



## **Website Redesign & Development Request for Proposal**

This RFP is for design and development services for a website redesign, for **Fire Adapted Colorado** (FACO), incorporating the **Colorado Wildland Fire Conference** (CWFC) website into the project. We are seeking a website designer who is enthusiastic about the opportunity to develop a highly effective website that serves Fire Adapted Colorado's mission in a timely manner and can meet agreed upon project delivery dates.

**RFP Sent: June 15, 2022**  
**Responses Due: July 15, 2022**

Send proposals and any questions on the RFP to:  
Cindy Howard, Operations & Communications Specialist, [cindy@fireadaptedco.org](mailto:cindy@fireadaptedco.org)

Budget for new website:  
FACO expects to spend in excess of \$5,000 to support our website redesign incorporating the proposed website objectives and functionality requirements of the project, as well as incorporating potential optional design elements. Line itemization of any optional design requirements is requested as part of this proposal. Proposals totaling up to \$15,000 will be considered.

Our Goal for new website launch is not later than Nov 1, 2022; proposals that can support earlier phased/full implementation may be prioritized. Proposals for full implementation after November 1 and before December 30, 2022 will be accepted.

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## Fire Adapted Colorado Overview

Incorporated as a nonprofit organization in 2015, Fire Adapted Colorado (FACO) is a state-wide network, designed by wildfire mitigation specialists. FACO is an independent non-profit, closely associated and born out of the [Fire Adapted Community Learning Network](#) (FAC Net), a national network of people working to build wildfire resilience capacity in wildfire-prone communities.

A fire adapted community is a knowledgeable, engaged community that is taking actions that will enable them to safely accept fire as part of the surrounding landscape.

- FACO currently has:
  - 148 members representing 44 place-based organizations
  - 24 partner organizations
- The core of our network consists of Colorado practitioners representing:
  - Wildfire Councils
  - Watershed Collaboratives
  - Fire Departments and Fire Districts
  - Local and County Governments

Place-based members are working on community fire adaptation in their communities.

FACO also has many state and federal agency partners, research and science groups and other non-profits, working on an aspect of community wildfire adaptation across our state and beyond.

**Mission** – A collective voice and representative organization for Colorado that provides educational and networking opportunities for communities, groups and individual stakeholders focused on reducing the negative impacts of wildfires in the state.

**Vision** – Fire Adapted Colorado (FACO) provides a statewide platform for information sharing and forward thinking discussion as related to wildfire issues. FACO acts as a connecting force that works with a collective voice, aimed at creating safer and more resilient communities living with the threat of wildfire.

## Our Communications Plan

A communications plan with an online presence assessment and audience profiles will be available to support this website development by early July. This plan will be made available to the selected contractor and the contractor is generally expected to follow any website recommendations listed in the communications plan and tailor the site pages to the intended audiences. If there are creative differences between the web developer and the direction of the new communications plan, the Fire Adapted Colorado team will work with the contractor and may mutually agree to adjust direction as needed.

## Our Audiences

- **Primary audience - FACO Colorado professionals** who are working to build wildfire resilience in Colorado
  - Place-Based Members

- o Partner Members
- o Prospective Members
- o Stakeholders

Members primarily engage with the FACO network via webinars, educational opportunities, newsletters, announcements, online membership meetings and in-person workshops and conferences.

- o The website should amplify their success stories and include relevant themes.

Examples include:

- Mitigation/HIZ/Home Hardening
- Frequent low intensity burns of Colorado's Indigenous peoples
  - [Wildfire in Colorado | Articles | Colorado Encyclopedia](#)
- Right to burn legislation / Prescribed fire
- Forest overgrowth, declining forest health, climate impacts

- **Secondary audience - Donors/Funders**

- o Federal partners
- o State partners
- o Foundations
- o Private/Individual donors

This audience includes the various federal or state agencies funding fire adaptation, forest restoration, mitigation and watershed protection efforts, (not at the membership level). The website design will include components that:

- o Make a compelling first impression of FACO mission and vision
- o Illustrate need of ongoing financial support
- o Acknowledge existing donors and supporters
- o Exhibit the fiscal responsibility of the FACO organization
  - Leadership (ED & Board of Directors)
  - Staff
  - Annual Impact Statements
  - Endorsements

- **Third audience - Colorado Wildland Fire Conference Patrons**

- o Speakers & Keynotes Speakers
- o Sponsors
- o Attendees

Redesign of the existing [HOME | wildfire-colorado](#) (.com) website content, incorporating updated color palettes and other design elements of the primary website is a priority, given the upcoming CWFC conference in April 2023.

- o The CWFC is held every 18 months and moves around the state
- o Incorporate a site redesign into the primary website
- o Redirect existing URL
- o Establish an intuitive page URL within fireadaptedco.org

- **Fourth audience - Government**

- o Federal
- o State
- o County

- o Local
- o Agency representatives

This audience could include those looking for initial outreach and information on fire adaptation and resources within the network that could support them and/or answer questions. This could be a potential two-way communication sharing effort, programs and stories from their perspectives. (i.e. Public Health and Smoke Awareness)

- **Fifth audience - General Public**

While not our intended audience, we would like to make a lasting impression on the general public, including all Coloradans. This can be achieved by connecting members of the public to practitioners in their areas, as well as trusted sources of wildfire information.

