

REQUEST FOR PROPOSALS (RFP)

Website Redesign & Redevelopment for the Erie County Gaming Revenue Authority (ECGRA)

1. Introduction & Purpose

The Erie County Gaming Revenue Authority (ECGRA) seeks a qualified website development firm to redesign and rebuild its website, www.ecgra.org. The new site must be modern, accessible, mobile-responsive, and support ECGRA's mission of transparent, strategic community investment. In addition, we've attached an analysis of our current website for your guidance.

2. About ECGRA

ECGRA reinvests gaming revenue into Erie County through data-driven grantmaking, community and economic development programs, municipal governments, and impact investments through funds and agencies. The website serves as a central hub for applicants, elected officials, media, and Erie County residents seeking to understand how local share gaming revenue is spent.

3. Project Objectives

Primary Objectives:

- Create a modern, visually compelling website aligned with ECGRA branding.
- Improve navigation and user experience for all audiences.
- Simplify access to grants, applications, reports, and impact stories.
- Showcase funded projects through searchable, interactive tools.
- Ensure ADA/WCAG 2.1 AA accessibility compliance.

Technical & Functional Objectives:

- Fully mobile-responsive design.
- CMS with robust editing tools for ECGRA staff.
- Searchable grant/project database with filters.
- Integrated analytics and SEO optimization.
- Secure hosting, SSL, backups, and strong performance.

4. Scope of Work

Discovery & Planning:

- Kickoff meeting and stakeholder interviews.
- Review existing website, analytics, and content.
- User needs assessment.
- Development of site map and information architecture.
- Content audit and migration strategy.

Website Design:

- Three visual concepts reflecting ECGRA branding.
- Homepage and interior page template design.
- Accessibility-compliant layouts.
- Mobile-first responsive design.
- Visual elements including icons, graphics, and photography.

Development:

- Build on recommended CMS (WordPress, Drupal, or equivalent).
- Custom modules as required.
- Project database with search and filters.
- Document library with tagging and versioning.
- Integrations with online application portals.

Content Migration:

- Migrate existing pages and documents.
- Optimize and reorganize content.
- Upload updated media assets.

Accessibility & Compliance:

- Audit for WCAG 2.1 AA compliance.
- Implement alt tags, ARIA labels, keyboard navigation, and contrast standards.

Training & Documentation:

- CMS onboarding for ECGRA staff.
- Written user guides and maintenance documentation.

Testing & Launch:

- Cross-browser and mobile testing.
- URL redirect mapping.
- SEO setup and search engine indexing.

- Soft launch and full public launch.

Maintenance & Support (Optional):

- Security monitoring and updates.
- Monthly support packages.
- Content update assistance.

5. Deliverables

- Finalized site map and wireframes.
- Design mockups for all major templates.
- Fully developed, tested website.
- Searchable project/grant database.
- Training materials and CMS documentation.
- Launch plan including redirects and SEO configuration.
- Optional maintenance plan.

6. Proposal Requirements

Firm Profile:

- Company history and structure.
- Team qualifications and bios.
- Primary contact information.

Relevant Experience:

- Three to five comparable website projects.
- Experience with public sector or grantmaking organizations.
- Client references.

Project Approach:

- Creative and technical approach.
- Accessibility plan.
- CMS selection rationale.
- Content migration plan.

Work Plan & Timeline:

- Project phases and detailed timeline.
- Key deliverables and milestones.

Budget:

- Itemized cost proposal.
- Hourly rates.
- Optional services.
- Maintenance pricing.

7. Evaluation Criteria

- Understanding of ECGRA's mission and objectives.
- Quality of design and UX capabilities.
- Experience with similar organizations.
- Technical approach and accessibility compliance.
- Cost competitiveness and value.
- Timeline feasibility.
- Client references.

8. Project Timeline

- RFP Issued
- Vendor Questions Due
- Responses Posted
- Proposals Due
- Interviews (if applicable)
- Vendor Selected
- Contract Executed
- Project Kickoff
- Website Launch

9. Submission Instructions

Submit proposals electronically as a single PDF to the designated ECGRA representative. Proposals received after the deadline will not be considered. **Deadline is set for Wednesday, December 17, 2025.**

10. Questions

All vendor questions must be submitted via email to tmichali@ecgra.org. Answers will be posted publicly. Phone inquiries will not be accepted.

11. Rights Reserved

- Accept or reject any proposal.
- Request additional detail or clarification.
- Modify or cancel the RFP at any time.
- Negotiate scope or pricing with selected vendors.

12. Appendices

- ECGRA Brand Standards (to be supplied).
- ECGRA Website Analysis