Website RFP: Racial Wealth Gap Online Resource Center (working title)

Issue Date: 10/17/2022

Introduction

Boston Indicators is the research center at the Boston Foundation, working to advance a thriving Greater Boston for *all* residents across *all* neighborhoods.

The Boston Foundation is one of the nation's oldest and largest community foundations. We are a center of overlapping partnerships and networks—of talented, generous, thoughtful and dedicated people—working together to make life better for everyone in our region.

The Project

Indicators seeks to create an online Resource Center that will organize into a one-stop-shop the best existing research on the racial wealth gap, in Massachusetts and beyond. The goal is to create a user-friendly website that does more than provide a long listing of links useful to dedicated researchers. Instead, we want to develop a site designed to make discovery and understanding easier – and fun – for the user. The Center should help the user understand two things: 1) why the racial wealth gap matters, and 2) what [specific resource] has to say about it.

Reason(s) for Project

There is growing local recognition that racial wealth gaps are a key form of inequality, and in some ways are even more pernicious than racial income gaps. But there is not yet a place that advances the public understanding of what the long-term causes of the racial wealth gap are, or what some promising state and local solutions might be. This new online resource center will be designed as a hub for helping educate and engage local residents eager to start addressing this multi-generational challenge.

Proposed Solution

Indicators is interested in developing a modern, visually compelling website that makes it easy for users to find information about the racial wealth gap and surfaces the key

findings of those materials. Key elements of the website include displaying text, images, data and links to external resources.

We will want the ability to embed data visualizations or, possibly as a later feature, natively present data.

Additionally, while the creation of the website resource center is the core deliverable that we are currently looking for, we would potentially be interested in talking with firms that can also advise us on other communications components, particularly including brand and logo development.

In general, we are web-platform agnostic. However, it should be noted that the vast majority of our web assets currently are hosted in Sitecore. While this is a standalone project, the ability to readily share assets would be a benefit.

Goal(s)

We hope that this website becomes the go-to local resource for information on the racial wealth gap. The best signal of success would be observing usage of curated content and summaries in policy proposals at the state and local level. We hope also to see these materials used by non-governmental actors such as non-profits, businesses, and in media reporting.

Budget

We have budgeted $50,000-$75,000 on this project, including design and maintenance, with consideration towards increasing that budget for additional features and native assets.

Timeline

The following dates are guidelines, with slack-time and buffers built in. If possible, we would like the product delivered sooner than these dates would otherwise require.

Milestone	Due Date
RFP Issued	10/17/2022
All Proposals Due by	10/31/2022 at 12:00 PM ET
Interviews Conducted (Week Of)	11/07/2022
Vendor Notified by	11/18/2022
Website Project Begins	12/01/2022
Website Due by	03/31/2023

Contact & Submission Instructions

All questions and submissions should be directed to Peter Ciurczak, Research Analyst at Boston Indicators. Mr. Ciurczak is available at *peter.ciurczak@bostonindicators.org*.

Technical Specifications

Current Environment

Websites for Boston Indicators and its parent organization the Boston Foundation currently use Sitecore and are hosted by Microsoft Azure. We are familiar with the technology but not tied to it, and as this RFP regards a new website for a separate product, the vendor should not be concerned about limiting itself to our current technology.

Link to Boston Indicators
Link to The Boston Foundation

Website Audience

Our primary audience is policy makers, executives, legislators, and their staff who can use the website to quickly understand the racial wealth gap.

Our secondary audience is the interested public, who visit the site to understand and share material about the racial wealth gap.

Website Requirements & Must-Haves

The Racial Wealth Gap Resource Center (RWGRC) website:

1) General Website Requirements
    a. Allow users to quickly find content by subject area
    b. Provide users with similar content based on their selections
    c. Display a pre-written summary of the content alongside relevant graphs and external content links
    d. Content elements must include space for author, title, summary (as available, up to 300 words), publication date and link.
    e. Must be attractive and easy to use
2) Content Management System (CMS) Requirements
    a. Boston Indicators should be able to easily upload new content (links to reports, embedded videos, audio or data viz) and content summaries to the website.
    b. The CMS should allow us to create new pages for longer-form content
        i. These pages should allow us to easily write and edit text, embed data visualizations and other media elements.
    c. The CMS should also have media library that can be organized by Indicators as necessary and would allow the easy uploading of images and files.
3) Search Requirements
    a. The RWGRC should have a search functionality including:
        i. A search box
        ii. Categories/Subjects
        iii. Content Type
        iv. Filters
        v. Sort
4) Security Requirements
    a. The RWGRC site should be https://
5) Hosting Requirements
    a. The RWGRC should be able to be hosted alongside the Indicators and TBF site ecosystem on Microsoft Azure
6) Training & Ongoing Support
    a. The Vendor should provide training on how to use the website, including how to upload content and build pages.

b. The Vendor should also maintain the website's software and technical updates for the duration of this project (at least 3 years) and be available to troubleshoot as needed.

Websites We Like

Indicators likes the simplicity of the Black Wealth Data Center's Resource Library (https://blackwealthdata.org/contextualize-data/resources), including its title cards and descriptions. This site has been a big inspiration, and likely closest in functionality to what we are looking to build.

The following elements are not main requirements for the site, but rather some features that would be 'nice to have:'

- We like the Storify/scrolling elements of some NYT and media pages, like at the top of "Mexico City, Parched and Sinking, Faces a Water Crisis,"
- Along these lines the responsive graph and image design of "The Family Fun Pack."