Project Overview
Audubon Society of Western Pennsylvania (ASWP) is seeking proposal to design a website for the Buffalo Creek Watershed Coalition (BCWC), refine the BCWC logo, and design a simple but attractive table-top display for use at outreach events. The BCWC is an initiative of ASWP.

About ASWP
Founded in 1916, Audubon Society of Western Pennsylvania (ASWP) is an environmental education and conservation engagement organization that serves the seven-county region surrounding Pittsburgh. With 2,800 chapter members, ASWP is an independent chapter of National Audubon Society, ranking in the top five of the 500 chapters. Our mission is to connect the people of southwestern Pennsylvania to birds and nature through our programs, projects, and places. We educate and inspire people to embrace the natural world around them, to become effective stewards of our environment, and to become a more environmentally-literate citizenry. Each year, over 60,000 people visit our 4 nature sites in Allegheny and Butler Counties and over 20,000 people participate in our hands-on environmental education programming.

About BCWC
ASWP launched the Buffalo Creek Watershed Coalition in 2020, with the goal of bringing together organizations and community members to protect and enhance this unique region. The Buffalo Creek Watershed drains 171 miles$^2$ of eastern Butler, western Armstrong, and northeastern Allegheny Counties. It is an Audubon-designated Important Bird Area (IBA), high-quality watershed, and home to some of the highest quality habitat in western Pennsylvania. ASWP and the Buffalo Creek Watershed Coalition have been working diligently to improve habitat and water quality through efforts such as tree planting, habitat restoration, education, and water quality sampling.

Project Goals and Scope
1. Website

The website should be easy to navigate, visually appealing, and have a modern feel. Transferring information to the primary audience, the public, and the secondary audience,
watershed municipalities, is the goal of the website. Features that require more complex functionality such as donations and event registrations will be managed through ASWP’s main website. ArcGIS Story Maps will be an important feature of the website; ASWP staff will develop the Story Maps.

The website must be designed in WordPress. ASWP plans to generate and populate a majority of the website content.

2. Additional items

- We need assistance in refining the current BCWC logo to include an iconic species from the Buffalo Creek Watershed such as Louisiana Waterthrush or Eastern Hemlock.
- Additionally, we are seeking support in the development of a simple but attractive tabling display.

Functional / Technical Requirements
The website should be responsive across all platforms. The website should be designed in WordPress to maximize editing and long-term maintenance for ASWP staff. Features that require more complex functionality such as donations and event registrations will be managed through ASWP’s main website, www.aswp.org. ArcGIS Story Maps will be an important feature of the website; ASWP staff will develop the Story Maps. Additional desired features include a search function, downloadable files, and the ability to host videos.

A draft website structure is included as a separate attachment.

Example websites:
- https://www.poudrewatershed.org/
- https://www.aquetongwatershed.org/
- https://www.loyalhannawatershed.org/index.php
- https://sanmiguelwatershed.org/about/

Timeline and Organizational Contact
The RFP will be released on May 18, 2022. Bids are due by June 10, 2022 at 5 pm. Bids will be opened privately thereafter. The successful bidder will be notified no later than June 17, 2022. The desired launch date is late Summer 2022.

Please contact Sarah Koenig, ASWP Conservation Director, at skoenig@aswp.org or (412) 963-6100 x26 with inquiries.

Submission requirements
Please submit bids (1 copy) no later than June 10, 2022 at 5 pm. Hard copies can be delivered to Beechwood Farms Nature Reserve, 614 Dorseyville Road, Pittsburgh, PA, 15238 in envelopes.
clearly marked as “BCWC Website Proposal.” Digital copies can be submitted via email to skoenig@aswp.org with the subject line of “BCWC Website Proposal.”