



## **Request for Proposal – Web Development for Parks Database**

### **Project Overview:**

Austin Parks Foundation (APF) seeks a WordPress Development firm or agency that is highly experienced in planning innovative, responsive online experiences. Our website, [austinparks.org](http://austinparks.org), is a leading source of information on parks, trails and green spaces for residents and visitors of Austin, TX.

Most of our web traffic comes from users looking for hours, amenities, addresses, photos and other important information about local outdoor spaces. We want to revamp our current database to be more user-friendly and accessible. Our desire is to build an invaluable resource for our city that will last for years to come.

The target is to have our parks database plan finalized by the end of October 2021 to be implemented in late 2021 and early 2022. We'd like to launch the new and improved park's database in celebration of our organization's 30th anniversary in 2022.

### **Organization Background:**

Founded in 1992, Austin Parks Foundation (APF) is dedicated to partnering with our community to enhance people's lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support. APF is focused on creating equitable access to great parks for all Austinites and helps fill the City Parks Department's funding and resource gap in order to develop and maintain Austin's nearly 300 parks.

APF fosters unique public/private partnerships and, since 2006, has given over \$3 million in community-initiated grants in service to the greater Austin community. APF is known for its annual flagship volunteer event, It's My Park Day, and is a presenting partner and beneficiary of the popular Austin City Limits Music Festival at Zilker Metropolitan Park. For more information, please visit [www.austinparks.org](http://www.austinparks.org).

We believe our public parkland should be preserved and maintained. We believe all Austinites, regardless of where they live, have the right to safe, accessible parks. We believe access to free recreation will make our city healthy and vibrant for years to come. And we believe that citizens should be able to actively come together to improve their parks, and in turn, their neighborhoods.

## Project Scope:

Austin has nearly 300 parks, trails and green spaces, thus our parks database web pages require constant upkeep as information changes. Our goal is to create an online experience that is extremely user-friendly, responsive and stays as up-to-date as possible.

The goal is to utilize publicly available data from the [Austin Parks & Recreation Department ArcGIS map](#), Google Maps, social media platforms and other online resources to keep our parks pages updated. We are open to feeding data from ArcGIS maps or Google APIs as cost and feasibility allow.

In addition, simple update procedures, such as custom fields, are critical to ensure that our park pages do not require any extensive experience with WordPress or web development.

## Our requirements include:

- Must be built within WordPress, our Content Management System, and avoid a fully custom-coded solution that is difficult to manage or update. Highly-rated, longstanding WordPress plugins that offer support and receive regular updates are a must. We currently use [The Grid](#), but experience regular issues with it. See our current Parks Database at [austinparks.org/park-search](http://austinparks.org/park-search).
- Responsiveness and accessibility are essential. We need an extremely mobile-friendly experience for users looking for park information on the go. Please keep accessibility best practices (low-vision, language access, etc.) at the forefront of design.
- Individual park page needs:
  - Park page template that can be duplicated for new parks, trails or green spaces
  - Parks pages should include the following data (when available):
    - Photos
    - Amenities and popular attractions
    - Access information
      - Hours, address, maps, ADA accessibility, etc.
    - Cost or Reservation information
  - Pages must include opportunities to engage with us further such as volunteering, donating, social media, etc.
- Maintain the integrity of Austin Parks Foundation's brand and identity. Please see [austinparks.org/brand-book](http://austinparks.org/brand-book) for more information.
- Parks database must be searchable by park name, category/tag, amenities (e.g. hiking trail, off-leash dog area, swimming pool, etc.). Integrating this

search tool across our website to include posts and pages, would be a major bonus.

- Parks database needs to be data-efficient and not overload our server and/or slow down our website. Please include UX best practices in the design.
- Increase (or at a bare minimum maintain) our current web traffic from organic search and allow for the implementation of search engine optimization best practices.

## **PROPOSAL REQUIREMENT**

### **Information & Philosophy**

Please include name, address, contact information, biographies/resumes of key staff members, Experience/Work Samples and history. Please also include who will serve as the primary point of contact.

Please include a statement of your design philosophy and approach to working with clients. As part of this statement, we would like to hear how your firm approaches diversity and inclusion in its design sensibility and hiring practices.

### **Project Approach**

Please provide a brief overview of how you will approach this project, and a recent example of how you communicate design expectations and instructions to your clients.

### **Cost Proposal**

Proposals must include an estimated cost for all work related to tasks and deliverables outlined in the proposal, specifically materials outlined in the scope of work. A total estimate for all deliverables is required.

Proposals should clearly outline how time and cost overruns would be handled, including how the designer alerts the client and negotiates unanticipated changes or delays.

### **DEADLINE/TIMELINE:**

October 15, 2021

5:00 PM Central Time

Note: Submissions will be reviewed immediately following the deadline. Applicants will be notified of selection by the week of October 25, 2021.

**SUBMIT TO/CONTACT:**

Please send your proposal to:

Grant Ausbury

(Project Leader)

Sr. Digital Marketing Coordinator

[grant@austinparks.org](mailto:grant@austinparks.org)