Request for Proposals
WEBSITE DESIGN & DEVELOPMENT
AND
GENERAL MAINTENANCE

Overview
Children's Advocacy Centers of Texas (CACTX) is building a future where all children are free from sexual abuse. Through collaborative partnerships and visionary, evidence-based strategies, we are working to stop child sexual abuse (CSA) before it starts. CACTX is pleased to make funds available through this Request for Proposal (RFP) to design and develop a new organizational website. The purpose of the RFP is to provide a fair evaluation for all interested groups or agencies and key outputs to achieve with the selected vendor.

The three outputs to be achieved through this partnership include:
- **Discovery session** to better understand the goals and purpose behind our need for a new website as we reposition our organization's mission towards a future free from child sexual abuse.
- **Design and build** a best-in-class website that utilizes a visual strategy to capture our audience's attention, one that is responsive in design, and built with open-source content management system (CMS) that allows scalability.
- **Help us maintain** a best-in-class website by offering the necessary technical support, CMS version updates, security patches, bug fixes, plug-in renewals, updated browser compatibility, and standard cloud hosting.

As CACTX repositions our strategy in the child advocacy space from a support services model to a model that addresses upstream measures to prevent CSA, we will need an intuitive website to promote our initiatives and work. An intuitive website will allow us to engage our audience by offering engaging visual content and concise messaging, with functionality for all desktop and mobile devices. Our goal is to be ready for future awareness strategy initiatives, including public health campaigns that will drive traffic to our organization's website (cactx.org).

Background

The existing CACTX website (see www.cactx.org) was designed and produced in 2013 by TradeMark Media, now Mighty Citizen, based in Austin, Texas. In addition, modifications were made to accommodate mobile displays and general maintenance for technical support, CMS version updates, and security patches.

In 2020 Look Think Make completed a microsite (www.ecsatexas.com) as a solution to address the need for more straightforward external content and resources related to identification and reporting of CSA once it has already happened. The content within this microsite will be modified and migrated into the new website.

Definitions

Content Management System (CMS): Software used to manage the creation and modification of digital content, typically web content management (WCM).

Open Source: Open source is source code that is made freely available for possible modification and redistribution.

Infinite Scroll: Infinite scrolling is a web-design technique that loads content continuously as the user scrolls down the page, eliminating the need for pagination.

Pagination: The process of separating digital content into discrete pages.

Microsite: A brand-specific website (or a single web page) used to promote an individual product, event, message, or campaign.

Cloud Hosting: A network of connected virtual and physical cloud servers used to host an application or website, ensuring greater flexibility and scalability.

About CACTX

At CACTX, we believe in a future free of CSA, achievable through a universal understanding of the dynamics of CSA and a shared responsibility to prevent it. Through partnerships and research-informed prevention, intervention, awareness, and education strategies, CACTX is taking action to find solutions that make the most impact for individuals, families, and communities across Texas to end CSA.

Since 1995, CACTX has served as the membership association for the state's 70 local children's advocacy centers (CACs), ensuring access to safety, justice, and healing for all Texas children impacted by abuse. Originally established to help grow Texas' CAC network and support their needs for training, technical assistance, and funding, CACTX continues to evolve by investing resources towards public awareness, education, intervention, and primary prevention strategies.

As the membership association for all CACs, CACTX provides a range of services and guidance to support the implementation of the CAC model across the state with fidelity to and per the Texas Standards for CACs and the [Texas Family Code Chapter 264, Subchapter E](#).

Our Texas CAC network brings together:
- over 1,400 dedicated CAC staff professionals;
- over 1,000 law enforcement jurisdictions;
- more than 230 district and county attorneys;
- more than 300 medical and mental health professionals;
- every Texas Department of Family and Protective Services region in the state, including Child Protective Investigations, Child Care Investigations, and Adult Protective Services.

Eligibility of Applicant
This RFP is open to all web design, graphic design, and development, online and marketing agencies or groups (e.g., small businesses, minority-owned firms, and women's business enterprises) with experience and capabilities in website design and development services. By submitting a response to this solicitation, the applicant certifies that it and its principals are not suspended or debarred from doing business with the state of Texas or federal government as listed on the State of Texas Debarred Vendor List maintained by the Texas Comptroller of Public Accounts and the System for Award Management (SAM) maintained by the General Services Administration.

