



REQUEST FOR PROPOSAL

# Website Redesign

**Issued on:**

April 5, 2019

**Requested by:**

GatewayJFK  
167-43 148<sup>th</sup> Ave.  
Jamaica, NY 11434  
631-741-8619

[www.GatewayJFK.org](http://www.GatewayJFK.org)

Attention: Scott Grimm-Lyon, AICP  
Executive Director

[scott@GatewayJFK.org](mailto:scott@GatewayJFK.org)

**Closing Date and Time:**

Proposals must be received by GatewayJFK no later than 5:00pm on Wed. April 24, 2019

A firm will be selected by Wed. May 1, 2019

The proposed deadline for the updated Website is June 7, 2019

## **GENERAL INFORMATION**

The GreaterJFK District Management Association (GatewayJFK) is an Industrial Business Improvement District in Southeast Queens that is home to over 600 businesses and 150 single family households. Our members include customs brokers, freight forwarders, shipping and maintenance companies that provide logistical support to the air cargo industry operating out of JFK airport. GatewayJFK is home to 8,000 workers and is a vital part of New York's 8.6 Billion air cargo sector.

GatewayJFK is dedicated to making the area a clean and safe space to live in, work in, and invest in. We partner with the local community to mitigate the impacts of industry on their quality of life and work to be an employment resource for the surrounding residential community. We provide effective advocacy and District-Wide supplemental services in coordination with government agencies and act as the voice of the Off Airport community.

GatewayJFK is a 501(c)(3) nonprofit organization whose mission is to create a space in New York where the air cargo businesses can expand, thrive and be a good neighbor.

- Proposals must be received by GatewayJFK no later than 5:00pm on Wed. April 24, 2019
- A firm will be selected by Wed. May 1, 2019
- The proposed deadline for the updated Website is June 7, 2019

Proposals should be sent digitally as a .pdf or Word document to:

Email: [scott@gatewayjfk.org](mailto:scott@gatewayjfk.org)

Cc: [info@gatewayjfk.org](mailto:info@gatewayjfk.org)

- Please contact Scott Grimm-Lyon at [scott@gatewayjfk.org](mailto:scott@gatewayjfk.org) or (631) 741-8619 with any questions.

GatewayJFK will review the proposals and make its selection based on a set of criteria, which is detailed in the RFP. The selected firm may be contingent upon approval from NYC Department of Small Business Services.

## **SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE AT THE BID'S DISCRETION):**

Proposals must be received by GatewayJFK no later than 5:00pm on Wed. April 24, 2019

A firm will be selected by Wed. May 1, 2019

The proposed deadline for the updated Website is June 7, 2019

All questions related to this RFP or the contract process must be submitted to Scott Grimm-Lyon at [scott@gatewayjfk.org](mailto:scott@gatewayjfk.org) or (631) 741-8619 with any questions.

Email contact is preferred.

### **Project Overview**

This project intends to develop a new design and recraft the messaging of the existing company website.

Our current website can be viewed at [www.gatewayjfk.org](http://www.gatewayjfk.org). It is currently running on the WordPress platform and the theme is Your Child from <http://www.seespotjump.com/>

### **Overall Project Goals**

1. Develop a clear, easy-to-use, website that supports the needs of website viewers.
2. Develop or build the website on an easy to update architecture that is user friendly for BID staff to modify as needed.
3. Incorporate design elements that make the website easy to navigate, appealing, functional and searchable.
  - a. This may include developing original content and/or securing the rights to stock photography, or other design elements. Copies of all design elements, and rights to use them are to be given to GatewayJFK upon project completion.
4. Provide a framework and architecture that will permit future expansion and the addition of new services and function as the budget, technology needs and demand dictate.
5. Provide a secure site that meets emerging industry standard guidelines on privacy and accessibility
  - a. This may include finding a new host site or using other means of achieving that goal.

