



## **Request for Proposal**

**Georgia Tree Council (GTC) and Georgia Forestry Commission (GFC) for the American Grove**

**June 3, 2019**

### **Background**

The American Grove, located at <http://thegrove.americangrove.org>, is an online community of tree enthusiasts. Since 2010, American Grove has grown to more than 4,500 members, each of whom is passionate about urban forestry and planting trees. The site is supported by a part time administrator who fields customer service requests, produces content, promotes content with Facebook, Twitter, and Instagram accounts, and performs basic site maintenance.

American Grove boasts the following statistics since 2010:

- 4,541 members
- 3,200 photos
- 800 blogs posts
- 1,900 Twitter, 940 Facebook, 345 Instagram Followers
- More than 100 trees nominated to the Great American Tree Competition (2015-2019)

A national committee from representative states has been formed to assist in meeting the goals of this project and providing feedback on draft products.

### **Brief Project Overview**

The nonprofit Georgia Tree Council and Georgia Forestry Commission are seeking a consultant to migrate the American Grove website from the Ning platform to a new online, self-sufficient service provider with user-friendly social media capabilities. The successful contractor will also lead a redesign of the website and create opportunities for community member engagement with minimal administrative oversight. We hope to serve all of the current active site users and provide as many functions and services as we can.

### **Target Audience and Project Goals**

The target audience is state and nonprofit tree groups, individuals with basic questions about trees, and the Lifestyles of Health and Sustainability (LOHAS) consumer. The goal of the site is to link target audiences with tree professionals, moving the needle of their cognitive understanding of the benefits of trees, to one of action which includes tree planting and care for the trees around homes and in neighborhoods. The site has also become a place for some state agencies to post current urban forestry events and newsletters in a national repository, and communicate technical information with each other, like a listserv.

## **Sitemap**

We hope to boost the user experience by redesigning and streamlining the site. This project requires migrating a variety of content including current members' profiles, user-generated pages, blog posts, photos, links to technical resources, and our most popular feature known as the Great American Tree Competition. In addition, we would like to restore an original site feature called the Tree Match tool, provide more tree planting and tree care tips for homeowners and link to the Vibrant Cities Lab website. We will write any new copy that is needed and are open to new ideas.

## **Project Scope of Work and Deliverables**

The project includes:

- Step 1: Platform options and presenting the pros and cons, and associated cost and time requirements.
- Step 2: Content strategy for the new platform.
- Step 3: Site and visual design for the new platform.
- Step 4: Information design such as a sitemap and wireframes.
- Step 5: Content migration
- Step 6: Official launch of new site/retirement of original site on Ning platform

## **Required Proposal Elements**

- A. Company profile including names and qualifications of staff who will work on the project.
- B. Preferred options and strategy for addressing the scope of work.
- C. Proposed timeline with key project benchmarks.
- D. Itemized costs.
- E. Examples of similar projects from your company's portfolio.
- F. References from example projects cited.

## **Proposal Submittal Details**

Proposals are due to the Georgia Tree Council via email no later than 4:00 PM **June 30, 2019**. Respondents should email Mary Lynne Beckley and copy Susan Granbery (email and other contact info below).

## **Anticipated Selection Schedule and Project Timeline**

The committee will review the proposals and make a selection by July 30. The successful contractor will be notified no later than Friday, August 2.

The platform research (Step 1) should be completed by September 15 so the committee can make a decision about the platform before a national meeting of urban forestry constituents on November 19, 2019. The additional steps must be completed prior to December 31, 2020.

## **Project Funding**

We have \$30,000 to spend on the proposal, new platform, and content migration. We will continue to provide funding for administrative support through 2020. Funding for ongoing support and outreach for the consultant after the launch of the site is not available at this time.

## **Points of Contact for Questions and Proposal Submittal**

Susan Granbery  
Urban & Community Forestry Coordinator  
Georgia Forestry Commission  
6835 James B. Rivers/Memorial Dr.  
Stone Mountain, GA 30083  
sgranbery@gfc.state.ga.us  
Cell 478-283-0705

Mary Lynne Beckley  
Executive Director  
Georgia Tree Council, Inc.  
P.O. Box 1299  
Stone Mountain, GA 30083  
marylynne@gatreecouncil.org  
470.210.5900