

REQUEST FOR PROPOSALS

VCHT WEBSITE REDESIGN, DEVELOPMENT & TECHNICAL MANAGEMENT

Vieques Conservation & Historical Trust (VCHT)
138 Calle Flamboyán
Vieques, Puerto Rico 00765

September 2026

1. INTRODUCTION

The Vieques Conservation & Historical Trust (VCHT) is seeking proposals from qualified individuals, firms, or teams to redesign and develop the Trust's website, and potentially provide ongoing technical management and support.

VCHT is seeking more than a visual update to its existing website. The goal is to create a modern, effective, sustainable, accessible, and manageable digital platform that communicates the full scope of the Trust's work, serves its diverse audiences, encourages meaningful engagement, and provides a strong foundation for the organization's future.

VCHT is open to proposals from:

- A single individual or firm capable of providing website strategy, redesign, development, training, and ongoing technical management; or
- A team or combination of providers in which website development and ongoing technical management are divided among qualified individuals or firms.

Proposers should clearly identify the services they will provide and any services that would be performed by subcontractors or other members of their team.

2. BACKGROUND AND INITIAL REVIEW OF THE VCHT WEBSITE

2.1 Purpose of This RFP

This RFP is based in part on an initial review of the Trust's website conducted in August 2026 and subsequent discussion regarding the website's purpose, audiences, current use, content, management, technology, and opportunities for improvement.

The initial review concluded unanimously that **VCHT needs and should maintain a strong, fully functional website.**

The website provides something that social media cannot: a permanent, organized platform through which the Trust can present the breadth and depth of its programs, provide background and educational information, maintain authoritative scientific and historical resources, communicate timely information, and create opportunities for visitors to take meaningful actions.

Social media is an important means of discovery, communication, and engagement, but it is not a substitute for a website. Social media generally highlights individual activities or messages at a particular point in time. The website should serve as a broader, more permanent destination where people can learn about VCHT, explore its programs and resources, register for activities, become members, make donations, access scientific and educational materials, and stay connected to the organization.

The objective is therefore not simply to give the existing website a new appearance. The objective is to develop a website that functions as a **central digital platform for the Trust** and that can grow with the organization.

2.2 Website Audiences

The initial review identified four principal website constituencies.

1. Vieques Community and Program Participants

Vieques residents, families, young people, parents, program participants, local guides, volunteers, and others seeking information about Trust programs and community activities.

Their anticipated information needs include:

- Local programs and schedules
- Eligibility requirements
- Registration

- Educational opportunities
- Community news
- Operating hours
- Contact information

Desired actions may include attending events, enrolling in programs, requesting information, volunteering, participating, and sharing opportunities with others.

2. Members, Supporters, and Funders

Current and prospective members, individual donors, major donors, foundations, grantmaking organizations, government agencies, volunteers, and other supporters.

Their anticipated information needs include:

- VCHT mission and leadership
- Accomplishments
- Evidence of impact
- Financial credibility
- Current projects
- Organizational capacity
- Membership benefits
- Renewal information
- Volunteer opportunities

Desired actions may include joining or renewing membership, donating, becoming a recurring supporter, funding a project, volunteering, subscribing for updates, participating, contacting VCHT, and downloading supporting documents.

3. Educational, Scientific, and Institutional Audiences

Educators, students, researchers, scientific and institutional partners, public officials, government agencies, journalists, and media.

Their anticipated information needs include:

- Educational materials
- Historical materials
- Scientific reports
- Methodology
- Monitoring data
- Organizational expertise
- Partnership opportunities
- Policies
- Press information

- Authoritative contacts

Desired actions may include learning, downloading and citing materials, requesting educational programs, contacting an expert, collaborating, establishing partnerships, and sharing accurate information about VCHT's work.

4. Visitors and Interest-Based Public Audiences

Visitors and tourists, birders, nature enthusiasts, and people interested in Vieques history, archaeology, art, culture, conservation, wildlife, and the Bio Bay.

Their anticipated information needs include:

- Bio Bay information
- Wildlife and conservation
- Responsible visitation
- Vieques history and culture
- Exhibitions
- Events
- Activities
- Additional educational resources

Desired actions may include learning, visiting responsibly, attending events and exhibitions, remaining connected, sharing VCHT's work, donating, and becoming a member.

3. WHAT THE CURRENT WEBSITE TELLS US

Available website analytics demonstrate that VCHT already has a meaningful online audience and that the website is being discovered through a variety of channels.

The initial review found that approximately **98% of website views were from new visitors, while approximately 2% were from returning visitors.**

The largest sources of traffic included major search engines such as Google, DuckDuckGo, Yahoo, and Bing, as well as social media platforms such as Facebook and Instagram. AI-based discovery, including ChatGPT, was also appearing among traffic sources.

The most frequently searched subjects included:

1. Conservation and the Bio Bay

2. Events
3. MANTA
4. About Us
5. Contact
6. Birding

Available geographic data showed that a substantial portion of visitors came from the United States and Puerto Rico, with additional visitors from other countries.

The website was accessed primarily from desktop computers and mobile phones.

The earlier review also reported approximately **13,125 page views, 7,442 site sessions, and 5,030 unique visitors** during the period examined. This suggests that the website may already be meeting some information needs without requiring direct staff involvement.

These findings suggest that the website already serves as an important entry point for people seeking information about VCHT and Vieques. They also suggest significant opportunities to improve how effectively visitors are guided from discovery to deeper engagement and, ultimately, to actions that support the Trust.

4. THE WEBSITE AS THE "WIDE END OF THE FUNNEL"

A central conclusion of the initial review is that VCHT should shift from viewing the website as the **"tip" of the funnel** to treating it as the **"wide end of the funnel."**

The website should be capable of receiving people who arrive through:

- Search engines
- Social media
- Tourism-related searches
- Referrals
- Scientific research
- Community outreach
- Events
- Partner organizations
- AI-based discovery
- Other online sources

The website should then provide clear pathways into the organization.

Depending upon the visitor, those pathways may include:

- Learning about VCHT
- Learning about the Bio Bay and Vieques
- Exploring conservation and scientific work
- Discovering educational programs
- Finding birding and wildlife information
- Learning about history and culture
- Registering for events and programs
- Joining or renewing membership
- Making a donation
- Becoming a recurring donor
- Volunteering
- Subscribing for updates
- Downloading scientific, educational, or historical resources
- Contacting VCHT
- Establishing an institutional or scientific partnership
- Sharing VCHT information with others

The redesigned website should therefore be evaluated not merely by its appearance or page count, but by its ability to **inform, engage, guide, and convert visitors into participants, members, donors, volunteers, partners, and advocates for the Trust's work.**

5. ORGANIZATIONAL CONTENT AND THE TRUST'S CORE THEMES

The Trust's website should communicate the breadth of its work while maintaining a clear and understandable organizational structure.

The initial review identified the Trust's established thematic pillars—**Science, Education, Advocacy, and Resiliency**—as appropriate organizing themes for the website at this time.

The review also recognized the closely related areas of research, conservation, resilience, education, and community engagement as central to the Trust's work.

The selected website developer should work with VCHT leadership and designated staff to determine the final information architecture and terminology rather than imposing an unrelated organizational structure.

The website should make it possible for visitors to understand both the individual programs and the broader purposes to which those programs contribute.

6. CURRENT WEBSITE LIMITATIONS

The initial review concluded that the current website does not adequately meet the Trust's needs to inform and attract its various audiences.

Among the issues identified were:

- An outdated visual presentation
- Poor or inconsistent navigation
- Difficulty finding basic information
- Missing organizational information
- Outdated information
- Information that may be inaccurate
- Limited depth in important subject areas
- Insufficient integration between social media and the website
- Limited mechanisms for measuring desired visitor actions
- A cumbersome process for adding or correcting content
- Excessive dependence on a single website-management "funnel"
- Lack of a clearly defined content-management and approval process

The problem is therefore both **technical and organizational**.

A successful redesign must address not only the website's appearance and functionality but also how it will be maintained, updated, reviewed, measured, and governed after launch.

7. PROJECT PURPOSE

The purpose of this project is to create a website that:

1. Clearly communicates VCHT's mission, programs, accomplishments, and impact.
2. Serves the four principal audience groups identified by the Trust.
3. Provides an effective entry point for people discovering VCHT through search, social media, referrals, tourism, scientific research, and other channels.
4. Makes important information easy to find.
5. Provides accurate, current, and authoritative information.
6. Supports donations and membership.
7. Supports event and program registration.
8. Provides access to scientific, educational, historical, and organizational resources.

9. Improves public understanding of VCHT's work.
 10. Encourages community participation.
 11. Improves the connection between social media and the website.
 12. Provides useful analytics and measurable outcomes.
 13. Is accessible and usable on desktop and mobile devices.
 14. Can be maintained by appropriately trained VCHT staff for routine content changes.
 15. Reduces long-term dependence on outside assistance for routine website maintenance.
 16. Provides VCHT with appropriate professional technical support when specialized expertise is required.
 17. Is financially sustainable over a 3- to 5-year period.
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8. SCOPE OF WORK

VCHT anticipates that the selected proposer will address the following areas.

8.1 Discovery and Planning

The selected proposer should:

- Review the existing VCHT website.
- Review available analytics.
- Review current website content.
- Identify content that should be retained, revised, consolidated, relocated, or removed.
- Meet with designated VCHT representatives.
- Understand VCHT's audiences and organizational priorities.
- Identify opportunities for improving visitor engagement and conversions.
- Recommend an appropriate website platform and technology strategy.

8.2 Technology Audit

The proposer should assess the technology systems currently used by VCHT and identify opportunities for integration, consolidation, cost savings, or replacement.

The initial review identified, among others:

- Website software/platform
- Gift shop software
- Donation/membership software
- Financial/accounting software
- Zoom

- Google Forms
- Instagram
- Facebook
- Other social-media platforms
- Other website-related applications or services

The technology audit should identify:

- Purpose of each system
- Current provider
- Annual cost
- Contract or renewal requirements
- Integration capabilities
- Overlapping functionality
- Security considerations
- Accessibility considerations
- Opportunities for cost reduction
- Recommended future configuration

The existing technology inventory should not be considered a requirement that VCHT retain these particular systems. Proposers may recommend alternatives when justified by functionality, cost, security, sustainability, or ease of management.

9. INFORMATION ARCHITECTURE AND NAVIGATION

The selected proposer should develop an intuitive information architecture that makes it easy for each major audience to find what it needs.

The proposer should explain:

- Proposed primary navigation
- Secondary navigation
- Search functionality
- Program organization
- Resource organization
- Calls to action
- Cross-linking between related content
- Mobile navigation
- Accessibility considerations
- Proposed site map

The final architecture should balance organizational priorities with actual visitor behavior and information needs.

10. DESIGN AND USER EXPERIENCE

The redesigned website should provide:

- A contemporary and professional appearance
- Strong visual identity consistent with VCHT
- Clear navigation
- Intuitive page layouts
- Strong calls to action
- High-quality use of photographs and other visual materials
- Easy-to-read typography
- Mobile responsiveness
- Fast loading
- Accessibility
- Consistency across the site
- Clear presentation of complex scientific, historical, and educational information

The design should support storytelling and help communicate the importance and impact of VCHT's work.

11. CONTENT STRATEGY

The selected proposer should recommend a content strategy that allows VCHT to communicate both its current activities and its long-term work.

The strategy should address:

- Content hierarchy
- Page organization
- Writing standards
- Photography and visual content
- Scientific and technical information
- Historical information
- News and stories
- Events

- Program information
- Calls to action
- Content updating
- Content review
- Archiving
- Accuracy and quality control

The website should provide sufficient depth for scientific, educational, institutional, and funding audiences while remaining understandable and engaging to community members and visitors.

