



East Bay Stewardship Network Website Request for Proposals

Issued: April 18, 2025

Response Due: May 16, 2025 at 5:00PM PST

ABOUT EBSN AND THE WEBSITE

The East Bay Stewardship Network (EBSN) is an emerging coalition connecting land management agencies and nonprofit organizations collectively stewarding over 272,000 acres of land in the East Bay counties of Alameda and Contra Costa, CA. Participating organizations include but are not limited to the East Bay Regional Park District, California State Parks, John Muir Land Trust, East Bay Municipal Utility District, and San Francisco Public Utility Commission. Although EBSN open spaces are protected from development, they continue to face vulnerabilities due to climate change, altered fire regimes, invasive species, habitat fragmentation, plant disease, pollution, and other impacts. EBSN was formed to better understand and address the implications of such threats and promote stewardship through cross-jurisdictional land management.

One significant project that EBSN has been collaborating on is NatureCheck, a landscape-scale ecological health assessment of wildlife within EBSN lands in Alameda and Contra Costa Counties. The EBSN has produced the initial report which will serve as the baseline for future assessments and plans to complete additional data collection/reporting approximately every 5 years in order to evaluate trends over time. The report can be accessed here: <https://www.ebparks.org/natural-resources/naturecheck>.

EBSN is looking to engage a consultant to design, build, and launch a new website that will introduce EBSN to the world, summarize findings from NatureCheck in a readily accessible and understandable format, and provide the ability for people to donate to the coalition. The website will also serve as the ongoing reporting platform for NatureCheck data updates – as new data is collected it will be added to the website to communicate the latest status and trends. EBSN reserves the right to use this RFP and its respondents for future contract requests for website-related tasks.

TIMELINE / CRITICAL DATES

RFP sent out to bid	5PM Friday, April 18, 2025
Deadline to submit questions	5PM Friday, May 2, 2025
All answers to questions are posted	5PM Friday, May 9, 2025
Deadline to submit proposals	5PM Friday, May 16, 2025
Award contract	5PM Friday, May 30, 2025
Key development milestones (dates and specifics open to discussion)	
1. Start date	TBD in partnership with consultant.
2. Technology proposal with annual cost summary ready for review	We could begin work as soon as the contract is awarded.
3. Wireframe of website ready for review	
4. Mockup/prototype of NatureCheck Summary page and 1 Key Indicator, to demonstrate how	

future data updates would work	
5. Content complete and ready for EBSN review	
6. Documentation/training completed so EBSN can manage the site	
Website launched and available to the public	October 2025 (negotiable)
Technical support as needed	Through end of 2025

BUDGET

EBSN has been awarded a total budget of \$45,000 in grant funding to be used in 2025 to produce the website with an additional \$5,000 to cover any domain/hosting/licensing costs through the end of the first year.

Our aim is to maintain minimal ongoing annual expenses, which will include independently managing updates to the website text and NatureCheck data as needed. We do not currently have dedicated staff for ongoing website management, so updates will be limited.

WEBSITE SCOPE AND DELIVERABLES

EBSN is open to discussions pertaining to the final scope of work and encourages submission of all proposals.

AIMS & OBJECTIVES

- Showcase and legitimize the network partnership to attract new partners and funding, and to gain management and community support. This includes providing information on:
 - EBSN mission and collective goals
 - Our work - projects we have completed and plan to accomplish
 - Our members
- Let people know how to reach us and get involved and build ongoing support across partnerships
 - Within our agencies' management
 - By attracting potential funders and keeping existing ones engaged
 - From new members and partners
 - Throughout our communities
 - By recruiting additional researchers
- Science communication
 - Increase public awareness of the health of our ecosystem(s) through NatureCheck findings
 - Current status of Key Indicators
 - Threats / stressors
 - Trends over time
 - Describe projects we have completed, those we are currently working on, and gaps others could help fill
 - Share methodology / best practices
 - Generally make the NatureCheck report more readily digestible and interactive, and provide the ability for authorized members to update it on an ongoing basis
- Provide an easy way to collect donations for the EBSN

TARGET AUDIENCE

- Academics such as university professors and students seeking data/scientific information for research
- Other non-government organization (NGO) land managers seeking examples of ecological health assessments or regional networks
- General public seeking to learn about the partnership, its scope, and about the work that we are doing, ecosystem health or simply to see how their favorite animal is doing and how they could get involved to help.
- Colleagues and other land managers seeking to learn about the partnership and what we're doing (currently we send out NatureCheck link) and access data/scientific information
- Ourselves and our management to communicate information about the partnership and/or NatureCheck to others, to see our collective message and progress, and to identify risks and gaps
- Potential grantors seeking to learn about the partnership and its projects, to decide if they should give funding and how to contact us
- Potential new members wanting to learn about the partnership and its members and find out how to join and how to contact us

