



# Washington County Visitors Association ("WCVA") Website Redesign Initial RFP Outline

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## **BACKGROUND:**

### **The WCVA Mission and Vision**

**Vision:** The Washington County Visitors Association positions Washington County, Oregon, as a preeminent destination for travel, tourism and events.

**Mission:** The Washington County Visitors Association exists to encourage visitors to stay, spend and play in Washington County, Oregon, by selling, marketing and promoting the county's diverse collection of tourism related assets.

The WCVA web site redesign project will continue the enhancement of the online presence of the association. The project will include a graphical redesign of the [www.wcva.org](http://www.wcva.org) website and a conversion to a new content management system ("CMS"). The new platform must allow for all staff to easily update and maintain the content on the site and must seamlessly integrate with most modern social media platforms (facebook, twitter, YouTube, Vimeo, blogs, etc.).

The architecture of the site will be redesigned to incorporate both consumer and industry targeted messaging while maintaining a unified brand treatment. Content and information items will be fully shared by all areas of the site. All site messaging will be supported by modern media through the use of items such as videos, imagery, mapping, as well as items presented through mash-ups with third party sites (i.e. Google maps, Travel Oregon's ORB) will be integrated into the CMS allowing for centralized administration of site content.

The current SimpleView CRM solution used by the association will also be integrated into the website and provide automated and updated content. The CRM integration will be an integral part of the new architecture and will complement the brand experience.

The new website, being a collection of a number of resources, will be greater as a whole than the individual parts. The architecture and CMS must allow for flexibility in things such as navigation structures and page components to ensure that this experience is superior.

There are several metrics that will be used to measure the success of the project. First and foremost will be the determination of whether or not the project satisfied the aforementioned goals. The degree to which the goals were met will be integral in weighing the degree to which success was achieved. By keeping all stakeholders in the project goal-oriented, we can ensure that our success will be meaningful and measureable.

Aside from the stated goals, there are a number of success metrics for this project which will not be measurable upon completion of the project. Ultimately the goal is to increase tourism activity in Washington County and there are a number of ways to measure this outside the domain of the website. Therefore there must be considerations in development of the new site for this. For example, promotions on the website can be tracked through their full lifecycle to provide feedback after a visit has occurred. Such measurement should be discussed prior to development to see if they will alter or add any specific goals to the project.

## **SCOPE OF WORK**

The project consists of three main sections.

1. Consumer website (<http://www.visitwashingtoncountyoregon.com/>)
2. Industry Website (<http://www.yourwaytoplay.com/>)
3. Mobile site (not yet developed)

All three must be served from the same CMS and share the same data. Administrative work-flow duplication will not be acceptable as a solution. Although not mutually exclusive, please address the three areas separately in your proposal.

## **GOALS**

Below is a dynamic list of the ways to measure the real world success of the new website (not just the project!)

### ***Google Analytics:***

- Increase Average time spent on site
- Increase Returning visitors
- Increase Views/Impressions of specific content (wineries, lodgings)
- Show Search Engine results growth
- Increase Targeted visitor visits (promotions)
- Demonstrate Growth in item downloads (materials)
- increase Unique visitors to site
- Add Greater deltas to specific areas (bookings)
- Increase Goal conversions

### ***General Measure:***

- Reduce administrative overhead in CMS
- Reduce reliance on vendors for unmaintained/updates
- Receive positive feedback from internal staff on technology use
- Receive feedback from association stakeholders on new site and functionality
- Show Increase in overnight stays in county
- Meet budget without overruns
- Project milestones met on time

These goals should guide all consideration when proposing solutions to the requirements of this document. If a feature, technology, or process cannot be justified to address one of the goals above it should not be included. This must be clearly stated in the proposal.



Additionally, the proposals must ensure the following:

### ***On the Consumer Side***

- Image rich design treatment
- Modern and relevant brand treatment
- Simple and clear navigation structures
- Delivers valuable trip planning information
- Reintroduce locals to their area and its benefits
- Provide an avenue for direct sales
- Direct information paths for customers
- Unified destination branding throughout region
- Error-free technology implementation
- CRM data is correctly displayed
- Presents WCVA stakeholders in the best fashion

### ***On the Industry Side***

- Clear corporate messaging
- Targeted travel trade promotion
- Event planner resources readily available
- Reinforced WCVA brand identity for constituents
- Supportive pages (active RFPs, booking engines)

