

# Request for Proposal (RFP)

Web Design and Development Consultant

Project: Regenerative Agriculture Resource Hub (Resource Hub)

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## Statement of Purpose

Rural Routes to Climate Solutions (RR2CS) is seeking proposals from qualified web developers to build and support their Regenerative Agriculture Resource Hub (Resource Hub) project. The Resource Hub is an online platform focused on connecting Alberta farmers and ranchers with peer-to-peer support, information, advisors, events and stories of inspiration. The goal is to assist and promote the adoption of regenerative agricultural practices, net-zero energy usage and energy efficient agricultural technology.

The Resource Hub is intended to provide county or community specific resources to improve adoption and successful use of regenerative agricultural practices. The Resource Hub embraces innovation and sustainable practices as well as ongoing knowledge transfer. This RFP is intended to engage a design firm with experience in web development, UX/UI, SEO and analytics, branding and logo design to build version 1.0 of the Resource Hub.

## Organizational Background

Rural Routes to Climate Solutions (RR2CS) is a nonprofit organization based in Alberta that supports agricultural producers and rural communities in adopting climate solutions that are practical, profitable and rooted in local knowledge. Our work centers on regenerative agriculture, clean energy and land stewardship as vehicles for improving both ecological and economic outcomes.

For the past seven years, RR2CS has played a leadership role in systems change in Alberta's agricultural sector. We specialize in building trusted, cross-sector partnerships and co-creating climate-aligned solutions with producers, researchers, conservation organizations and Indigenous communities. Our approach emphasizes social innovation—developing solutions with and for communities—and a design process that is grounded in the lived experiences of those we serve.

Our work is guided by social innovation principles—we bring together diverse stakeholders to co-create solutions that reflect shared values, address systemic barriers and are 'built-to-last'.

Two of our flagship initiatives include:

- The Regenerative Agriculture Lab (RAL): A participant-driven lab that convenes key players from across the agri-food value chain—producers, retailers, investors, policymakers and researchers—to co-create solutions that support regenerative agriculture in Alberta.
- The Siksikaitsitapi Agriculture Project (SAP): A Blackfoot-led initiative that empowers Siksikaitsitapi members by providing a platform for them to explore and identify which climate solutions align with Blackfoot culture and ways of knowing. Using a culture-specific model of engagement, project activities are delivered with the appropriate cultural lens, to further a Nation-to-Nation relationship and to honour the spirit and intent of the 94 Calls to Action of the Truth and Reconciliation Commission.

### **Our Knowledge-Sharing Platforms**

RR2CS has become a trusted resource across rural Alberta, with a strong grassroots presence and an extensive network in the farming and ranching community. Our podcast, YouTube channel, blog and workshops make up a comprehensive learning platform for producers exploring regenerative practices.

These efforts are rooted in our belief that solutions to build climate resilience have clear and distinct benefits to the financial, social and economic well being of the people and communities we engage. Their knowledge, leadership and grit are critical to the long-term health of the land and local economies.

### **Project Background**

The Regenerative Agriculture Resource Hub (Resource Hub) is a digital knowledge-sharing platform being developed by Rural Routes to Climate Solutions (RR2CS) to support farmers, ranchers and rural communities in exploring and implementing regenerative agriculture practices. The Resource Hub is designed to bring together practical, regionally relevant information in one accessible place, reducing the time and effort required to find credible resources.

The Resource Hub will curate and organize existing content from RR2CS projects and partners alongside externally developed tools, research and producer stories. Rather than creating new prescriptive guidance, the Resource Hub prioritizes sharing a range of perspectives, experiences and approaches, allowing users to explore information and make decisions that fit their own operations and contexts.

Key features of the Resource Hub include:

- Producer-led stories and case studies that reflect real-world conditions
- Multimedia content including podcasts, videos, blogs and recorded learning events
- Plain-language summaries that translate research and technical information into accessible formats

- Searchable and filterable content to help users find relevant information efficiently

The Resource Hub is being developed through an iterative, user-informed process, drawing on feedback from farmers, ranchers and project partners to ensure it is practical, intuitive and relevant. Over time, the Resource Hub is intended to grow into a living library that supports peer-to-peer learning, strengthens knowledge exchange across regions and complements in-person programming delivered by RR2CS and its partners.

## Scope of Work

The scope of work outlined below represents RR2CS's current vision for the project. Proponents are encouraged to suggest refinements, alternatives or phased approaches where appropriate, provided they align with project goals, timeline and budget.

