**Overview of Detroit Future City**

Detroit Future City (DFC) was launched in May 2013 to advance the recommendation of the DFC Strategic Framework, a 50-year vision for the City of Detroit. In January 2016, DFC became an independent nonprofit and is governed by a 17-member board of directors and has a 14-member staff. DFC coordinates strategies, actions, and resources to catalyze Detroit’s long-term revitalization and adds research and implementation capacity to the work of contributing partners and stakeholders.

Today, the organization has evolved into a “think-and-do tank” with three main program areas: community and economic development, land use and sustainability, and the Center for Equity, Engagement, and Research (The Center).

**Community and Economic Development Department**

Some of DFC’s initiatives focus on strategies to encourage safe and affordable housing, stabilize neighborhood housing markets, and encourage the productive reuse of vacant industrial land and buildings. The Detroit Neighborhood Housing Compact (The Compact) is a forum for regular collaboration and collective action by more than 80 public, private and nonprofit stakeholders. The Compact’s central goal is to increase the availability of stable, healthy, and affordable single-family homes for both renters and homeowners in Detroit. Serving as the backbone of this “collective impact” initiative, DFC convenes the stakeholders regularly, provides information and research to inform Compact discussions, and leads the development of policy and action proposals.

**Land Use and Sustainability Department**

DFC’s Land Use and Sustainability department develops programs to empower residents and stakeholders with tools and information to begin addressing how to best use Detroit's vacant land. To implement their programming, there are two primary programs implemented by the Land Use team —the Working with Lots (WWL) program and the Land + Water WORKS Coalition (L+WWC).

The WWL program inspires land stewardship in Detroit through educational resources and annual grant awards. This program was born from the Field Guide to Working with Lots, which provides instructions and ideas for landscape designs to transform vacant land into community assets. The Field Guide currently has its own, separate website from DFC (www.dfc-lots.com), which allows interested land transformers to explore the dozens of lot designs on a more interactive level.

The L+WWC is a coordinated body of ten nonprofits that engage and educate their communities about green stormwater infrastructure and water usage reduction strategies. Though DFC also leads the coordination of this work, expanded web page development for the L+WWC will not be needed, as a separate website is currently being developed.

**The Center for Equity, Engagement and Research**

Over the past five years, DFC has developed a significant research portfolio that provides layers of data that identify Detroit's stark inequities. In January 2020, DFC launched the Center as a new department charged with evidence-based research, stakeholder engagement, and using an indicator dashboard to hold our region accountable for achieving economic equity. Over the summer of 2020, DFC built upon the community’s initial feedback from the launch and engaged in robust discussions on developing this shared vision for Detroit's economic equity.

With the economic equity vision outlined, the Center’s next steps are developing a set of baseline indicators to hold the region accountable and track progress. To track this progress, the Center is looking to have a web-based dashboard platform for the indicators to ensure the data are accessible and usable. The Center plans to release the indicators in March 2021 and then the dashboard in late spring/early summer 2021.

**DFC Audience Base**

DFC is committed to advancing the quality of life for all Detroiters. We continue to accomplish this in partnership with residents and public and private stakeholders and through data-driven strategies that promote land use and sustainability, community and economic development, and economic equity. While our primary focus is on those who live, work and are invested in Detroit, DFC also collaborates with statewide and national organizations with similar missions and focuses on sharing best practices and helping impact change.

**Website Project Overview and Requirements**

DFC has greatly evolved since it was founded as an independent nonprofit four years ago, and the current website was launched shortly after. The website needs to be redesigned and includes additional functionality and technology that reflect what DFC is today and where it is going in the future. DFC’s updated website should fulfill the following objectives.

* Update/reskin the current DFC website’s design and navigation processes, both on the front and back ends.
* Have an interactive dashboard that displays the Center’s indicators for economic equity and includes accompanying text. Key features of the dashboard should include:
  + Ability of the user to download the data and to download images, PowerPoint slides or other formats that can be used for presentations or social media.
  + Fixed filters to sort the data. For example, user will not be allowed to go beyond certain pre-assigned filters.
  + Data and text should be able to be easily updated by DFC Staff.
  + Data pages should be able to link to other DFC research.
  + Interactive maps and charts and text that adapts based on the selection.
* Integrate the front and backend of the DFC WWL website ([www.dfc-lots.com](http://www.dfc-lots.com)) into the current DFC website, creating one home for uploading and updating content as needed.
* Provide a solution to make DFC’s robust and growing programs more navigable, clear to understand and organized. This includes tasks like providing a separate section for online resources developed by the Compact.

**Updating the Overall Website Design**

Foremost, DFC would like its website to showcase its current and continued growth in a clean, modern design that is more easily navigable for website visitors, as well as administrative users.

* This includes having an accessible back-end for organizational staff to access and upload content with ease.
  + Seamlessly tie current and future engagement items (presentations, videos, report PDFs, etc.) onto the website.
* Restructuring website navigation for easier location of data with fewer clicks.