CONTENT DESCRIPTION

The exact page design and navigation will be defined as part of the project deliverable, but at a minimum we need to display the following information:

- 1) Home landing page with donation button
 - a. Information about the partnership
 - b. About us, description of our lands and mission, and land stewardship
 - c. Member list with links and logos
 - d. Contact Us/how to get involved
- 2) NatureCheck
 - a. About NatureCheck, some stats, interactive overall health summary with link to download full report
 - b. Key Indicator List/Summary where they can drill down into specific indicators
 - c. Detail page for each Key Indicator (potentially with multiple tabs per detail), with link to download for the full chapter or summary sheet (PDF)

To manage the site, we would need to have support for various user roles (editor, administrator) for standard content editing, along with some way for authorized users to add/modify/delete data and text related to NatureCheck.

The proposed design should be flexible enough to expand in the future as we grow to include content like News, Volunteer Events, Projects, interactive maps, or story boards as ideas are developed. Proposers should plan where future content would fit in the wireframe, but not actually implement it in this first iteration.

We would like our website to be enabled for at least some basic analytics so we can see what areas get the most interest and traffic over time.

It will be important to verify that our site looks good and functions properly on phones, tablets and computer screens, for recent versions of Chrome, Edge, Safari, and Firefox browsers. It should also include standard accessibility support as described here: <https://www.ada.gov/resources/web-guidance/>

CONTENT MANAGEMENT

The bulk of the initial website content will come from the EBSN website committee, EBSN workshop notes, and the initial NatureCheck report that includes text, images, and metrics. We expect the consultant to interpret/represent the data in a more accessible format for the public.

We will also need additional graphic production and photos to make the website visually appealing and engaging. We believe most of the photos could be collected from our organizations and the public domain, but we may need to acquire additional assets (for example, iconography for a few key indicators and their status).

Ideally the NatureCheck metric data will be displayed with interactive charts, graphs and maps to allow the user to explore the data visually. The technology to do this will be selected by the consultant. Over time, as more data is collected for NatureCheck (after the website is launched) EBSN will need a way to add in the new metric data and have the related visual elements such as charts automatically adjust and show trends over time. Key indicators may also need to be added or removed, so the EBSN team would benefit from understanding how to manage these changes ourselves.

SIMILAR WEBSITES

Listed below are some stewardship network partnership websites that we refer to as good examples:

- www.Onetam.org
- www.sdmmp.com
- www.savetheredwoods.org

BRANDING

We have a logo for the East Bay Stewardship Network and a logo for NatureCheck. We will also need to include names and website links for each of our members.

DOMAIN & HOSTING

This will be a new website for a new entity – we will need assistance with choosing and acquiring a domain name. As part of this website, we will need to include a way for people to reach out and contact EBSN, which might involve a generic email address which multiple members might subscribe to and respond.

TRAINING, DOCUMENTATION & SUPPORT

Documentation for how to manage content changes, including adding/altering metric data and adding/removing Key Indicators for NatureCheck should be included, along with detailed information to allow EBSN to manage the domain, hosting, upgrades, and licensing required to maintain the site on an ongoing basis.

Training for staff on how to manage the website content should also be included in your website proposal.

Please also include technical support for questions, bug fixes, and software upgrades through 2025. We would also like to know the cost for this kind of technical support if we need to purchase it for subsequent years.

WORK PRODUCT FORMAT

Draft and final deliverable work products shall be provided to the EBSN in electronic files containing all text, visuals, data, and referenced documents supporting the delivery of the website.

APPLICANT QUALIFICATIONS AND RESPONSE REQUIREMENTS

EBSN is open to discussions pertaining to the final scope of work and encourages submission of all proposals.

Please prepare your proposal such that it is between 10-15 single-sided pages or 5-8 double-sided pages (outside cover, table of contents, resumes and divider pages do not count toward the page limit). Font size shall be 12 point.

