

RFP: TART Trails Website Development and Management Services

Traverse Area Recreation and Transportation Trails, Inc. (TART Trails) is requesting proposals from qualified website developers to develop a new website, traversetrails.org

RFP Issued: August 12, 2026

Proposals Due: September 14, 2026 (via email)

Project Overview

TART Trails is seeking a qualified web development partner to redesign and build a new version of our website (traversetrails.org). The new website will better serve our diverse audiences, including trail users, volunteers, donors, event participants, and community partners, by providing an intuitive, mobile-first experience that makes it easy to find information, engage with our mission, and support our work.

This project is informed by extensive user feedback collected through a public website survey. Respondents consistently identified the need for easier navigation, improved trail information, better mobile usability, interactive maps, and streamlined access to events, volunteer opportunities, and donation forms.

Guiding Principles

Proposals should be grounded in the following

- Access: create an inclusive digital experience that is accessible to people of all abilities and provides clear pathways to explore trails, volunteer, donate, and engage with TART Trails
- Health: Inspire people to embrace active transportation and outdoor recreation by making it easy to discover opportunities to walk, bike, run, ski, and connect with nature
- Recreation: Celebrate the power of play and outdoor experiences in every season by creating a digital space to showcase these stories.
- Sustainability: Demonstrate TART Trails' commitment to environmental stewardship by promoting sustainable transportation, responsible trail use, and projects that create lasting community impact.
- Collaboration: Reflect the partnerships that make our work possible by highlighting collaboration with municipalities, businesses, nonprofits, volunteers, and community members.
- Connection: Just as the trails connect people and foster a sense of community, so too should the website. Furthermore, the website should serve as a tool to connect people with a better trail experience.

Current Website Challenges

- Difficult to navigate and information architecture
- Inconsistent user experience across devices
- Limited trail map functionality
- Difficulty conveying trail closures and alerts
- Tough for staff to make changes
- Better integration between storytelling, trail information, and calls-to-action
- Slow page and donation form loading times

Project Goals

- User Experience
 - Intuitive navigation
 - Clear information
 - Mobile-first design
 - Fast page loads
 - Powerful search functionality
- Trail Information
 - Interactive trail maps
 - Trail closures and alerts
 - Trail amenities
 - Route planning
- Engagement
 - Easy volunteer signup
 - Donation pathways
 - Event registration
 - Storytelling
 - MailChimp integration for email signups
- Staff Management
 - Easy content editing
 - Flexible page builder functions
 - Future scalability

Scope of Services

- Discovery workshop with TART staff
- Review user survey findings
- Develop site architecture in conjunction with TART Trails staff
- Progress and check-in meetings as needed
- Sitemap development
- WordPress development
- Migration of existing content
- Staff training

- Accessibility testing
- CMS configuration

Deliverables

High-functioning website that is fast, easy to use, and meets the demands of the future.

- Fully functional WordPress website
- Page templates
- CMS training
- Scalable code that is easily editable
- SEO-ready architecture
- Security/privacy configuration
- Accessibility: multi-language function, high color contrast, alt text for images
- Interactive trail map feature (mobile-friendly, trip planning, trail amenities, and other useful functions built into the map feature)

Proposal Requirements

- Qualifications and relevant experience
- Project approach
- Relevant project examples
- Proposed schedule

Technical Requirements

- WordPress CMS or comparable platform
- Google Analytics integration
- Google Tag Manager compatibility
- Donation platform integration (Give WP form)
- WooCommerce compatibility or other e-commerce integration
- Give WP Donation form compatible
- Formidable (Forms/registration) compatible or similar integration
- Regular backups
- Security best practices
- WCAG 2.1 AA compliant
- SEO best practices
- Salesforce compatibility
- MailChimp integration

Selection Criteria

- Relevant experience
- Design quality and responsiveness to guiding principles
- Understanding of community use
- Proposed budget and schedule

Project Schedule

- RFP Issued: August 12, 2026
- Questions will be accepted through September 11, 2026, by 5PM
- Proposals Due: September 14, 2026, by 5PM
- Consultant Selection Date: Friday, September 25, 2026
- Project Kickoff: October-November 2026
- Project Completion: Spring 2027 (Determined collaboratively with selected consultant)

Contact Information

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TART Trails

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Proposals should be submitted via email to the contact above. TART Trails reserves the right to accept or reject proposals and to waive informalities in the selection process.