Request for Proposal

CSKT Website Design & Development

Release date: August 16, 2022
Questions deadline: September 2, 2022
RFP responses due: September 16, 2022 at 5:00 PM (MST)
Responses Emailed to: CSKT Web Team
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Summary

The Confederated Salish and Kootenai Tribes (CSKT) are accepting proposals to oversee the planning, design and development of a new family of websites representing the sovereign Tribal government’s departments and services. The purpose of this Request For Proposal (RFP) process is to fairly evaluate prospective partners and identify the best agency contractor for the project. This RFP provides interested agencies with a project overview, the purpose for the redesign, technical parameters, timeline, cost, deliverables, and criteria against which submissions will be evaluated.

About CSKT

The Confederated Salish and Kootenai Tribes (CSKT) are located on the Flathead Indian Reservation, an area of approximately 1.3 million acres in northwest Montana. The Tribes include a combination of the Sélíš or Bitterroot Salish, Qlispé or Upper Pend d’Oreille, and the Ksanka or Kootenai. There are roughly 7,700 enrolled Tribal members, of which about 5,000 live on or near the reservation. The seat of tribal government is located in Pablo, Montana, and the Tribes are governed by an elected Tribal Council and Tribal Chairman.

A team composed of the Executive Officer, Deputy Executive Officer, Network Operations Manager, Network Operations Analyst and Communications Consultant will be the primary points of contact on the project, with input and final approvals coming from the Tribal Council and Tribal Elders.
Background/Overview

CSKT’s current website network comprises 17 independent web properties and serves as one of its primary communication channels. Although the current sites include an enormous amount of important content, the distributed site structure makes it difficult for users to quickly navigate to the information they need. The design of the sites lacks cohesiveness, a modern aesthetic, and functionality that would align the site with current web development best practices. The backend is cumbersome for website administrators to make basic updates and content changes. In addition, most of the existing websites operate on the Joomla CMS platform, using the JoomlaShine template which will no longer be supported after September 2022.

Together these factors make this an opportune moment to re-evaluate the overall site structure, consolidate, and rebuild on a more robust CMS platform that can sustain and support the divisions and departments of CSKT well into the future.

CSKT is now seeking a contractor to oversee the planning, design and development of the new websites. This involves the consolidation of roughly 17 existing properties into a smaller group of websites with greatly improved navigation and user experience. The project will also reestablish the sites on a best-in-class Content Management System (CMS) platform that is fully accessible and easily manageable, create visual alignment across the sites, streamline content, and provide an improved user experience.

Goals

CSKT has identified the following high-level goals for this project:

- Create a more streamlined, efficient, usable way for members to interact digitally with tribal government services.
- Consolidate the 17 active websites into a smaller number of websites.
- Establish a consistent site structure to improve user experience and create an appropriate level of visual unity.
- Improve backend management and overall management of the website network.
- Create a site that provides a dignified, best-in-class experience for all users.

Audiences

CSKT’s websites will contain information that applies to a variety of different audiences. The website structure, organization, and navigational architecture of the site should therefore take these audiences into consideration:

- CSKT members
- Employees of CSKT
- Residents living on the Flathead Reservation and surrounding areas
- Age-specific groups (teens, seniors, etc.) seeking information and registration for services and events
- Members or residents seeking employment
- Potential visitors or tourists
- Government and elected officials
- Local and regional press/media
- Local and regional businesses seeking partnerships

**Project Scope and Requirements**

CSKT’s current website network spans the following domains:
- [www.csktribes.org](http://www.csktribes.org) *main/core website*
- [www.csktclimate.org](http://www.csktclimate.org)
- [www.csktcourt.org](http://www.csktcourt.org)
- [www.csktdhrd.org](http://www.csktdhrd.org)
- [www.cskteconomics.org](http://www.cskteconomics.org)
- [www.cskteducation.org](http://www.cskteducation.org)
- [www.csktfire.org](http://www.csktfire.org)
- [www.cskthealth.org](http://www.cskthealth.org)
- [www.csktkootenai.org](http://www.csktkootenai.org)
- [www.csktnrd.org](http://www.csktnrd.org)
- [www.csktsalish.org](http://www.csktsalish.org)
- [www.csktwatercompact.com](http://www.csktwatercompact.com)
- [www.csktwaterdata.org](http://www.csktwaterdata.org)
- [www.salishaudio.org](http://www.salishaudio.org)
- [www.threechiefs.org](http://www.threechiefs.org)
- [www.bisonrange.org](http://www.bisonrange.org)

This project involves the planning and coordination of consolidating these sites into a smaller group of websites. For ease of user experience, CSKT would like as much content as possible to migrate to its main/core website, though CSKT is open to a select few sites remaining standalone, at the recommendation of the agency partner.