Proposal Submission Guidelines
Proposals must be submitted by **5 p.m. CT on Tuesday, December 13, 2022**. Late proposals will not be accepted. Proposals should be submitted in PDF format to communications@cactx.org.

Description of Project

Create a flexible, informative, up-to-date website that is easy to maintain and is viewable by desktop and mobile devices (responsive build). The design should be user-friendly with an intuitive interface. The development (build of the website) must also incorporate an open-source CMS (e.g., Craft CMS, WordPress, ExpressionEngine, etc.) Utilizing a CMS should allow for easy updates to content without directly accessing source code. Based on how CACTX plans to map out content, CACTX would like proposals to address a hybrid build that utilizes infinite scroll and pagination or similar type of functionality. We have included basic wireframes to provide our vision of content and functionality. Please reference Bank Black USA for similar desired functionality. CACTX is also open to other user experiences that offer a similar path to content as presented in the basic wireframes.

 In addition, we are seeking a design that stands out visually where our editorial content is concerned similarly to the (e.g., The Atlantic or Brennan Center for Justice). Easier to read, clean and visually impactful.

The website should:
- Educate the public through easy-to-navigate content (easy and intuitive)
- Highlight CACTX's critical work
- Showcase our culture (ethos)
- Support opportunities and fundraising
- Improve the management of brand perception
- Facilitate communication
- Attract diverse and quality partners
- Strengthen relationships with community partners
- Showcase our capabilities

The basic scope of this project is to redesign the CACTX website (www.cactx.org), and apply the appropriate templates associated with an open-source CMS. CACTX Vice President of Communications will provide the content (copy) necessary to populate the new site during the appropriate phase of the project. The website **WILL NOT include** any member login functionality.

Please reference the project phases and proposal requirements for the complete scope of work relevant to any proposal submission.

Discovery
Within the discovery phase, you'll work with CACTX to confirm audiences; objectives; graphic look and feel; navigation; technology issues and assumptions; required functionality; phasing; and budgetary constraints, resulting in a project brief or similar type of explanation/document before starting any design and build execution, so that all parties agree.

Design
Within the design phase you'll work on identifying overall website information architecture; graphic look and feel; user navigation; functionality; and navigation templates for each section of content based on the overall design.

- The design should be clean and attractive, with a mix of text and graphics.
- The design should be modern, memorable, and offer visual design that is engaging.
- The design should utilize the CACTX color palette where appropriate.

Development
Within the development phase you'll work to complete the following, and any additional functionality that arises from the discovery phase. We are a proposing a potential hybrid build (infinite scroll and pagination)

- Must incorporate an open-source CMS (e.g., Craft CMS, WordPress, ExpressionEngine, etc.).
- Resources library (database) or ability to host a repository of organized assets including PDFs, Word files and Excel files. Public access. THIS IS NOT A MEMBER SECTION.
- Video integration feature (video will pull from our Vimeo account).
- Implementation of Harness Giving API. Harness Giving will replace all the current transaction pages. Donations will still go directly into Neon and Neon will still be used as our CRM. Neon is a direct link page hosted elsewhere. We are simply redirecting.
- Implementation of CAC locator (location and contact information) searchable by service county, and city. We are open to recommendation of this feature.
- Include social media (Instagram, Facebook (Meta), Twitter and LinkedIn) outbound links.
- Implementation of standard Google analytics or another analytics tool.

- Ability to add secondary or additional pages and include them into the main or sub-navigation for access.
- Utilize responsive design with the latest technologies to provide a consistent user interface across all devices.
- Include templates that incorporate into the CMS that will permit non-technical CACTX staff to update website content on specific content relevant sections or areas, based on the overall design.
- Implementation of final content (copy) provided by CACTX Vice President of Communications, should be implemented into the overall website prior to launch.
- Development of templates that adhere to the proposed navigation scheme, enabling non-technical users to add new sections/pages easily.
- Provide search capabilities using keywords or phrasing that will identify content throughout the site and optimize search engine rankings.
- Spanish version or tool (API) that offers a translated Spanish version.

Testing
Testing the website on all applicable browsers to ensure that the website displays correctly, including an explanation of the testing plan.

