



**Request for Quote (RFQ)
Website Build for ALrecycles.org**

Project Overview:

The Alabama Recycling Coalition (ARC) is seeking quotes from qualified web development firms or individuals to build a comprehensive website for **ALrecycles.org**. The site will act as a clearinghouse for all recycling activities in Alabama, featuring an extensive interactive map, a searchable database, a user-friendly system for managing events and campaigns, a dedicated section with resources on starting or expanding recycling programs, a section to host the ongoing **Alabama Recycles Campaign** and its associated videos, and expand and develop sponsorships, memberships, and recycling resources currently found on www.alrecyclingexpo.com. The total funding for this project is **\$25,000**.

Project Scope:

The ALrecycles.org website will include the following sections:

- **Front-End Development:** Develop a responsive front-end interface based on approved design specifications.
- **Back-End Development:** Build a robust back-end to support interactive features, including search functionality for recycling centers and material categories.
- **Database Integration:** Develop a searchable and updatable database of recycling centers, accepted materials, and service areas.
- **Membership:** Provide details on becoming a member of ARC and accessing member-exclusive resources, possibly including information currently found on alrecyclingexpo.com.
- **Events:** A system to easily add, update, and manage ongoing events and recycling campaigns across the state. Users should be able to filter events by region, date, or type.
- **Maps:**
 1. **Recycling Centers:** A map displaying locations of recyclers and recycling centers across the state.
 2. **Manufacturers:** A second map featuring manufacturers and markets for recyclables within Alabama.
- **Recycling Resources:** A dedicated section to feature resources and information related to recycling, including what can be recycled.

- **How to Start or Expand Recycling in Your Community:** This section will provide resources, step-by-step guides, and information about **available grants** and funding opportunities for communities interested in starting or expanding recycling programs.
- **Sponsors:** Showcase partners and sponsors supporting recycling initiatives in the state.
- **Alabama Recycles Campaign:** A dedicated section to host the **current campaign** and its **30- and 60-second videos**, along with other promotional materials and updates on the campaign's progress.
- **Graphics and Photography:** Develop high-quality graphics and photography that capture the essence of recycling in Alabama, aiming to create an inspiring visual identity for the website.
- **Email Hosting Setup:** Setup and merge emails and workspace @alrecyclingcoalition.org to @alrecycles.org through google or outlook
- **Newsletter Sign up:** opportunity to sign up for newsletters and event information.
- **Redirect Additional Domains:** Unify the ARC presence and remove the old version currently hosted on wix.com

Key Features and Enhancements:

- **Enhanced UX/UI Design:**
 - **Responsive Design:** Ensure the site functions seamlessly on all devices (desktop, tablet, and mobile).
 - **Intuitive Navigation:** Implement a clear menu structure for easy information access.
 - **Accessibility Features:** Comply with accessibility standards (WCAG 2.1) for users with disabilities.
- **Advanced Interactive Features:**
 - **Event Registration:** Ability to register for conferences and events.
 - **Membership:** Ability to join the organization and pay on the website.
- **Visual and Media Enhancements:**
 - **High-Quality Multimedia Content:** Engaging videos, infographics, and animations.
 - **Virtual Tours:** Offer virtual tours of recycling facilities or successful initiatives.
 - **Photo Galleries:** Showcase images of events and community participation.
- **SEO and Analytics:**
 - **Search Engine Optimization:** Optimize the site for search visibility.
 - **Analytics Integration:** Set up tools to track user behavior for ongoing improvements.
- **Educational Resources:**
 - **Resource Library:** A collection of downloadable educational materials.
 - **Blogs and Articles:** Regular articles on best practices and updates in recycling.
- **Social Media Integration:**
 - **Live Feeds:** Integrate feeds from social media accounts.
 - **Share Functionality:** Easy sharing of resources and articles on social media.
- **Security and Privacy:**

- **Secure Payment Options:** Implement secure methods for donations and registrations.
- **Privacy Policy:** Clearly outline data collection and usage practices.
- **Content Management Features:**
 - **User-Friendly CMS:** A platform allowing easy updates and management by ARC staff.
 - **Training:** Provide training on CMS usage for ongoing site management.
- **Continuous Improvement:**
 - **Feedback Mechanism:** A system for users to submit feedback and report issues.
 - **Regular Updates:** Plan for periodic content and feature updates.

Budget:

The total budget for this project is **\$25,000**, including all design, development, testing, and launch costs.

Project Timeline Expectation & Deadlines:

All quotes must be submitted by October 25, 2024.

- First Draft: 30 days after signed contract
- Final Review Meeting: 60-90 days
- Go Live Final Deadline: March 1, 2024

Submission Requirements:

- **Quote:** Please provide a detailed quote for the project, broken down by key deliverables (e.g., design, development, database integration, map creation, event management system, community resources section, graphics and photography, etc.).
- **Experience:** Include examples of similar projects completed, particularly those involving interactive maps, database functionality, event management systems, graphic design, and overall work product.
- **Proposed CMS:** Outline the proposed content management system (CMS) for the website, explaining why it was chosen and how it will meet the needs of ARC for ease of use and ongoing maintenance.
- **Timeline:** Confirm your ability to complete the project within the specified timeline, or propose an alternative if necessary.
- **Support, Training, & Maintenance:** Outline post-launch support options, including costs for ongoing maintenance and updates for a 1 year.

Contact Information:

Please submit your quotes and any questions to:
info@alrecyclingcoalition.org / 256-349-8418