



Request for Proposal

Mantua Greenway Website Design

Issued By:

Mt. Vernon Manor Community Development Corporation (MVM)

Proposals must be received no later than 5:00PM EST on March 5, 2018.

Proposals should be delivered to:

Mt. Vernon Manor CDC

631 N. 39th Street

Philadelphia, PA 19104

Or emailed to: info@mvmcdc.org

Questions can be emailed to info@mvmcdc.org any time prior to the proposal deadline.

Responses to questions will be provided within 2 business days.



Mantua Greenway Overview:

The Mantua Greenway is a resident-driven beautification project, which aims to create a safe and beautiful corridor that reflects the values, culture, and people of the West Philadelphia community of Mantua. The proposed Greenway will follow Mantua Avenue from 34th Street to the 40th Street Bridge and continue along 40th Street to Fairmount Park.

Inspired by the efforts of Mantua resident Ms. Bessie Washington, who created a memorial garden at 35th Street and Mantua Avenue in honor of her parents, other residents identified the beautification of Mantua Avenue as a physical development priority in the [We Are Mantua! Neighborhood Transformation Plan](#). In 2012, residents began to develop a plan and take action to revitalize the blighted avenue. Since then, the Friends of the Mantua Greenway (formerly, the Mantua Greenway Residents Advisory Committee) have organized clean-ups, collaborated with key partners and supporters, secured funding, and are now in the process of completing a community-informed feasibility study and producing a final design with a construction budget.

Mt. Vernon Manor Community Development Corporation (MVM) is a community-based organization in Mantua that has supported the efforts of the Friends of the Mantua Greenway from concept to design over the last 6 years. The William Penn Foundation has awarded MVM funding for early action projects to be implemented in 2018, including the creation of a Mantua Greenway website. Currently, information about the Mantua Greenway lives on several pages on MVM's website, which can be linked to from: www.mantuagreenway.com and www.mantuagreeway.org. MVM requests proposals for the creation of a standalone website that chronicles the Greenway's story, updates the public about project progress, engages potential funders and partners, and provides a forum for ongoing neighborhood input and participation.

Target Audiences:

- Community members interested in learning more about the project, particularly its history, design, and ways to get involved. Residents interested in joining the Friends of the Mantua Greenway can use the website to fill out a simple membership form.
- Individual, foundation, and corporate funders who support community organizing, health/wellness, physical development, beautification, and/or workforce development.
- Representatives from current and potential non-profit organizations and government agencies interested in partnering with the Friends of the Mantua Greenway.
- City residents and visitors looking for upcoming events, news, and activities along the Mantua Greenway.
- Community organizations or others (across the U.S. or internationally) that are researching resident-driven physical development projects and interested in using the Mantua Greenway as a model for community organizing.

Please note, we anticipate site users to come from a wide range of ages and socio-economic backgrounds, so ease of use is critical.



Website Priorities:

External Objectives:

- Create a design that helps brand the Mantua Greenway and include a placeholder for a Mantua Greenway logo (to be designed).
- Display Mantua Greenway designs and allow for ease of scrolling, commenting, and downloading.
- Include a dynamic timeline that displays important project milestones and features photos of community meetings, design presentations, build days, clean-ups, etc.
- Utilize forms to collect contact information and feedback on designs.
- Create a “Donation” page that can collect donor information on-site.
- Highlight project partners and funders.
- Provide a calendar that features Friends of the Mantua Greenway meetings and special events or activities related to the project.
- Integrate Facebook, Twitter, and other social media feeds.
- Create a responsive site that reads well on both computers and mobile devices.

Sites we like: www.therailpark.org, www.thehighline.org, www.fow.org, www.bridgepark.org

Internal Objectives:

- Include search engine optimization.
- Include ability to easily perform site analytics.
- Provide on-site or remote Content Management System (CMS) training to allow MVM staff to easily make updates to website content and key widgets (Wordpress is preferred, but other platforms will be considered if they are flexible and cost-effective).
- Provide post-launch support (min. 30 days) for troubleshooting and security updates.

Terms and Conditions:

Mt. Vernon Manor CDC will have ownership or full access to the site code. MVM and the Friends of the Mantua Greenway will provide all written content and visual media (graphics, photos, videos, etc.)

Estimated Project Timeline:

RFP Released: January 24, 2018
Proposals Due: March 5, 2018
Finalist Interviews: March 12-16, 2018
Proposal Award Date: March 20, 2018



Initial Team Meeting: Week of March 26, 2018

Designs Finalized: May 15, 2018

Beta Site Launch: May 30, 2018

Site Launch: June 15, 2018

Proposal Requirements:

- Proposal letter outlining firm's understanding of the scope of work and ability to meet stated objectives.
- Company background and links to sample designs.
- Deliverables schedule and timeline indicating deadlines for sign-off approvals
 - Include at least 3 in-person meetings with MVM staff:
 - Kick-Off Meeting
 - Initial Design Presentation
 - Final Approval Meeting
- Resumes of key personnel working on this project and information for primary contact person.
- Budget estimate as a "not to exceed" fee, including hourly personnel costs and estimated weeks for each design phase.
- Hourly costs for future extended support or revisions.
- Contact information for two (2) references.

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