

# Request for Proposals

## Central Pines Regional Council Website Redesign

RFP Issue Date: March 4, 2026

Deadline for Questions: March 18, 2026

Proposal Due Date: April 1, 2026

### Introduction

Central Pines Regional Council (CPRC) invites qualified web design and development firms to submit proposals for the design of a new organizational website which will include website migration, design and development, and content strategy as described in this scope of work. Please read each section carefully for information regarding the proposal and submittal instructions.

### About Central Pines Regional Council

For more than five decades, Central Pines Regional Council has been educating and empowering local governments through direct assistance, regional planning, and technical expertise. As a resource and support hub for local governments, community members, and partners across Chatham, Durham, Johnston, Lee, Moore, Orange, and Wake counties, we believe that our region thrives when we come together with a common vision and plan. Our work fosters constructive conversations and drives long-term change in our community to ensure our region is thriving, equitable, connected and resilient. Due to the wide range of information and individuals covered by our work, it is essential that we clearly articulate how our work assists external organizations, responds to regional needs, and addresses long-term goals.

### Background

Central Pines Regional Council's current website was launched in 2023 as part of the organization's rebrand from Triangle J Council of Governments and migration to the .gov domain. While the site successfully established a new public-facing identity and formalized CPRC's status as a local government entity, it was developed under time constraints and

with a primary focus on launch rather than long-term usability, scalability, and content strategy.

As a result, the current website presents several challenges that limit its effectiveness as a communications, engagement, and service-delivery tool.

- **The site does not consistently communicate CPRC’s role, value, and services to different audiences.** New visitors, particularly elected officials, partner organizations, and community members—often struggle to quickly understand what CPRC does, how its work supports local governments, and where to find relevant resources. Content is largely organized around internal programs rather than user needs, which can obscure pathways to assistance and engagement.
- **Information architecture and navigation are not intuitive for a diverse audience base.** The site serves multiple user groups with distinct goals, including member governments seeking technical assistance, partners looking for collaboration opportunities, funders and policymakers seeking regional context, and the public seeking transparency and information. The current structure does not clearly prioritize these audiences or their primary tasks, resulting in fragmented user journeys and increased reliance on staff to answer routine questions.
- **Content management and maintenance present ongoing challenges for staff.** This has led to outdated content, duplication, and missed opportunities to highlight recent work, outcomes, and regional impact.
- **The current site has limited flexibility to support dynamic and data-driven content.** While CPRC increasingly relies on data, visualizations, and tools such as the Regional Data Center to support decision-making and regional planning, the existing website does not support seamless integration or user-friendly presentation of non-static content.
- **Accessibility, performance, and user experience improvements are needed** to ensure the site meets the expectations of a modern .gov platform. While accessibility compliance has been a consideration, CPRC seeks a more intentional, user-centered approach that embeds accessibility, responsiveness, and usability into the overall design and structure rather than treating them as add-ons.

This project presents an opportunity to move beyond a basic informational website toward a strategic, user-centered platform that clearly communicates CPRC’s mission, supports regional collaboration, and scales with the organization’s evolving work.

A successful redesign should result in fewer inquiries routed to staff, higher engagement with the organization’s resources and data tools, and clearer pathways to engage us. The site must be responsive and accessible, complying at minimum with federal and state requirements. The new website should also feature and allow for integration of non-static media such as data visualizations and our [Regional Data Center](#). The website’s primary audiences are the public, municipal and county staff and leadership; local, state, and

federal elected officials; funding agencies; and leaders at regional nonprofits, community groups, and civic organizations.

## Project Scope

Proposals should address approach and cost for the following project phases:

### Discovery Phase

- **Hosting Strategy:** Propose a hosting solution, either vendor-provided or recommended.
- **Content Management System:** Recommend a new CMS that supports page previewing and scheduling, staging environments, custom workflows and role-based user permissions, and social media card rendering for shared pages.
- **Content Migration Audit:** Review the content on centralpinesnc.gov and make high-level suggestions of what should be migrated, modified, archived, and deleted.
- **User research:** Conduct research (e.g., interviews, focus groups, surveys) with staff, partners, and key audiences to inform site structure and content priorities. Develop at least three representative user personas to guide design and content decisions.
- **Responsive Design Strategy:** Create a desktop focused responsive design to ensure good user experience on all devices. A large majority of site visitors access our content on a desktop.
- **Information architecture:** Reorganize and structure content to better communicate CPRC's work and meet users' needs.

