

## **REQUEST for PROPOSALS (RFP)**

### **To Design and Develop a Website to Host Documents and Data generated by Herring River Restoration Project**

**Proposals Due:** Tuesday, January 27, 2026

#### **1. BACKGROUND**

Friends of Herring River, Wellfleet/Truro Inc., a nonprofit organization which works in concert with municipal, state and federal partners, is seeking a qualified firm to design, develop, implement, and populate a public website to host documents and data generated by the Herring River Restoration Project located on Outer Cape Cod, Massachusetts. This work has evolved over two decades of collaboration between the Town of Wellfleet and National Park Service Cape Cod National Seashore, along with multiple state, federal and institutional agency partners. Friends of Herring River is the nongovernmental organization (NGO) partner established in 2009 which continues to support and advance this restoration.

The Herring River Restoration Project (HRRP) is the largest salt marsh restoration project in the Northeast United States. Upon completion of full restoration, the HRRP will permanently restore the health and productivity of 890 acres of degraded tidal wetlands and reconnect a functioning estuary to Cape Cod Bay and Gulf of Maine. It will re-establish tidal exchange to the Herring River estuary and thereby remediate degraded conditions and restore native wetland habitats and coastal marsh resilience. Implementation will take years, encompassing multiple construction projects on public and private land, extensive field data collection, modeling, vegetation clearing and numerous interventions to restore the marsh platform.

Numerous studies, plans and other forms of project documentation have been generated over the period of project planning and design, and will continue to be generated throughout project implementation. The documents and data sets are in a variety of formats and reside with different project partners. Given the size and significance of HRRP, many individuals and parties seek ready access to project documentation and data sets for diverse purposes including:

- Institutional knowledge
- Project management
- Research
- Public interest
- Informing comparable projects in other settings

End-users of documentation and data sets may include municipal, state or federal partners, regulatory agencies, researchers, ecological restoration practitioners, and members of the general public. Friends of Herring River and project partners recognize the need for a robust and adaptable web-based platform on which comprehensive documentation and data sets can be stored and accessed. To accomplish this, Friends of Herring River has secured grant funding and will manage the contracted services awarded after this RFP.

## 2. OUTCOMES

The following outcomes are anticipated from the work of the selected proposer:

**A.** A plan for an easy-to-use, dynamic, responsive mobile-ready website to meet the secure, long-term document archiving, data presentation, and data storage needs of the Herring River Restoration Project. The site will have multiple users who will require different levels of access on both the front and back end.

**B.** A protocol to curate and organize documents and data sources for input into the website, including ongoing document and data uploading once the site is operational.

**C.** Methods for automated input and presentation of near real-time, continuous data from web-enabled field instrumentation and/or websites and data repositories managed by HRRP partners.

**D.** Pending approval of A,B and C, design, build, and deploy the website, including the pre-loading of content.

## 3. SCOPE of WORK

### A. Assessment and Design

i) Prepare and facilitate a **collaborative work session** with the HRRP team to discuss needs and objectives for the design of a web-based document archiving and data management system, including site architecture, navigation and organization of content.

ii) Develop a **protocol for organizing and cataloguing content**, including functionality to accept a standardized approach (e.g., ISO or EML) for meta-tagging data, to be stored and accessed via the system. Ensure protocol aligns with varied file types,sizes and documents such as technical reports, journal articles, engineering plans, permitting documents, presentation materials, photos and videos in pdf, jpeg, MP4, and other formats.Be prepared to facilitate prioritization conversations regarding inclusion and exclusion of content. Content will also include data files in csv and Excel, as well as spatial data in ESRI, CAD and other formats.

iii) Provide a proposed **website design with the following site characteristics:**

- be expandable to include other functionality (e.g., ARC GIS story map, media player or depictions of spatially referenced data) and easily updateable with new documents, data and information. Perhaps include automated curation of Herring River news and events.
- accommodate multiple levels of access privilege by user groups.
- include a searchable document database for internal and external use searchable document database for internal and external use.
- aim to reduce redundant file storage and management

- provide long term backup and recovery and provide sufficient long-term capacity
- ingest, summarize, and present environmental data in near real-time, retrieved from API linked, continuously operating field instruments and third party data hosting websites (see e.g. <https://wqdatalive.com/public/820>).
- integrate with the document libraries of multiple public and private partners (e.g. National Park Service’s Integrated Resource Management Applications Portal and the United States Geological Services ScienceWeb and National Water Information System), including, but not limited to presentation of defined document types and lists, search and retrieval, and other similar functions of a public document portal.
- accommodate automatic updates if documents are posted by other partners.

vi) Make recommendations on an option for **language translation** and integration to ensure that all new and modified webpages have maximum **accessibility** to the greatest extent feasible.

vii) Provide an **implementation plan and schedule** to build, deploy and populate the website.

