



Golden Valley Community Broadcasters
KZFR Community Radio
341 Broadway, Suite 411
Chico, CA 95928

REQUEST FOR PROPOSAL

30 July 2026

This document is a Request for Proposal (RFP) for the KZFR website redesign.

KZFR is seeking proposals to redesign its public-facing website kzfr.org to improve user experience, optimize for mobile and other devices, modernize their look and feel, and ensure their accessibility to persons with disabilities. Other goals include:

- Increase listener engagement and accessibility to programming
- Improve access to live streaming and archived content
- Support community participation and event discovery
- Improve donation and underwriting visibility

This RFP covers the full redesign, development, and launch of the KZFR website.

I. Introduction

A. What is Community Radio?

Lorenzo Milam, one of the great pioneers of the community radio movement, described a community radio station as “a place where people can sing their song, dance their dance, and speak their piece without fear, without censorship, without cost.”

What we now call “community radio” emerged after World War II. The most significant of these early stations was the Pacifica Foundation’s KPFA in Berkeley, California. Pacifica’s founders were dissatisfied with the dominant networks’ news coverage, and believed that serious music and literature were not given enough attention on radio or TV. So they set out to build a station of their own.

In the early years, due to low mass audience appeal and a lack of FM receivers, the station had few listeners. This made it impossible to sell commercial time on KPFA. The station appealed to its listeners to send money to keep the station on the air, and Pacifica became the first “listener supported” broadcaster.

By the 1960s, Pacifica had stations in Berkeley, Los Angeles, New York, Washington D.C., and Houston. Other local community groups used the “Pacifica Model” to organize their own stations. These included special interest stations in large cities, stations operating on Native

American reservations, stations broadcasting in different languages, and stations serving rural areas with a wide range of special interests.

Community radio stations:

- Are licensed by the Federal Communications Commission as “non-commercial educational” stations
- Are owned and operated by small, local, non-profit corporations
- Emphasize public participation in programming decisions and provide access to members of the public to produce shows
- Train members of the public to produce radio
- Use volunteers in many roles
- Receive financial support from listeners and local business owners
- Air news and public affairs programs that focus on local issues and alternative perspectives on world and national issues

B. KZFR History

Erik Mathisen is known as the Founding Father of KZFR. What he originally set out to do in 1981 was to build a translator service to bring the signal of KPFA from Berkeley to the North State. His project veered off in a new direction when a KPFA volunteer asked, “Instead of taking our programming, wouldn't it be better to create programming that reflects your community?” At that moment Erik Mathisen set his sights on building a community radio station in Chico. It took nine years to secure the necessary permits and finances to build the station. KZFR-FM is licensed to Golden Valley Community Broadcasters and operates as KZFR 90.1FM, streaming online at kzfr.org.

KZFR Community Radio began broadcasting on 6 July 1990 after years of hard work by some very dedicated pioneers. In addition to Erik Mathisen, Lee Edwards and Lars Larson are among the folks we honor for putting KZFR on the air.

Our transmitter is located on Nimsheew Ridge, California, overlooking the Northern Sacramento Valley. KZFR Community Radio, FM 90.1, broadcasts with 6,300 watts of power.

C. Mission Statement

It is the mission of KZFR to enlighten, entertain, inform and educate our listeners in support of the community.

In order to do this, we will:

- Train members of the community in best broadcasting practices and the use of the radio medium
- Provide alternative news and information
- Promote the expression of ideas without close creative control or commercial consideration
- Maintain an organization that reflects the diversity of interests in the station's broadcast area
- Develop working relationships with other community organizations
- Cultivate a respectful and collaborative working environment
- Develop adequate financial support from the listeners we serve

D. Station Goals

KZFR station goals are designed to accomplish the values set forth in the station's bylaws:

1. To establish a nonprofit organization that operates primarily for educational purposes
2. To maintain financial self-sufficiency
3. To promote the cultural welfare of the community by providing outlets and training for creative skills and activities through radio broadcasting operations
4. To promote the full distribution of public information from sources of news not commonly brought together in the same medium

II. Statement of Work / Project Description / Project Scope

A. Project Overview

KZFR's website is a vital communication tool for the organization to carry out its mission. The website is the entry point for various interactions and transactions with several audiences, including the public; KZFR staff, Board of Directors, programmers, and volunteers; our underwriters; and more.

KZFR seeks to redesign its website. We seek a strategic partner with a creative team who will grasp our mission, values, culture, and strategic direction, and help support and reinforce these intangibles with our web presence.

This project will deliver a new future-focused digital strategy and web presence that reflects best practices in design, user experiences, usability, accessibility, and Search Engine Optimization (SEO). KZFR is looking for an agency with demonstrated experience and expertise in website design best practices and consulting experience in choosing the best backend platform for content management.