**The Center’s Interactive Dashboard**

A critical website need is to develop an interactive economic equity dashboard within the current DFC website. We request a recommendation on whether the dashboard should be an out-of-the-box solution (such as Tableau, Datawrapper or Infogram) or if it should be a custom solution (such as HighCharts). The Center’s interactive dashboard needs to produce accurate graphs, charts, and maps that are quick to update and are visually appealing for desktop, tablet and mobile users alike.

The Dashboard’s user experience should be part of the existing DFC website, having calls-to-action and navigation links leading to the data. Our chosen website developer should provide platform validation that reviews their recommended solutions, ensuring a seamless WordPress integration and reviewing features and functions side-by-side. This integration can come in the form of a WordPress plugin, custom modification to an existing theme, or embedding content in the WordPress admin. Any custom programming must function on an Apache server running the latest PHP and MySQL or MariaDB versions.

**WWL Lots Integration**

Since 2015, DFC’s main website uses the latest WordPress version, while the WWL website uses the latest version of Craft CMS. All the plugins on both websites appear to be up to date and functioning as expected. But we’d like to have the Lots website integrated into the main DFC website, continue having accessible experience uploading and updating content, and a seamless experience for the user. We’d like to keep a similar style, preserving the current uploaded materials, as well as the “DFC-Lots” domain name.

**Content & Copywriting**

DFC and its communications partner, Van Dyke Horn Public Relations, will produce and provide all written content as part of DFC’s approved brand guidelines. However, our chosen vendor will serve as a thought partner on how this content can and should flow on the website.

**Features/Functionality Requirements**

In addition to the items listed in the Project Overview section, this new website will need to have the following integration and requirements implemented:

**Software Integration**

* Bloomerang
* Google Analytics
* Mailchimp
* Paypal donation
* Chosen software for the dashboard integration

**Additional Website Requirements**

* User-friendly data dashboards that are robust, flexible, accurate, and compatible.
* Lead capture through Mailchimp and Bloomerang.
* Accessibility compliance requirements.
  + The website will need to be designed to be user friendly and accessible to a wide array of Detroiters to address barriers to digital literacy and accessibility.
* Contractor to develop annual website maintenance contract for the website.
* Availability for weekly check-in meetings during the development period, as well as monthly check-in meetings following the development period.
* Develop and submit a user guide along with hosting a website management tutorial for DFC staff.

**Candidate Requirements**

We expect interested candidates to meet the following requirements:

* At least 4 years’ experience in front- and back-end website design and development, preferably with HTML5, CSS3, JavaScript, jQuery and WordPress proficiency.
* Familiarity with online dashboard implementation program(s), such as Tableau, Datawrapper or Infogram.
* Provide three professional reference contacts from past clients.
* Past professional experience working with nonprofits and research-based or think-tank-based organizations.
* Past experience with data presentations or dashboards on websites.

Other preferences include:

* Being defined as a minority-owned business.
* Being defined as a Detroit-based business
* Experience with data dashboards on websites

**Project Timeline and Budget**

**Deadline for Questions:** February 12, 2021 – 11:59 p.m.

**Proposal Due:** February 19, 2021 – 11:59 p.m.

**Interviews:** Week of March 1, 2021

**Contractor Selection Notification:** March 8, 2021

**Desired Project Timeline:**

We expect this project to be divided into two phases, based on our departments’ needs. Phase One will be directly focused on the Center, the Equity Dashboard and other immediate changes before announcing our Equity Dashboard. Phase Two will focus more on our other design needs, such as the webpage developments of the Land Use and Community and Economic Departments, as well as the integration of the Field Guide website.

**Phase 1:** March 9, 2021 – June 1, 2021

**Phase 2:** June 2, 2021 – August 30, 2021

**Project Budget:** To not exceed $50,000.

**Proposal Submission Requirements**

Please design your proposal based on the following items:

* A design and analysis approach, which includes your
  + Benchmarking.
  + Wireframing.
  + Design prototype(s).
  + Potential new website design templates if there is a need.
* Addressing the desired requirements, as listed in the previous column.
* Provide three professional reference contacts from past clients.
  + Provide hyperlinks to other websites and dashboards designed in the past.
* Team resumes.
* Budget and timeline

**Proposal Submission Instructions**

Interested candidates are requested to submit their detailed proposals in PDF format. Please send the final version of the proposal to [**info@detroitfuturecity.com**](mailto:info@detroitfuturecity.com) and [**anjelica@vandykehorn.com**](mailto:anjelica@vandykehorn.com) with the subject line “DFC Website Redesign Proposal – February 2021” by February 19, 2021.

**Representative Contact**

If prospective web developers have additional questions, please email Ashley Clarkat [aclark@detroitfuturecity.com](mailto:aclark@detroitfuturecity.com) or Peter Van Dyke at [peter@vandykehorn.com](mailto:peter@vandykehorn.com).

DFC looks forward to your proposal. Thank you for your interest!