- o Awareness and insight
- o Connect public with members providing services in their areas
- o This could potentially include links to other resources targeted for the public
  - The Home Ignition Zone
  - Home Hardening
  - Fire Evacuation Planning
  - Annual Insurance Checkups
  - Home Assessments

## **New Website Objectives**

*[Objectives, ranked in order of importance.]*

1. Make content easily readable, navigable, and highly engaging
2. Brand Fire Adapted Colorado as a state-wide network and connecting force/force-multiplier
3. Highlight the work of FACO members to
  - a. Show examples of FAC work
  - b. Indicate any support through FACO
  - c. Connect members with one another, the public, and agency partners
4. Brand Fire Adapted Colorado as the Colorado Wildland Fire Conference convener (**high priority objective given planning phase of 2023 conference**)
5. Increase private donations/fundraising
  - a. Corporate donors and foundations
  - b. Individual donors

## **Current Websites**

- The **Fire Adapted Colorado** website, [fireadaptedco.org](http://fireadaptedco.org), is about 7 years old and does not serve our internal and outward facing audiences well. (Wordpress)
  - o It is an outdated wordpress template, without an easy to use CMS
  - o The existing website does not make a strong first impression on foundation managers and other potential funders
  - o Content is not skimmable/scannable
  - o The current website falls short on member resources.
  - o The current website falls short on public resources, (or links to such)
  - o The current website falls short on branding FACO as a state-wide network and connecting force

- o The calendar and blog features of the existing website are underutilized and may not be appropriate for our audiences
- The **Colorado Wildland Fire Conference** website, [wildfire-colorado.com/](http://wildfire-colorado.com/), is currently a standalone site, in need of a redesign. (WIX)
  - o The site redesign to be incorporated into the new FACO website
    - including color templates and other design features
  - o The conference will retain its independent logo, but can be rebranded
  - o The existing website does not make a strong first impression on its target audience
  - o The primary function of the website is to feature upcoming events
    - Conference theme, date and location
    - Conference agenda
    - Conference benefits
    - Attendee cost and what is included
    - Links for lodging and registration
    - Sponsorship information, including compelling first impressions
  - o The secondary function of the website is to provide links to past conference presentations on the conference YouTube channel, (SRFSN)

### **New Website Functionality Requirements**

Our new website will need:

- 0 products/merchandise
- Comprehensive donations capabilities
  - o online, mobile, gifts, grants, products
- Section 508 Compliance
- An easy-to-use content management system (CMS)
- Mobile & tablet friendly design functionality
- Optimized with SEO best practices
- Website analytics / Tracking key metrics
- Intuitive navigation
- Skimmability / Scannability
- Showcase FACO as a collective voice and connecting force in Colorado
- Clean and focused design
  - o Colorado Fire Adapted theme
  - o Additional Quality photos (possibly from members w/credits)
- Include our Mailchimp newsletter sign-up form
- Contact Form (spam proof)
- An Events page (with expiring events)
  - o or possibly a calendar with member content submission
- Social media integration (share buttons, follow buttons, etc.)
- All applicable content imported from current site
  - o Including updated content
  - o Membership directory w/interactive and easily updateable place-based members map (ArcGIS map currently being reproduced by a 3rd party)
  - o Resources - existing & updated content; also re-directs to 3rd party sites)
- Resources targeted for the public
  - FAC Framework wheel graphic with links
  - The Home Ignition Zone
  - Home Hardening

- Fire Evacuation Planning
- Annual Insurance Checkups
- Home Assessments
- Connecting force to professionals in their area

### **Optional New Website Functionalities/Wish List**

FACO would love to have the following in our new website, depending on how these elements would impact our timeline and/or budget.

- Custom design (doesn't solely rely on templates)
- Rebranding for FACO & the CWFC
- Membership Software / management function
  - Applications & Renewals
  - Streamline membership management
  - Contact updates
  - Modify or request directory updates
  - Submit mapping data
- Interactive map of Colorado member organizations
  - ArcGIS map being re-created by members of FACO
  - This link is currently 'remarked' out on the existing directory page, due to map deletion. It is being rebuilt
- Video Animation similar to [Wildfire Research Team](#)
- Member Contributions - (Separate login area for members to add content)
  - Events (functional to hide expired events)
  - Upload photos to a gallery
- Blogs/Newsletters (Filter by topic blogs)
- Impact Statements/Activity Reports
- Embed the FACO Social Network Analysis on the site (tbd)

### **Ecommerce Details [N/A]**

- *Events Air platform currently used for CWFC registration management*

### **Budget Details**

As listed in the summary, FACO expects to spend a minimum of \$5,000 on the website redesign. Proposals totaling up to \$15,000 will be considered. Line itemization of any optional design elements are requested as part of this proposal.

While we of course prefer the most cost-effective solution, all reasonable proposals will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these additional website elements or ongoing marketing efforts.

A written project contract will be established between FACO and the selected website development company, outlining terms and conditions for project payment.

## **Proposal Requirements**

Please include the following in your proposal response:

- Website hosting options
- Web development will be done in-house
  - No subcontracting without prior written authorization
- Ownership rights of the website build and content shall become the property of FACO upon completion of the project / final payment
- Overview of your company
- Overview of how you will meet our objectives
- Current workflow supports the proposed timeline
- Explanation of your proposed platform/CMS
- Overview of your design concept and development strategy
  - Including the use of any templates
- Details about your team
- Recent design & development examples
- References
- Any key differentiators about you?
- Provide a timeline for project and discussion of workflow from kickoff to launch
- Pricing with optional elements line-itemized
- Terms & conditions

## **RFP & Project Timeline Details**

RFP Sent: June 16, 2022

Responses Due: July 15, 2022

Finalists Selected & Contacted: July 18-22, 2022

Winner Selected & Contacted: July 25-30, 2022

Project Kick-off: August 8-15, 2022

New Website Launch Target Date: November 1, 2022

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Cindy Howard at [cindy@fireadaptedco.org](mailto:cindy@fireadaptedco.org)