



**W32010**

**Request for Proposals**

# 1. Introduction

## 1.1 Purpose

To build a replicable open-source CMS website for the Hawaii Bicycling League (HBL), to cover all things bicycling in Hawai'i. The project also requires substantial content creation.

## 1.2 Background Information

The HBL website, [www.hbl.org](http://www.hbl.org) was re-designed in 2007 and based on Drupal and CiviCMS. In 2006, our best data indicates annual traffic of approximately 11,000 total visitors. In June 2007 a soft launch of the website took place. June 13-Dec.31 traffic was 15,406 visitors (9,538 unique). In 2008, a SEO campaign took place and annual traffic increased to 40,879 visitors (26,175 unique). Through November 23, 2009, our annual traffic is 41,386 visitors (27,182 unique). Approximately 14% of our visitors view [www.hbl.org](http://www.hbl.org) through Japanese enabled web browsers.

During 2009, HBL continued to focus on backlinks, traditional networking, social media. Through CiviCMS, HBL tested a large-scale event management solution integrated with online membership; however, this project was discontinued with the lack of human resources to contribute to the modules in a way that fit the needs of the organization.

HBL desires to pull separate initiatives together in a new website. This project is best described with a primary focus upon content creation; second, comprehensive social media and marketing plan (creation and implementation); and third, web design and limited on-going support and training for volunteers. HBL desires to contract with a business or individual who can deliver these solutions within 6 months at or under \$20,000.

At HBL's expense, our current project has logged 853 hours. The majority of these hours has been dedicated to content creation – HBL recently completed a video project for our website logging 4,000 bicycle miles to record every major bike corridor on the island of O'ahu. We estimate an additional 1,000 hours are needed, the majority of which is creating content, ranging from recording and editing proposed bicycle routes to compiling and overlaying bicycle data.

# 1. Introduction

## 1.3 Deliverables and Proposals

The contractor shall undertake the use of these project funds to formulate, plan, and execute ideas presented in the following pages. Strong proposals will include plans for HBL's primary and project management website, plans to formulate and execute a Marketing and Communications plan, and samples and references. HBL's total estimated hours for the project, including the completion of pilot projects and grant requirements are 1,000 hours.

Proposals will be reviewed and the project overseen by a volunteer committee.

## 1.4 Terms

The period of performance shall be 6 months from the date this contract is executed. The contract will be frontloaded at 25% and monthly payments of 12.5% will be made, with the final payment in the amount of 25%. The contractor will be required to submit monthly progress reports. The contractor will be required to deliver all materials, electronic or otherwise, to HBL at the conclusion of the project. IP will be solely owned by HBL. HBL may request in-person reports to the volunteer committee overseeing the project and / or Board of Directors. Failure to meet the project's goals may result in the termination of the contract.

# 2. Important Dates

The project summary will be released when project funds reach 50%. Benchmarks and estimated timeframe:

January 11, 2009: 50% completion of fundraising

January 11, 2010: Solicit proposals

February 15, 2010: 1<sup>st</sup> round of reviews begun

February 26, 2010: 2<sup>nd</sup> round of reviews begun

March 15, 2010 Contract awarded

*If you have any questions, please contact the Hawaii Bicycling League via email at [bicycle@hbl.org](mailto:bicycle@hbl.org).*

## 3. Style and Branding

### 3.1 Strategic Plan

HBL underwent a strategic planning session in 2006 and executed 93% of its strategic plan from 2007-2009. An additional strategic planning session took place in the fall of 2009. The contractor is expected to align plans within the goals of the strategic plan in every aspect of this project.

### 3.2 Strategic Marketing

HBL revenue, in both grants and event participation, relies heavily on tourism. It is expected that style and branding is consistent with the Hawaii Tourism Authorities (HTA) strategic plan.

HBL may, at the request of the contractor, facilitate meetings between Hawaii HTA and Japan HTA to better understand the long range goals and grant requirements (which may heavily weigh web content and media) for those grants we apply for.

## 4. Content and SEO

### 4.1 Content

HBL will provide 150GB of content. Approximately 40GB reside in non-electronic forms, which should be made available through the website (training videos, promotional pieces). Electronic content includes video for editing.

The contractor will be required to complete web media portions of our pilot projects, including graphic design, video taping, and video editing. Components of this web project are grant funded, it is expected that the contractor submit to HBL reporting under the grant guidelines. Grant requirements and proposals will be sent to the contractor.

Example: <http://www.hbl.org/?q=node/3216>. This project requires identifying, videotaping, and editing feeder routes by O'ahu's regions. The contractor will consult with the Department of Health on overlaying injury data.

## 4. Content and SEO

### 4.2 SEO

SEO is an ever-evolving and rapidly changing field. The contractor is expected to know and improve all aspects of HBL's SEO efforts, delivering increased traffic, a target audience analysis, a new web campaign, and an independent SEO report upon project completion.

### 4.3 User-generated content

User-generated content will comprise a significant amount of the new website. Basic media sharing and uploading is required.

Example: Develop BikeEd group pages to reinforce student learning, based on current curriculum, where students can take pre/post tests, compose blogs, post pictures and videos. This may require the integration of Safe Routes to School information, provided by the national Safe Routes to School consortium.

### 4.4 Other

Key components of the website, including static pages and registration, require Japanese translated pages. Natural translation is highly preferred. The contractor should be knowledgeable of Japanese market trends and requirements.

## 5. Website Design

### 5.1 Platform

The website should be an open-source CMS platform. Event registration and membership management should be integrated to allow participants rates based on membership status. Example: [www.active.com](http://www.active.com).

## 5. Website Design

### 5.2 Accessibility

Core components of the website should be available in English and Japanese. Natural translation is highly preferred.

### 5.3 Management

The project should be easily manageable by volunteers with little technical knowledge or computer skills. This will likely require customization of the backend of many of the open-source systems.

### 5.4 Replicable

The entire project should be accompanied with documentation and files for sister-organizations undertaking similar projects.

### 5.5 Mobile

A Japanese-translated mobile version of the website is required.

### 5.6 Synergy

HBL manages hawaiipedalpower.com, the website for a neighbor island alliance. This website should be re-created as a collaborative page.

### 5.7 Webstore

A webstore with real-time inventory control is needed.

Example: <https://www.bv.com.au/shop/>

## 5. Website Design

### 5.8 Ride Calendar

A ride calendar with varying permissions and views should be available. Media can be uploaded to recurring and one-time events.

### 5.9 Bike Journal

New or embedded site to log miles. Example: <http://www.bikejournal.com/>

### 5.10 Bike Commuter Challenge

Method for commuters to track mileage and compare to national or regional leaders.

Example: <http://www.activetrans.org/commuterchallenge>

### 5.11 Neighbor Island Pages + Organic Groups

Static pages for sister-organizations are created. Website should allow registered users to create unique group pages.

### 5.12 Tourism

Visitors are an integral portion of HBL's strategic vision. Sub-sections may include bike shops, conditions, and linked rides.

## 6. Project Management

HBL manages a project management site for internal planning. We are seeking a separate website, preferably open-source, to manage our events.

# 5. Sitemap

Proposals should include a sitemap. The following is an example of the primary website:

