

Buckeye Trail Association

Website RFP



Project Overview

- To create a new BTA Website with modern website design
- With a backend where it is easy for people to update the content on pages with tiered permissions

About the Buckeye Trail Association:

The Buckeye Trail Association builds, maintains, preserves, and promotes the use of the 1,400+ mile Buckeye Trail, Ohio's longest hiking trail, for our citizens, communities and partners. Since 1959, we have provided outdoor recreation, volunteer opportunities, education, economic benefits, and access to the natural and cultural resources of Ohio.

The BTA is a large, strong body of volunteers who maintain and promote the trail, which winds around Ohio for nearly 1440 miles, reaching every corner of the state. The BTA is also a social group of hikers, volunteers, and outdoor enthusiasts. We provide a welcoming and inclusive environment for outdoor enthusiasts of all skill levels and backgrounds to come together, sharing experiences and building lasting connections.

The Buckeye Trail is the longest loop hiking trail in the nation and is recognized as a State Trail by the State of Ohio. Hundreds of BTA volunteers devote thousands of hours so that millions of people can enjoy the Buckeye Trail every day of the year.

The Purpose:

The purpose of the website is to explain to the public what the Buckeye Trail and BTA are and to help them plan hikes on the Buckeye Trail. The website will share event information and other useful information and documents for hikers, BTA members, and BTA volunteers.

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Our Audiences:

The General Public (50%):

- Explain to the general public what the Buckeye Trail and BTA are. Provide useful information to people that are just curious or interested in hiking or backpacking on the BT. Help friends or relatives of BTA members wanting to gift a BTA membership or give a gift to the BTA.

BTA Members and Volunteers (45%):

- Help BTA members and volunteers find useful information on BTA events, plans hikes or backpacking trips, or find volunteer opportunities. Provide a repository of documents to support hikers, BTA members, and BTA volunteers.

Grant Institutions, Businesses, and Government Entities (5%):

- Demonstrate the value of the Buckeye Trail to the community to grantors looking to validate the Buckeye Trail, businesses and others looking to donate materials and/or money, state politicians, and the media.

Functionality Requirements:

Content:

Homepage:

- Homepage always has an easy-to-edit location for clear calls to action (Donate, Join/Renew)

Overall:

- Mobile friendly
- Better organization of key information
- Streamlined text

Functionality and CMS:

- Ability for different content owners in the BTA to make easy, textual, and basic image changes to keep information accurate without having access to the entire site
- Ability to visually change the site (including page layout and CSS) without the need for developers
- A search function (indexer)
- Scheduled publishing and unpublishing
- Customization features that include kerning, leading, tracking, and determining white space around an image

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- Design functionality that allows for images and text to automatically align to a grid
- More animation/interactive design aspects such as rollovers, image fades, etc

Navigation and Information Architecture:

- Optimized mobile navigation for all menus and submenus
- Finding necessary information should be easy and intuitive
- Locate all navigation options at the top of the site

IPA Integrations:

- Integration so people can automatically add calendar events to their Google Calendar, Outlook, iCal, etc

Data and Analytics:

- Robust tracking and analytics
- Easily create event/project-specific landing pages

Proposal Requirements:

- Monday June 3rd, 2024: Proposals submitted to CentralOhio@BuckeyeTrail.org
- Friday June 7th, 2024: The BTA Website Committee will make our selection

Preferred Timeline Details:

- End of August 2024: Final draft completed to run through with our stakeholders
- End of September 2024: Final website completed and live