## Project Guidelines

1. **Visually appealing** – Design of this site is extremely important. Attractive, simple, easy to navigate from the initial impression given on the homepage and mobile screen. The redesigned website should reflect a community atmosphere, while offering an easy-to-use user interface.
2. **Clear and Simple Text** - Text based communications on the website are to be simplified, into clear well written copy. The existing website content is to be simplified, edited and rewritten by the design firm to achieve this goal.
3. **Common theme** – Each section of the site should have a unified look and feel that reinforces the GatewayJFK brand. Each section of the site should be visually relate, yet retain some degree of individuality that reflects the service, department or audience being served.
4. **Easily updated** – Once the site has been completed and accepted by GatewayJFK, the site should be easy to maintain by non-technical members of the staff. The content management system should provide for at least page level specific permissions, approvals and roles, including creating and publishing as well as version control.
5. **Fast-loading pages** – The website must be designed with a balance of text and graphics so that the average page loads in an acceptable amount of time on the average computer.
6. **Easy to navigate** – The site should be easy to navigate, with information grouped and presented in a logical manner. During the initial phase of the project, the successful web contractor will be required to develop a comprehensive site map, which shows the strategy for information architecture decisions.
7. **Search engine** - The site should provide a rapid search capability of the entire site, generating results of high relevance to users.
8. **Future flexibility** – The site should include a flexible design template that can easily accommodate the addition of new functionality at a later date.
9. **Mailing Lists** – There should be a mechanism that permits users to sign up (using a double opt in system) to be on our mailing list. Our current webmail is Mailchimp.
10. **Webform Integration** - There should be a mechanism that permits users to report Quality of Life issues on a simple Webform for the BID to track. Current system uses WuFoo, but we are willing to update as per the suggestions of the vendor.  
<http://gatewayjfk.org/report-quality-of-life-issues/>

## Scope of Work

**GatewayJFK Website:** A public facing portal which serves as a source of information and services to all users - [gatewayjfk.org](http://gatewayjfk.org).

## Responsive Design

The vendor is expected to produce a responsive website for GatewayJFK to meet the needs of users accessing the site on a variety of devices. Vendor must have proven success in previous responsive design projects. The project is expected to include:

1. Provide Search Engine Optimization (SEO) for all pages and SEO adjustments as needed for existing site content. Provide advice on SEO policies for content created in the future after site launch.
2. Consider our location for digital media and graphics.
3. Ensure that pages load on an average of 1.5 seconds or less.
4. On average a maximum of 2 clicks to achieve the ultimate destination

## Website Content Management System Features

Prefer a CMS which provides the core of the entire development process, being both the platform for development and the tool by which system administrators and contributors can update the new website.

1. The core features of any CMS should center around ease-of-use, flexibility and, for ongoing stability, established information architecture and hosting environment.
2. Content publishers should be able to add and update menu items if assigned the appropriate permission level.
3. The CMS should automatically create and update a sitemap and on-page breadcrumbs when content is added, edited or removed from the site
4. The CMS must have a rich text editor for content additions and updates that, while allowing flexibility for higher-end content contributors, is simple and straightforward, giving content contributors a basic set of fewer options to alter established site styles.
5. Content publishers must have the option to use pre-created page templates to assist in the formatting and development of new content.
6. Content publishers must have the ability to preview prior to publishing on the site.
7. The administrative portion of the CMS shall be accessible for all content contributors and feature a customizable interface that displays critical shortcuts, on-site items that require attention, recent activity logs and an internal messaging system that displays administrative messages and updated information.
8. Image management tools for the addition of images to on-site content through web pages and modular elements associated with the CMS.
9. Ability to alter image properties, including image width, image height, capability to associate or disassociate width and height, border color, border width, image alignment,

margins and application of CSS classes from overall website styles.

10. Administrators shall have the ability to add, edit, update and move menu items, affecting overall site structure and organization.
11. Administration of on-site banners and graphics, with the ability to add new banners and on-site graphical elements and assign those elements to specified areas of the site
12. The ability to manage administrative access to the site through a permission system that defines in-system rights and workflows including content approval for both general content and modular applications that are included as a part of the CMS.

### **Editing and Rewriting of Existing Written Content**

1. A hierarchy of information is to be determined that will be most beneficial for website users is prioritized.
2. The number of pages and amount of information is to be streamlined so the website serves a basic function that gives information in a clear and easy to navigate format.
3. Existing content will be rewritten to be clear, concise and designed for the specific audience for the website.

### **Issue Reporting Ticketing System**

1. Intergration of exiting issue reporting system, or the creation of a new issue reporting system shall be included.
2. Please describe the tracking features you would include in the administration, so users can see the status of the issue they uploaded to the site. And how they'd be notified of status updates
3. Please describe the dashboard interface which visualizes the workflow for all tickets uploaded to GatewayJFK, monitoring progress with and eventual closure of the ticket.

### **Technology/Platform Requirements**

GatewayJFK is looking to have the vendor recommend a content management system. We do not prefer Wordpress, but will consider all CMS as being acceptable. Explain your firm's experience utilizing your recommended CMS in designing responsive websites.