### 1. Discovery and Pre-Production

Support early-stage planning and technical decision-making to ensure the platform is scalable, user-friendly and fit for future development. This phase may include:

- Review of project goals, audiences and use cases
- Evaluation and recommendation of a CMS platform that can scale into future versions and features
- Information architecture planning, including content types, tagging and filtering structures
- UX/UI recommendations for both front-end users and back-end content managers
- Technical planning for the Google Maps overlay and potential API integrations
- Project planning, timelines and risk identification

### 2. Branding and Design

Develop a visual identity for the Resource Hub that aligns with RR2CS's existing brand while allowing the Resource Hub to stand alone as a distinct platform. This phase may include:

- Logo design for the Resource Hub
- Initial branding elements including colour palette, typography and visual guidelines
- Website design including page layouts, navigation and key interface components
- Design of the map-based interface and how users interact with it
- Accessibility and usability considerations

### 3. CMS Website Development (Version 1.0)

This phase focuses on building the initial version of the Resource Hub using a turnkey CMS (e.g. WordPress, Drupal or similar). Activities may include:

- CMS configuration and setup
- Development of core site pages and templates
- Creation of custom content types and taxonomies

- Back-end setup to support content entry, editing and moderation by RR2CS staff
- Implementation of responsive design across devices
- Initial content population as agreed with RR2CS

#### 4. **Bespoke Features and Google Maps Integration**

A core feature of the Resource Hub is a custom Google Maps overlay that allows users to explore resources spatially. Activities may include:

- Design and development of a custom map-based interface
- Integration of Google Maps or equivalent mapping tools
- Connection between map points and CMS content
- Development of bespoke features required to support filtering, search or interactivity
- API integrations as required to support mapping or data exchange

#### 5. **SEO, Analytics and Technical Setup**

This phase focuses on implementing foundational SEO and analytics to support discoverability and performance tracking. Activities may include:

- Initial SEO setup including metadata, site structure and best practices
- Installation and configuration of Google Analytics and related tools
- CMS and platform-level SEO considerations
- Documentation or recommendations for ongoing SEO management

#### 6. **Testing, Launch and Handover**

This phase focuses on supporting testing and launching Version 1.0 and ensuring RR2CS is equipped to manage the platform post-launch. Activities may include:

- Functional and usability testing
- Bug fixes and refinements
- Launch support
- Basic documentation and training for RR2CS staff
- Knowledge transfer to support ongoing content management

## **Deliverables**

- Project discovery and pre-production summary, including CMS recommendation and technical approach
- UX/UI recommendations for front-end user experience and back-end content management
- Information architecture, including content types, tagging and filtering structure
- Resource Hub logo and initial branding package (colour palette, typography and visual assets)
- Website design files, including page layouts, navigation and key interface components
- Version 1.0 CMS website built on a turnkey platform (e.g. WordPress, Drupal or equivalent)

- Configured CMS environment supporting content creation, editing and moderation by RR2CS staff
- Responsive website optimized for desktop, tablet and mobile use
- Custom Google Maps overlay integrated with CMS content
- Bespoke features required to support map interaction, search and filtering
- API integrations required to support mapping and data exchange
- Initial content population as agreed with RR2CS
- Foundational SEO setup, including metadata and site structure
- Google Analytics and related tracking tools installed and configured
- Functional and usability testing prior to launch
- Bug fixes and refinements identified during testing
- Version 1.0 site launch support
- Basic documentation and training for RR2CS staff to manage the platform post-launch

## **Timelines**

Project duration: February 2026 - July 2026

Target Milestones:

- February 2026 - Consultant contracted
- March 2026 - Project kickoff and discovery; CMS and technical approach confirmed
- April 2026 - Branding and UX/UI direction finalized; site architecture and feature scope confirmed
- May 2026 - Initial build, including Google Map integration and bespoke features, complete; SEO and analytics implemented
- June 2026 - Testing, content population and staff training completed
- July 2026 - Version 1.0 launched

## **Budget**

The total available budget for consulting services is \$100,000 CAD, inclusive of all fees and applicable taxes. If travel is required, expenses will be covered by the project at rates set by Rural Routes and are reimbursed separate from consulting service fee.

Proposals should include:

- Daily/hourly rates
- Estimated hours
- Materials costs
- Subcontracting or team arrangements (if applicable)

## Proposal Evaluation Criteria

- Relevance experience (30%)
- Demonstrated understanding of the project (25%)
- Methodology and approach (20%)
- Cost-effectiveness (15%)
- References (10%)

## Submission Instructions:

Deadline: 4:00 pm MST, Friday, February 6, 2026

Submission email: [info@rr2cs.ca](mailto:info@rr2cs.ca)

Please include the subject line: Your Company Name, Resource Hub Proposal

Format: PDF, max 10 pages excluding appendices

Proposals must include:

- Project approach and methodology
- Qualifications and relevant experience of all team members
- Portfolio of similar work (3 - 6 projects)
- Detailed budget
- Workplan or timeline based on the Target Milestones
- Two references (preferably from similar projects)

## AI Policy

RR2CS works with multiple government, non-government, Indigenous, and First Nations organizations across multiple communities in Canada. As such we have multiple and varied commitments to our funders and benefactors around the safety of their intellectual property, cultural heritage and personal data. Any written content, audio, visual or video materials we provide as part of the project build are not available for upload to AI tools or modelling systems.

## Contact Information

For any questions or clarifications, please contact:

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