

League of Conservation Voters
Request for Proposal
LCV's Online *National Environmental Scorecard* Redesign
June 18, 2012

The League of Conservation Voters is soliciting proposals to work with us to redesign our online *National Environmental Scorecard* system to make it more user-friendly, aesthetically appealing, and easy for us to update on the backend.

About Us

LCV is a 501(c)(4) membership organization with a connected federal Political Action Committee. LCV works to turn environmental values into national priorities. To secure the environmental future of our planet, LCV advocates for sound environmental policies; elects pro-environment candidates who will adopt and implement such policies; and provides our state LCV partners with the resources and tools to accomplish and sustain their mission. LCV's *National Environmental Scorecard* is respected and used by many environmental organizations and activists to hold their legislators accountable for their votes on key environmental policies.

Our Existing Site

LCV Environmental Scorecard: <http://www.lcv.org/Scorecard/>
LCV Vote Tracker: <http://lcv.convio.net/site/VoteCenter?page=voteList>
Scorecard PDF archive: <http://www.lcv.org/Scorecard/Scorecard-archives/>

Right now we have an online Scorecard section that includes the PDF of the printed Scorecard and a searchable database for people to find out how their MOC scored. Then, we have a separate "vote tracker" page that pulls information about ongoing votes throughout the year and explains legislation more in detail. One goal with this new system would be to eliminate having a separate "vote tracker" page by integrating that information into the profiles of members of Congress when you search for them in the Scorecard and creating a section within the Scorecard that highlights recent votes.

Examples of Sites We Hope to Emulate (in style, not necessarily content)

<http://heritageactionScorecard.com/>
<http://www.plannedparenthoodaction.org/elections-politics/2010-elections-map.htm>
www.ecovote.org/Scorecard/2011-Scorecard (For searching and information features, also most similar to us in terms of content)

About this RFP

This RFP is being distributed to selected vendors and more broadly within technology networks.

If you know of other vendors that should be considered for this project, please let us know so we can reach out to them or forward them this RFP.

Feel free to present proposals calling for varying levels of work with separate cost estimates. We will consider proposals calling for a maximum of \$40,000 in services. We understand that no bid would become final until we answer questions you may have as part of the vendor selection process.

Acknowledgement of RFP and Due Date for Responses

After reviewing this RFP, please email Vanessa Kritzer at Vanessa_kritzer@lcv.org indicating whether or not you intend to submit a proposal.

Proposals are due via mail or email not later than 6:00 PM ET on July 9, 2012. Vendor interviews (finalists only) and vendor selection will occur during the month of July. Questions regarding this RFP can be submitted to Vanessa_kritzer@lcv.org by 6:00 PM EST on July 2, 2012.

Background about the Scorecard

The League of Conservation Voters has published a *National Environmental Scorecard* every Congress since 1970, the year it was founded by leaders of the environmental movement following the first Earth Day. The *National Environmental Scorecard* provides objective, factual information about the most important environmental legislation and the corresponding voting records after each session of Congress.

The Scorecard represents the consensus of experts from about 20 respected environmental and conservation organizations that make up the Scorecard Advisory Committee, which selects the key votes on which members of Congress should be scored. LCV scores votes on the most important issues of the year, including energy, global warming, public health, public lands and wildlife conservation, and spending for environmental programs. The votes included in the Scorecard present members of Congress with a real choice and help distinguish which legislators are working for environmental protection. Except in rare circumstances, the Scorecard excludes consensus action on the environment and issues on which no recorded votes occurred.

There is a paper version of the Scorecard that gets officially released once a year and we link to a PDF of that document on our website. Our Online Scorecard should allow people to search for information about their individual legislators, including their score in the most recent year, their lifetime score, and their most recent votes on any environmental issues of interest. It should also give users the ability to get an overall picture of the environmental scores in the current Congress and notable outcomes of recent votes.

Platform:

LCV currently uses Convio as both our CMS and eCRM platform. While it would be optimal for

the Scorecard to be built within the Convio platform, we are open to using a different open source CMS platform like Joomla! or Drupal. So far Convio has been unable to provide us with the flexibility to create all the desired Scorecard features. Ideally, the CMS will not be a closed, proprietary system. LCV staff must have ability to access all components of the site.

Vote Data:

We currently use Capwiz/Roll Call to get the data about votes that we want to highlight in the Scorecard and throughout the year. However, that platform is limited and offers no customization. The written proposal should include recommendations for a reliable alternative source of congressional roll call vote data that would allow us to easily and quickly access and import accurate information into our new Scorecard platform.

Overarching Goals for Redesign:

- Sleeker, more aesthetically pleasing overall look of the Scorecard to encourage enhanced user/member engagement.
- Search-optimized and easy for anyone to use, pulls accurate information based on the user's address.
- The Scorecard and vote tracking functions should be combined on pages with information about individual members of Congress. Each MOCs page should include their lifetime score, past year's score, and most recent votes. Note that only a select group of votes define their official "score," not all that will appear with the recent votes.
- Layout allows and encourages users to take action directly from the Scorecard to send a "thank or spank" message to their legislator(s) based on their overall score or a particular vote.

Key Functions for the Online Scorecard: *The Firm will design and build web pages and/or a web site to host LCV's National Environmental Scorecard in accordance with following specifics and features:*

- Titles and descriptions of legislation and how MOCs voted should be easily understood, with uncluttered layout, simple language, and eye-catching symbols to show if they voted right or wrong. Those symbols should correspond to symbols that we can use in the paper version of the yearly Scorecard.
- Map search function in which users can click on their state to navigate to their legislator, this function could also include colors on the map to indicate level of combined environmental score for each state or even show the breakdown between districts when zoomed down on a state.
- Includes enticing share buttons for facebook, twitter, email, and allows users to embed information into websites or blogs.
- Prominent space where users can sign up for LCV's e-alert list.

- All pages should be branded to match the LCV-designated web page template. However, while design should complement the colors and look of LCV's website, it does not have to adhere exactly to what the font or image choices are like on LCV's other web pages.
- Platform allows for staff to easily select votes to appear and information comes from a source where a reliable vote count is available almost immediately after a vote happens.
- LCV staff must be able to update and change all necessary elements of the site, must allow real-time password protected access by LCV and its designated consultants.

Desired but Not Necessary Features:

- Function for users to track their legislators, meaning sign up for email updates when their legislators take a vote (see "Watchlist" on Heritage Foundation Scorecard: <http://heritageactionScorecard.com/>).
- Include information about amount of money that MOCs have taken from the dirty energy industry.
- Sections highlighting the best and the worst legislators.
- Function that allows users to search by issue.
- Infographics and maps that illuminate the larger trends over the course of one year and/or multiple years.

Information Required in Written Proposal:

- An introduction to your firm, including bios of key contributors.
- An initial projection of the likely cost, with a description of major variables that might drive the cost upwards or downwards.
- An initial timeline for completion of project.
- Your vision for what process you'd use in working with LCV on the development of our upgraded websites, including your expectation for the level of time that will need to be committed by LCV staff as part of the planning and implementation.
- Reference list, including a listing of other websites you have designed that are most similar in goals/content to what you'd envision for our sites.

Web Site Maintenance, Hosting & Management:

Firm will make recommendations for the following on-going services: CMS updates, Google Analytics, regular backups, and SSL certificate.