In order of importance, the deliverables must reflect the following:

1. Quality of Work
2. Ease of Maintenance
3. A web strategy that fits with our marketing strategy
4. Creating a community of dedicated users
5. A web strategy that fits with our corporate strategy
6. Re-purposing existing content
7. Regular site bookmaking (return visits)
8. Staying within budget
9. Sending message of technical expertise
10. Time to launch
11. Doing better than competition

## **WCVA Consumer Website**

### **MAIN CONSIDERATIONS**

The WCVA currently uses SimpleView as its CRM, which powers all of the listings content for the WCVA website. It is imperative the Content Management System (CMS) used to manage content and the SimpleView CRM data synchronizes properly and accurately.

All applications built and/or integrated into the website **must be compatible with the SimpleView CRM**. Data from the SimpleView CRM will be imported directly into the website. Information collected from the website (e.g. requests for information, RFP forms, etc.) will be imported directly into the SimpleView CRM and will need to be in a standardized compatible format. The optimal process for the data import has not yet been determined, but currently a



periodic export from the system is made available to the WCVA website.

The website may also contain data from outside, 3rd party sources through standard Application Programming Interfaces ("APIs"). Any solutions proposed must take this into account. Specifically, data from the Travel Oregon ORB data repository may be incorporated into the website. Information on this system can be found at <http://orb.traveloregon.com/docs/>

Finally, the consumer website will incorporate the current consumer-facing blog that is found at <http://blog.visitwashingtoncountyoregon.com/>. This is a WordPress implementation that will need to be incorporated into the new consumer website.

The consumer website will primarily promote the following:

### **Consumer product/services**

- Hotel, Winery, Golf, Dining, Nature and Adventure listings
- Product information and unique media
- Immerse visitor messaging
- Large retail shopping opportunities
- Mom & Pop shopping listings
- Farm stands and agricultural events
- Outdoor recreation (hiking, cycling, birding, kayaking)
- Local theater and the arts
- Sports venues, events

### **WEBSITE USERS**

#### *Consumer Targets:*

- Visitors who reside 50 miles or more from the region
- Visitors who live in the region
- Visitors with specific interests in market segments (Wine, Sports, Nature, Shopping)

#### *Goals for Consumer Targets:*

- Convert them to 'like' us on Facebook (and/or follow us on Twitter)
- Encourage them to plan a trip and ultimately visit the destination, spending their money here.
- Deliver updated and relevant information that they're seeking (ex.: calendar events, Tree to Tree Adventure Park details, specs for a sports venue, etc. )
- Convince visitors to come here for an overnight stay; or if they're already coming, to stay longer and discover all the area's assets—especially those not found in Portland (wineries, award-winning golf courses, Hagg Lake, etc.)

### **CONTENT MANAGEMENT SYSTEM**

The CMS is required to work in conjunction with the SimpleView CRM for all member listings on the site. Listings amenities to display should also be accessible (Ex: Current tasting room hours at a winery). The CMS should allow for content updates, addition of widgets, creation of new pages, and image and video uploads, API connectors.



The CMS should be able to address the majority of functional requirements for the website without severe constraint. It should also provide an easy customization pathway to accommodate other features.

The CMS must be easy enough for WCVA admins to navigate in order to change basic content via a word processing (WYSIWYG) style content editor, and will not require user knowledge of HTML or CSS coding to update. In addition, it should not require staff time to resubmit all existing website photos, articles, listings, etc. A clear content migration strategy must be outlined in the proposal as well as any impact that it might have on WCVA admin staff.

If the proposed solution encourages or requires a use of a particular CMS solution for all disclosed elements of the functional requirements, a detailed explanation must be provided that describes how the CMS will satisfy all current and future requirements.

### **TRIP PLANNER**

The new site should take the existing Trip Planner function (which serves as a virtual shopping cart for website items) and create a more user-friendly tool for visitors to create their own itineraries. Any event, attraction, stakeholder listing and any destination listings found throughout the site should be able to be added to the Trip Planner.

***All of these items on the site should be accompanied by an “add to Trip Planner” functionality.*** (A booking engine may be added during the process, or after the project has been completed and handed over to the WCVA).

Users who have added Trip Planner should have the ability to save and come back to their items in the future.