## **B. Implementation**

i) Implement the plan to **build and deploy and populate the website**.

ii) Produce a **final report including a map of the website and a six-month post-implementation schedule**.

iii) Provide administrator and **user training** for 3-5 project team members, with accompanying user guide and/or resources for future training needs.

iv) **Recommend post-implementation support plan** from deployment date.

v) Make recommendations on integration of **analytic tools** for site traffic and usage.

## **4. PROPOSAL REQUIREMENTS**

**Schedule** (all times are in Eastern Standard Time)

<b>Pre-proposal Virtual Meeting (optional):</b>	Thursday, January 8, 2026 at 11:00 a.m.
<b>Questions Due:</b>	Tuesday, January, 13, 2026 at 5:00 p.m.
<b>Questions &amp; Clarifications Available:</b>	Friday, January 16, 2026
<b>Proposals Due:</b>	Tuesday, January 27, 2026 at 12:00 midnight
<b>Award Decisions:</b>	mid-February 2026

### **A. General Information**

The initial contract award can be issued to one entity or two, collaborating entities for this amount, whichever would best achieve the full scope of work. Proposals shall be emailed to the address (do not mail) below no later than **January 23, 2026**. Late proposals will not be accepted.

Email: [RFP@herringriver.org](mailto:RFP@herringriver.org)

**Proposals are to be submitted in two separate files; one with price and one without price.**

One file must contain the narrative proposal, with filename:

<proposer name\_\_Website Development\_With Price>

Priced proposals are to be submitted in a separate file, with file name:

<proposer name\_Website Development\_Without Price>.

**B. Addenda**

Any supplemental instructions, amendments or changes in the Request for Proposals, or attached documents, shall be in the form of addenda to this Request for Proposals. If issued, such addenda shall be sent by email to all persons on record as having received a Request for Proposals.

Friends of Herring River may cancel the Request for Proposals or may reject in whole or in part any and all proposals if it determines the cancellation or rejection serves the best interests of the organization or the Herring River Restoration Project. Should funds for the services called for in this RFP and any resulting contract be significantly reduced or rescinded, Friends of Herring River reserves the right to cancel any contract between said agencies and the Selected Proposer.

**C. Non-Price Proposal Requirements**

1. Availability for Interview via video/conference call.
2. Cover letter including name, address, and telephone number of consultant team, firm, or individuals and principal contact.
3. Type of organization (i.e. corporation, partnership, joint venture, sole proprietor, etc.), history, ownership and background including experience that clearly demonstrates the firm/individual and any proposed sub-contractors or partner firms is/are qualified to provide these services with respect to work being requested.
  - Include relevant examples of experience managing and presenting (providing clear access to) scientific data for a general audience
4. A list of the resources, personnel, data, or other assistance which the proposer expects are required in order to accomplish each task in the Scope of Services within the time frame.
5. Resumes for each individual to be assigned to the project and a staffing plan linking individuals to specific portions of the project scope.
6. Project narrative which outlines a detailed approach to each of the scope elements and indicates an understanding of the project objectives and other comments the Proposer deems relevant. Include a timeline detailing project milestones, meetings, deliverables and an estimate of the level of effort and expertise required to maintain the site post-implementation.

7. Listing and description of two (2) previous similar assignments including: client and project description, consultant team's involvement, start/end dates of project. A minimum of three client references for work the proposer/proposing team started within the past three (3) years are to be provided as an attachment.

#### **D. Price Proposal Requirements**

In the price proposal, the proposer should clearly identify and detail all tasks to be performed and the basis for fees charged, billing rates for personnel to be assigned to the project, direct cost expenses, and any other costs necessary. A separate price for *Scope A - Assessment and Design* and for *Scope B- Implementation* is requested. Price proposals that do not provide this information will be rejected. Proposers should provide either a fixed fee or a maximum cost anticipated.

#### **E. Pre-Proposal Meeting and Questions Regarding Request for Proposals**

An optional, virtual (via Zoom) pre-proposal meeting will be held on Thursday, January 8 at 11:00 am Eastern Standard Time (EST) via Zoom. Link will be sent to interested parties; indicate interest at Email: [RFP@herringriver.org](mailto:RFP@herringriver.org)

All questions as to the interpretation of the Request for Proposals, Purchase Description and Specifications, Evaluation Criteria and all other Contract Documents shall be submitted in writing via email no later than Tuesday, January 13 at 5:00 pm to: [RFP@herringriver.org](mailto:RFP@herringriver.org)

Friends of Herring River staff and affiliated consultants will compile responses.

Written answers to such questions shall be issued as an addendum and emailed to each person on record, available on Friday, January 16th at the latest.

#### **F. Post-Award Requirements - *items due within 2 weeks of an award notice***

1. Signed Certificate of Non-Collusion and Tax Compliance
2. Certificates of Insurance provided to Friends of Herring River for:

*Workers Compensation:* showing that all of its employees who will be providing services on this project are protected under Workers' Compensation Insurance Policies, in statutorily required amounts.

