

# Prospect Park Website Redesign Project - Request for Proposals

- Andy Mickel, PPERRIA Membership and Communications Committee, 2015-06-10

## 1. Project Overview

The [www.pperr.org](http://www.pperr.org) website for the Prospect Park and East River Road neighborhood (PPERR) in Minneapolis has been available since 1994. It has evolved over the years through two major redesigns, the most recent being in 2009.

Our website **provides useful neighborhood information services**; it is not a marketing website. It features a rich collection of pertinent neighborhood information, historical information, and neighborhood archives—many that are not found anywhere else on the web or otherwise.

Recently, the Prospect Park neighborhood and its neighborhood organization, PPERRIA, through its Membership & Communications Committee have engaged in a branding project to improve the visibility and identity of the neighborhood to others in our city.

In our most recent Communication Plan (2014-02-17), our mission derives from the by-laws of our neighborhood organization:

*“To promote, in a non-partisan, educational and cooperative manner, the health, safety and general welfare of the neighborhood and to promote the maintenance and improvement of the aesthetic, residential and physical qualities of the neighborhood environment.”*

We believe the Prospect Park website redesign project will accomplish these goals:

- incorporate the new neighborhood identity branding following the web guidelines for its use,
- incorporate an enhanced (clean, simple, inviting) visual design,
- make website as accessible as possible to the audience (with differently sized screens),
- incorporate navigation that addresses the large quantity of information on the site both for quick information access and for retrieving archival information,
- incorporate visual, navigation and content design that lends itself to ease of maintenance,
- broaden our reach by more tightly integrating social media as well as continuing to support limited-accessibility users.

**This RFP invites website developers to submit their proposals to do the work to accomplish these goals.** Together we can make another evolutionary step forward in making our website serve the neighborhood as the integrating medium for our communications such as our newsletter, events blog, neighborhood E-list, social media pages, printed brochures and flyers, etc.

The current site has 136 web pages, and 308 image files comprising a mix of current information with much valuable historical information not available anywhere else on the web or in print. The site content is presented in these main sections:

- Our Neighborhood (11 sub-categories)
- Annual Events (12 sub-categories)
- Pratt & Luxton (5 sub-categories)
- PPERRIA (6 sub-categories)
- History (4 sub-categories)
- Directory (6 sub-categories)
- NRP (5 sub-categories)

## 2. Project Scope

The Prospect Park website redesign Project Scope encompasses these specific areas:

- 1) **Incorporate the new neighborhood branding** with a **clean, simple & inviting visual design** that communicates the essence of Prospect Park.
- 2) **Integration of** various streams of information from blogs and **social media** more tightly (bi-directional) with the website, reducing duplication.
- 3) **Incorporate a responsive framework** for webpages that dynamically adjusts to different screen sizes such as mobile devices.
- 4) **Modify the navigation and content design** to support functional specifications and communications objectives. (Example: Create an archival section to put material about NRP and other past PPERRIA projects.)
- 5) **Re-examine and determine the scale and focus of content and its organization and re-design** to meet the audiences and the organization's functional needs.
- 6) Support **collaborative maintenance** among many people (rather than only the webmaster).

The Project Scope does not include:

- 1) Generating significant new content.
- 2) Moving the site hosting to another location. We plan to keep the current hosting local at ipHouse, a major Internet hosting provider, because of their excellent security, reliability, and technical expertise, proven uptime availability (down less than 5 total hours in the past 10 years) and by adhering to the principle of keeping local Internet traffic local.
- 3) Incorporating a monolithic Content Management System (CMS).

## 3. Audience Definitions and Communications Objectives for the Prospect Park Website

(Note: The current website does meet all these criteria.)

*Audience definitions are:*

- Neighbors - All people residing in the Prospect Park East River Road Neighborhood. It's our local website.
- Neighborhood stakeholders such as people in neighborhood businesses, non-profits, schools and park organizations, as well as dozens of other neighborhood groups.
- Other Twin Cities neighborhood residents, particularly ones in neighborhoods nearby in Minneapolis and St. Paul (Seward, Marcy-Holmes, Como, West Bank, Hampden Park, Desnoyer Park).