### **EVENT CALENDAR**

The following is a list of desired features for the new calendar system:

- It is important that the calendar is easy to use, both for the visitor looking for specific event(s) and the individual/organization entering an event or events
- It should have a robust search capability--by event type, date, location
- Visitors should be able to add events to a trip planner
- Upcoming events should be highlighted on the home page
- Event(s) should be easily printed--either individually or in a selected group
- If an event doesn't have an end date, you should be able to enter it as such (so it doesn't show as going on until the year 2020 for example)

Currently the SimpleView CRM provides the calendar functionality. However, we are willing to explore other solutions to this requirement.

The following are examples of implementations that demonstrate some of the desired features:

home page: <http://www.lagunabeachinfo.com/>

home page that shows upcoming events: <http://www.bellingham.org>

to add events: <http://calendar.bellingham.org/publicAdd.jsp>

calendar: <http://www.lagunabeachinfo.com/visitors/calendar-of-events/>

calendar: [http://calendar.bellingham.org/View.html?calendar\\_id=2](http://calendar.bellingham.org/View.html?calendar_id=2)

### **INTERACTIVE MAP**

The current website utilizes an interactive map.

<http://www.visitwashingtoncountyoregon.com/map/>



A new mapping feature should be present. The map's functionality should be available throughout the site and accessible from all mappable areas, including the Trip Planner. The map should function similar to Google Maps, and include “pop-up” information about an attraction. Data for this map comes from geocoding, and the mapping solution may be best composed of common mapping solutions such as Google Maps or Bing Maps.

The CMS that will power the new website must provide site admins the ability to remove or add items to the mapping feature.

This feature should be updated to include layers that allow users to overlay items of interest. The list of layers contains, but is not limited to:

- Lodging
- Dining
- Events
- Wineries
- Sports facilities
- Natural attractions
- Golf courses
- Vineyard & Valley Scenic Tour Route

Throughout the website, interactive map components should compliment all listings and be seamlessly integrated into these areas to provide a unified map experience.

#### **STAKEHOLDER/ATTRACTION LISTINGS**

These listings will come directly from SimpleView CRM. The export/import routines must be compatible with the CMS and data solutions offered for the website. All elements of the listings should be used to champion each member and their presence on the website. The listings should integrate completely with the other information managed in the CMS.

#### **FULL-TEXT KEYWORD SEARCH**

The site should have a basic keyword search box located in a static position on the top of each page throughout the site. The index for the search should be comprised of all database information, plain text in static web pages, and any information contained in searchable documents throughout the site (i.e. PDF documents).

The search results should be listed according to result relevance, and the listings are to be displayed by title and teaser with a link to the appropriate search hit.

Additional features such as auto-fill should be proposed.

#### **SEO**

All pieces of the proposed solution should contain a strong SEO focus. The use of the DOM, keywords, site maps, accessibility, and content all must reflect a thorough understanding of SEO principles and application.

A clearly defined SEO strategy must be explained as it pertains to the site development.

#### **Multimedia**

*Video:* The current website has a loose video implementation that can be found here: <http://www.visitwashingtoncountyoregon.com/video/> . The association may move video to the Vimeo platform. Any user of video proposed should take into account a third-party service and be fashioned accordingly.



## Industry Website

### CONSIDERATIONS

The WCVA currently has an industry site for use by stakeholders, media and other industry partners. This site houses information specific to the WCVA (as opposed to the consumer-facing site, which houses information about the destination). The site is based in WordPress and needs to switch to our own Content Management System.

Pages/sections included in this section are:

- Home Page
  - Links to pages within the industry site
  - Twitter widget (though not currently enabled)
  - RSS feed option
  - View on mobile (non-existent but desired)
- Media (press room)
  - Press releases (content block on landing page)
  - Press kit
  - Image Library
  - Research and Statistics (link to Resources)
  - Story Ideas
- About Us/About WCVA
  - Article links (content block on landing page)
  - Committees
  - Message from the CEO
  - Board of Directors
  - WCVA Staff
- Stakeholders
  - Stakeholder news links (content block on landing page)
  - Become a stakeholder (form)
  - Branding
  - Vision-Plan-Success
- Resources
  - Research publications
  - Newsletters (powered by SimpleView's Exact Target); Desire to display current eNewsletter and implement a full searchable archive
  - Links to various external sites
- Contact Us
  - Link to visitor guide request
  - E-mail form (autosend to [info@wcva.org](mailto:info@wcva.org))
- Search
  - Search for keywords in any pages and/or documents located within the industry site exclusively

The industry site should have a tab prominently located to connect to the consumer site, with a link in the bottom navigation of the consumer site linking to the industry site.



