

**REQUEST FOR PROPOSAL**  
**Hood River County Energy Council–Mid-Columbia Economic**  
**Development District**  
*Website Development*

Mid-Columbia Economic Development District (MCEDD) is seeking a website developer who will create a website for the [Hood River County Energy Council](#) (Energy Council). MCEDD provides staffing support to the Energy Council and will be the contracting agency.

**Background**

The Energy Council is a community-led advisory body supporting implementation of the Hood River County Energy Plan (Energy Plan) in collaboration with the governing bodies that adopted the plan: Hood River County, the City of Hood River, the Port of Hood River, and the Port of Cascade Locks. The 11-member council includes representation from the four governing bodies and Energy Council–appointed community members with expertise and interest in energy topics. Council members and staff are working to increase capacity to advance the Energy Plan’s objectives. The Energy Council website will be a valuable tool for increasing community awareness and highlighting Energy Council efforts.

**Project Scope**

The website design and architecture need to be created. Content will be supplied by MCEDD in coordination with the Energy Council. The website developer will assist with the creation of specific tools to ensure content quality and increase the website’s marketing potential by incorporating analytics, adhering to SEO best practices, and including translation.

**Components for the Energy Council Website**

- Clear, up-to-date design that allows new content to be added regularly and seamlessly by MCEDD.
- The draft outline of pages to be included in the website architecture can be found below.

**Tasks**

- Develop architecture for the website, consulting MCEDD project lead at regular intervals.
- Develop features and tools that support the supplied information in a clear and interesting fashion.
- Review and make recommendations about ways to improve content and delivery.
- Assist with testing, setting up website hosting, and website launch.
- Provide per-task cost estimate for assigned project tasks.
- Document details of work performed.

**Website Development Standards**

- Pages will be easy to use, and the site will be easy to navigate.
- Forms and graphics can be easily added to the webpages.

- Website must be viewable and formatted properly on desktops, tablets, and phones in popular web browsers, e.g., Mozilla Firefox, Chrome, Safari, Microsoft Edge, etc.
- Site will have links to PDF documents and partner sites.
- The website includes translation via plug-in or other method.
- Each section of the site should have a common look and feel. The use of photographs, graphics, fonts, and layouts will be consistent throughout the site.
- The website should be quick to load — we anticipate that some website visitors will access the internet in rural areas with limited broadband connections. This website should be designed accordingly.
- The website will use WordPress CMS.
- The website will use safety and security best practices.
- The website and all associated content, coding, graphics, and materials will become the sole property of MCEDD.

### **Website Outline (Draft)**

- Landing page
- About
  - a. History
  - b. Vision & goals
  - c. Council member bios
- Energy Plan
- Work Plan & project updates
- Meeting calendar, agenda, and minutes
- Latest news

### **Project Management and Review**

The project will be managed by MCEDD. Formal review of all projects and tasks will be done on a frequency agreed upon at the time of assignment.

### **Timeline**

Proposals are due no later than August 12, 2022, and will be evaluated shortly thereafter. We expect a project launch meeting to take place the week of August 22, 2022, and would like to launch the website by October 14, 2022.

### **Compensation**

Compensation will include a not-to-exceed amount of \$7,500.

### **Requirements**

Qualifications and cost will act as the primary factors when selecting the contractor. Candidates must have experience creating websites. They will be required to provide detailed records of the time they spend creating the website and developing new features. Additional preference will go to firms located within MCEDD's service area of Hood River, Wasco and Sherman Counties in Oregon and Klickitat and Skamania Counties in Washington.

Upon completion of the development of the website, MCEDD will assume full responsibility for website content and administration. In addition, the developer will provide a training document specifying how to access, maintain, and update the website in a safe and secure fashion.

### **How to submit a proposal**

If you are interested, please submit the following:

1. A proposal describing your qualifications;
2. Proposed fee structure;
3. Names, phone numbers, and contacts for three organizations whom we can call on as references;
4. Sample sites or links to sites you have designed;
5. Location of principal office and branch(es); and
6. Any other information you consider to be of value in evaluating your qualifications.

Proposals should be e-mailed to [lindsay@mcedd.org](mailto:lindsay@mcedd.org) no later than 5:00pm on August 12, 2022 for consideration.

MCEDD reserves the right to reject any or all proposals, to waive any formality in the proposals, and to accept the proposal which deems to be in the best interest of MCEDD. MCEDD reserves the right to enter into negotiations with one or more proposers to further define the scope to achieve the best solution for the needs and budget. This RFP does not commit MCEDD to enter into a contract, nor does it obligate MCEDD to pay any costs incurred in the preparation and submission of proposals or anticipation of a contract.

For any questions, contact Lindsay McClure, 541-296-2266 ext. 1008 or [lindsay@mcedd.org](mailto:lindsay@mcedd.org).

### **About Mid-Columbia Economic Development District (MCEDD)**

MCEDD is the regional economic development agency that serves a bi-state area that includes Hood River, Wasco, and Sherman Counties in Oregon and Klickitat and Skamania Counties in Washington. MCEDD provides regional coordination, business assistance, and technical assistance to support economic development efforts throughout the region.