B. Project Goals and Objectives

KZFR is looking to partner with an agency with significant digital capabilities to create a streamlined and customized digital experience for members of the public; KZFR staff, Board of Directors, programmers, and volunteers; our underwriters; and more. All project requirements and specifications support the project's core objectives:

- Highlight our mission, values, key messages, and services for various audiences.
- Improve content organization and navigability for better user experience.
- Use a more modular, flexible visual design that is fully functional and responsive in design for display across many screen sizes and devices and enables quick development of new interactive elements.
- Incorporate SEO best practices to improve searchability and access.
- Improve ADA accessibility and implement best practices to accommodate key user groups.
- Establish model User Interface (UI) standards for interactive applications, leading to greater standardization of app interfaces, which are outside this project's scope.
- Increase engagement, decrease bounce rates, and improve search rankings.
- Improve site performance metrics, for example, page load time.
- Ease of maintenance by staff after implementation is complete.

At the completion of this redesign project, KZFR will retain full control and ownership of its website, code, and design files.

C. Our Current Website

Our current website at KZFR.org is a WordPress installation with an old PHP install and an old WordPress install. This poses a risk for data privacy and security issues that need to have an automatic updating system enabled with both the PHP and WordPress or have monitoring to make sure these updates are recognized and implemented. We have performance and security concerns.

D. Our Key Audiences

The website redesign should provide unique customer journeys for these audiences:

- Members of the public who want to listen to the live online stream and/or access the online archive of past shows; learn more about the station and its programming; access the community calendar; review the list of underwriters; and make donations to the station
- Current and prospective underwriters
- KZFR Staff, Board of Directors, programmers, and volunteers

E. Project Scope

The scope of work outlined below defines the phases, tasks, and deliverables required for the redesign of the KZFR website. Proposals should describe how each deliverable will be provided and how the vendor will work with KZFR staff throughout the project. The scope may include, but is not limited to, the following phases and tasks.

F. Phase 1: Discovery & Planning

a. Tasks

- i. Conduct initial discovery meetings with KZFR staff and members of the Technology Advisory Committee to understand website goals, audience needs, content priorities, and current pain points.
- ii. Review the existing KZFR website, including structure, navigation, archives, program pages, community calendar, and performance issues.
- iii. Review available listener feedback and survey results related to website usability and content access.
- iv. Assess current content organization, including programs, archives, playlists, events, underwriters, and station information.
- v. Develop a proposed information architecture and sitemap that improves clarity, navigation, and findability of content.
- vi. Identify technical considerations related to performance, responsiveness, accessibility, and scalability.
- vii. Define success metrics (engagement, usability, performance)

b. Deliverables

- i. A detailed project plan outlining:
 1. Project phases and timeline
 2. Roles and responsibilities

- 3. Communication and review process
- ii. A proposed sitemap and high-level information architecture
- iii. A summary of key findings and recommendations from discovery

G. Phase 2: User Experience & Visual Design

a. Tasks

- i. Develop user interface (UI) and user experience (UX) concepts that prioritize:
 - 1. Easy access to program archives
 - 2. Clear navigation for programs, schedules, and events
 - 3. Improved usability for new and returning users
 - 4. Easy ways to make donations to the station
 - 5. Access volunteer opportunities
- ii. Create visual design concepts that preserve KZFR's existing character and readability while improving layout clarity.
- iii. Design responsive layouts for desktop, tablet, and mobile devices.
- iv. Incorporate accessibility best practices into design decisions.
- v. As per California law, meet WCAG 2.1 AA accessibility standards

b. Deliverables

- i. Multiple UI wireframes and design mockups for key page types, which may include:
 - 1. Homepage
 - 2. Programs listing and program detail pages
 - 3. Archive pages
 - 4. Community Calendar
 - 5. General content pages
- ii. One finalized design direction approved by KZFR staff and the Technology Advisory Committee

H. Phase 3: Website Build & Content Integration

a. Tasks

- i. Set up the WordPress environment and implement the approved design.
- ii. Utilize existing WordPress core themes and/or most popular themes.
- iii. Configure content structures for:
 - 1. Programs and program pages
 - 2. Archived audio content
 - 3. Playlists and related metadata
 - 4. Community events
 - 5. Station information and underwriters
- iv. Migrate existing website content as appropriate.
- v. Implement third-party integrations as required (analytics, email signups, audio players, etc.).
- vi. Optimize site performance and responsiveness.
- vii. CMS: Build upon WordPress core (required)
- viii. Integrate security measures into WordPress core (required)
- ix. Mobile-first responsive design (required)
- x. Integrate:
 - 1. Live stream player
 - 2. Archive playback system
 - 3. Event calendar

- 4. Donation pages
- 5. Underwriting pages
- xi. Audio & Archive requirements
 - 1. Easy access to live stream
 - 2. Searchable archive of past shows
 - 3. Filter by:
 - a. Program
 - b. Date
 - c. Category (e.g., musical genre, or format such as news and public information)
 - 4. Mobile-friendly playback

b. Deliverables

- i. A functional beta version of the redesigned website
- ii. WordPress themes and templates
- iii. Configured content types and navigation structures

I. Phase 4: Testing, Optimization & Launch

a. Tasks

- i. Conduct quality assurance testing across browsers and devices
- ii. Test navigation, archives, playback functionality, and content display
- iii. Validate accessibility compliance
- iv. Implement search engine optimization (SEO) best practices
- v. Address bugs, performance issues, and usability concerns identified during testing
- vi. Prepare the site for public launch
- vii. Page load target: under 3 seconds
- viii. Cross-browser compatibility

b. Deliverables

- i. Testing and QA log
- ii. Summary of key findings
- iii. Final, production-ready website
- iv. Website launch

