



Copper River Watershed Project

Voices for a Wild Salmon Economy

Request for Proposals: Web Site Design and Launch for TAPS Clearinghouse Web Page

Introduction

The Copper River Watershed Project, a non-profit organization working to ensure the long term sustainability of the Copper River watershed's salmon-based economy and culture, is seeking proposals for assistance with creating a simple, three-page web site to host centralized information on the Trans-Alaska Pipeline System (TAPS). We are working with regional stakeholders to facilitate citizens oversight of the TAPS to ensure its safe operation. We are seeking assistance in creating the page, designing a graphic theme, and helping us launch the site using content management system software.

The Copper River drainage supports a subsistence, sport-fishing, and commercial salmon economy with its sprawling network of streams, ponds, lakes and wetlands. Many other fish species as well as wildlife and waterfowl thrive in this intact watershed. Spanning 800 miles of Alaska, from Prudhoe Bay on the North Slope to the Valdez Marine Terminal on Prince William Sound, the Trans-Alaska Pipeline System (TAPS) is an engineering marvel that crosses the Brooks Range at Atigun Pass (elevation 4,739 feet), the Yukon River, and five major tributaries to the Copper River (among other waterbodies). Residents of this region fear a spill from a pipeline breach could quickly end up in the main stem of the Copper River and damage spawning and migratory habitat of the world-famous Copper River salmon. The TAPS was designed for a 30 year lifespan. It is now 35 years old, operates under a recently renewed right-of-way lease for another 20 years, and operates with fewer staff because several pump stations were automated as a cost-saving measure.

Scope of Work

We are looking for a qualified web site designer to create a graphic theme for this web site, and program and launch the web site. We will provide content and images for use on the site.

- Create a graphic theme for web site;
- Load web site at a selected web site host;
- Consult with CRWP staff on selecting a content management system for web site (e.g. Plone or Wordpress);
- Provide one-time training for CRWP staff in using content management system chosen;
- Create three pages for TAPS web site (one home page, one page covering state and federal oversight links, and a third with links to other TAPS research and press coverage);
- Complete web design and launch of site by September 24, 2010.

CRWP provided services and materials

- Compilation of images and content for use on web site; and
- Organizing meetings with partners for the draft review and final approval.

Qualifications

- Be able to meet the specifications in the Scope of Work in a timely manner.
- Have experience in projects of a similar size or nature.

Quote Requirements

Please include the following with your proposal:

- Summary of web design projects or other similar projects you have completed recently, and work samples;
- three references from recent projects.
- A project budget
- A project timeline

Award Criteria

Award criteria include proposer qualifications and fees. CRWP reserves the right to award this contract to the most responsive bidder.

Send one copy of your proposal either by mail or e-mail to:

Kristin Carpenter
Copper River Watershed Project
P.O. Box 1560
Cordova, AK 99574
crwp@copperriver.org

All proposals are due in our office by 5:00 p.m. on August 31, 2010.

A response will be sent immediately when proposals are received. It is the contractor's responsibility to ensure delivery of proposal. Any specific questions about this project or proposal contents can be directed to Kristin Carpenter, (907)424-3334, or at address above.