



**UPTOWN
DOWNTOWN**
OAKLAND COMMUNITY BENEFIT DISTRICTS

Request for Proposals (RFP)

Website Merger for Uptown Downtown Oakland CBD

Project Title:

Website Consolidation and Redesign (Oakland Central & Uptown Downtown District Sites)

RFP Release Date: Friday, September 19, 2025

Pre-Proposal Call (Virtual): Tuesday, October 7, 2025 (Time TBD)

Proposals Due: Tuesday, October 21, 2025

Proposal Review Window: October 22 - 24, 2025

Vendor Interviews (Top 2): October 27 - 29, 2025

Vendor Selection: Friday, October 31, 2025

Project Kickoff: Wednesday, November 5, 2025

Target Launch Window: Desired by late January 2026, with flexibility through mid-February 2026 to ensure quality and alignment with stakeholder needs

Budget: Competitive proposals are encouraged; final budget will be negotiated with the selected vendor

1. Background

The Uptown Downtown Oakland Community Benefit District (CBD) is currently supported by two public-facing websites:

- [DowntownOakland.org](https://downtownoakland.org): Focused on Business Improvement District (BID) services, programs, and resources.
- [OaklandCentral.com](https://oaklandcentral.com): A marketing platform promoting downtown Oakland as a destination for visitors, residents, and workers.

While both sites serve important roles, their separation leads to duplicate efforts, operational inefficiencies, and a fragmented user experience. A single, unified digital platform would better support integrated storytelling about the district's vibrancy and services.

2. Project Overview

The Downtown Oakland Association and Oakland Central seek a qualified vendor to merge and redesign the two existing websites into one cohesive, modern, and user-friendly platform using

WordPress. The site should integrate Vibemap tools (for events, maps, business listings, and digital passports) and reflect the cultural richness, local character, and community identity of downtown Oakland.

Inspiration examples include:

- atlantadowntown.com
- downtownsac.org

3. Goals and Objectives

Strategic Goals:

- Improve operational efficiency
- Deliver a unified user experience
- Reduce maintenance costs
- Centralize content management
- Improve site speed, SEO, and mobile access
- Build a scalable, future-ready platform

Functional Objectives:

- CMS recommendation based on ease of use, flexibility, and support for prompt-based editing; WordPress is currently used but alternatives will be considered
- Ensure ADA/WCAG 2.1 accessibility compliance
- Maintain and enhance existing Vibemap features
- Integrate Constant Contact, Google Analytics, and other tools

4. Scope of Work

A. Strategic Approach

- Collaborate with staff to clarify needs and success metrics
- Conduct a full content audit
- Recommend site structure, navigation, and user flow

B. Technical Considerations

- WordPress-based development
- Preserve SEO and URLs where possible
- Responsive design and ADA compliance
- Support for key third-party tools (Vibemap, Constant Contact, Google Analytics, etc.)

C. Deliverables

- Unified website (Option 1: Full Merger or Option 2: Shared Backend with Frontend Variations)
- Updated branding and visual layout

- Fully migrated content and functional site
- Staff training on backend use
- 90+ days of post-launch support

5. RFP Requirements

Please submit a concise proposal (max 10 pages) that includes:

- Company overview and relevant experience
- 2–3 similar website examples or case studies
- Recommended approach (Option 1, Option 2, or Hybrid)
- Technical strategy, including platform use and integrations
- Work plan and project timeline, including approach to wireframing and design. Use of AI-assisted design tools for rapid prototyping (e.g., loveable.io) to generate wireframes is encouraged to streamline collaboration and reduce iteration time and improve efficiency.
- Itemized budget
- Team bios and responsibilities
- Two (2) references from similar projects

6. Vendor Evaluation Criteria

Evaluation will be based on the following weighted criteria:

- Project Management (30%)
- Technical Capability (30%)
- Strategic Approach (25%)
- Cost & Value (15%)

Additional considerations may include:

- Understanding of project goals
- Clarity and quality of proposal
- Alignment with mission and values

7. Submission Instructions

Submit proposals in PDF format via email to:

Tamiko Garner
Marketing & Event Manager
info@downtownoakland.org
510-238-1122

Subject Line: CBD Website Merger Proposal – [Your Company Name]

Deadline: Tuesday, October 21, 2025 (by 5:00 PM PT)

Vendors are encouraged to attend the optional pre-bid meeting on **Tuesday, October 7, 2025** to hear key priorities, clarify requirements, and ask live questions. Additional questions may be submitted via email at any time prior to the proposal deadline. Relevant answers may be shared with all participating vendors as appropriate.

8. Key Dates

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