

## **Request for Proposal: Website Design and Development for NJRC Reparations Digital Exhibit**

### **Project Objective**

The New Jersey Institute for Social Justice (“the Institute”) is seeking a web designer and developer to create a multi-layered, visually appealing and interactive website (the “Digital Exhibit”) to serve as a digital companion to the New Jersey Reparations Council’s 2025 report, [\*For Such a Time as This: The Nowness of Reparations for Black People in New Jersey\*](#).

### **Summary and Background**

In 2023, the Institute convened [The New Jersey Reparations Council](#), the first-of-its-kind commission to finally confront and repair New Jersey’s deep and often overlooked history of slavery and its lasting impact on the contemporary life of Black people in the state.

On June 19, 2025 (Juneteenth), before a packed audience at NJPAC, the Council unveiled its [report](#), a groundbreaking study drawing a direct throughline from New Jersey’s often overlooked but deep embrace of slavery, through its Jim Crow era, to today’s vast racial disparities.

In the year following the report’s release, the Institute will partner with a web developer to create a dynamic, interactive website that will serve as a digital companion to the report and feature visual depictions of its key portions. The website will include digital humanities assets such as layered maps, interactive timelines, galleries and infographics that convey historical and current-day data. For example, maps may depict sites of redlining and environmental hazards throughout New Jersey over time, and timelines may trace the history of slavery, abolition and segregation.

The website will serve as an educational tool for a wide and varied audience and be presented in a conscientious manner.

### **Project Description**

The web developer will work closely with the Institute to create the Digital Exhibit. The Institute will provide the necessary materials, including the report and digital assets such as maps, interactive timelines and gallery files for the site.

We will look to the web developer to assist us in conceptualizing and designing the site, in addition to implementation.

Depending on the web developer selected, the project may include collaborating on marketing and distribution of the Digital Exhibit.

The Digital Exhibit will be completed in 2026. A detailed timeline of phases for producing the Digital Exhibit will be determined between the Institute and the web developer.

### **Organizational Background**

#### *The New Jersey Institute for Social Justice:*

Established in 1999 by Alan V. and Amy Lowenstein, the Institute's cutting-edge racial and social justice advocacy seeks to empower people of color by building reparative systems that create wealth, transform justice and harness democratic power—from the ground up—in New Jersey. The Institute advocates for systemic reform that is at once transformative, achievable in the state and replicable in communities across the nation.

For detailed information on the New Jersey Reparations Council convened by the Institute, go [here](#).

### **Selection Criteria:**

- Experience with interactive and dynamic web design, with the ability to integrate GIS displays, timelines and galleries. Specifically, the website should have the capability to embed virtual reality galleries, MP4 files and MAP files.
- An ability to create a clean, beautiful website that presents complicated information in an easily digestible and dynamic way
- A willingness to execute the project to align with Black digital humanities ethical protocols
- Experience with working collaboratively on complicated projects

### **Proposal Requirements**

#### ***Please provide:***

- Explanation of suitability for project
- Portfolio demonstrating relevant experience and quality of work
- Projected timeline of work completion in phases
- Description of project team
- Proposed cost for building website with itemized breakdown

## **Proposal timeline**

- RFP Release: August 2025
- RFP Proposal Submission Deadline: September 2, 2025
- Proposal review meetings: September 3 – September 30, 2025
- Proposal Selected: October 5, 2025
- Project: October 5, 2025 – Date TBD in 2026

## **SUBMISSION DEADLINE & INQUIRIES**

Proposals are due by Tuesday, September 2, 2025, 2:00 PM EST.

All submissions must be sent to [rfp@njisj.org](mailto:rfp@njisj.org). A link to the file may be provided in lieu of an attachment for excessively large electronic submissions. An email acknowledgement of each submission received will be sent to the applicant.

Additional inquiries concerning this RFP should be directed to [rfp@njisj.org](mailto:rfp@njisj.org).

## **EVALUATION, NOTIFICATION & TIMELINE**

### **Scoring Criteria**

Proposals will be reviewed and evaluated based on the following weighted criteria: qualifications, scope of work, work plan and budget.

### **Notification of Selection**

The Institute will convene an RFP Selection Committee. All applicants will receive written notification of the Institute's decision regarding their proposals.

### **1. Ownership and Confidentiality**

All intellectual property will become the property of the Institute. All data remains the sole property of the Institute. The consultant shall agree to keep information related to this process in strict confidence, including, but not limited to, the terms of the contract and any confidential business information or proprietary information that has been gathered on this project. If the bidder deems any material submitted to be proprietary or confidential, the bidder must indicate this in the relevant sections of the response.

### **2. Cost of Proposal**

All costs incurred in the preparation of a response to this RFP are the responsibility of the bidder and will not be reimbursed by the Institute.

### **3. Reservation of Rights**

The Institute reserves the right to request or negotiate changes in a proposal, to accept all or part of a proposal, or to reject any or all proposals. The Institute may, at its sole and absolute discretion, select no provider for these services if, in its determination, no applicant is sufficiently responsive to the need. The Institute reserves the right to withdraw this RFP and/or any item within the RFP at any time without prior notice. The Institute reserves the right to disqualify any proposal that does not adhere to the RFP guidelines. This RFP is being offered at the discretion of the Institute. It does not commit the Institute to award any contract.

### **4. Conflict of Interest**

Applicants agree that they or their employees do not currently have, nor will they have, any conflict of interest between themselves and the New Jersey Institute for Social Justice. Any perceived or potential conflict of interest must be disclosed in the proposal.

The following individuals or entities are ineligible to be an Institute vendor, and therefore may not submit a proposal: Institute employees, Board members and their family members.