12. CONTENT MANAGEMENT AND STAFF TRAINING

A major objective of this project is to establish a sustainable system in which designated VCHT staff can perform routine website maintenance.

The selected proposer should provide training that enables designated staff to perform routine tasks such as:

- Entering and editing text
- Updating dates and schedules
- Adding or replacing photographs
- Updating contact information
- Posting routine announcements
- Updating program information
- Adding documents
- Managing routine event information
- Making other basic content changes

The system should be designed so that staff do not need specialized technical knowledge to perform routine tasks.

Specialized functions—including security, complex development, major structural changes, troubleshooting, integrations, accessibility remediation, and other advanced technical work—may remain the responsibility of the website developer or technical manager.

The proposer should provide:

- Initial staff training
- Training materials
- Written documentation

- Administrative procedures
- Recommended user permissions
- Recommended backup procedures
- Optional refresher training
- Ongoing technical support options

Proposers should describe how they would gradually increase VCHT's internal capacity and reduce the need for outside assistance for routine work.

13. WEBSITE MANAGEMENT AND GOVERNANCE

The redesigned website should support a transparent and sustainable management process.

A practical division of responsibility may include:

Board / Executive Director

- Establish purpose, priorities, policy, and budget.

Website Oversight Group

- Recommend strategy, standards, and major changes.
- Review website performance.
- Consider major content or structural issues.

Content Manager / Gatekeeper

- Coordinate publication.
- Maintain routine quality control.
- Coordinate content submissions.

Program Staff

- Verify the accuracy and currency of program information.

Webmaster / Technical Manager

- Implement technical, structural, security, accessibility, and development requirements.
- Troubleshoot technical issues.

- Maintain integrations and specialized functions.

The proposer should recommend a management structure appropriate to VCHT's size and resources.

14. DONATIONS, MEMBERSHIP, EVENTS AND CONVERSIONS

The website should provide clear and measurable pathways for desired visitor actions.

At minimum, the proposer should address:

- Donations
- Recurring donations
- Membership
- Membership renewal
- Event registration
- Program registration
- Volunteer opportunities
- Email/newsletter subscriptions
- Contact forms
- Information requests
- Resource downloads

The website should make these actions easy to find and complete.

The proposer should explain how conversion activity can be measured and reported.

The initial review specifically identified the need to understand website success in terms of actions such as donations, membership, and event registration rather than relying solely on page views and sessions.

15. SCIENTIFIC, EDUCATIONAL AND HISTORICAL RESOURCES

The website should provide an effective means of presenting and organizing VCHT's scientific, educational, historical, and organizational resources.

The proposer should address:

- Reports
- Publications
- Scientific data where appropriate
- Educational materials
- Historical resources
- Documents and downloadable files
- Research information
- Program materials
- Policies and organizational documents

Resources should be organized so that users can easily locate, understand, download, and use the materials appropriately.

16. SEARCH ENGINE AND ONLINE DISCOVERY

Because search engines are a significant source of current website traffic, the redesigned site should incorporate strong search engine optimization and online discovery practices.

The proposer should address:

- Page titles
- Metadata
- Search-friendly URLs
- Structured content
- Internal linking
- Image optimization
- Search indexing
- Site maps
- Redirects
- Broken links
- Search performance
- Local and regional search visibility

The proposer should also address the growing role of AI-based discovery and ensure that authoritative VCHT information is structured so that it can be readily understood and surfaced by contemporary search and information systems.

17. SOCIAL MEDIA INTEGRATION

Social media should complement rather than replace the website.

The selected proposer should recommend ways to improve user flow from social media to the VCHT website.

This may include:

- Consistent links from social posts
- Campaign-specific landing pages
- Trackable URLs
- Calls to action
- Event links
- Donation links
- Membership links
- Content designed to encourage users to visit the website

The goal should be to make the website the durable destination for information, transactions, resources, and deeper engagement.

18. ACCESSIBILITY AND LANGUAGE SUPPORT

The website should be designed and developed using current recognized accessibility practices.

