CTWI – RFP for Website Redesign
Proposals due by: March 18, 2024

Background
Construction Trades Workforce Initiative (CTWI), is the nonprofit partner of the Alameda, Contra Costa and Napa/Solano Building Trades Councils. Founded in 2018, CTWI works to advance economic and social justice by strengthening workforce programs, policies and partnerships for underrepresented populations interested in entering family sustaining, union construction careers. We bridge the gap between organized labor and key community stakeholders through coalition building, pre-apprenticeship development and high road policy initiatives, all aligned around our goal of building the next generation of diverse, local and skilled workers.

Scope of Work
We are issuing this Request for Proposals (RFP) to find an expert in website development to assist us with a redesign of our website. This project will focus on elevating our brand image by creating an inviting, device-responsive website with updated content and improving user experience for both staff and the public. The end result will be a website that is visually appealing, mobile-friendly, easy to find, use and maintain, and truly represents who we are as an organization.

The firm or individual contracted for this project would be responsible for creating recommendations and designs for the website based on the RFP and the project’s creative brief, consolidating and rewriting existing content, responding to guidance and edits from our organization’s leadership, implementing changes on our Wordpress site, and compiling design documents that will assist us with maintaining the site.

The consultant will work hand in hand with our Executive Director and/or Communications Team throughout the project. Our team will help curate photos and content and provide feedback to support the redesign process. The consultant needs to be available during standard business hours and have proven track record of working collaboratively on similar projects.

This is paid, short-term project that we hope start by April 1, 2024 and complete by June 30, 2024. There may be an opportunity for the consultant to be contracted on an ongoing basis for updates and maintenance, depending on mutual interest.

Goals:

- A consistent, inviting look and feel across the entire site
- Updated, organized content and style
- Easy navigation on all devices (desktop, mobile, tablet), across generations
● Improved readability
● A well-defined “flow” for member internet traffic (ie: registration, donations, career openings)

Website Audience:
● Job seekers (aged 16-60+, multilingual)
● Elected officials
● Bay Area Trade Unions and contractors
● Nonprofit, school and agency partners

Specific elements we would like to make sure are included:
● Better display of our members’ achievements and an area for member news
● An addition of 2-3 websites pages
● Easy to maintain, ingrated calendars for trade openings and events
● Social media integrations, including aggregations of hashtags we have developed or supported
● A style guide and bank of assets that we can reuse after the project is complete
● More prominent display of our 2023 impact report

Skills:
● Experience with Wordpress and Wordpress plugins
● Familiarity with HTML/CSS
● Strong design aesthetic with the ability to explain design decisions to staff without a design background
● Experience with Search Engine Optimization (preferred)
● Experience interpreting analytics to improve user flows
● Strong organizational skills
● Able to work independently to meet deadlines

Proposal Details
To apply, please send the following to Beli Acharya at beli@ctwi-btca.org no later than March 18, 2024. Questions can be directed to Elizabet Wendt at elizabet@ctwi-btca.org.

- Portfolio
- Resume
- Three references
- A proposed approach to address the above scope and your fee structure