The industry website must be managed from the same CMS serving the other 3 areas of the website.

The industry website will primarily promote the following:

### **INDUSTRY PRODUCT/SERVICES**

- Lead and referral system for travel trade and meeting planners
- Personalized itinerary planning
- Promotional media (information, images, etc.)
- Sample itineraries

### **WEBSITE USERS**

*Industry Targets:*

- Media members
- Tour professionals looking for packaged travel
- Meeting planners
- Travel trade professionals

*Goals for Industry Targets:*

- Sign-up with association
- Request more information about what WCVA can do for them
- Learn about timely, relevant industry information

### **CONTENT MANAGEMENT SYSTEM**

The industry website will be managed from the global CMS solution. The site will share content, but will have a completely different presentation layer that will serve the industry audience.

Where applicable, the CMS should allow data to be serialized (RSS format primarily) so that industry users can stay updated on WCVA happenings.

### **MEDIA LIBRARY**

Currently, the site's Image Library is integrated with Flickr. A new image and video organizational solution is needed for this section. The solution, whether it's an external provider or can be managed via the CMS, should include: photo title, photo credit, description, ability to download a high-resolution image. Note that registration will be required to download images, with a prominent link to the WCVA's Visual Lending Policy, and prompt users to complete a simple form (person's name/company/e-mail/reason for request).

Ideally, the Media Center should use Flickr as the storage engine for the assets but access to the library should be restricted through the application interface. However, additional solutions to the application that may not involve integration will also be considered. An explanation of why the alternate is better for the project must accompany the proposed solution.

### **FTP**

The current website distributes media via FTP that is tied into the industry site and has, at times, caused serious technical problems. This process will need to either be replaced by a more refined file management system or it will have to be replaced by a file distribution service. The transfer of files to authenticated persons is tied to the services of the Industry website.



## Mobile Website

### CONSIDERATIONS

The third part of the WCVA redesign project is the mobile website. This will be an extension of the consumer facing website. Therefore all considerations listed above for the WCVA Consumer Website also apply here. There are some additional considerations that take into account the nature of the mobile web:

The mobile should be compatible with all major mobile platforms:

- iPhone
- iPad
- Android 2.1 +
- blackberry
- winmobile

It is understood that there is not yet a 100% compliant standardization in the mobile world and that incompatibilities exist with any implementation. Therefore, the proposal must describe the shortcomings of the mobile solution. **Any incompatibilities that will exist with the solution must be disclosed in the proposal.**

The mobile website must be managed from the main CMS.

### WEBSITE USERS

In addition to the users from the Consumer site above, the mobile site will serve the following:

- Users in-transit to Washington County who are searching for items
- Users who have arrived in Washington County and are searching for specific information

### TRIP PLANNER

A "light" version of the Trip Planner should be made available to the mobile site. This should include the ability to access a saved planner.

### EVENT CALENDAR

Current events should be accessible from the mobile site.

### STAKEHOLDER/ATTRACTION LISTINGS

Listings and detail pages should be available on the mobile site.

WCVA is looking for specific recommendations concerning the mobile website. It must be a natural extension of the consumer site and brand and effectively reach the same audience.

## GENERAL SUBMISSION GUIDELINES

### CONTENTS OF PROPOSAL

Each proposal should address the following, either in the order requested or numbered within the proposal for ease of review:

- Briefly describe your firm, including: mailing address, branch locations and their relationship to the main office, licenses and liability of coverage, number of employees in your branch directly engaged in providing market research services, years in business, principal resources and relevant experience. Identify the specific



individuals who will be assigned to this engagement, their representative roles and office location. In brief resumes describe each assigned professional's relevant experience, and areas of expertise. Staffing of WCVA's engagement may not be altered without prior written consent.

- Describe your process and procedures and the interaction you propose to have with WCVA, its staff, board of directors and other interested parties.
- Full description of development process, project management, QA, deployment strategies, communication methods during development, and maintenance workflow.
- Describe the services your firm will provide.
- Describe any conflict of interest any principal staff may have with working with the WCVA.
- Describe in detail all proposed costs associated with providing your proposed scope of services.
- Provide any other information or materials that you deem relevant to the WCVA's evaluation and selection process.
- Any proposed functionality must also be accompanied by the software or hardware implications of such proposal. Please provide all software and hardware requirements of the proposed solutions and include a detailed description of your competencies with such technologies and why each are the appropriate choice for this project.
- If third-party software is to be integrated into the solution, it must be disclosed in the proposal. Several examples of actual implementations should be provided for each application proposition.