1. The new website should support latest mobile and desktop versions of Safari, Chrome Internet Explorer and Mozilla Firefox.
2. Ownership of any source code developed, such as graphics, CSS styles, layouts, and associated Java scripts as a part of this project will become property of the GatewayJFK upon completion of the project.

### **Maintenance and Support**

The website includes all features and modular applications associated with the CMS, and has

qualified and available support included as a part of ongoing services to maintain the website and CMS, using guidelines, structures and materials meeting the following criteria:

1. The CMS vendor provides access to live support available via e-mail or phone during vendor's normal business hours.
2. The support team must be fluent in the functionality and uses of both the content management system's features and associate applications and modules.
3. In all submitted proposals, vendors shall be able to produce a Service Level Agreement that details guarantee of customer support as well as a service escalation process.
4. 24/7 access to support materials including, but not limited to: online training manuals, support FAQs,

### **Evaluation of Proposals**

The GatewayJFK BID intends to conduct a comprehensive, fair and impartial evaluation of proposals received in response to this RFP. All proposals that are properly submitted will be evaluated using the evaluation criteria listed below. All proposals that are properly submitted will be evaluated by the Evaluation Committee that will make recommendations for the award.

### **Selection Criteria**

Consideration will be given, but not limited to, the following criteria in evaluating the responsiveness of each proposal.

- Demonstrated understanding of the needs of GatewayJFK.
- Technical/Design Approach
- Demonstrated project Management Experience
- Relevant experience working with nonprofits or government entities with similar needs
- Quality and experience of staff
- Cost

GatewayJFK reserves the right to give special consideration to firms who can provide proof during the selection process that they are locally owned locally located, and/or that they employ residents of Southeast Queens.

GatewayJFK reserves the right to give special consideration to firms that can provide evidence of Minority and Women-owned Business Enterprise (MWBE) certification or evidence of minority and women ownership during the selection process.

GatewayJFK reserves the right to reject any or all proposals submitted if such election is deemed to be in the best interest of GatewayJFK. GatewayJFK assumes no obligation, no responsibility and no liability for costs incurred by the responding firms prior to the signing of a contract. GatewayJFK reserves the right of ownership for all proposals and related materials submitted.

GatewayJFK shall not be liable for any cost incurred by the respondent in the preparation of its

proposal or for any work or services performed by the respondent prior to the execution and delivery of the Contract. GatewayJFK is not obligated to pay any costs, expenses, damages or losses incurred by any respondent at any time unless GatewayJFK has expressly agreed to do so in writing.

### **Confidentiality**

All materials provided to your firm are to be kept in strict confidence and are to be deleted after the end of this RFP process if your firm is not selected.

All proposals submitted in response to this RFP shall become the property of GatewayJFK. Such proposals shall also constitute public records. Any material that is to be considered confidential should be indicated as such and should be readily separable from the balance of the proposal.

### **Elements of Proposal**

The following outline should be followed when preparing the proposal. Please attach informational materials and resumes as requested as appendices to the document.

Vendor must submit the following information to be considered (include the corresponding item number with each response):

1. Executive Summary
2. Corporate Profile
3. Proposed Solution
4. Services and Implementation
5. Client Examples
6. Project Team
7. Training
8. Software Support and Maintenance
9. Costs

### **Submission Format and Delivery Requirements**

Electronic submission in response to this Request for Proposal is the preferred method and will be accepted as long as they meet the following criteria:

Please send your RFP responses to below emails with subject line ' GatewayJFK Website RFP Response - Company Name, Location'

Scott Grimm-Lyon: [scott@gatewayjfk.org](mailto:scott@gatewayjfk.org)

Document Standards: Adobe Acrobat format, file name should be in ".pdf" and each email.



Submissions larger than 20 megabytes in size should be sent in the email as a downloadable link.

### **Acceptance or Rejection of Submissions**

GatewayJFK reserves the right to reject any or all proposals, to waive technicalities or irregularities and to accept any proposal it determines to be in the GatewayJFK's best interest. The acceptance of any proposal submission shall not in any way cause the GatewayJFK to incur any liability or obligation to vendor, financial or otherwise. GatewayJFK may cancel the RFP in whole or part without making any award at its sole discretion, without any liability being incurred by the GatewayJFK to any vendor for any expense, cost, loss or damage incurred or suffered by the vendor as a result of such withdrawal.

### **Notice of Award**

All vendors submitting a response to this RFP will be notified in writing of the award of a contract if and when an award is made. If no award is made, all vendors will be notified accordingly. For the purposes of this RFP, an award shall be deemed to have been made upon the completion of contract negotiations.