



Request for Proposal (RFP)

Website Redesign, Development, and Maintenance

INTRODUCTION

The Union Square Alliance (“the Alliance”) is a private, non-profit business improvement district (BID) dedicated to enhancing the clean, safe, and vibrant experience of San Francisco’s Union Square district for residents, visitors, workers, and property owners. We are seeking proposals from qualified website design and development firms to redesign and modernize our primary website, and our Union Square Foundation website, connecting them seamlessly and ensuring it reflects the district’s identity, supports our strategic goals, and serves as a user-friendly resource for diverse stakeholders.

BACKGROUND

Union Square is one of San Francisco’s most iconic destinations, home to retail, hospitality, arts, culture, and public events. The Alliance manages cleaning and safety services, public realm services and improvements, marketing, events, economic development initiatives, and stakeholder communications. Our current website no longer meets our needs in terms of usability, accessibility, content management, or brand expression. In addition, the Union Square Alliance is approaching the end of its current term (June of 2029), in preparation of the renewal of the organization, it is essential that the website highlight and promote the brand and programmatic work of the Alliance and be user friendly so that members and stakeholders can access information about the Alliance services and programs.

The redesigned website should:

- **Showcase the vibrancy, prestige, and cultural energy of Union Square**, aligned with the district’s existing brand identity.
- **Position Union Square as a premier luxury destination in the Bay Area**, with a modern, tech-forward digital experience reflecting its world-class retail, dining, and hospitality.
- **Serve as a central hub for district information**, including programs, initiatives, updates, and resources for all audiences.
- **Highlight the district’s events and experiences**, with an intuitive, easy-to-navigate calendar and featured programming.



- **Provide a user-friendly business directory**, helping visitors discover retail, dining, and services across the district.
- **Offer clear pathways for key audiences**—residents, visitors, workers, merchants, and property owners—to access relevant information efficiently.
- **Support marketing and economic development initiatives**, promoting Union Square as a cultural and commercial hub.
- **Improve backend usability for Alliance staff**, with a streamlined content management system for updating content, events, and business listings.
- **Deliver a modern, engaging interface**, with mobile-friendly design, rich visuals, and a premium user experience.
- Position the Union Square Alliance branding and work prominently and accessibly for members and stakeholders.

PROJECT OBJECTIVES

The Alliance seeks a partner who can deliver a website that is:

User-Centered

- Intuitive navigation for multiple audiences
- Mobile-first and responsive
- ADA compliant (WCAG 2.1 AA)

Brand-Aligned

- Reflective of Union Square’s identity as a premier urban district
- Visually compelling, modern, and flexible

Functional & Scalable

- Easy for staff to update
- Built on a widely supported CMS (e.g., WordPress, Drupal, Webflow)
- Use of Salesforce to drive directory
- Integrated with third-party tools (email marketing, CRM, event calendars, etc.)

Performance-Oriented

- Fast load times
- SEO optimized
- Secure and stable



SCOPE OF WORK

The selected firm will be responsible for:

Discovery & Strategy

- Stakeholder interviews (Alliance staff, board members, partners)
- Review of existing content, analytics, and user behavior
- Sitemap and information architecture development
- Content strategy recommendations

Design

- Homepage and key interior page templates
- Visual design system aligned with Alliance branding
- Interactive elements (maps, event listings, district data, etc.)
- Accessibility-first design approach

Development

- CMS setup and configuration
- Custom templates and modules
- Integration with:
 - Email marketing platforms (Mailchimp)
 - Event calendar tools
 - CRM or stakeholder databases (if applicable)
 - Social media feeds
- Search functionality
- Analytics setup (Google Analytics 4, heatmapping optional)

Content Migration

- Migration of existing content
- Cleanup and restructuring as needed
- Support for new content creation (optional)

Testing & Launch

- Cross-browser and device testing
- Accessibility testing
- Performance optimization
- Redirect mapping
- Soft launch and final deployment

Training & Documentation

- CMS training for Alliance staff
- Written documentation for ongoing maintenance



Optional Ongoing Support

- Hosting recommendations
- Maintenance and security updates
- Content support
- Feature enhancements

PROPOSAL REQUIREMENTS

Proposals should include:

Firm Overview

- Company background
- Team bios and roles
- Relevant experience with BIDs, nonprofits, urban districts, or destination marketing

Project Approach

- Description of your process
- Proposed timeline
- Anticipated client involvement

Portfolio

- Links to 3–5 relevant BID/CBD website (or destination websites)
 - Brief descriptions of each project
 - A list of recommendations for our website beyond the scope of our requests
- #### **Technical, Hosting and Security Requirements**

- **Hosting Preference:** We prefer a Managed Hosting environment (e.g., WP Engine, Pantheon, or Webflow Enterprise). The Alliance does not wish to manage server-level updates or security patches.
- **Performance:** The site must achieve high scores (90+) on Google PageSpeed Insights for mobile. Given the visual nature of the site, an integrated Content Delivery Network (CDN) is required to serve high-res images/video without lag.
- **Security:**
 - Enterprise-grade firewall and DDoS protection.
 - Daily automated backups with one-click restore functionality.
 - SSL Certificate management.
- **Compliance:** Full GDPR and CCPA compliance tools (cookie consent banners) must be implemented.

Budget

- The Alliance has allocated a budget range of \$100,000-150,000 for this project
- If proposal exceeds this range, please explicitly state the value-add justification.



- Detailed cost breakdown (design, development, content migration, training, optional services)
- Hourly rates for additional work
- List Annual Maintenance/Hosting costs as a separate line item

References

- At least two recent clients **with similar scope**

EVALUATION CRITERIA

Proposals will be evaluated based on:

- Demonstrated experience and portfolio quality
- Understanding of the Alliance's mission, audiences, and district context
- Strength of proposed approach and methodology
- Design capabilities and technical expertise
- Accessibility and SEO competency
- Cost competitiveness and value
- Ability to meet timeline
- References and past performance

Project Timeline

- RFP Released: March 30, 2026
- Deadline for Questions: April 6, 2026
- Deadline for Proposals: 5pm PST on April 27, 2026
- Hold for interviews: May 11-May 15, 2026
- Selection & Contract: May 11 – June 5, 2026
- **Project start June 15, 2026.**
- Target Launch: Q4 2026 (Before Holiday Season)

Submission Instructions

Please submit proposals electronically in PDF format to:

Daniela Vasile, COO, daniela@unionsquarealliance.com, 415-781-7880 x114

Subject line: **RFP – Website Design Services**

Rights Reserved

The Alliance reserves the right to:

- Reject any or all proposals
- Request additional information
- Modify the scope or timeline
- Negotiate with any proposer
- Cancel the RFP at any time