



2283 Hartford Avenue, Johnston, RI 02919

### **Overview:**

The Northern Rhode Island Conservation District (NRICD) is a quasi-public organization, established by state statute, that is dedicated to conserving the natural resources of Providence County, RI, including but not limited to soil, air, water, and wildlife. We work with cities, towns, the state and federal governments, and private landowners to encourage and implement best management practices that benefit the soil health, water quality, and other ecosystem services of Rhode Island. We provide one-on-one farmer assistance and education programs for people of all ages. Our technical staff work one-on-one with farmers and forest managers to manage healthy and productive landscapes, and our education staff visits schools and hosts public workshops that emphasize the important role that Rhode Islander's play in their ecosystem. The populace that we work with is diverse and growing; our stakeholders speak a multitude of languages and have a variety of communication preferences. Our stakeholders also include rural producers who may prefer traditional methods of communication and be less comfortable with online information.

This Request for Proposals (RFP) is to solicit the services of a professional website developer to redesign the NRICD website.

### **Background:**

NRICD serves as a resource hub for both the agriculture and environmental communities in Providence County. We provide important services such as technical assistance for farmers, assistance with access to federal and state programs, and have a state-mandated requirement to help implement the Farm, Forest, and Open Space tax program. We also offer a multitude of educational resources for farmers, forest managers, residents, and teachers/students. We host many events, and also help to publicize the events of our partners. On occasion, we offer grants with competitive funding cycles. Our website allows visitors to easily find the information that they are seeking and connection with NRICD. We expect our new website to include:

- A modern design, color palette, and consistency with an NRICD branding package;
- A simplified navigation system and clear hierarchy of information;
- A feature for collecting donations, event fees, and other revenue;
- Easy to update content and features that can be updated by NRICD staff after established by the web designer;
- Analytics tracking;
- Search engine optimization;
- American Disabilities Act (ADA) compliance (i.e. meet WCAG 2.0 AA minimum guidelines);
- Access across multiple devices (desktop, laptop, tablet, and cellphone);
- Direction to NRICD social media platforms;
- A portion of the website dedicated to NRICD's program the Scituate Reservoir Watershed Education Program;
- A portion dedicated to an interactive land access map created in ArcGIS Online;
- User friendly translation tool integrated into the website;
- A "dark mode" accessible to users with disabilities;
- The ability to create registration forms for events;



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- Accessible to web reader software.

### **Current Website Details:**

- [www.nricd.org](http://www.nricd.org); [www.landwaterconnection.org](http://www.landwaterconnection.org)
- Website designed and maintained by offsite webmaster; work orders are sent to webmaster when updates are needed
- Last redesigned in 2020

### **Audience**

- Farmers and forest landowners seeking information about federal programs, the state Farm, Forest, and Open Space tax program, and help with land management needs such as forest health, soil health, and water quality/quantity on their land. Many members of this audience have a low level of tech literacy and may only be able to access the website through their phones.
- Teachers and students who participate in the Scituate Reservoir Watershed Education Program who are seeking resources for program participation and enhanced learning about watershed health issues.
- Members of the public seeking registration information for events like our annual seedling sale, educational workshops, etc. or access to educational videos and handouts.
- Land seekers looking for a mapping tool that will help them to evaluate potential farmland parcels.

### **Scope Of Work**

The successful contractor will create a website that is effective, accessible, and inclusive, and enabled for in-house updates and small changes. Our goal is to debut the website by November 1, 2026; there is some flexibility to this deadline if more time is recommended by the contractor. The contractor is expected to work closely with the District Manager and Outreach Specialist throughout this entire process and be available for support from the launch of the new website through the end of the contract.

### **Terms Of The Contract**

The contract will begin on or around September 15, 2026 and end at a time mutually agreed upon by NRICD and the contractor.

### **Proposal Narrative**

Proposers shall provide a brief narrative that addresses the following:

1. Background
  - qualifications
  - details about your team



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- relevant professional credentials
- previous experience in providing similar services in the last five (5) years

## 2. Strategy

- outline of your website design and development strategy
- approach to the work based on your understanding of the project (e.g. research, design, development, post-launch errors correction, etc.)
- possible recommendations as to how the NRICD website (including the hierarchy/navigation and Resource Directory) could be altered to improve its effectiveness
- possible barriers that may be encountered with suggestions for dealing with these problems

## 3. Logistics

- explanation of your proposed platform/content management system
- proposed website timeline from kickoff to launch
- pricing with major and optional elements line-itemed
- terms and conditions

### **Proposal Submission**

Questions concerning this RFP should be directed to Molly Allard, District Manager, NRICD at [mallard.nricd@gmail.com](mailto:mallard.nricd@gmail.com) (preferred) or 401.934.0840 ext. 2

Proposals must be received on or before August 14, 2026 at 5:00 pm. Proposals should be submitted electronically to [mallard.nricd@gmail.com](mailto:mallard.nricd@gmail.com). Please allow 24 hours for Molly Allard to confirm receipt.

Proposals should include the following:

1. Proposal Cover Form
2. Proposal Narrative (as described above)
3. Two (2) recent references
4. Optional: supplemental items (e.g. résumé, materials illustrative of previous work, etc., not to exceed 10 pages)

NRICD reserves the right to contact references and to request additional information as deemed necessary during the review process. Information provided in response to a clarification request shall become part of the proposer's technical proposal.

### **Review Process**



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NRICD will assemble a team of reviewers who will read and score the proposals, and who have the final authority to select the consultant. Interviews of potential contractors may occur. It is expected that a final candidate will be selected by September 15, 2026.

NRICD reserves the right to accept or reject any proposal or portion thereof. Factors that may be considered in proposal selection include experience of the contractor, cost of the proposal, and suitability of the contract to NRICD's needs.