



Request for Proposals Website Redesign

Introduction

The Angelina & Neches River Authority (ANRA) is issuing this Request for Proposals (RFP) for the redesign of its website(s) found here:

<https://www.anra.org/>
<https://www.soiltherapy.org/> (incorporate into ANRA main site)

In addition, ANRA is seeking to update its logo and to develop variations of a new logo to be used with other social media applications. All proposers should prepare a proposal to that meets the requirements of this RFP for timeline, cost, and related deliverables.

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Guide to this RFP

Our expectation is that this document will convey our vision for the new site and specific challenges with the existing one. It includes a background section about our organization, describes the purpose and goals of the redesign, its desired functionality and specific requests, suggests an outline for organizing content, and summarizes our budget and timeline. Our intent is not to convey that we have all of the answers in creating the best possible site and we hope that you will bring your own ideas and vision, based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision. We also understand that details may be subject to change upon vendor recommendation and/or research of more optimal solutions. In your proposal, please feel free to suggest alternatives.

Please contact Kimberly Wagner at 936-632-7795 or by at kwagner@anra.org with questions or comments regarding this RFP.

Project Overview

ANRA's current website was designed in the early-2010s. While the current site still somewhat meets the straightforward "governmental" design scheme that is appropriate for our type of agency, aesthetically, it does not accurately reflect our current branding efforts, nor does it provide the functionality or accessibility to support desired interactive features and resources sought by current (and potential) visitors to our site.

ANRA relies heavily on web presence to clearly communicate with our constituents and meet organizational missions and goals, and our current website does not sufficiently support those needs. Other than news content updates, anra.org has not undergone any major upgrades in content or design in many years and it is not mobile friendly.

Background

The Angelina & Neches River Authority (ANRA) is a government entity created in 1935 by the state legislature under Article 16, Section 59 of the Texas state constitution. It is recognized as an independent governmental entity authorized to construct, maintain, and operate any and all works necessary for the purpose of controlling, storing, and preserving water resources in the 17-county jurisdiction in the Neches River Basin. The major functions of ANRA are water quality management, water resource development, and conservation of water resources.

Project Goals

ANRA's primary target audiences are: customers, stakeholders, educators, and elected officials. We seek to provide an online experience that is enjoyable, educational, and efficient, by providing a site that operates as a positive representation of our organization, creates access to important resources, and provides great customer service to our stakeholders.

ANRA's biggest challenge is that the average citizen does not have a clear idea about who we are and what we do. We seek to use this redesign as a way to improve public perception and boost community engagement by providing a streamlined, yet exciting display of our brand. While we must maintain a "government" presence, we are open to incorporating non-traditional ideas.

Education and access to data and resources is the most important components of our new site. This includes, but is not limited to, the ability for stakeholders to view educational videos, use integrated live graphs and maps, access downloadable materials, and to contact ANRA personnel to schedule tours and presentations.

ANRA also seeks to create a 24/7 service-oriented site, with a goal of driving more customers to use online features, including bill payment, alert notification, and other resources to provide better, more streamlined service for customers, but also to provide more productive, time-saving measures for ANRA staff by decreasing redundancies, including inbound phone calls and in-person walk-ins for general information-seeking.

Potential measures of success include:

- Increase in new and returning web traffic
- Redirects to and from associated social media sites
- Fewer phone calls and in-person visits (for redundant information-seeking)
- Increased in-person traffic for non-traditional purposes (educational tours or customer laboratory sample drop offs)
- Increased number of citizens opting in to receive notification alerts
- Increased online bill pay customers

Proposed Sitemap

ANRA is flexible on organization of the site, but does possess some strict legislative requirements. Below is a general, preliminary, proposed sitemap:

