



About Us

The Mobile Market Coalition (MMC) is a national network of practitioners, researchers, funders, and policymakers advancing mobile markets as essential infrastructure for a responsive and resilient food system in which everyone has access to healthy food. Mobile markets are like farmers' markets on wheels that travel to underserved communities to provide fresh, affordable food to people lacking access to traditional food retail, with an emphasis on serving those with limited income. The MMC promotes and supports mobile markets with research, technical assistance, advocacy, and networking. The MMC is convened and administered by faculty and staff of the Veggie Van Training Center at the University at Buffalo and led in coordination with an advisory board of mobile market operators and stakeholders, elected by coalition members.

The Veggie Van Training Center (VUTC) is a service center of the University at Buffalo that supports local and regional food systems by helping to start, expand, and improve mobile produce market programs and provides training, reporting, and evaluation for organizations working to launch and/or expand a mobile market or other food access program. The VUTC coordinates and manages other data collection efforts including utilization of the web-based Veggie Van Model and Veggie Van Toolkit

Request for Proposals

The Mobile Market Coalition is seeking proposals for a web designer to redesign the [Mobile Market Coalition \(MMC\) website and Veggie Van Toolkit](#) to improve toolkit usability and visibility. The selected contractor will create a new, user-friendly website and interface to house all Toolkit materials, Coalition resources, and other training resources. The purpose of this project is to make the website a "one-stop shop" for everything related to mobile markets, including the MMC, Mobile Market Summit (MMS), and Veggie Van Toolkit. We have recently completed a rebrand with an exciting brand kit that should be integrated into the newly designed website.

Since its publication in 2020, we have been adding to and improving the Veggie Van Toolkit by working with site visitors to understand the use of said materials. Our research shows that the most effective toolkits are organized, visual, brief but have depth, interactive and utilize case reports or examples from the real world. We have interviews and transcripts with Toolkit users that offer helpful feedback that have led to this planned redesign and can help to inform your design choices to best reflect the needs of our users. **The purpose of this RFP is to locate a web designer or team who will design and host our existing website and toolkit (mobilemarketcoalition.org) to offer an improved, more impactful experience.** By redesigning the Veggie Van Toolkit, we aim to positively impact users' experience by making our site more intuitive, improve navigation and accessibility, and more. We expect visitors to have a more valuable and efficient experience and leave the VV Toolkit with a higher degree of understanding of how to plan, launch, and operate a mobile market.

Expected Outcomes:

Our expectation is that the accepted proposal will complete the following deliverables:

- Redesign and relaunch MMC/Toolkit website with responsive and modern design, a high-quality user experience, and ease of ongoing maintenance by MMC staff.
- Utilize popular content management systems (CMS) like Wordpress. They will be expected to implement a user-friendly and intuitive content management system that enables administrators to easily make updates without requiring advanced technical expertise and provide comprehensive documentation and training materials to guide host site administrators through the process of updating and maintaining the website. Alternatively, we may be open to proposals providing a variety of options regarding hosting and ongoing maintenance.
- Integrate Google Tags into the Veggie Van Toolkit pages and set-up Google Analytics to understand toolkit visitors' usage of toolkit resources.
- This redesign should also include options for unique user logins and/or ability to integrate with a CRM program like Neon One.
- Design should incorporate MMC's existing brand kit

Budget and timeline:

The total budget range available for the project deliverables described in this RFP is \$20,000 – \$25,000. The goal for website relaunch/completion is December 2024.

Proposal and selection criteria:

Proposals should include, but are not limited to, the following:

- Links to work samples, especially those similar to the Veggie Van Toolkit/MMC
- Draft proposals on how the Toolkit/MMC site can be improved toward the listed goals
- Draft work plan with benchmarks
- Proposed budget with line-item expenses

Proposals should be emailed to contactus@mobilemarketcoalition.org no later than 5pm on July 10th, 2024. Proposals should be no longer than 3 pages, excluding samples and/or budget attachments.

Our team will review proposals and select the partner that best aligns with our values, meets the listed deliverables, and works within our budget and timeline. We may reach out to you to have a brief Zoom call if we have questions or clarifications about your proposal.

If you have questions about this RFP, please reach out to Leah Vermont at contactus@mobilemarketcoalition.org