



DRAFT – December 14, 2023

REQUEST FOR PROPOSAL

Consolidated Website Migration, Restructuring, and .gov Domain Registry

The Jordan River Commission is soliciting proposals for a qualified and experienced web development consultant to manage and implement the consolidation, migration, and restructuring of three existing websites into a unified website and hosting service. Additionally, we are seeking a vendor with expertise to assist our organization through the process of obtaining a .gov domain and migrating the entire site to this new domain.

We would like to complete this work in the first quarter of 2024. We are particularly interested in selecting a vendor with a proven track record in website development, migration, and navigating the requirements for government domain designations.

1. Background Information:

The Jordan River Commission is an interlocal agency created to provide oversight and technical assistance to communities in the planning, preservation, conservation, restoration, and recreation improvements within the Jordan River Parkway, and its surrounding environment and watershed. The Commission also works to educate the public about the Jordan River and its watershed and curate meaningful stewardship activities through our digital presence, signature events and volunteer opportunities.

Currently, two of our signature events have their own websites. As part of our strategic initiatives, we wish to consolidate and integrate these separate event websites (GetToTheRiver.org, and GoldenSpokeUtah.org / GoldenSpoke.org) into our primary website JordanRiverCommission.com. We wish to retain these URLs for event branding and promotion, and redirect them to their new location on the primary Commission website. We also wish to transition the current JordanRiverCommission.com domain to JordanRiverCommission.gov domain to better align our online presence with federal recommendations and best practices for our organization as a government entity.

2. Project Overview:

The selected vendor will be responsible for analyzing the existing websites, proposing a consolidation plan, and implementing the necessary changes to accommodate the

outlined functions. Additionally, the vendor will guide us through the process of obtaining a .gov domain designation.

3. Scope of Work:

The selected vendor will be required to:

- Conduct a thorough review of the three existing websites, working with Commission staff to identify content, functionality, and design elements that will be merged. Restructuring and reorganizing will be primarily focused on the Commission's website, where the two event websites will be merged.
- Develop a consolidation and migration plan, outlining the steps involved in the process.
- Migrate content from the two event websites to the existing Commission website, ensuring data integrity, functionality and minimal downtime.
- Create a design that maintains unique branding and identity for each event, while incorporating unifying elements of the Commission site, and improving the user experience across various browsing devices.
- Optimize the website structure for improved navigation and search engine visibility.
- Guide us through the process of obtaining a .gov domain designation, ensuring compliance with all relevant regulations and requirements.
- Provide training for Commission staff on platform maintenance and content management.

4. Compensation:

The vendor should provide a detailed, itemized estimate of compensation costs, ensuring that the proposed solutions align with our budget limit of not more than \$15,000. Although cost will not be the only factor in selecting a vendor, this is a competitive bid proposal and the cost proposal will be a primary consideration.

5. Timeline:

The project is expected to be completed in the first quarter of 2024. We anticipate executing an agreement and beginning the work by mid-January. The selected vendor should provide a proposed timeline for project completion, indicating key milestones and deliverables for the outlined scope of work.

6. Qualifications:

Prospective vendors should demonstrate:

- A proven track record of successful website consolidation, migration, and restructuring projects.

- Expertise in web development, user experience design, and responsive web design.
- Experience in guiding organizations through the process of obtaining a .gov domain designation.
- Familiarity with the latest industry standards, security protocols, and best practices.
- Ability to adhere to project timelines and deliverables.

7. Proposal Submission Requirements:

Interested vendors are invited to submit a proposal by Friday December 22, 2023, at 12:00 PM. Proposals should include:

- Company profile, including relevant experience and references (one page)
- Identification of key individual(s) who will complete the work, and their relevant experience (two pages)
- Outline of understanding and approach to complete each element of the scope of work (two pages)
- Bid proposal, with itemized breakdown of costs for each element of the scope of work (one page)
- Proposed timeline for project completion (one page)
- Any additional information that may be relevant to the proposal (two pages).
- The entire proposal, including a cover letter, should not exceed 10 pages.
- Proposals should be submitted as a single PDF formatted document, not to exceed 20 MB in size.
- Proposals should be submitted electronically by email to Rachel Turk (see contact information below), with a subject line that reads: Web Site Proposal.

8. Contact Information:

Questions, inquiries, and other communications related to this RFP should be directed to:

Rachel Turk
Communications & Outreach Manager
rturk@utah.gov
(801) 831-1937

Thank you for your interest in working with the Jordan River Commission as we improve our presence, functionality and identity on the Internet. We look forward to receiving your proposal.