**Planning Requirements**

1. **Analysis of Existing Site Content and New Requirements**
   The agency should expect to analyze content across all existing sites listed above, as well as gain an understanding of each department and service area of CSKT (ie not every department has a dedicated website). The agency’s discovery process should gather perspectives about the existing sites (what’s working well, what needs improving, what can be removed/condensed) and new site requirements in order to ensure the effectiveness of the redesign.

2. **Development of New Navigational Structure**
   Based on the above analysis, the agency shall develop recommendations for the navigational site structure. The navigational structure should clearly delineate those sites for which content will migrate into the main site, and which sites to remain standalone.
3. **Identify Data Types and Taxonomy Requirements**

The agency is expected to demonstrate a clear understanding of CSKT’s data requirements by identifying what data types and taxonomies will be required for the website build.

**Design Requirements**

1. **Creation of Individual Sitemaps**

The agency will create sitemaps for each of the new sites included in the new navigation structure. The sitemaps should establish content types and taxonomy requirements for each of the new sites, and reflect an intuitive page hierarchy in order to make the content easy to find. CSKT’s team will review and provide feedback until the final sitemap is agreed upon.

2. **Creation of Wireframes**

The agency will develop blueprint wireframes that show the arrangement and priority of webpage elements for the new websites. CSKT’s team will review and provide feedback until the final wireframes are agreed upon.

3. **Design Discovery Process**

The agency will perform an audit of all design elements across each website to understand consistencies upon which to build further, and identify areas of inconsistency. Then, working in close partnership with CSKT, the agency will lead a design discovery process to review design audit findings, discuss desired look and feel, identify user personas, evaluate comparable websites and gather select stakeholder input. The outcomes from this discovery will inform the look/feel of the new websites, including the style guide elements outlined below.

4. **Custom Design Process**

For each website, the agency will mockup custom homepage and internal page concepts and present them for review. CSKT feedback may necessitate revisions or subsequent concept mockups. Webpage concepts must utilize the latest web accessibility standards including appropriate contrast ratios and type sizes, as well as include elements that will scale appropriately for mobile, tablet and desktop.

5. **Style Guide**

There are currently a number of different seals, fonts and brand identities to represent CSKT across its family of websites. The agency will create a visual style guide that includes comprehensive, systematic guidelines that include brand architecture (the relationship between the main tribal seal and any specific divisions), voice, standardization and usage of typography, a core color palette, photography standards and related iconography. These recommendations should apply to print, electronic and web-based communications. The style guide should also include templates for business cards, letterhead, envelopes and Microsoft PowerPoint.
6. **Asset Sharing**
CSKT will provide content (images, copy) for the new websites. The agency will design a system by which content can be edited and passed back and forth with CSKT to ensure the provision of final, CSKT-approved content.

**Development Requirements**

1. **Development of Features & Functionality**
The features and functionality that CSKT expects to need across all sites may include:
   - Announcement banners
   - Applications and forms
   - Calendars (ie a central, global calendar for all events, etc. across CSKT)
   - Contact form (ability to configure this for specific required and optional fields, based on department and to keep email addresses from being listed on site)
   - Editorial style guide (similar functionality to [https://www.umt.edu/marketing/info/style](https://www.umt.edu/marketing/info/style))
   - Embedded, interactive maps
   - Embedded virtual tours
   - External links (and ability to add external links))
   - Frequently Asked Questions with filter and grouping function.
   - Galleries and Media Library
   - Google Search Console
   - Google Tag Manager
   - Job postings
   - Location and provider finder for medical professionals
   - News feed
   - Newsletter subscription
   - Privacy and terms of use
   - Resource library
   - Services
   - Social media integration (links where relevant)
   - Site search with auto-suggest
   - Staff pages
   - Sticky navigation
   - Video (embedded and background)
   - Webcam live feeds

2. **Evaluation and Migration of Existing Content**
Content (logos, seals, text, images, audio, video, documents, interactive maps) will be provided by CSKT and inserted into the new website by the agency. CSKT will work with the agency to evaluate and analyze where content can be simplified. Once content evaluation has been conducted and any changes determined, the firm will either upload revised content provided by the client or migrate existing content to the new navigation structure and CMS.
3. **Responsive Development**  
The website must be developed to automatically reformat for optimal display on a variety of devices and screen sizes.

4. **WCAG 2.0 AA Compliance**  
The websites must comply with the Web Content Accessibility Guidelines (WCAG) 2.0 Level AA, as required by Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act.

5. **Website Performance**  
The website must be designed and developed with loading speed and performance in mind. The website should load as quickly as possible on all common viewing platforms including desktop and mobile devices, and score well on page-speed assessments.

