



Summary

American Whitewater is looking for a vendor to perform an audit of our current website at americanwhitewater.org. This audit is to assess our web site's usability, functionality and suitability for a possible transition to a professional grade, open source Content Management System (CMS). This vendor should be completely objective in their findings. The final report should not recommend the purchase of the auditor's offerings nor that of their associates.

Audit Goals

The goal of this audit is to assess the current state of the AW website. This will include

- Examining the website's code and databases for porting to a CMS
- Suggestions to enhance or discontinue specific functionality or portions of the website (given AW's goals and popularity of those parts)
- Recommended website changes to drive AW goals
- Provide broad user interface or content-organization advice
- Provide reasonable time and cost estimates for making these recommended changes
- Provide any other information that would be reasonably necessary to plan and source this move

Audit Deliverable

A comprehensive written assessment of the American Whitewater website and its readiness to move to a CMS. This should include a description of perceived problems and pitfalls of the move, suggested courses of action and recommended requirements when finding a vendor to provide this service. It should also include

- Recommended user interface changes
- Recommended content organizational changes
- Development map for transition to a CMS
- Recommended functions of the website to transition, or to remove
- List of suggested simplifications in functionality if applicable
- Time estimate of various phases of the project
- Itemized budget for various parts of the project

Organization Background

Founded in 1954, American Whitewater is a national non-profit that works to protect whitewater rivers all throughout the United States. American Whitewater is well-known and highly regarded throughout the whitewater and conservation communities. AW's mission is "to conserve and restore America's whitewater resources and to enhance opportunities to enjoy them safely." Furthermore, AW is a membership organization representing a broad diversity of individual whitewater enthusiasts, river conservationists, and more than 100 local affiliate paddling clubs

across America. The organization is the primary advocate for the preservation and protection of whitewater resources throughout the United States, and connects the interests of human-powered recreational river users with ecological and science-based data to achieve the goals within its mission.

Website Mission

The mission of the American Whitewater website is to provide a user-friendly experience for people wishing to join AW as paying members, make donations and to learn about our river stewardship projects. The website should additionally serve people that want to learn about whitewater rivers and river safety via our river pages and gauge listings.

Briefly, AW seeks to update our website to one that is:

- Easy and intuitive
- Well organized
- Drives membership purchases and donations
- Increases volunteer participation on and offline
- Increases our visibility via other web sources (social media, etc)
- Encourages participation and community amongst our supporters
- Works across a majority of modern browsers and platforms
- Powered by a professional grade Content Management System (CMS) that is popular and open-source, not proprietary
- Core actions/tasks for visitors are incredibly easy to accomplish (example: joining or renewing, donating, checking river gauges, updating river descriptions, adding photos, etc)
- Staff can easily make reasonably complex changes to the website without having to involve professional help (examples: add a user to a group, change or move articles, reset a user's password, etc)
- URLs that are informative and meaningful
 - Current url format for an article: <http://americanwhitewater.org/content/Article/view/articleid/30782/display/full/>
 - Better future url format: <http://americanwhitewater.org/2010/07/20/Ausable-River-Access-Update>

Critical Website Features

- Joining or Renewing for members
- Donations
- Presenting stewardship project information
- River descriptions and river gauges
- Editing and updating river descriptions and pages
- Whitewater accident database and associated reporting tool
- Navigability information by state
- AW Journal (print magazine) archive
- River photo database

- Document Database
- River release schedules
- Relational structure of articles, documents, river pages, etc

Website Target Audience

- American Whitewater members and supporters
- Boaters
- General public
- Media and partner organizations
- River managers
- Funders

Copyrights and Ownership

All work related to the website shall become the property of American Whitewater, with the exception of photos and text copyrighted by partners. Any use of these materials without the written consent of the American Whitewater is prohibited.

Timeline

Time allotted for the completion of this project is 30 days. If your work will take longer than this to complete, please include a decisive, alternative timeline with an explanation of the reason for this extended timeline.

AW Website Team

Project lead:

Jeff Paine

Outreach Director - American Whitewater

jeff@americanwhitewater.org

Team members:

Mark Singleton

Executive Director - American Whitewater

Ryan Groth

American Whitewater Web Development

Independence

As stated earlier, the auditing vendor should be completely objective in their findings. The final report should not recommend the purchase of the auditor's offerings nor that of their associates. The reason for this is simple, American Whitewater needs to ensure that the input we are seeking is impartial. Being chosen as the vendor for this RFP does not outright preclude you from being chosen as the provider for future implementation. However, it should be very clear

that vendor recommendations are required to be impartial and reasonably applicable to a wide variety of vendors for implementation.

Communication

All communications (questions, submissions, etc) regarding this RFP should be directed to Jeff Paine at jeff@americanwhitewater.org. Phone calls, if necessary, are also acceptable and should be arranged via email.

Proposal Requirements

Please provide the following materials in the proposal submission:

Cover Sheet

Include contact information, brief budget summary, and a summary of the audit approach.

Company Overview

Provide an overview of your company including:

- Information on company philosophy and history
- Number of employees

Team Overview

Describe the experience and makeup of the team that will work on this project. Please include:

- Each person's name and title
- Relevant background
- Experience with this type of project
- The percentage of time each team member will contribute to this project
- If any sub-contractors are to be used please provide the above information for them as well

Past Work

Provide examples of your work within the last calendar year (with your current team in place) including:

- Case studies
- URLs of completed sites/projects
- Examples of prior audits performed

Client References

Please provide three client references from within the last 18 months that can demonstrate ability to work in collaboration with the American Whitewater web team.

Please include:

- The client's name and contact info
- Relevant url (if applicable) for work

- The percentage of the project carried out by your firm

Detailed Timeline

Provide a detailed timeline of the process and steps to perform the American Whitewater web audit as requested. Please indicate:

- Number of meetings anticipated
- A brief description of activities conducted outside of meetings
- Total number of staff hours devoted overall to the project
- Role of American Whitewater staff outside of joint meetings
- Estimated schedule of meetings (both face-to-face and conference calls)
- Timeline with benchmarks for review
- Schedule of internal reviews

Budget

Please provide a budget to perform this audit as requested:

- Grand total cost
- The total labor cost including hourly rate
- Description of anticipated expenses (including travel expenses)
- Rates for subcontractors (American Whitewater expects that the use of subcontractors be kept to an absolute minimum – if used at all)

Any Restrictions

In this section please indicate if you or your firm has any constraints to work on this project within the proposed timeline or requirements.

Submission of Proposal

If your firm meets the above qualifications and is interested in applying, please submit your proposal via email, as a PDF attachment, to Jeff Paine at jeff@americanwhitewater.org.

Submissions are due by midnight on Sunday December 19th, 2010.