- General “About ANRA”
 - Mission/Purpose
 - History
 - Leadership
- Information and Resources
 - News and alerts
 - Events
 - Publications
 - Educational resources and materials
 - Maps and live data resources
 - Stream Gage & Reservoir Level Data
 - Tour and Presentation request portal
 - Public information
 - Open records request
 - Vendor information
 - Conflict of Interest
 - ANRA Industrial Development Corporation
- Customer Portal
 - Online bill pay
 - Sign up for alerts/text notification services
- Water Service
 - Holmwood Utilities
 - Prairie Grove Utilities
 - Angelina County Fresh Water Supply District No. 1
- Wastewater Service
 - North Angelina County Fresh Regional Wastewater Facility
- Neches Compost Facility
- Laboratory Services

- On-Site Sewage Facilities
- Clean Rivers Program
- Conservation and Endangered Species
- Recreation
 - Lake Columbia
 - Paddling Trails

Scope of Work

While we do expect to outsource the majority of the design and integration work, ANRA personnel will play an active role in the selection of overall visual design and copy/content on the site. Scope of services includes:

- Copywriting
- Illustration
- Information design
- Visual design
- Front-end coding (HTML/CSS, animations, graphing streamflow and reservoir level data)
- Back-end coding (CMS, 3rd party APIs)
- Mobile device optimization
- Ongoing Support / Retainer

Requirements

Although not a comprehensive list, below is a list of technical and design requirements, which must be included on our website:

Content Management Software

ANRA will accept recommendations for content-management software, however, a content management system that non-technical users can use to easily update content is a must.

Web Host

ANRA has no preference and will accept recommendations for web-hosting.

Integrations

- Social media
- Content/publication viewer
- Live streamflow and reservoir data from USGS, NWS, ArcGIS, etc.
- News/press release/alert systems
- 3rd party services

User Accounts

ANRA will require some user account management. Examples of potential logins from website visitors include:

- Open records requests
- Bid, RFP, RFQ Solicitations
- Vendor management
- Contact form with spam protection

Accessibility

We require Section 508 compliance and would like to incorporate features to make our content more accessible to older and differently-abled website visitors. We also must stay in compliance with all other state government website regulations.

Miscellaneous Desired Functions/Features

- Usable/useful search menu
- Mobile responsive design
- Large, expandable, horizontal spread menu options
- Individual landing pages for each of our utilities
- Large footer area

Example Sites

Below is a list of sites that partially or fully reflect our vision.

- Guadalupe Blanco River Authority: <https://www.gbra.org/>
- San Antonio River Authority: <https://www.sariverauthority.org/>
- Trinity River Authority: <https://www.trinityra.org/>
- City of Lufkin: <https://www.cityoflufkin.com/>
- Brazoria County Clerk: <https://www.brazoriacountyclerk.net/>
- Tyler ISD: <https://www.tylerisd.org/>
- State of Texas Department of Information Resources: <https://dir.texas.gov/>

Proposed Project Timeline

- November 1: RFP Submitted to Vendors
- December 4: Proposal Deadline
- December 8: Selection Committee Meets
- December 10: Notify Vendors
- December 18: Sign Contract Documents
- Week of December 27: Initial Meeting
- February 4: First Draft
- March 4: Final Draft
- March 11: Launch

Criteria for Selection

Proposals will be analyzed on the following criteria:

- Organization background and accomplishments
- Examples of similar projects and client references
- Project timeline with major tasks and milestones
- Project budget by line item and terms of payment
- Design/Aesthetics
- Ease of Access/Function
- Technical expertise: interactive and responsive-design
- Communication
- Autonomy/Project Management Ability
- Flexibility/Change orders
- Vision/Ingenuity

Format & Proposal Details

Proposals should be formatted in the order listed above in the Criteria for Selection and shall be no larger than 25 pages.

Proposals shall only be submitted electronically in pdf format, via USB thumb drive to 2901 N. John Redditt Drive, Lufkin Texas 75904, or by email at solicitations@anra.org

Proposals must be received no later than 5:00 PM on December 4, 2021.

ANRA is a political subdivision of the State of Texas, and as such is a tax exempt entity. ANRA reserves the right to accept the proposal that best serves the needs of ANRA, to waive minor specifications to best serve the needs of ANRA, or to reject any and all proposals.