Request for Proposals
Website Development

Summary of Need
Lake County Build a Generation is seeking proposals from individual contractors and/or firms for the purpose of designing and launching a website for the Lake County Housing Coalition. Qualified candidates will— in addition to relevant credentials— bring a positive attitude, a growth mindset, a commitment to our mission, and a collaborative spirit.

Section I: Overview and Background
Lake County Build a Generation (LCBAG) is a nonprofit building a movement for community health and well-being in Leadville, Colorado. We work with community members on the issues that matter most in our community, such as food, housing, and childcare. Our staff are passionate about youth, families, seniors, and the success of our community. In November 2019, Lake County was awarded the Robert Wood Johnson Foundation’s Culture of Health award for pursuing innovative ideas and bringing partners together to rally around a shared vision of health—based, in part, on the work of our agency.

The Lake County Housing Coalition was formed in 2016 when a concerned group of citizens expressed interest in working on housing policy change. In 2018 a Housing Needs Assessment was completed, followed by a 2019 Housing Action Plan. These two documents guide the Coalition’s work. One of the Coalition’s current goals is to create a community communication plan. In addition to a monthly article in the Herald Democrat, flyers, and peer-to-peer texting the Coalition would like to create a website that is a central location for all housing information and resources.

Section II: Services Needed

- Provide website mockup to guide the Housing Coalition Board’s visioning of its ideal website.
- Anticipated needs of website: homepage, news, information, get involved, calendar
- Suggest website content as necessary
- Work with Housing Lead Facilitator to source existing photos imagery
- Match color scheme, graphic elements and design to Housing Action Plan
- Provide mechanism for bilingual (Spanish/English) website
- Provide subscription to domain
- Provide mechanism for email/phone list collection
• Provide suggestion and access to appropriate SEO package
• Train 1-2 LCBAG staff on basic website maintenance
• Work with Housing Lead Facilitator on monthly maintenance through June 2022, with an opportunity to expand for another 12 months.

Section III: Qualifications

Required Qualifications

• Excellent technical knowledge
• Extensive experience with website development and management
• Excellent organizational Skills: able to manage the scope of work and complete deliverables in a timely manner
• Self-motivate, collaborative, detail oriented, able to work effectively both within a team and in self-directed situations
• Strong interpersonal communication skills; able to give and receive feedback
• Ability to manage multiple projects simultaneously.

Preferred Qualifications

• Bilingual (Spanish/English) and bicultural (Anglo & Latino communities) considered an asset
• Companies located in Lake County will receive preference.

Qualified applicants will be considered without regard to age, race, color, religion, sex, national origin, sexual orientation, gender identity expression, disability, veteran status, or any other class protected by law. Applicants from diverse backgrounds are strongly encouraged to submit proposals. Lake County Build a Generation is committed to supporting individuals with disabilities. If you need a reasonable accommodation because of a disability for any part of the employment process, please email Kristi Galarza, Housing Lead Facilitator, at Kristi@lcbag.org.

Section IV: Contract

• We seek proposals from firms or individuals who would be a third party contracted by LCBAG.
• Initial contract for 4 months with an option to extend the contract for monthly maintenance for another 12 months.
• The budget for this project shall not exceed $6,000 for initial web development and $300 monthly for ongoing maintenance. However, we are open to a discussion about increasing the costs or decreasing the scope of work if applicants think the scope of work above cannot be accomplished for that amount of money.

Section V: Equipment and Systems

• The contractor is expected to use her/his/their own workspace and equipment, including computer, software, and phone
• Access to conference call/video call line via Google Meets or Zoom can be provided as needed.

**Section VI: Proposal**

Proposals must include the following elements, in order. Proposals should only be in MS Word or PDF format. Email all proposals to Kristi Galarza at [Kristi@lcbag.org](mailto:Kristi@lcbag.org).

- **Contact Information:** Name, organization (if applicable), and contact information
- **Services Needed:** Briefly describe how you will address the services listed in Section II
- **Experience:**
  - Briefly describe your experience with website development, particularly if you have any experience with community information based sites
  - Briefly describe your experience with monthly website management
  - Please provide 3 links to active websites you created or screenshots of former websites.
- **Cost:** Provide a cost plan for the Services Needed
- **Resume:** Resume for relevant staff
- **References:** Name, phone number and email contact information for two or three (2-3) references that can speak to your experience.

Our intent is for the proposal writing and reviewing processes to be expedient and not overly burdensome. Your brevity is appreciated.

**Section VII: Proposed Timeline**

- **March 9, 2022:** Proposal due via email to Kristi Galarza [kristi@lcbag.org](mailto:kristi@lcbag.org)
- **March 10-18, 2022:** Proposals Reviewed; Possible Presentation to Housing Coalition
- **March 25, 2022:** Contract Signed
- **June 30, 2022:** Contract ends; option for renewal

**Section VII: Questions**

We are more than happy to answer any questions that will help applicants better respond to the RFP or better understand our organization. If you have questions or need more information, please contact Kristi Galarza, Housing Lead Facilitator, at [kristi@lcbag.org](mailto:kristi@lcbag.org).