*General Liability:* that provides a limit of liability as follows for claims arising from Incidents involving employees and others acting on behalf or under the direction of the Selected proposer. Bodily Injury: not less than \$500,000 per person, \$1,000,000 per accident/occurrence. Property Damage: not less than \$500,000 per accident/occurrence. indicating that these insurances are in force. Arrangements will be made with the insurance company to notify Friends of Herring River of any termination or material change in the aforementioned insurance at least ten days prior to the date on which the termination or change takes place.

## 5. PROPOSAL EVALUATION

### A. Basis for Acceptance

Any proposal made will be accepted only on the basis that the Proposer represents that it is made in good faith without fraud, collusion or connection of any kind with any other Proposer for the same work; that the Proposer is competing solely in its own behalf without connection with, or obligation to, any undisclosed person, firm or corporation; that no other person, firm or corporation has any interest in the contract; that no officer, agent or employee of Friends of Herring River is financially interested in the contract; that the Proposer is fully informed in regard to all provisions of the Contract Documents, including, without limitation, the specifications and drawings, if any; the damages, bonds and insurance, if any.

**Rule for Award:** Award will be made to the most responsive, responsible Proposer or Proposers offering the most advantageous proposal response, based on the following evaluative criteria:

Any proposal which fails to include the information or documentation specified in the submission requirements shall be determined to be non-responsive and shall be rejected.

Any Proposer who fails to meet any of the standards set forth as minimum (quality) criteria shall be determined to be non-responsible and shall be rejected.

Friends of Herring River may issue an award for a subset of scope elements outlined above, and/or may phase scope elements outlined above.

Friends of Herring River reserves the right to request additional information, should a proposal reach the state of final evaluation.

### B. Minimum Criteria

1. A complete proposal including all items listed under Proposal Submission Requirements and all required documentation and certifications.
2. A Non-Price proposal that clearly demonstrates an understanding of the Project Description/Scope of Work outlined in the RFP.
3. Proposer's project team must have and demonstrate a minimum of three years of experience in dynamic website development and must have developed a minimum of three multi-department websites within the past five years.
4. Demonstrated team capacity and ability to complete all work and deliver a final product within six to twelve months.
5. Proposer has experience building websites utilizing open source content management platforms, excluding WordPress.
6. Proposer's Project Manager has a minimum of two years of experience with projects of a similar scope.
7. Proposer's team includes expertise in graphic design, application development/programming, information architecture, and database migration and management.
8. Satisfactory references and interview if applicable

### **C. Comparative Criteria**

1. Experience in development of multi-department websites for local/regional governments and/or multi-disciplined organizations, with special consideration for experience involving ecological or scientific data.

*Highly Advantageous* (4-5 points) - Proposer has developed ten or more multi-department websites for local/regional governments and/or multi-disciplined organizations within the past five. Clear demonstration of scientific data management expertise.  
years.

*Advantageous* (2-3 points) – Proposer has developed five or more multi-department websites for regional governments and/or multi-disciplined organizations.

*Not Advantageous* (0-1 point)– Submission of a proposal that meets minimum requirements.

2. Experience of firm’s proposed Project Manager with projects of similar scope.

*Highly Advantageous* (4-5 points) - The bidder’s proposed Project Manager has six (6) years or more experience with projects of a similar scope.

*Advantageous* (2-3 points) - The bidder’s proposed Project Manager has four (4) years or more, but less than six (6) years’ experience with projects of a similar scope.

*Not Advantageous* (0-1 point) – Submission of a proposal that meets minimum requirements.

3. Timeframe

*Highly Advantageous* (4-5 points)– Proposer is able to begin work on this project immediately upon contract execution and complete work within six to twelve months.

*Advantageous* (2-3 points) – Proposer is able to begin work within one month of contract execution and complete work within twelve months.

*Not Advantageous* (0-1 point) – Submission of a proposal that simply meets minimum requirements.

4. Web Design/Content Management

*Highly Advantageous* (4-5 points) – Proposer’s team demonstrates unique, sophisticated, customized site development and design that is flexible, easy to navigate, user-friendly, and has all the elements of website accessibility recommended by the US department of Justice. The Proposer’s team demonstrates the ability to create an ADA accessible website.

*Advantageous* (2-3 points) – Proposer’s team demonstrates customized design and site development that is easy to navigate and user-friendly and has all the elements of website accessibility recommended by the US department of Justice.

*Not Advantageous* (0-1 points) – Proposer’s team demonstrates ability to meet minimum requirements.

5. If interviews are to be conducted, Proposers will be evaluated based on the following criteria:

*Highly Advantageous* (4-5 points) – Proposer’s team demonstrated excellent design, communication and technical skills.

*Advantageous* (2-3 points) – Proposer’s team demonstrated strong design, communication and technical skills

*Not Advantageous* (0-1 points) – Proposer’s team demonstrated adequate design, communication and technical skills