DATE: January 22, 2020
TO: Interested Bidders
FROM: Old City District
RE: RFP for Website Redesign

Old City District (OCD) is seeking to engage a creative firm to redesign its website. The website was most recently redesigned in 2013 and can be viewed at www.oldcitydistrict.org. The website needs to be redesigned to enhance functionality, navigability and ease of use for visitors and staff.

The updated website will have relevant information for visitors, investors and business decision makers looking to locate in Old City, as well as neighborhood constituents and stakeholders.

BACKGROUND
OCD is a Special Services District founded in 1998 to supplement municipal services in the Old City neighborhood of Philadelphia. It was organized to fund and deliver services that improve the safety, appearance and perceptions of Old City. This includes goals of maintaining streetscapes, spurring economic development, delivering clean & safe programs, and promoting businesses and commercial properties here. Our district encompasses a 22-block geographic area from Walnut to Florist Streets (at the Ben Franklin Bridge) and from Front to Sixth Streets.

Old City’s neighborhood has experienced a high level of public and private investment over the past twenty-five years. This vibrant section of Philadelphia includes a diverse mix of historic and cultural institutions, offices, galleries, retailers, restaurants, bars and nightclubs, and residences, ranging from historic townhouses to funky loft apartments. The people who come to experience Old City include tourists, visitors from within our region, daily commuters coming to work, people doing business here and residents.

CURRENT CHALLENGES
The current web design is out-of-date, both in its aesthetic style and technical capabilities. It is not easy for users to locate the information sought. The website is also not optimized for mobile. Over the years, a lot of information and webpages have been added to the website. We want to reduce redundant information to eliminate confusion, simplify the categorization and layout, and make website maintenance more efficient for staff. The content is currently not presented in a captivating way, and the user experience is limited.

Please note, this is not a complete overhaul of the website. We look to retain much of the same information and elements but want to present it in a more engaging and simplified way.
With a staff of four full-time employees, and only one staff member assigned to website management, OCD's technical resources are limited. The new site will need to be user friendly, both for staff and other possible contributors; an approach to updating content with controlled access to non-staff people should be considered.

**OBJECTIVES**
The primary objectives of this website are to provide information to stakeholders and visitors, to increase awareness, to build brand identity, and to promote the Old City neighborhood to various users. We seek to create an interactive and engaging website that serves as a valuable resource to a diverse audience - a helpful, informative, easy-to-use and visually captivating tool that delivers a large amount of content in a clear and engaging format. This site acts as the face of the Old City neighborhood and the Old City District. The updated site should itself feel as unique as the neighborhood it represents.

Our target audiences include:
- **Visitors**
  - The people who come to experience Old City include tourists, visitors from within our region, daily commuters coming to work, and people doing business here.
- **Investors and business owners looking to locate to Old City**
  - The website must provide relevant information and statistics to investors and business owners who are looking to locate to Old City.
- **Constituents and stakeholders**
  - The website is a neighborhood resource that provides important information to Old City business owners and stakeholders, including updates and event information.
  - Business owners are currently able to log in and submit information directly to our website’s calendar of events. A user can create their own account by providing an email address during registration.

The website should:
- Be aesthetically appealing - with an attractive mix of text and graphics. We will look favorably on examples of website designs that are bold, exciting and welcoming to users.
- Have a consistent design - each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Be easy to navigate - with information grouped in a logical manner. We seek a strong and well-organized homepage that encourages the user to engage, search and return.

Ultimately, we want to drive consumer behavior and inform business decision making. The endgame is to have more people come here and experience Old City – to live,
shop, dine, explore history or culture, invest in a property or open a new business. Therefore, we are looking for a website that will be tailored for different audiences (residents, investors, shoppers, etc.)

**WEBSITE ELEMENTS**

Site’s currently platform CMS: Apostrophe

- We are open to maintaining the current platform CMS or exploring alternative platforms including, but not restricted to, Wordpress.

The following tasks are of top priority for the website redesign:

- **Homepage redesign**
  - Cleaner, more readable homepage: two column grid, increased use of whitespace
  - Revised copy for greater clarity, reducing excess word count
  - Clearer newsletter sign-up call-to-action
  - Emphasis on local businesses, upcoming events, and business resources

- **Mobile optimization**
  - Single scrolling mobile UX to reduce ping-ponging between key pages and resources
  - Map view that is immediately available or available in fewer clicks than today

- **Visual design**
  - Site-wide style guide (icons, colors and branding)

- **Site navigation**
  - Make it easier for easy for users to locate the information sought
  - Improve events discovery
  - Reduce and simplify homepage categories

- **Photo & video**
  - Bring more humanity to the site. More widescreen photos and video presenting the people of Old City, active and engaging with each other and the neighborhood