The following materials should be submitted for the proposal, due May 16, 2025 at 5:00PM PST:

1) Cover Letter: The cover letter should briefly state:

- a. The firm's profile, including size (revenue and staff) and location(s), and whether it is local, regional, national, or international, and the location from which the work would originate. Include contact name, phone and email for follow-up.
- b. The firm's understanding of the work to be performed, the commitment to perform the work in the required timelines, and why the consultant believes it is best qualified to perform the duties and tasks outlined and described in scope of work contained in this request. It should be signed by an official with the legal authority to commit the resources of the firm.

2) Cost summary: An itemized cost proposal not to exceed \$45,000 based on the tasks and subtasks outlined in the above scope of services shall be included with the proposal. Work items to be performed by subcontract shall be noted and any proposed mark-up of sub-consultant costs shall be identified. A schedule of hourly labor rates and material rates shall also be provided. Any known or anticipated adjustments to billing rates shall be disclosed to the EBSN in the proposal. Estimated costs for software and other elements (for example, domain name acquisition and hosting fees) required to launch and run the website for the first year should also be included.

3) Schedule: A preliminary project schedule shall be included in consultant's proposal. The purpose of the schedule is to describe the anticipated duration of the tasks identified in the proposed scope of work. Consultant shall include an approximate start date **June** 2025 or later for purposes of preparing the proposed schedule. In the timeline section above we listed some suggested development milestones but are open to alternatives. Managing NatureCheck data and displaying it over time will be critical to this project's success, so understanding and planning for this goal early in the development timeline is important.

4) Project Approach: Proposals shall include a description of the process that the firm would take to develop the website including milestones. Indicate the consultant team members who will be working on this project and outline the approach for all phases of product development, including testing and deployment. Define information, services and expertise needs from the EBSN for the implementation of this project. Proposal shall include consultant's proposed software components to be used to complete the project.

5) Relevant Project Experience: Proposals shall include a brief summary of up to 2-3 recent reference website projects that best demonstrate consultant team's relevant experience and technical expertise. Project summary shall provide sufficient information for the EBSN to evaluate the specific contributions individual project team members had in completing deliverable items associated with a referenced project.

- Provide a link to a website that was developed by the consultant
- List the software that was used to produce it.
- Provide authorized budget, final cost and timeline to produce the website.
- Provide client name, address, contact person, and email address or telephone number of person who can be contacted to discuss consultant's activities.

6) Desired Qualifications: Please include any skills or experience with science communication.

LEGAL TERMS

Ownership of Work: All work products prepared by consultant shall become the property of the EBSN. There shall be no restrictions on EBSN's use, distribution or modification of work products. All proposals submitted in response to this RFP become the property of the EBSN and are subject to the requirements of the California Public Records Act (California Government Code Section 6250 et seq.) Once a successful proposal is identified or all proposals are rejected, all proposals shall be deemed public records. The proposer must identify in writing all copyrighted material, trade secrets, or other proprietary information the proposer claims are exempt from disclosure under the Public Records Act. Proposers claiming exemption must include the following statement in their proposal:

The proposer agrees to indemnify and hold harmless the EBSN, its officers, employees, and agents from any claims, liability, or damages against the EBSN, and to defend any action brought against the EBSN for proposer's refusal to disclose such material, trade secrets, or other proprietary information to any party.

Failure of a proposer to include this statement and/or identify in writing the claimed exempt material shall be deemed a waiver of any exemption from disclosure under the Public Records Act. Requests to review proposal submissions will not be allowed until after a Staff Recommendation is made.

EBSN reserves the right to use this RFP and its respondents for future contract requests for website-related tasks.

Acceptance of Terms and Conditions: The proposal shall include a statement of consultant's willingness to accept the terms and conditions of the EBSN's standard Contract for Services, a copy of which is attached as Attachment A. Prospective consultants shall review the Contract for Services, note any items to which it takes exception provide alternate proposed wording and show levels of insurance coverage in each category and return the marked up copy with the proposal. Exceptions to the terms and conditions could affect the selection process.

Insurance Coverage Requirements: Consultant shall carry at its own cost and expense, insurance as required below:

- a. Commercial General Liability Insurance, occurrence form, with a limit not less than \$1,000,000 for each occurrence. If such insurance contains a general aggregate limit, either it shall apply separately to this project or be no less than two times the occurrence limit. General liability insurance shall be primary and non-contributory with respect to any insurance or self-insurance program of the EBSN, its boards, commissions, officers, agents, employees, and volunteers.
- b. Automobile Liability Insurance, occurrence form, with a limit not less than \$1,000,000 for each occurrence. Such occurrence shall include coverage for owned, hired and non-owned automobile.
- c. Workers Compensation Insurance: statutory coverage for Workers Compensation Employer's Liability (\$500,000 per accident). Workers Compensation shall comply with California Labor Code Section 3700 and contain a waiver of subrogation in favor of the EBSN.

