

NEW YORK TRANSIT MUSEUM

Request for Proposal (RFP) for Website Redesign

Issued By: New York Transit Museum

Project Title: Redesign of www.nytransitmuseum.org

Posting Date: Thursday, January 16th, 2025

Submission Deadline: Thursday, February 6th, 2025

Introduction

The New York Transit Museum is seeking proposals from qualified web development agencies or professionals to redesign our primary website, www.nytransitmuseum.org. This project includes refreshing our website's functionality, user experience, and branding elements to better serve our audience. This project excludes the Museum's store website and other affiliated domains.

Project Scope

Key objectives and deliverables for the project include:

1. **CMS Preference:**
 - Utilize a WordPress CMS to accommodate staff with varying levels of technical expertise.
 - Alternative CMS platforms may be proposed if they offer a similarly intuitive and user-friendly interface.
2. **ADA Compliance:**
 - Fully meet ADA accessibility guidelines to ensure inclusivity for all users.
3. **SEO Optimization:**
 - Optimize the site for search engines, including the implementation of meta tags, alt text for images, and clean URL structures.
4. **Functional Calendar:**
 - Include a robust, easy-to-navigate calendar that allows users to view and filter upcoming events and programs by multiple categories.
 - Note that ticketing functionality is hosted by a third party and will not be part of this project.
5. **Forms:**
 - Ensure the ability for users to sign up for our Mailchimp e-newsletter mailing list throughout the website.
 - Incorporate functionality to create and manage forms directly on the website for purposes such as surveys, potentially using a branded SurveyMonkey embed.
6. **Digital Exhibits:**
 - Provide a customizable, visually appealing template for hosting digital exhibits directly on our site. The template should:
 - Be easy to use and maintain in-house.
 - Support a range of exhibit formats.
 - Match or exceed the aesthetic quality of our current digital exhibit (e.g., www.bringingbackthecity.com).
7. **Logo Flexibility:**
 - Ensure the website has the capability to easily swap to an alternate 50th-anniversary logo in 2026.
8. **Content Migration:**
 - Transfer all existing pages, posts, and media from the current site to the redesigned platform without data loss.

9. **Brand Suggestions:**

- Proposals for refreshing the Museum's brand identity, including:
 - A refreshed color palette.
 - Fonts and typography hierarchy for headings, body text, and other site elements.
 - Recommendations for iconography that can be used throughout the site.
 - Suggestions for integrating the existing logo or minor refinements to enhance its compatibility with the new design.

10. **Maintenance:**

- Include an option for ongoing support and maintenance post-launch.

Proposal Requirements

Proposals should address the following:

1. **Agency/Team Overview:**

- Brief background of your agency or team, including relevant experience in web design for cultural institutions or nonprofits.

2. **Approach and Methodology:**

- Detailed plan for executing the project, including timeline, key milestones, and project management tools.

3. **CMS Recommendation:**

- Proposed CMS platform and justification for selection.

4. **Accessibility and SEO:**

- Specific measures and tools you will use to ensure ADA compliance and SEO optimization.

5. **Calendar Functionality:**

- Description of the proposed calendar system, including filtering and navigation features.

6. **Digital Exhibit Template:**

- Outline of the proposed digital exhibit template's features, design flexibility, and ease of use.

7. **Cost Estimate:**

- Itemized cost breakdown, including:
 - Website redesign.
 - Content migration.
 - Ongoing maintenance and support options.

8. **Portfolio and References:**

- Examples of similar projects and at least three client references.

Selection Criteria

Proposals will be evaluated based on:

1. Relevant experience and qualifications.
2. Demonstrated understanding of the project requirements.
3. Quality of proposed solutions and design approach.
4. Cost and value for money.
5. Client references and portfolio.

Timeline

The project is expected to commence on March 1st, 2025, and be completed by July 1st, 2025. Please include a proposed project schedule in your submission.

Submission Instructions

Please submit your proposal by February 6th, 2025, to:

Chelsea Newburg

PR & Marketing Manager

New York Transit Museum

chelsea.newburg@nyct.com

Please send your proposal as .pdf file with subject line, Proposal for nytransitmuseum.org

Redesign. No calls, please.

Thank you for your interest in partnering with the New York Transit Museum. We look forward to reviewing your proposal!