- **Calendar/itinerary building**
  - Improve events calendar
  - Enable events to expire after they occur
  - Improve tagging and organizing featured events, quick view, one-time events
  - Improve event search within calendar
  - Save events to build itinerary
  - Share events on social media
  - Add events to Google calendar

- **Dynamic mapping**
  - Google map overlay with business mapping
  - Location filtering by broader categories like restaurants, shopping
  - Relational information (i.e. closest subway station or parking garage to my location)

- **ADA compliance and improved accessibility**
Ensure the website is in full compliance with The Americans with Disabilities Act (ADA)
Ensure the website is accessible for all users

The website should retain the following categories:
- **Directory of Old City businesses**
- **Calendar of events**
  - Updating capability for OCD staff and non-staff users with permission/approval
- **Doing Business in Old City**
  - Directory and interactive map of available property for lease, sale
  - Key reasons to locate a business to Old City
- **Projects & reports**
  - Documents and reports (PDFs) available for viewing and download
- **About Old City District** - organizational page
  - Organization description, objectives, brief history, etc.
  - Board member listing
  - Staff contact information
  - Document archives
    - Board meeting minutes
    - Strategic plan

The website should also contain the following components:
- Capacity for multimedia uploads - PDFs, photo images, embeddable video, various documents.
- Capacity for documents to be downloaded from website – various documents and reports. Example: [https://www.oldcitydistrict.org/businesses/old-city-parking-study](https://www.oldcitydistrict.org/businesses/old-city-parking-study)
- Capacity to display research and reports in an appealing, easy to read manner Example: [https://www.oldcitydistrict.org/vision2026](https://www.oldcitydistrict.org/vision2026)
- Capacity to display neighborhood statistics with animation and iconography
- Ability to make changes to the backend of the website, i.e. the content management system.
- Necessary software and licenses for OCD staff to maintain the site internally and externally.
- Ability to convert substantial amount of existing content to new website.
- Compatibility with web browsers.
- Compatibility with a range of devices including mobile phones, tablets and other portable electronic devices.
- Testing - all applicable platforms need to be tested to ensure website works as promised. A beta version will be tested by the OCD Marketing Committee before the website is officially launched.
- Tracking - the website must include coding to enable tracking internally by Google Analytics, or similar tool.
INSTRUCTIONS FOR PROPOSALS

Please note: we are looking primarily for designers and front end developers (or hybrids of the two). We are not looking for full stack development work as we have an existing site and data sources and need minimal, if any, reworking of those.

Please provide a written response to this request including the following:

1. Company Name.
2. Principal Name(s).
3. Contact Information (address, phone, fax, email).
5. A brief description of your firm including history, leadership structure, ownership and services provided.
6. Profile of the employee(s) who will work on this assignment.
7. Employees will have the capability to finish this project on time.
8. A minimum of three recent examples of website development or redesign for similar entities. Please provide contact information for the referrals, the dates of service, and a description of the services provided for those clients.
9. Examples demonstrating how you have taken legacy or non-mobile optimized websites and apps and exceeded current mobile UX standards with your work. The more drastic the improvement, the better to include.
10. Examples of location UX, including examples of original mapping UX or Google maps overlays.
11. Description of your approach to projects such as this one. Please describe your design philosophy.
12. Website project description addressing how you would approach the process for group facilitation, the deliverables identified above, and provide 2 creative design comps.
13. Complete budget for providing the services described above, including schedule of hourly rates for each staff position.
14. Proposed schedule and description of typical timetable for a project like this one.
OCD reserves the right to accept or reject any and/or all proposals and grant final acceptance to the proposal that best meets the needs and interests of the sponsoring organizations. OCD may request oral presentations for clarification of the proposal but reserves the right to accept a proposal without prior discussions. OCD will be the sole judge of whether a proposal meets the required criteria.

**DEADLINE**
Respondents are asked to provide this information on or before **12:00 noon on Tuesday, March 31, 2020** by e-mail to Gabriella Sacidor, Marketing Manager, Old City District; **gabriella.sacidor@oldcitydistrict.org**.

**NEXT STEPS**
Once a firm is selected, OCD will propose a contract for execution prior to the selected firm commencing services. Should OCD and the selected firm be unable to agree on terms of a contract within a reasonable time (in OCD’s discretion), OCD reserves the right to terminate negotiations and select another firm to provide the requested services. Such termination shall be without liability to the prior selected firm. Alternatively, OCD may terminate this process and (in its discretion) issue a new RFP for the requested services.

**QUESTIONS**
Questions about this RFP should be directed by e-mail to Old City District; **info@oldcitydistrict.org**. Please note that phone calls will not be accepted. All questions should be submitted by March 6, 2020. All submitted questions and OCD’s answers will be shared with all RFP recipients after March 31, 2020, unless they withdraw from this process.