J. Phase 5: Training, Documentation & Support

a. Tasks

- i. Provide full admin access and training to KZFR staff on:
 - 1. Updating and managing content
 - 2. Maintaining program pages and archives
 - 3. Managing events and time-sensitive content
- ii. Provide documentation and best practices for site maintenance and backups
- iii. Offer post-launch support for an agreed-upon period

b. Deliverables

- i. Training sessions for KZFR staff (recorded if requested)
- ii. Website documentation and design files
- iii. Website support and maintenance plan for an agreed-upon period

K. Phase 6: Enhancements (Post-Launch)

a. Tasks

- i. Identify and propose optional post-launch enhancements based on KZFR priorities and budget
- ii. Potential enhancements may include:
 - 1. Advanced archive filtering or search features
 - 2. Improved community calendar functionality

3. User accounts or personalization features
4. Additional content organization or discovery tools
5. Additional or improved ways to collect donations

b. Deliverables

- i. Written recommendations and cost estimates for optional enhancements
- ii. Implementation of approved enhancements, if selected
- iii. Sitemap and information architecture
- iv. Wireframes and design mockups
- v. Final UI design files (Figma or equivalent)
- vi. CMS setup and configuration
- vii. Migrated content
- viii. Training materials
- ix. Documentation
- x. Post-launch support plan

III. PROPOSAL REQUIREMENT

Vendors must include:

- Company overview
- Description of relevant experience (nonprofit, media, or similar)
- Three (3) examples of similar projects
- Proposed approach and methodology
- Project timeline for vendor and for KZFR staff (please build in a 7-day response time for KZFR staff for any inquiries, requests, etc.)
- Team structure
- Cost proposal (broken down by phase)
- References

IV. TIMELINE

- RFP Issued: Monday, 17 August 2026
- Questions Due: Friday, 18 September 2026, 5:00 p.m.
Submit a question to grant@kzfr.org
- Webinar Q&A: Tuesday, 22 September 2026, 5:00 p.m.
- Proposals Due: Friday, 16 October 2026, 5:00 p.m.
- Vendor Selected: Tuesday, 1 December 2026
- Project Start: Monday, 4 January 2026

V. EVALUATION CRITERIA

- Experience with similar projects (15%)
- Quality of proposed approach (35%)
- Cost (20%)
- Understanding of KZFR mission (10%)
- Timeline (15%)

Note: All scores are approximate. See addendum for sample evaluation rubric.

VI. SUBMISSION INSTRUCTIONS

A. Submission Format

Proposals must be submitted electronically in PDF format.

B. Submission Deadline

Friday, 16 October 2026, 5:00 p.m. (Pacific Time)

C. Submission Method

Email proposals to: grant@kzfr.org

D. Subject Line

"KZFR Website Redesign Proposal – [Vendor Name]"

E. Questions

- i. All questions regarding this RFP must be submitted via email to:
Grant C. Parks at grant@kzfr.org
- ii. Questions must be received by: Friday, 18 September 2026, 5:00 p.m.
- iii. Responses to questions may be shared with all prospective vendors.

F. File Naming

File name format:

KZFR_Proposal_[VendorName].pdf

G. Late Policy

Late submissions may not be considered.

H. Confirmation

Vendors will receive confirmation of proposal receipt.

ADDENDUM

All submitted proposals will be evaluated and scored according to the criteria listed below.

EVALUATION CRITERIA
Company overview and experience with similar projects:
How are each of the projects submitted similar to KZFR?
How well has the applicant described the approach used with these projects?
Does the applicant provide a substantial and convincing company overview?
How strong are the references provided by the applicant?
Quality of proposed approach:
How well does the narrative successfully respond to:
Phase 1: Discovery & Planning?
Phase 2: User Experience & Virtual Design?
Phase 3: Website Build & Content Integration?
Phase 4: Testing, Optimization & Launch?
Phase 5: Training, Documentation & Support?
Phase 6: Enhancements (Post Launch)?
Does the applicant include language that describes a sound strategy and reasoning with respect to the approach taken? (Is the methodology clear?)
Does the approach reflect KZFR's Project Goals & Objectives?
Does the applicant describe the team structure that will be used to accomplish the work? Does the structure seem viable?
Cost:
Is the cost proposal broken down by Phase?
Has all of the work described in each Phase been addressed?
Is the proposed budget understandable?
Do the costs seem reasonable?
Understanding of KZFR's Mission:
Does the proposal convey that the applicant sincerely understands the KZFR Mission? (Does the language of the proposal move beyond simply mirroring our language?)
Do the language and concepts in the "proposed approach" align with KZFR's mission statement?
Timeline:
Does the timeline acknowledge the need to coordinate with KZFR staff during implementation?
Has the applicant built in adequate time for KZFR staff to participate and respond?
Does the timeline include all work detailed in each of the phases?