The proposer should explain its approach to:

- Accessible navigation
- Readable text
- Images and alternative text
- Forms

- Keyboard navigation
- Color and contrast
- Video and multimedia
- Documents
- Mobile accessibility

The website should also support Spanish-language access.

VCHT recognizes that many modern devices and browsers provide translation capabilities. Therefore, the proposer should explain how the website can be structured to support effective user-directed translation rather than assuming that VCHT must necessarily maintain a fully duplicated Spanish-language version of every page.

19. ANALYTICS AND PERFORMANCE MEASUREMENT

The redesigned website should include a robust analytics strategy.

At minimum, VCHT would like to be able to measure:

- Visitors
- New versus returning visitors
- Sessions
- Entry pages
- Exit pages
- Page views
- Search terms
- Traffic sources
- Social-media referrals
- Geographic information
- Device use
- Button clicks
- Link clicks
- Form views
- Form starts
- Form completions
- Event registrations
- Donations
- Membership activity
- Recurring donations

- Resource downloads

The proposer should recommend appropriate analytics tools and reporting procedures.

VCHT should be able to understand not only **how many people visit the website**, but **what they do once they arrive**.

20. CONTENT MIGRATION

The proposer should provide a plan for reviewing and migrating existing website content.

The plan should identify:

- Content to retain
- Content requiring revision
- Duplicate content
- Outdated content
- Incorrect content
- Content to archive
- Content to remove
- New content requirements

The proposer should explain whether content migration is included in the proposed price and, if not, provide a separate estimate.

21. SECURITY, BACKUPS AND RELIABILITY

The proposer should describe its approach to:

- Website security
- User permissions
- Software updates
- Backups
- Recovery
- Monitoring
- Malware protection

- Spam protection
 - Form security
 - Privacy
 - Domain management
 - SSL/HTTPS
 - Business continuity
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22. HOSTING AND PLATFORM

Proposers should identify the recommended website platform and explain why it is appropriate for VCHT.

The proposal should address:

- Platform cost
- Hosting
- Ease of use
- Staff training requirements
- Scalability
- Security
- Accessibility
- Integration
- Analytics
- Content management
- Vendor dependence
- Data ownership
- Portability
- Backup and recovery
- Long-term sustainability

VCHT is not necessarily committed to retaining its existing website platform.

23. BUDGET AND TOTAL COST OF OWNERSHIP

The initial review indicated that the existing website budget consists of approximately **\$4,800 annually for website management and approximately \$500 in fixed hosting/software costs.**

VCHT is interested in understanding whether a redesigned website can be developed and managed in a financially sustainable manner within, or reasonably close to, the organization's existing budget framework.

Over time, VCHT would like to reduce its dependence on external website management and associated costs, where practical, by developing the knowledge and skills of designated staff members to perform routine website functions, such as data entry, text updates, basic content changes, image replacements, and other day-to-day maintenance.

The selected vendor should therefore be prepared to provide appropriate **training, documentation, and knowledge transfer** to designated VCHT staff so that routine content maintenance can be handled internally.

The intent is not for staff to assume responsibility for specialized technical functions, website security, complex development, troubleshooting, or major structural changes. Rather, VCHT seeks to establish a sustainable division of responsibilities that allows routine content maintenance to be performed internally while retaining access to professional technical support when needed.

Proposers should describe how they would structure this transition, including:

- Staff training
- Knowledge transfer
- Documentation
- Administrative permissions
- Content-management procedures
- Quality-control procedures
- Ongoing technical support
- Recommended division of responsibilities

Proposals should identify which services VCHT could reasonably expect to perform internally after training and which services would continue to require outside technical assistance.

