



University of California, Berkeley
Berkeley Art Museum Pacific Film Archive (BAMPFA)
RFP# 003827
BAMPFA Website Redesign and CMS Implementation

RFP Timeline – Listed below are the key action dates/times for this RFP the amount of time listed in the table are suggestions. The UC reserves the right to modify this timeline to best meet the needs of the University.

RFP release date	October 9, 2025
Pre-bid conference with potential bidders (zoom) 1 hour (Department will introduce project and answer general questions regarding project's scope) (attendance highly recommended). Please email Dominique DeBerry, ddeberry@berkeley.edu to receive the online meeting invite to attend. 10AM -11AM PST	October 13, 2025
Bidder RFP questions due	October 14, 2025
UC answers to questions due	October 16, 2025
Bidder proposal due date	October 31, 2025
UC evaluation of proposals due	November 14, 2025
Bidder Interviews / Product Demo (We will invite maximum of five bidders to interview with department)	November, 20-24, 2025
UC evaluation of Bidder interviews / Product Demo due	December 10, 2025
Apparent Awardee: Intent to award notice, best & final, acceptance & execute contract.	January 5, 2026

1. INTRODUCTION

The University of California, Berkeley invites proposals for 003827 on behalf of Berkeley Art Museum Pacific Film Archive (BAMPFA).

The University of California, Berkeley is internationally renowned for excellence and pioneering achievements across all disciplines. The University of California was chartered in 1868 with Berkeley as its flagship campus. Today the world's premier public university and a wellspring of innovation, Berkeley occupies a 1,232-acre campus with a sylvan 178-acre central core. From this home, its academic community makes key contributions to the economic and social well-being of the Bay Area, California, and the nation.

2. PURPOSE

The Berkeley Art Museum and Pacific Film Archive (BAMPFA) ignites cultural change for a more inclusive and artistic world. Part of UC Berkeley, BAMPFA has been uniquely dedicated to art and film since 1970, with internationally recognized programming that is locally rooted and globally relevant. Its collection includes more than 25,000 artworks and 18,000 films and videos, with particular strengths in modern and contemporary art, historical Chinese painting, and the world's largest collection of African American quilts. Through exhibitions, film screenings, performances, and educational programs, BAMPFA fosters artistic diversity, connects audiences with leading voices of our time, and sheds new light on the art of the past.

BAMPFA's current website (bampfa.org) and its underlying Drupal 7 CMS are outdated and have passed end-of-life. Over the past year, BAMPFA has built a new relational Postgres database consolidating key institutional data, exhibitions, events, films, and related entities into a unified, scalable structure. The next phase is to integrate this database with a modern CMS, improving editorial workflows, and delivering a more accessible, user-friendly digital experience for staff, researchers, and the public.

BAMPFA prefers a solution built on WordPress (enterprise or modern custom implementation) due to its flexibility, large support community, and user-friendly administrative interface. Suppliers are welcome to propose alternative CMS solutions if they can demonstrate that the alternative provides equal or greater scalability, security, accessibility, and long-term sustainability while meeting the requirements outlined in this RFP.

In addition to technical functionality, BAMPFA requires a website distinguished by thoughtful, bespoke design that reflects the museum's role as a leading cultural institution. The new site must balance visual sophistication with clarity and usability, offering an elegant digital experience that is both engaging for visitors and intuitive for staff to manage. While WordPress is the preferred CMS for its flexibility, wide support community, and user-friendly administrative tools, we expect a design solution that goes beyond templates to deliver a distinctive, enduring, and inspiring platform.

Pre-bid Conference meeting via Zoom, October 13, 2025

- Time: Oct 13, 2025 10:00 AM Pacific Time (US and Canada)

Join Zoom Meeting:

<https://berkeley.zoom.us/j/94026601282?pwd=q7KavgTBabSbKZR8dU1GIFXjm4ibCj.1>

Meeting ID: 940 2660 1282

Passcode: 777889)

Join instructions

<https://berkeley.zoom.us/meetings/94026601282/invitations?signature=gePBuhLsF6pKwV3WdpQazm-z5aRgWY5tzJR-VNsCwFQ>