Request for Proposals  
APA – The Engineered Wood Association’s European Website  
May 1, 2019

Proposals due May 17, 2019

APA – The Engineered Wood Association is a nonprofit trade association representing 176 member facilities that manufacture such engineered wood products as plywood, oriented strand board, glulam, I-joist, structural composite lumber and cross-laminated timber. APA has a long history of representing the interests of North American wood product manufacturers in targeted export-focused activities. In Europe, education and promotion of U.S. wood products has been supported by a website at www.apawood-europe.org. APA seeks assistance to host, maintain, update and measure content on this site.

Background
APA has maintained a website for more than 20 years with an emphasis on the United Kingdom (U.K.) market and European Union standards. In 2012, the website was redesigned and established at www.apawood-europe.org to educate and promote North American engineered wood products in English to the European market. The website also includes information about green building and case studies showcasing the use of engineered wood.

Scope of Services
APA seeks a consultant, which can include web communications and wood products specialists or a firm, to complete the scope of work from June 1, 2019, through December 31, 2019. Consultants are encouraged to submit proposals jointly to include the full scope of work. The resulting contract(s) may be extended annually upon mutual consent up to a total of three years.

- Hosting: Consultant shall host the website on an annual basis on a secure, reputable, reliable platform to maintain its uptime. In the event of an interruption in service, the consultant shall be responsible for restoring the site’s operability as quickly as possible.

- Compliance, Accessibility and Maintenance: Consultant shall ensure that the website remains compliant with W3C accessibility requirements, U.K. and European Commission accessibility law and U.S. government accessibility requirements, as well as data protection and privacy law, including General Data Protection Regulation (GDPR) requirements. Consultant shall also ensure the website remains responsive to optimize its viewing on multiple platforms (desktop, laptop, tablet and mobile phone) and browsers. Consultant shall monitor and maintain that links throughout the site remain intact and operable.
• **Content:** Consultant shall review and update technical content related to European standards, U.S. standards and trademarks. Consultant shall work with APA staff to track changes in standards that might affect member products, such as health standards (e.g., formaldehyde) and structural codes, and recommend new content to ensure the site’s fresh appearance and usability.

• **Metrics:** Consultant shall track and report on a quarterly and annual basis the following web metrics with comparisons to previous quarter/year:
  - Pageviews/unique and total
  - Top queries
  - Most viewed pages, including top landing pages
  - Sessions, including total sessions, average session duration and average pages visited per session
  - Overall traffic trends (spike in visitors, mobile users versus desktop users, bounce rate, new versus returning users, et cetera)
  - How visitors find the site: acquisition source and medium
  - Geographic location/distribution of users

**Selection Criteria for Consultant(s)/Firm**
- Proven ability to review, select and update content on the European website and coordinate its development and maintenance. (35%)
- Experience and background of staff assigned to project, including knowledge of forest products industry and international web standards. (25%)
- Ability to coordinate web development and content with APA staff in Tacoma, Washington, in the English language. (20%)
- Proposed budget. (15%)
- Knowledge of the forest products industry. (5%)

**Contract and Payment Schedule**
The contract for this scope of work will be written as an end-result contract paid in accordance with a schedule to be negotiated with the selected contractors. Invoices shall reflect work completed.

**Proposal Format**
Proposals should be no more than 10 pages and include detailed information about all costs associated with the project. They must include:
- Name and title of all people assigned to this project, including qualifications, hourly rates and the approximate hours each will spend on the project.
- Enough detail about consultants’ approach to the project to determine qualifications and deliverables.
- A list of any other costs associated with the project, such as annual hosting fee.

This project should be bid in its entirety. If the firm or consultant intends to subcontract work on any of the deliverables, they should be referenced in the proposal. Subcontractors shall be held to the same contract and confidentiality terms and conditions as the principal consultant.
The resulting contract from the Request for Proposals may be continued by amendment through a three-year period without need for rebidding. The continuation of the contract requires mutual written agreement between APA and the consultants on terms, conditions, budget and scope of work on an annual basis.

Proposals are due by 5 p.m. (Pacific Daylight Time) May 17, 2019, to:

Tara Mattina, Market Communications Director
APA – The Engineered Wood Association
tara.mattina@apawood.org