23.1 Three-to-Five-Year Total Cost of Ownership

VCHT will evaluate proposals based not only on initial development cost but also on the **anticipated total cost of ownership over three and five years.**

Each proposer should provide:

1. One-time design and development costs

2. Content migration costs
3. Initial configuration costs
4. Staff training costs
5. Hosting costs
6. Platform/software licensing costs
7. Third-party application costs
8. Integration costs
9. Annual maintenance costs
10. Technical management costs
11. Security costs
12. Accessibility-related costs
13. Analytics/reporting costs
14. Domain-related costs
15. Other recurring costs
16. Optional services
17. Any anticipated price increases
18. Estimated VCHT staff time required for routine maintenance

Proposers should provide **three- and five-year total cost projections**.

Where applicable, proposers should show how costs could decline over time as VCHT staff become capable of performing routine website maintenance.

VCHT is particularly interested in **reducing long-term total cost of ownership while maintaining website quality, security, accessibility, reliability, and professional standards**.

The lowest initial proposal will not necessarily be the lowest-cost or highest-value solution. VCHT will consider the overall value, sustainability, functionality, staff capacity, and anticipated three-to-five-year cost of each proposal.

24. EXPECTED DELIVERABLES

The selected proposer is expected to provide, as applicable:

- Discovery report
- Technology assessment
- Recommended platform
- Website strategy
- Site map
- Information architecture
- Wireframes
- Visual design

- Responsive website
 - Content migration
 - Content recommendations
 - Search optimization
 - Analytics configuration
 - Donation/membership integration
 - Event registration integration
 - Forms
 - Resource/document structure
 - Social-media integration
 - Accessibility implementation
 - Security configuration
 - Staff training
 - Administrative documentation
 - Launch plan
 - Testing
 - Website launch
 - Post-launch support
 - Ongoing technical management proposal
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25. PROJECT TIMELINE

Proposers should provide a proposed project schedule showing major milestones.

At minimum, the schedule should address:

1. Contract execution
2. Discovery
3. Technology audit
4. Audience and content review
5. Information architecture
6. Design
7. Development
8. Content migration
9. Testing
10. Staff training
11. Review and approval
12. Launch
13. Post-launch support

VCHT welcomes recommendations for an appropriate timeline based on the proposed scope.

26. VCHT PARTICIPATION

VCHT expects to provide appropriate access to:

- Existing website
- Existing content
- Existing analytics
- Organizational information
- Program information
- Photographs and other media
- Existing technology systems
- Designated staff
- Board or oversight representatives
- Subject-matter experts where appropriate

VCHT will be responsible for reviewing and approving organizational priorities, major content, and final design and functionality.

The proposer should identify the level of VCHT staff participation required at each major stage.

27. PROPOSER QUALIFICATIONS

Proposers should demonstrate relevant experience in:

- Website strategy
- Website design
- Website development
- Nonprofit websites
- Content management systems
- User experience
- Accessibility
- Search optimization
- Analytics
- Donations and memberships
- Event registration
- Staff training
- Website management
- Technical support

Experience with conservation, environmental, scientific, educational, cultural, historical, or community-based organizations is desirable.

Proposers should provide examples of relevant work and references.

28. REQUIRED PROPOSAL CONTENT

Proposals should include:

A. Organization / Individual Profile

- Name
- Contact information
- Location
- Years in business or professional experience

B. Understanding of VCHT

Describe your understanding of the Trust's objectives and website needs.

C. Proposed Approach

Describe your recommended approach to the project.

D. Technology Recommendation

Identify the recommended platform and explain the rationale.

E. Scope and Deliverables

Describe what will be provided.

F. Staff Training and Knowledge Transfer

Explain how VCHT staff will be trained to perform routine maintenance.

G. Ongoing Management

Describe proposed technical support and management services.

H. Timeline

Provide a proposed schedule.

I. Budget

Provide detailed pricing.

J. Three-Year Cost Projection

Provide projected total cost of ownership for three years.

K. Five-Year Cost Projection

Provide projected total cost of ownership for five years.

L. Relevant Experience

Provide examples of comparable projects.

M. References

Provide at least three relevant references.

N. Assumptions and Exclusions

Clearly identify anything not included in the proposal.

O. Optional Services

Identify services VCHT may purchase separately.

