

Request for Quote
Web Design Consultant

Downtown/Golden Triangle



Cover Sheet

Phase	Date
RFQ issued	4/14/2023
Proposals due date	5/1/2023
Contract awarded	5/15/2023
Website Launch	11//15/2023

Table of Contents

Table of Contents	1
Background	2
Project Goal	2
Functionality & Design Requirements	3
Budget	3
Timeline	4
Desired Qualifications	4
Proposal Requirements	4

Background

DowntownDC BID (“DBID”) and Golden Triangle BID (“GTBID”) are private non profit organizations that provide cleaning, safety, planning, economic development, and programming services to downtown Washington, DC. Each organization partners with public and private entities to support capital improvements and economic growth in the heart of the District. The areas represented by the DBID and the GTBID are adjacent and, together, represent a major economic and cultural center for the District, the region, and the nation.

Over the next eight months, we will be embarking on a comprehensive effort to reimagine the District’s DowntownDC and Golden Triangle areas, represented by the combined BID areas. This effort will include a reassessment of area assets and recommending a number of high-impact investments, policies, and reuse of existing buildings to transform this central area into a model for modern downtown business districts. A critical part of the DowntownDC and Golden Triangle Action Agenda strategy is the creation of an interactive and informative website to showcase the project vision, process, and results.

Project Goal

The DowntownDC BID and Golden Triangle BID have initiated a Request for Quote process to identify a vendor qualified to plan, execute, and deliver a dynamic website. DBID and GTBID require a vendor who has demonstrated experience regarding successful website design, development, and deployment.

The website will be a comprehensive collection of information including:

- The Action Agenda project process which includes schedule of public meetings, project timeline, list of committee members, outreach and engagement, and so on.
- Background and history of the two BIDs and revitalization efforts.
- Project details, value, and outcomes.
- Data collected and processed throughout the process.
- Maps and other visual data.
- Videos of meetings and webinars.
- A forum for discussion.
- A mechanism to securely capture contact information like emails.

The project deliverables include:

1. Action Agenda website

- **Design brief.** A document outlining the goals, objectives, and requirements of the website.
- **Site map.** A visual representation of the website's structure, showing how pages and content are organized.

- **Wireframes.** Simple designs that show the layout and structure of each page.
- **Mockups.** Designs that show the final look and feel of each page, including the design elements such as color palette, typography, images, and all other visual components.
- **Style guide.** A document that outlines the design and branding standards for the website.
- **Data sources.** The sources of data as well as any data processing scripts.
- **Interactive prototype.** A functioning model of the website that allows stakeholders to interact with and test the site's features and functionality.
- **HTML/CSS files.** The final code that makes up the website, including HTML markup and CSS styles.
- **Content.** Written and visual content for each page, including copy, images, and videos (this content will be curated and provided by the client.)

2. Training materials and documentation for DBID and GTBID staff to update and maintain the website.

Functionality & Design Requirements

- Website is easy to maintain and update
- Website tracking and performance is readily available
- Website contains search functionality
- Site is desktop and mobile compatible
- Social media integration
- Website can host interactive elements such as embedded audio and video
- Website utilizes SEO best practices
- Website is set up with Google Analytics for metrics and monitoring
- Website can securely integrate with a BID-designated CRM for sign up forms; and will apply spam and abuse blocking capabilities
- Ensure the website is compliant with accessibility guidelines and adheres to requirements from ADA.
- Website design should minimize load times to mitigate bounce rates
- All copy for the site must be approved by DBID and GTBID

Budget

USD 12-15,000 based on the level of design services provided.

Timeline

Phase	Due By
Kick-off meeting with the client to outline website requirements, site details, and functionality	May - July 2023
Draft website	October 2023
Live website	November 2023

Desired Qualifications

- Web Development Skills: knowledge of web development technologies, such as HTML, CSS, and JavaScript, as well as data visualization tools and software.
- Design Skills: Strong sense of design/graphics, esthetic, typography, and color theory.
- Mapping Skills: Knowledge of mapping plug-in tools such as Carto is a plus
- Data Visualization Skills: proficiency in data visualization tools and software such as Tableau, Power BI, D3.js, and Python visualization libraries.

Proposal Requirements

- Proposals should include:
 - a. Overview of process and site design approach
 - b. Timeline and budget
 - c. Project portfolio, including samples of similar work
 - d. Applicant qualifications, including resumes and bios for each team member
 - e. Three professional references
- Proposals must be submitted via email to michelle@kyanitepartners.com with the subject "Response to RFQ for Action Agenda Web Design Consultant."
- The deadline for submission of proposals is May 1, 2023.
- All inquiries regarding this RFQ shall be directed to michelle@kyanitepartners.com via email.
- The proposal must be signed by an authorized official of the firm.
- The BIDs are not responsible for any costs incurred in the preparation of the proposal.
- The BIDs reserve the right to reject any and all proposals and to request additional information concerning any proposal for purposes of clarification.