Technical Support
- Upon completing the final website build, publish and work with CACTX's IT Department on pointing/assigning domains to the website hosting environment.
- Technical support includes CMS version updates, security patches, bug fixes, plug-in renewals, updated browser compatibility, and standard cloud hosting and system back-up.
- Once the website has been completed and accepted by CACTX, the website will be maintained centrally by the CACTX Communications team and other non-technical staff, so documentation should be provided on how to make necessary content updates.

Proposal Requirements

All proposals submitted should include the following:

- Identify experience in website design, production, and a description of services and capabilities.
- Prior and current work examples with details on the work completed similar to the work outlined in the proposal, including any nonprofit or social change projects or websites, if available.
- Identify your team that will work on this project. Include name, title, role and experience. Include any subcontractors, if applicable.
- Provide at minimum three references who can speak to services requested in this RFP. Please include contact information and a brief description of the work done for those clients.
- Identify the process for tracking and documenting project status (i.e., any relevant tools to manage the project like basecamp, asana, monday).
- Based on the elements provided in the project description, tell us about your proposed solutions regarding creative design strategy, methodology, plan, and other important aspects of the design process. Please respond to all project phases and tasks.
- Outline the plan for CMS integration and support services technical support, CMS version updates, security patches, bug fixes, plug-in renewals, updating browser compatibility, and standard cloud hosting and system back-up.
- Verify if any services provided would be subcontracted and if so, a description of the proposed services that would be subcontracted and to whom.
- Please provide a line-item breakdown of costs and associated fees. Please include any proposed payment structure.
- Please verify if your group or agency has concerns working with an organization with potential requirements related to public funding (e.g., technical requirements, performance dates/schedules) and whether or not your principals have been suspended or debarred from doing business with the state of Texas or federal government as listed on the State of Texas Debarred Vendor List maintained by the Texas Comptroller of Public Accounts and the System for Award Management (SAM) maintained by the General Services Administration.
- Please identify if your group or agency has B Corp certification, considered a small business and/or a minority-owned or woman-owned business.

Contract Period

The contract period will begin on or around January 2023 and will conclude in August 2023.

Timeline*

The expected RFP timeline is outlined below.

Issue Date	11/8/22
Informational Session	11/16/22
Proposals Due	12/13/22
Review & Negotiations/Contact Finalized	12/13 to 1/12/23
Official Award Announced	1/16/23
Kick-Off Session	Mid-January
Discovery Process	January 2023 – February 2023
Design Process	February 2023 – March 2023
Development Process	April 2023 – May 2023
Launch	May 2023

*Timeline subject to change in terms

To RSVP for the informational session, please email any questions and interest to communications@cactx.org by **Friday, November 11, 2022 (5 pm CT).** Attendance is optional for **the November 16, 2022, informational session.**

Application Review Process
CACTX seeks to contract with one group or agency that demonstrates a commitment to partnering with CACTX to design and develop a best-in-class website. During the review process, the group or agency may be contacted to discuss the project in more detail, provide additional information, discuss potential revisions to the proposal, and discuss revisions to the budget for the project.

Requests will be reviewed on a competitive basis. The following equally weighted criteria will be considered by reviewers:

- Ability to demonstrate the criteria outlined in the proposal requirements and an overall solid understanding of CACTX's needs and goals.
- Overall expertise associated with website design, development, and maintenance, through current or previous work examples that demonstrate the group(s) qualifications and expertise. There should be precise details of how this work is relevant to the proposed project.

- Ability to present a clear, logical, well-organized response to the proposal request, including an overview or summary of the group or organization and potential team members assigned to this project, including their overall roles.
- Description of the process to manage this project, including any relevant tools to manage the project and keep the project on task.
- The costs and value to CACTX for the proposed work, including any standard hourly rates for work that may be needed in the future beyond this initial project.

Budget and Payment Schedule

CACTX does have an allocated budget for this project, however part of our review is receiving an appropriate scope of services based on the project outline. Therefore, the budget may be modified based on the determination of the accurate scope of services outlined in the submitted proposals.

Please identify the preferred payment schedule. We recommend time and materials, and please verify if a deposit (retainer) and percentage will be applicable at the project's onset.

CACTX Contact

Questions regarding this RFP or the proposal submission guidelines may be directed to:

Vincent Calderon
Vice President of Communications
vcalderon@cactx.org