29. EVALUATION CRITERIA

VCHT anticipates evaluating proposals based on the following factors:

Evaluation Category	Weight
Understanding of VCHT's objectives and audiences	15%
Proposed website strategy and user experience	15%
Technical approach and platform recommendation	15%

Staff training and long-term sustainability	15%
Relevant experience and qualifications	10%
Accessibility, security, analytics and technical quality	10%
Three-to-five-year total cost of ownership and value	15%
Timeline and project management	5%
Total	100%

VCHT reserves the right to modify the evaluation criteria before issuing the final RFP.

30. SELECTION PROCESS

VCHT anticipates the following process:

1. Issue RFP
2. Receive proposals
3. Review proposals for completeness
4. Evaluate proposals
5. Conduct interviews or presentations with selected proposers, if appropriate
6. Request clarification or additional information, if necessary
7. Select preferred proposer
8. Negotiate final scope and contract
9. Obtain appropriate VCHT approval
10. Execute agreement
11. Begin project

VCHT reserves the right to reject any or all proposals, request additional information, negotiate with one or more proposers, or modify the project scope.

31. TRANSPARENCY AND CONTENT GOVERNANCE

As part of this project, VCHT intends to establish a transparent process for:

- Submitting website content
- Making corrections
- Updating information
- Suggesting improvements
- Approving major changes
- Assigning responsibility
- Monitoring website performance
- Managing recurring technology expenses

The selected proposer may be asked to assist VCHT in developing these procedures.

The goal is to ensure that website information remains **current, accurate, timely, and accountable** without creating an unnecessary administrative bottleneck.

32. SUCCESS MEASURES

The redesigned website should be evaluated against measurable outcomes.

Potential measures include:

- Increased visitor engagement
- Increased returning visitors
- Improved navigation
- Increased event registrations
- Increased membership activity
- Increased donations
- Increased recurring donations
- Increased volunteer participation
- Increased resource downloads
- Increased community participation
- Increased social-media referral traffic
- Improved search visibility
- Improved accessibility
- Reduced staff dependence on outside routine website management
- Reduced long-term website management costs
- Improved ability of VCHT staff to maintain routine content

The final performance measures should be established with the selected proposer and VCHT.

33. LONG-TERM OBJECTIVE

The ultimate objective is to establish a website that becomes an effective and sustainable **central digital platform for VCHT**.

The website should help the Trust:

- Tell its story
- Explain its mission
- Showcase its programs
- Communicate its scientific and conservation work
- Serve the Vieques community
- Educate visitors
- Support researchers and institutions
- Attract members and donors
- Promote events and programs
- Provide authoritative resources
- Encourage participation
- Build partnerships
- Increase organizational visibility
- Demonstrate impact

At the same time, the website should not become a financial or administrative burden that requires excessive dependence on outside technical assistance.

VCHT therefore seeks a solution that combines **professional quality with organizational independence**—a website that professional developers can build and support, but that trained VCHT staff can confidently maintain on a day-to-day basis.

34. SUBMISSION INFORMATION

VCHT will provide final submission instructions, deadline, contact information, and delivery method when the RFP is formally issued.

Proposers should not incur significant costs in preparing proposals without first confirming any applicable requirements with VCHT.

35. APPENDICES

The final RFP may include the following supporting materials:

Appendix A — VCHT Website Audience Framework

The four primary audience groups and their information needs and desired actions.

Appendix B — Existing Website Analytics

Available Wix traffic reports, traffic sources, page visits, search queries, and related analytics.

Appendix C — Existing Technology Inventory

A list of website, donation, membership, financial, communications, social-media, and other technology systems currently used by VCHT.

Appendix D — Existing Website Content Inventory

An inventory of current pages and content to assist proposers in estimating migration, revision, and redevelopment requirements.

Appendix E — Proposal Cost Form

A standardized form allowing VCHT to compare one-time costs, annual costs, three-year costs, five-year costs, and optional services.

END OF REQUEST FOR PROPOSALS

Vieques Conservation & Historical Trust (VCHT)

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Website: vcht.org