## **RULES FOR SUBMISSION**

Fax copies will not be accepted. Proposals may be filed in person, electronically or by mail. The deadline cannot be extended for failure on the part of a delivery or messenger service or for delays in the US Mail. The firm is advised to call the WCVA office to verify that the proposal has been received before the deadline. Any proposals received after the deadline will not be accepted. Proposals shall be valid for 60 days after the closing date.

Please submit one (1) master copy of your proposal with an original ink signature of the authorizing person, five (5) stapled copies, and (1) electronic copy on USB drive. If submitting electronically, a signed master copy may be delivered no more than five business days after the deadline, so long as the electronic copy is received prior to the deadline. The five additional copies are not required if submitting electronically, but WCVA cannot assure the appearance of your proposal as all electronic submissions will be printed as received in black and white.

A panel will review the responses meeting requirements set forth herein. The panel will then develop a list of respondents to interview. The panel will provide respondents selected for an interview not less than five business days to prepare their presentations. Only those individuals directly involved with the project should attend the interview.



## **OWNERSHIP**

All intellectual property developed in connection with this project will be owned solely by the WCVA.

In developing the strategy and conducting research, the vendor will not infringe or violate the copyright and other intellectual property rights of third parties.

The vendor is responsible for securing various rights, licenses, clearances and other permissions related to works, graphics or other copyrighted materials to be used or otherwise incorporated in the information submitted to WCVA. All applicable copyright notices will be displayed on materials.

## **Confidentiality**

The information contained in this RFP (or accumulated through any medium, including but not limited to, other written or oral communication) and all information and other data contained herein, or otherwise provided in connection with this RFP, including but not limited to material provided to you during any presentations, ("Confidential Information") are the property and confidential information of WCVA and are delivered only for the purpose of providing each potential vendor with information to prepare and submit a proposal. By participating in this proposal process, you acknowledge the foregoing statement and agree that the Confidential Information will not be shared with anyone outside of your company without the express written consent of WCVA (which may be withheld at WCVA's sole discretion). You further acknowledge that, in the event of any breach of your confidentiality obligations, WCVA would be irreparably and immediately harmed and could not be made whole by monetary damages; accordingly, it is agreed that in addition to any other remedy at law or in equity, WCVA shall be entitled to seek an injunction(s) to prevent breach(es) or threatened breach(es) of your confidentiality obligations. Upon WCVA's request, you will either: (i) return to WCVA all Confidential Information, and agree not to retain any copies thereof, or (ii) promptly destroy all Confidential Information and certify such destruction to WCVA in writing.

## **Right of Rejection**

WCVA reserves the right to accept or reject any or all responses to this RFP and to enter into discussions and/or negotiations with one or more qualified vendors at the same time, if such action is in the best interest of WCVA. You expressly acknowledge that this RFP is not an offer to contract. Acceptance of a proposal neither commits WCVA to award a contract to any vendor, even if all requirements stated in this RFP are met, nor limits our right to negotiate in our best interest. WCVA has not made or makes any representation or warranty as to the accuracy or completeness of the Confidential Information. We reserve the right to contract with a vendor for reasons of our own choosing which may or may not be based on price.

## **Cost for Preparation of Proposals**

WCVA is not responsible under any circumstances for any costs incurred as the result of the preparation or submission of the candidate's proposals.

## **Equal Opportunity**

WCVA is an equal opportunity employer and should it consider contracting a company for services that company agrees it will not discriminate or permit discrimination against any person or group of persons on the grounds of race, color, religious creed, age, marital status, national origin, ancestry, sex, mental retardation or physical disability.

## **Contract Award**

WCVA reserves the right to award one or multiple contracts for the outlined scope of work; WCVA also reserves the right to not award a contract to any candidate, if none are deemed suitable.

WCVA further reserves the right to cancel the contract at any time and for any reason within 30 days of notifying in writing the selected firm.

If terms and conditions of the negotiated contract with the successful firm are breached, the firm shall be subject to financial penalty and/or payment withholding. The breach of contract may serve as a basis for termination of the contract or further legal action.