

Minnesota Wastewater Operators Association
Request for Proposal
Website and On-line Media Platform Re-Design
December 03, 2020

Proposal Due Date: 1:00 PM, December 21, 2020

Submit Proposal to Chris Kleist, MWOA Secretary/Treasurer: mwoatreasurer@gmail.com

Request for Proposal

1. Introduction

The Minnesota Wastewater Operators Association (MWOA) was created in 1956. This organization shares information with members and nonmembers through conferences, training sessions, and section meetings. The MWOA is an organization of professional operators, laboratory technicians, regulatory agencies, collection system specialists, maintenance personnel, engineers, and marketing consultants from all areas of Minnesota.

The MWOA's website (www.mwoa.net) and on-line media platforms are dated and warrant revising and updating.

2. Core Objectives

Our core objective is to provide our members and nonmembers with a website and on-line platform that provides consistent, accessible, and relevant content for the user. Included in this core objective is the following:

- a. Website redesign
 - i. Development of homepage and subsequent website pages
 - ii. Access to member exclusive content
 - iii. On-line registration and payment capabilities
 - iv. Provide ability to update content
 - v. On-line blog capability
 - vi. "Mobile Friendly" website
- b. Ownership of website and content
 - i. The MWOA must retain full access and ownership of all web and social media content.
 - ii. Ideally, the selected vendor would be able to perform **both** the graphic/format redesign work and the ongoing hosting/site maintenance services. If the selected vendor is "redesign only" the content must be fully transferrable to the long term host company.
- c. Development of social media platforms for:
 - i. Facebook
 - ii. LinkedIn
 - iii. Twitter

3. Scope of services

The scope of services to be included in your RFP are as follows. The services will be scalable, MWOA may elect to not do a portion of the scope:

- a. Initial kickoff meeting and consultation
- b. Website redesign as defined above
- c. Social media platform development
- d. Website hosting and maintenance

4. Required proposal content

- a. Company overview (one page maximum)
- b. List of all website redesign projects in the last two years
- c. List of website redesign projects for civic/non-profit organizations like MWOA
- d. Estimated fee for providing the each of the following:
 - i. Kick off meeting and initial consultation
 - ii. Website redesign as defined above

- iii. Social media platform development
- iv. Website hosting and maintenance

5. Preliminary schedule

- a. RFP due on December 21, 2020
- b. Selection of vendor on January 10, 2021
- c. Kickoff meeting on or before February 1, 2021
- d. Completion of scope of services on March 31, 2021

Thank you for your interest in providing these services. We look forward to receiving your proposal. If you have any questions please contact me at 218-355-0598 or via email at mwoatreasurer@gmail.com

Sincerely,

Chris Kleist
MWOA Secretary/Treasurer