All insurance shall include the EBSN, its elected and appointed officers, employees, and volunteers as additional insured with respect to this project, and the performance of project to be approved by the EBSN. The coverage shall contain no special limitation on the scope of its protection to the above-designated individuals. No change in insurance may be made without the approval of the EBSN.

The EBSN requires (30) days written notice of cancellation of any insurance required. Additionally, the notice statement on the certificate should not include the wording “endeavor to” or “but failure to mail such notice shall impose obligation or liability upon company, its agents or representatives” (or similar wording). All insurance shall be evidenced, prior to commencement of service, by properly executed policy endorsements in addition to certificate of insurance.

In addition to requiring that contractor provide insurance certificate showing the levels and types of coverage required for the project or contract, the EBSN also requires the contractor to provide the EBSN with a copy of the actual endorsement (a document that modifies the terms of the underlying policy and is issued by the insurance company itself, rather than a broker) to the commercial, general, automobile, and excess liability insurance policies that show the EBSN, its boards, commissions, officers, agents, and employees have been named as additional insured by insurer.

If the contractor maintains broader coverage and/or higher limits than the minimums shown above, the EBSN requires and will be entitled to the broader coverage and/or higher limits maintained by the licensee’s Contractor.

Conflict of Interest: Throughout the term of any agreement resulting from the RFP, consultant will not accept any employment or engage in any work which creates a conflict of interest with the EBSN or in any way compromises the work to be performed under this RFP or any agreement resulting from this RFP.

COMMUNICATIONS

The last day to submit questions is ten calendar days before the proposal is due. Questions regarding this RFP shall be submitted in writing to Elsa Grandvoinet at egrandvoinet@ebparks.org and Tammy Lim at tlim@ebparks.org. We request that consultants notify the EBSN (via email) of their interest in submitting a proposal for this project. The EBSN’s responses to substantive questions will be shared with all consultants that notify us.

PROPOSAL SUBMITTAL PROCESS

Please submit proposals electronically to both Elsa Grandvoinet at egrandvoinet@ebparks.org and Tammy Lim at tlim@ebparks.org. Proposals must be received by the EBSN by no later than 5:00 p.m. (local time) on Friday, May 16, 2025. Late proposals will not be considered.

REJECTION RIGHTS

The EBSN reserves the right to reject any or all RFPs, whether or not minimum qualifications are met, and to modify, postpone, or cancel the RFP without liability, obligation, or commitment to any party, firm, or organization. In addition, the EBSN reserves the right to request and obtain additional information from any candidate submitting an RFP, and to waive any minor informality or irregularity.

A PROPOSAL MAY BE REJECTED for any of the following reasons:

- a. Proposal received after designated time and date.
- b. Proposal not containing the required elements, exhibits, nor organized in the required format.
- c. Proposal considered not fully responsive to this RFP.
- d. Proposal contains excess or extraneous material not called for in the RFP.

COST OF RESPONSE PREPARATION

The EBSN will make no reimbursement for any cost incurred by a prospective consultant for the preparation of a response to this Request for Proposals.

CONSULTANT SELECTION PROCESS

All proposals submitted by the required deadline will be reviewed for adequacy, completeness, content, project approach, qualifications.

The following specific criteria and the points for each criterion, for a total of 100 points, will be used in evaluating and rating the SOQs:

QUALIFICATIONS AND ORGANIZATION:	35 points
EXPERIENCE:	45 points
OTHER FACTORS*:	20 points

*Other factors include cost, presentation, completeness, clarity, references, and responsiveness of the SOQ.

CONTRACT NEGOTIATIONS AND AWARD

1. The completion of the interview process will result in the firms being numerically ranked. Contract negotiations will commence with a few of the highest ranked firms. Should the EBSN and the firm not be able to reach an agreement as to contract terms within a reasonable time frame, the EBSN may terminate the negotiations and begin negotiations with the firm that is next in line and proceed down the list as necessary.
2. Upon successful completion of negotiations, contract will be administered by member organization(s) of the EBSN.
3. We have provided the East Bay Regional Park District's standard licensed professional contract as an example in **Appendix A**. The selected firm(s) may use this contract or one of their own choosing.

END OF RFP

ATTACHMENTS:

Appendix A - RFP Contract for Services - Licensed Professionals FILLABLE.pdf