- Former residents around the world who want to read about the neighborhood, or show others where they used to live.
- Ourselves - all PPERRIA-involved people, particularly PPERRIA officers, board members, committee members and volunteers.
- Future residents who may be looking to locate within the neighborhood.

*Communications Objectives are:*

- Communicates effectively the culture, identity and uniqueness of our neighborhood using visual memes and metaphors.
- Notices of timely neighborhood events, PPERRIA meetings, etc.
- Documentation about our sense of place and history.
- Lists of Neighborhood Groups and Organizations, Neighborhood Services, Government Services, Social Services, etc.
- Reference, comparison, cross-linking information with and among other neighborhood websites.
- One-stop reference on Luxton, Pratt, Tower Hill, PPERRIA archives, NRP, Historical District, etc.
- Archive of accumulated (and often unique) historical information, etc.

#### **4. Functional Requirements**

The enumeration below of Functional Requirements for the new website will ensure that it will meet our needs and expectations for its effective use to serve our audiences.

- The website will provide a toolbar for common actions such as *Search & Contact Us*. (We will reuse the local search function which performs very well.)
- User experience being cognizant of numbers and types of audiences, i.e. web accessibility (address as much as possible ADA guidelines).
- Consistent, easy-to-understand user interface that takes into account common expectations of web and mobile phone users.
- Webpages that are editable by webpage editing applications to enable selected individuals of minimal abilities to modify complete webpage contents. This provides the most flexibility (without being locked into restrictive CMS templates) and ease of use.
- Code for search-engine visibility (SEO) applied to major website sections.
- Website design that supports **extensibility**, meaning that adding new sections and pages will not require a visual, navigation or interactivity redesign.

## 5. Software Engineering Requirements

The secure contact form which protects actual E-mail addresses will be maintained.

Standards-compliant HTML5/CSS3/Javascript webpages that are rendered correctly in major browsers (Firefox, IE, Edge, Safari, Chrome).

Insecure PHP-based content-management systems (CMS) will not be used in the new design. Recent examples of these PHP-based CMS insecurities and degradations include:

- <http://arstechnica.com/security/2015/05/actively-exploited-wordpress-bug-puts-millions-of-sites-at-risk/>
- WordPress web hijack bug revealed  
[http://www.theregister.co.uk/2015/04/27/wordpress\\_zero\\_day\\_xss/](http://www.theregister.co.uk/2015/04/27/wordpress_zero_day_xss/)
- Dan Knight, [Low End Mac](#) - 2015.01.01  
“Low End Mac has been through some difficult times since we moved from static HTML pages to WordPress. Site traffic declined by 88% from our peak.”
- Small WordPress sites leaking like sieves Login-stealing C&C server spotted  
[http://www.theregister.co.uk/2015/05/11/small\\_wordpress\\_sites\\_leaking\\_like\\_sieves/](http://www.theregister.co.uk/2015/05/11/small_wordpress_sites_leaking_like_sieves/)  
11 May 2015 at 06:27, [Richard Chirgwin](#)
- How We Build CMS-Free Websites - Dave Cole, Jul 27 2012  
<http://developmentseed.org/blog/2012/07/27/build-cms-free-websites/>

## 6. Project Budget and Timeline

Budget: \$5,000 - \$7,500

Timeline: Launch during Fall, 2015.

## 7. RFP Criteria

In your response, please:

- Describe your philosophy on working with an organization to develop and improve a website.
- Describe your processes for website design and development phases.
- Describe a proposed project timeline from project start to project launch.
- Describe your cost proposal tied to project phases.

## Appendix: Web Statistics Summary

Month	Unique Visitors	Number of Visits	Pages	Bandwidth
May 2014	4461	7939	18953	3.04GB
Jun 2014	2876	5649	15101	1.96GB
Jul 2014	7974	12609	25109	5.39GB
Aug 2014	2394	5293	13568	1.64GB
Sep 2014	2469	5089	13836	2.26GB
Oct 2014	2849	5669	14865	2.43GB
Nov 2014	2212	4951	13884	2.09GB
Dec 2014	2570	4865	11675	1.92GB
Jan 2015	2341	4986	14450	2.04GB
Feb 2015	2013	4411	15027	2.15GB
Mar 2015	2729	4914	13543	1.91GB
Apr 2015	2806	5094	13930	1.90GB
May 2015	4589	7676	19031	2.96GB