



Tyonek | TRIBAL
CONSERVATION
DISTRICT

Request for Proposal

Website Redesign & Development

This RFP is for design and development services for a new website for Tyonek Tribal Conservation District.

Timeline

- RFP Sent: Week of May 6th
- Responses Due: May 31st
- Finalist agencies Selected & Contacted: June 7th
- Chosen Agency Selected & Contacted: June 10th
- Project Kick-off: June 17th
- New Website Launch Date Ideal: No later than February 1st, 2025
- New Website Launch Date Absolute Latest: March 31st, 2025
- Send proposal and any questions to: mknotek@ttcd.org

Organization Overview

Tyonek Tribal Conservation District [TTCD] is a 501c3 nonprofit that addresses local conservation and resource management issues in the Tyonek, Alaska area. Our tagline is “Subsistence is our Agriculture”. TTCD was founded in 2004 as the first tribal conservation district in Alaska. Our district boundaries mirror Alaska Fish & Game Management Unit 16B, covering nearly 6.6 million acres of habitat and multiple communities. Since 2004, we have grown to be an emerging leader in tribal conservation. Our four focus areas are: Habitat and Restoration, landowner Technical Assistance, Tyonek Grown and Tyonek Youth Conservation Science. We partner with numerous tribal organizations, state and federal agencies and fellow nonprofits to achieve our goals.



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New Website Objectives

To serve as a hub for conservation information, scientific data, partnership networking, and storytelling for the Tyonek Tribal Conservation District. For many people, experiencing the conservation district will not be possible due to its remote nature. Our website is a window for people to be able to experience the district, learn about the people that call it home and learn about the area's resources.

Primary Objective: Create a website that tells the story of TTCD, the Tebughna People and our conservation projects in a visually appealing and compelling manner.

Additional Objectives: Provide access to local stakeholders and decision makers for available conservation-related data

Additional Objectives: The website is a resource for scientists/technical experts working in the field.

Additional Objectives: The public learns more about and supports tribally-led conservation.

Additional Objectives: Youth and public become more knowledgeable about their role(s) in the district's conservation activities.

Additional Objectives: Funders and donors see TTCD's activities as a good investment.

Additional Objectives: TTCD staff are able to easily and consistently update website content in-house.

Audiences: District community members and decision makers, scientists/technical experts, agency and conservation partners, people interested in tribally-led conservation/conservation within Alaska.

Current Website

Address: www.ttcd.org

Original Launch Date: Unknown, ~2015

Platform: Wordpress

Host: DreamHost/Network Solutions

Current Pain Points

- Lack of creativity and editability on current platform
- Old look
- Not very interactive
- Lack of branding and cohesion
- Lack of storytelling, connecting conservation science to public need
- Focused more on what TTCD than our impact within the district



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Project Scope and Functionality Requirements

- Work with TTCD staff for text and photo content
- Updating branding with new TTCD logo and color palette
- Website must be easily editable and content managed by TTCD after website creation
- Strong mapping component that shows our area and highlights projects and locations.
- Has strong visual emphasis on photo/video

Budget:

\$36,000

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Scope of your work (research, design, development, post-launch errors correction etc.)
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Recent design & development examples. Please note whether clients can be contacted as references.
- Pricing with optional elements line-itemed
- Terms & conditions