



Request for Qualifications (RFQ)

RTP Website Partner

RFQ Responses Due:

December 20, 2024, at 5:00 PM EST

communications@rtp.org

Synopsis and Background

About Research Triangle Park

People and ideas converge to create unparalleled opportunities for collaboration and advancement at Research Triangle Park (RTP), a cornerstone of economic growth and innovation in North Carolina. Spanning 7,000 acres, RTP is centrally located among Duke University, North Carolina Central University, North Carolina State University, and the University of North Carolina at Chapel Hill. Since its establishment in 1959, RTP has become one of the largest and most prominent research parks in North America, housing 55,000 employees and nearly 400 companies, innovative startups and national labs. Major organizations such as Apple, BASF, Biogen, Cisco Systems, EPA, Fidelity Investments, IBM, LabCorp, Lenovo, Lilly, NetApp, NIEHS, RTI International and United Therapeutics have made RTP their home. Its collaborative environment and state-of-the-art facilities consistently attract top-tier talent and groundbreaking research initiatives.

About Research Triangle Foundation of North Carolina

The Research Triangle Foundation of North Carolina (Foundation) is a 501(c)(4) non-profit organization that manages and stewards Research Triangle Park (RTP). Since its inception in 1959, the Foundation is guided by the same core mission: to facilitate collaboration among the Research Triangle universities, promote cooperation between the universities and industry, and create an economic impact for the residents of North Carolina. The Foundation is committed to creating a thriving business environment, promoting economic development and facilitating strategic partnerships that benefit our region and state. Through its commitment to fostering connections, environmental stewardship, innovation and collaboration, the Foundation invests in programs that cultivate vibrant communities within the RTP. It operates Hub RTP, the 100-acre downtown destination for RTP, which includes Boxyard RTP, Frontier RTP and Horseshoe at Hub RTP.

Scenario

The Foundation is seeking a new website development and maintenance partner to support and enhance RTP's digital presence. The current agency partner that the Foundation has worked closely with for the past six years is winding down its operations. The Foundation's Marketing and Communications team is seeking a trusted partner to seamlessly transition ongoing site maintenance, hosting and development services while strategically planning for new website functionality, design and updates in alignment with organizational goals and the needs of our stakeholders.

Given the transition period, the Foundation's Marketing and Communications team is issuing this Request for Qualifications (RFQ) to a select group of agency partners to share their capabilities, approach and work samples. The Foundation will then identify a short list of finalists to issue a formal Request for Proposal (RFP) before selecting a partner.

The final agency will play a key role in revitalizing the website to communicate RTP's evolving brand as a global leader and premier destination for businesses, industry, academia and talent. The ideal partner will:

- Provide a seamless transition to take over maintenance and hosting for current site and subsites
- Serve as an extension of the Marketing and Communications team to strategize and make proactive recommendations to achieve organizational goals
- Design and develop a website focused on improved user experience and enhanced site infrastructure to unify brand entities, support long-term scalability, and provide efficient content

management and integration capabilities

- Modernize RTP's digital presence to reflect its strategic vision while effectively communicating the mission, history, present impact and future
- Bring applicable experience in designing and maintaining websites with similar needs

Anticipated Scope of Work Summary

To align with the Foundation’s fiscal year beginning October 1, the Marketing and Communications team will ask its new agency partner to segment each scope of work for near-term and long-term needs as follows.

1. Maintenance & Hosting (March 17, 2025 – September 30, 2026):

- Onboard with the Foundation team and current web agency partner
- Take over the maintenance and hosting of **RTP.org** and its four subsites:
 - **Hub.rtp.org**
 - **Boxyard.rtp.org**
 - **Frontier.rtp.org**
 - **RTPconnect.com**

2. Design & Development (October 1, 2025 – September 30, 2026):

- Develop a user-centric design for RTP.org and its subsites that aligns with RTP’s brand and mission
- Improve site architecture for better navigation and information accessibility, ensuring compliance with WCAG accessibility standards
- Conduct department interviews within the Foundation to align on functionality wants and needs
- Create engaging and accessible content, including copywriting and multimedia visuals
- Optimize for SEO and mobile responsiveness
- Integrate new and improved features, such as interactive directories, event calendars, media centers and social media feeds
- Implement a user-friendly and efficient CMS with a preference for WordPress
- Training guide and/or sessions for relevant Foundation staff website users

3. Post-Launch Support, Maintenance & Hosting (October 1, 2026 – Onward):

- Ongoing browser compatibility, website performance monitoring and security, health and analytics reports
- Future updates and troubleshooting

RFQ & RFP Timeline*

12/03/24	Request for Qualifications (RFQ) issued
12/20/24	RFQ submissions due at 5 p.m. EST
01/17/25	Applicants notified; Finalists invited to respond to Request for Proposal (RFP)
02/04-06/25	Optional virtual Q&A sessions with Foundation Marketing and Communications team
02/21/25	RFP submissions due at 5 p.m. EST
03/07/25	Applicants notified; Finalist selected to align on scope(s) of work
03/17-31/25	Transition period and final hand-off from current web agency partner

**Timeline is subject to change at the Foundation’s discretion and participants will be notified accordingly*

RFQ Response Instructions

To be considered for this opportunity, please provide the following:

1. Statement of Interest

- In up to 300 words, explain why your agency is the ideal partner for this project. How does the scope of work align with your agency's mission, expertise and organizational goals?

2. Experience & Expertise

- In up to 500 words, provide a summary of your qualifications that addresses:
 - Your process and approach to the scope of work
 - Key differentiators that set your team apart
 - CMS platform preferences or experience with different hosting platforms

3. Rate Structure

- Submit a rate structure relevant to the scope of work. Please note whether work is typically managed in-house or through consultants for website maintenance, hosting and/or design.

4. Relevant Experience

- **Comprehensive Website Examples**
 - Submit URLs for two (2) examples of websites your agency has developed or maintained for organizations with similar needs or industries.
 - For each example, include a brief description (up to 300 words) explaining why it is representative of your agency's capabilities and how it aligns with the complexity and focus of this project.
- **Feature-Specific Work Samples**
 - Select three (3) features from the list below to provide URLs for relevant examples of landing pages or functionalities along with a 100-word description:
 - Company directory or map
 - Mixed use / retail / restaurant directories or tenant profiles
 - Real estate offerings
 - Event calendar
 - Newsroom / blog
 - Form integration
 - About or Team page with headshots
 - Rich media modules (photo/video)
 - SEO integrations (e.g., Google Business Profile)

Submission Process & Deadline

Responses for the RFQ must be submitted in a PDF format via email to communications@rtp.org no later than December 20, 2024, at 5 p.m. EST.