6. **Website Analytics**  
The agency will provide a platform for website analytics analysis and install on all pages of the new websites. The solution should:
   - Provide page-level and visitor-level traffic reports
   - Define users based on rules and segment traffic for those users
   - Show traffic by referral source (URLs, search engine queries, etc)
   - Show user entry pages, exit pages, paths through the sites
   - Allow for third-party tracking scripts to be implemented across the site on a conditional basis

7. **Search Engine Optimization (SEO)**  
The website will be designed in accordance with best practices for search engine optimization, with components and functionalities that include but are not limited to:
   - Simple-to-understand URLs
   - Simple directory structure
   - Simple navigation
   - Sitemap for site users (HTML)
   - Sitemap for search engines (XML)
   - Use of semantic tags to present page structure to users
   - Use of relevant keywords
   - Carefully crafted page titles and descriptions

**Project Management Requirements**

1. **Project Management**  
The agency will be expected to convene weekly meetings w/CSKT stakeholders to report on project progress, identify/anticipate hurdles, request support, gather feedback, etc.
Post-Launch/Ongoing Support Requirements

1. Hosting
The agency will provide hosting for the websites that meets the following criteria:
   - Dedicated server (include server specs)
   - SSL certificates (type, bit depth and encryption level)
   - Backup and restore services and processes for all website components (files and databases) and content
   - Staging environment to test all updates and new features without affecting the live production website
   - Code repository
   - Server access
   - Content Delivery Network

2. Security
The agency will be expected to implement security and privacy requirements that exceed industry standards. These include:
   - 2-factor authentication for backend website login
   - Cloudflare DNS
   - SSL certificates
   - Sucuri
   - Redundancy
   - Malicious activity detection and mitigation
   - DDOS detection and mitigation
   - Malware detection and mitigation

3. Training
The agency will provide training throughout the launch and post-launch period. Training will be provided to each department to ensure that all website administrators have the ability to make basic website updates to support regular business operations.

4. Regular Website Maintenance
The agency will provide monthly updates to ensure the platform and any add-ons are up to date, as well as patch security issues and fix bugs.

Budget

The results of the proposals will inform a budget of the full redesign and development of the websites, and therefore, we expect that the selected agency partner will work with us to identify full costs with various options. Competitive pricing will be a consideration in selection.

RFP/Agency Requirements

Your response to this RFP should include detailed information to accomplish the project scope outlined above. The budget and proposal must include all design, production, third-party software acquisition, integration, and necessary development and maintenance of the site.
Please ensure that your RFP addresses the following information:

- **Email proposal to CSKT as an Adobe Acrobat file (PDF)**
- Single-spaced 8.5” x 11” document, 12-point type
- Cover letter
- Table of contents
- Describe the agency and overview of relevant experience
- Provide a summary of your organization’s capacity to fulfill this project, including staff (identify full-time, part-time, and subcontractors), office location
- Describe the team that would be assigned to this project - number, roles, locations, and brief bio/resume for each staff member assigned to the project
- Disclosure and provide specifics (purpose, resume) for any outsourcing of this scope of work to subcontractors/third-party vendors
- Your agency’s detailed process to execute planning, design and development - outline steps taken from kickoff to completion. Include a description of your project management process, specifically any processes you will use to develop, manage and implement the project
- Navigational site structure - your recommendation for how best to consolidate the sites (note, this does not have to be a detailed site map)
- Describe your approach to data-security beyond 2-factor authentication and SSL certificates
- Describe your agency’s proposal for ongoing maintenance, training, and ongoing design and technical support
- Rationale for your CMS recommendation and why it’s the best fit for this project.
- List 5 (recent) enterprise-sized WCAG 2.0 AA compliant websites your agency has produced that reflect your work and relevancy to this project. Include the role your firm played in each project. Please include URLs for each site and limit examples to sites that are currently “live”
- Provide client reference and contact information for the 5 (recent) websites you specify above
- Provide a detailed timeframe for completion and milestones
- The budget should itemize significant project deliverables and indicate which are fixed, one-time costs and which are ongoing expenses. Please be sure to itemize system maintenance and updates, CMS support, maintenance and annual updates, security updates to all systems, SEO updates
- Comprehensive rationale and explanation of how your fees were calculated
- Detail your process for training and how many hours of training will be provided
- Detail your process for providing after-hours and weekend/holiday support
- Refund policy
- Payment terms

**Timeline**

The completion and go-live date targeted for this project is TBD. The agency may recommend specific, phased launch dates in alignment with their site navigation structure.
Evaluation Criteria

CSKT will consider these factors when determining the right partner for this project:

- Experience designing and developing comparable (size, complexity) websites, including WCAG accessible sites
- Quality of proposal response
- Experience of identified team members
- Information provided by client references
- Detailed timeline
- Proposed costs
- Experience working with tribal organizations

Departmental Discovery Content is available upon Request to cskt-webteam@cskt.org before Questions deadline of September 2, 2022.