID and neighborhood development.

#### *The Proposal*

- Project Overview: the proposal must include a detailed statement of the respondent's approach and ability to provide all of the services outlined in the Scope of Services. The narrative should illustrate clearly that the respondent is capable of and experienced in the services necessary for the complete performance of the project.
- If applicable: sub-consultants and project role, along with relevant experience and contact information
- Cost for the work as defined in the Scope of Services

- Proposed project timeline

*References*

- The names, addresses and telephone numbers of three (3) references who can attest to the respondent's services.
- Client list.

## V. SELECTION

### Selection Criteria

Criteria on which the Jamaica Center BID will base its selection may include, without limitation, the following:

- The respondent's demonstration of experience in providing services similar to those required by the RFP.
- The quality of the respondent's management, reputation, and references.
- The quality of the proposal and the degree to which it demonstrates the respondent's full understanding of and the ability to perform the services required by the RFP.
- Proposed pricing.

### Interviews

Interviews may be held with any or all of the respondents after the receipt and review of the proposals. The Jamaica Center BID reserves the right to select a winning proposer based solely on the proposal itself, without subsequent interviews. If selected for an interview, the respondents should be prepared to present initial concept, proposed timeline and project budget.

### Review of Submissions

The Jamaica Center BID will select the respondent which, in the sole judgment of the Jamaica Center BID, most successfully demonstrates the necessary qualities to undertake the project, offers the most cost-effective proposal, and best meets the needs and goals of the BID. The Jamaica Center BID reserves the right to request additional materials, including those it may deem useful or appropriate to evaluate each respondent's qualifications, current activities and past experience, or clarification or modification of any submitted proposal. Under no circumstances will the Jamaica Center BID pay any costs incurred by a respondent in responding to this RFP. The Jamaica Center BID will permit the correction of deficient submissions that do not completely conform to this RFP on a case by case basis. Submission of a proposal shall constitute the respondent's permission to the Jamaica Center BID to make such inquiries concerning the respondent as the Jamaica Center BID in its discretion deems useful or appropriate. The Jamaica Center BID is not obligated to make any such request or to accept any unsolicited additional materials, clarification, modification or background information. The Jamaica Center BID may conduct discussions with some of the respondents submitting proposals and not others. The Jamaica Center BID reserves the right, in its sole discretion, to reject at any time any or all proposals, and to withdraw this RFP without notice.

If selected, as a condition for payment, the proposer must enroll in the City of New York's (City Government's) Payee Information Portal (PIP) after contract execution.

The selected proposer will agree to hand over any and all relevant work products and any associated details to JBID, including details and access to domain name ownership, domain name reseller, hosting, SSL certificate credentials, and complete code repository. Upon final payment, JBID will have full ownership of all assets including domain, web design, images, code and content.

# Appendix 1. JBID Website: Target End-Users & Sample Desired Content

## *Target End Users*

Those expected to utilize the new website most frequently could be described as follows:

- *Shoppers* (comprised of a combination of residents, local workers & visitors): Likely to use website to identify stores and businesses in the shopping area, access arrival/transport info (nearby public transit/parking, etc.), keep apprised of neighborhood news and community events.
- *Existing Businesses*: Likely to use website to learn about our BID as an organization, and particularly its business support and neighborhood advocacy programs. Also likely to utilize links from our site to other relevant business support services and agencies, such as NYC's Department of Small Business Services. May find our general neighborhood news on site helpful to their business operations
- *Potential Businesses/Commercial Brokers*: Businesses considering relocating to our business corridor (or those that represent their interests, such as commercial brokers) will likely be interested in the same items as "*Existing Businesses*". In addition, they'll use the website to seek information regarding area commercial vacancies, general demographic information, business incentives, our existing business directory.
- *Property Owners*: As the key funder of our organization, area property owners will use our website to access information about our organization (staff, leadership), any impact or annual reports published by JBID, as well as information useful to keeping a pulse on the neighborhood (e.g. any general news we release/publish, etc.) Many will also be interested in our business directory, demographic reports, vacancy lists, etc.
- *Community Partners* (government, fellow nonprofits, funders, etc.): Likely to utilize general information about BID ("About Us" section), neighborhood news, business directory.

## *Sample Desired Content*

The list which follows below summarizes the major components we anticipate in our website. It is by no means an exhaustive list, and its order/configuration is subject to change upon consultation with selected contractor. We provide it now for context.

- 1) Aesthetic: We prefer a very clean, white, minimalist design. We personally like the clean lines and minimalism of [this BID's site](#).
- 2) Landing/home page:
  - a. Featured news and events (we like the scrolling carousel [here](#))
  - b. E-Newsletter Sign Up (with a pop-up)
  - c. Links to Social Media (we love how ours is structured on our current site—vertical columns of feeds)

- d. Top-level Navigation tabs that help our different constituencies quickly identify the information they seek (e.g. “About Us”, “Arrive”, “See & Do” “Shop and Dine”, “Downtown Deals” “Do Business”, “News”)
- 3) Top Level Navigation Tab: About Us:
  - a. Relevant information about our nonprofit (mission, boundaries, simple district map, history of our org and notable accomplishments, staff, board, general contact information
    - i. Subtab: Performance Reporting (Annual reports, 990’s, surveys, special studies)
    - ii. Subtab: BID Members: All info for official BID members (mostly info about Annual Meeting)
    - iii. Get involved: Careers, RFP’s, Volunteer/partnership/sponsorship opportunities
- 4) Tab: Arrive: Introductory information about downtown Jamaica and shopping corridor, nearby parking, bus & subway stops
- 5) Tab: See & Do: “Must-see” sites to visit downtown, annual festivals of note, self-guided walking tour.
- 6) Tab: Shop & Dine: A searchable business directory (Examples of business directories we like [here](#) and [here](#).)
- 7) Tab: Downtown Deals:
  - a. About the Downtown Deals Card—what is, how to get
  - b. Current Deals (consumer-facing deals in searchable database format—would be nice if could integrate with general business directory)
  - c. Subtab-Merchant Participation Form
- 8) Tab: Do Business
  - a. For Existing Businesses: Links to new business rules and regulations, helpful organizations beyond ours, relevant location-based business incentives
  - b. Retail Attraction Section: Vacancy listing/demographic data/any retail attraction materials, any retail attraction incentives
- 9) Tab: News. We like portions of [this site’s](#) news section for inspiration
  - a. Current news—articles from our e-newsletter
  - b. Press Releases (organized by year)
  - c. Archives (organized by year)
- 10) Other: Sometimes we have temporary or seasonal featured events or promotions and need a “landing page” on our site that can be ‘turned off’ once event is finished. For example, we recently developed a [temporary website section](#) for our holiday shopping campaign.