### Design and Development

- **Website Redesign & CMS Implementation:** Design and develop the website on the selected CMS.
- **Page Templates:** Design up to 15 unique page templates, including but not limited to:
  - Homepage
  - Focus area section
  - Calendar and Events
  - Committees & working groups
  - News & Press Releases
  - Staff Bios
  - Board Management - Agenda and Minutes
  - Forms and surveys
  - Content (reports, data analysis, blog posts) clearinghouse
  - Dashboard landing page
  - Initiative/Affiliate Landing Page
  - Request for Proposals Form
  - Job Board/Postings

- Migration: Migrate relevant, existing content from current website to new CMS.
- Redirect: Set up unique redirects for popular pages and important content.
- Accessibility: Ensure designed and written content is in compliance with state and federal requirements. Site must be responsive. Images should have alt tags and pages should be able to translate into at least Spanish.
- Site Search: Include a robust search engine feature and chatbot feature?
- Search engine optimization: Redirect relevant URLs from old site to new one. Conduct keyword research to improve on-page SEO.
- Email signup: Integrate with popular newsletter providers, including Constant Contact, and include email signup throughout the website.
- Testing: Test across browsers and devices and using screen-reading software. Test with real users and preferably include users with disabilities.
- User permissions: Set up to 4 CMS user permissions/roles that limit access for editing and viewing.

### **Delivery**

- Training: Train CPRC staff on using new platform. Provide:
  - A content editing how-to manual
  - Image sizing and styling guidelines
  - General site style and usage recommendations
- SEO and analytics: Set up analytics tracing with Google Analytics and SEO monitoring.

### **Ongoing Maintenance**

CPRC is considering internal and external options for ongoing maintenance and support. Firms are encouraged to provide details on their approach to ongoing website maintenance and support.

### **Integrations Needed**

CPRC uses or provides the following other web products and services:

- ArcGIS: Data Visualization
- Google Analytics: Analytics
- Constant Contact: Emails
- Canva: Design
- Social media: Facebook, LinkedIn, Instagram, YouTube
- Humanitix: Event registration

We are including this information because it may be appropriate to integrate these tools with the new website.

## Project Timeline

This timeline is subject to change.

March 4, 2026:	RFP Posted
April 1, 2026:	Proposals due
April 2026:	Finalist interviews
Early May 2026:	Firm selected

June 2026:	Redesign Begins
Late September 2026:	Website launch

## Evaluation Criteria

All responses to this request for proposals will be analyzed for completeness and cost effectiveness. The following criteria will be used in evaluating submissions:

1. The demonstrated record of experience of the consultant as well as identified staff in providing the professional services identified in this scope of work.
2. The consultant's approach to preparing a comprehensive plan that addresses the priorities identified in the Project Description section.
3. The quality and relevance of the examples of similar work.
4. Cost to CPRC, including consideration of all project costs and per-hour costs.

All timely responses received to this scope of work will be reviewed, and interviews may be conducted with selected submitters CPRC determines can best meet the above requirements. Cost will be evaluated against other factors based upon the professional judgement of those involved in the evaluation. An internal CPRC committee will make the consultant selection decision.

As applicable, hourly rates for personnel the submitter proposes to use will be requested and negotiations will be held on both the scope and the cost to select the consultant CPRC believes can best satisfy its requirements at rates it perceives are reasonable for the services provided.

## Budget

Please provide detailed cost breakdown by task or milestone. CPRC will not be disclosing its budget at this time.

## Proposal Content

Proposals should include the following:

- Number of years in business
- Experience with similar projects
- Proposed approach and creativity
- Technical capability
- Cost breakdown
- Timeline feasibility
- 2-3 examples of previous work
- References

## Proposal Submittal

Proposals must be submitted to CPRC no later than 5:00 pm on April 1, 2026. Please email your proposals to Beth Davis, [bdavis@centralpinesnc.gov](mailto:bdavis@centralpinesnc.gov). Questions can be submitted by March 18, 2026.