

RFP for Website Development

Summary Scope Of Services

The Regional Transit Authority is seeking a proposal for the re-design, development, and deployment of our agency website. We seek a strategic partner with a creative and technical team that will quickly grasp our brand, values, culture, and strategic direction. This project will deliver a new, future-focused digital strategy and web presence that elevates the RTA and reflects best practices in design, content strategy, user experience, usability, accessibility, and technical implementation.

Services

The RTA is looking to partner with a vendor to create a streamlined and customized digital experience for community stakeholders, transit riders, participants, partners, and government leaders. We are seeking a vendor who understands the needs of a transit-focused organization and who will help guide us from website design through the development phase. We also seek ongoing services as needed to help support maintenance in the future. The vendor will work in collaboration with the RTA's External Affairs team plus RTA leadership and staff.

RTA seeks a vendor to provide the following services to deliver a fully coded website, including:

- Research and Data Collection
- Site Map and Wireframes
- Design
- Content Integration & Management
- Quality Assurance and Launch
- Site Maintenance and Support

Selection Criteria

Selection of Proposals

Proposals will be evaluated, negotiated, selected and any award made in accordance with the criteria and procedures described within this RFP and the RTA's Procurement Policy (Amended July 2023). Subject to RTA's right to reject any or all proposals for sound documentable, business reasons, the Offeror whose proposal is found to be the Best Value to the RTA will be selected, based upon consideration of the criteria.

Qualification Requirements

The requirements for qualifying responsible Offerors are listed below. All of these requirements must be met; therefore, they are not listed in any particular order of importance. An Offeror, whom the selection committee finds does not meet these requirements, may be determined by the committee not to be responsible and that Offeror's proposal rejected.

1. Financial strength and resources and capability to perform the services. The willingness of any parent company to provide the required financial guarantee is evident by a letter of commitment signed by an officer of the parent company having the authority to execute the parent company guarantee.
2. Evidence that the human and physical resources are sufficient to perform the Contract as specified and ensure the performance of the required services.
3. Evidence of satisfactory performance and integrity on contracts in meeting schedules on time. Evidence shall be by client references.

Proposal Evaluation Criteria

The following are the complete criteria, listed by their degree of importance, by which proposals from responsive Offerors will be evaluated and ranked. RTA reserves the right to award to other than the lowest price proposal and to the proposal representing the best value to RTA. Price will be evaluated using the formula: lowest proposal price divided by the proposal price being evaluated multiplied by the available points.

Item	Weight
Team Qualifications and Experience in Web Development, Technology, User Experience and Design	40%
Project Approach	30%
Project Understanding	20%
Cost	10%

Cost Proposal Format

Cost proposals should be formatted so that the evaluation committee can easily decipher the proposed cost for the website redesign and launch, ongoing maintenance and support and project add-ons (rate sheet).

Evaluation of Proposals

The evaluation committee, made up of RTA staff and RTA one board of director member, will review the proposals for the following:

1. Offeror has followed the instructions of the RFP and included sufficiently detailed information, such that the proposal can be evaluated. Any deficiencies in this regard must be determined by RTA to be either a defect that RTA will waive in accordance with the Acceptance/Rejection of Proposals or that the proposal can be sufficiently modified to meet these requirements.
2. Proposal price will not render this procurement financially infeasible, or it is reasonable that such proposal price might be reduced to render the procurement financially feasible. Any extreme proposal deficiencies, which may render a proposal unacceptable, will be documented.
3. No information, financial or otherwise, will be provided to any Offeror about any of the proposals from other Offerors during the evaluation period.

Type of Contract

Contract will be executed on the RTA's standardized Contract Form . Submission of a proposal by a CONTRACTOR will be understood as acceptance by that CONTRACTOR of the contract language. This solicitation will result in a **one-year contract** with the option of up to **three one-year extensions** based on performance.

Cost Liability

All costs incurred in the submission of proposals or in making necessary studies, designs, or computer benchmarks or estimates for preparation of the proposals are the sole responsibility of the bidder.

SCOPE OF SERVICES

Final decisions about details of the scope of the services will need to be worked out with the successful bidder. Proposers should base their proposals and pricing on the below scope of work, and note any questions, concerns, suggestions, etc. with the below scope. RTA intends to award based on the below scope, and then negotiate with the successful proposer(s) to finalize the details of the scope.

The agency shall work in coherence with the RTA staff to implement a suitable strategy for the agency providing a comprehensive and clear roadmap for the RTA's engagement.

Project Scope & Deliverable

- Modern, clean design that reflects the RTA brand and highlights our strengths and values.
- A site that is robust, yet flexible enough to continue to grow and evolve with our web presence.
- The vendor should utilize historical site analytics to understand the patterns of our sites users to better help them shape the experience of the new design.
- A focus on user experience with an information architecture that organizes content in an efficient and logical manner.
- Incorporate best practices to improve site visibility for increased engagement and search rankings and decreased bounce rates.
- Responsive design to display optimally on a range of screen sizes and devices.
- Provide a template/pattern library that offers multiple options for content display.
- Use non-proprietary programming and frameworks for interactive features (ie: online ticketing, registering for events, integration with mappings, real-time route mapping, online surveys, and grant applications).
- Google tag manager/Google Analytics.
- Conversion rates for online apps and inquiries, increase engagement, decrease, bounce rates, and increase search rankings.
- Render properly in widely used mobile-optimized and desktop browsers (Chrome, Edge, Firefox, IE, and Safari).
- Needs to be compliant with RTA's Title VI policy.
- The newly designed site must be ADA compatible and compliant with accessibility interfacing ensuring equal access and usability for individuals with disabilities.
- The newly designed site must be translated into multiple languages including Spanish and Arabic.
- Develop integration of social channels: Facebook, LinkedIn, Instagram, X, Vimeo, etc.
- Development of CMS editorial workflows, approval workflows, and site permissions
- The vendor must have a proven project management process and flexible timeline structure that allows for adjustment to the needs of the RTA team.
- The RTA will obtain ownership of all design, code, and content of the website upon completion of the projects.

Deliverables

- A minimum of three design concepts and three rounds of revisions.
- Site map and wireframes
- Process for automating/easing content migration.
- Site style guide to include a page template library, typography, and various column layouts.

- Quality assurance and beta testing launch plan
- Training curriculum and integrations for staff internal management (updating, posting, and adding images, etc.)

Task 1: Project Discovery and Research

- The project discovery and research phase to include meetings with the RTA.
- Review of current website governance, site management and staffing requirements with the ability to provide a document with recommendations for any changes for current website management, support, and workflow integration.
- Analyzation of existing RTA site, navigation, and traffic data. The vendor should utilize historical site analytics to understand the patterns of our sites users to better help them shape the experience of the new web design.
- Provide integration strategy for external websites (Qline.com, D2A2.com and DAX-BUS.com into the new RTA website.

Task 2: Content Development

We will require the vendor to create a holistic theme and messaging across the site including messages on the home page, headings on main section pages, and features throughout the site. This includes the following content development requirements:

- Include the loading/migration of content from the current site to the new site
- Editable navigation and sub-navigation
- Flexible page templates
- Content tags and site search
- Photo galleries, lightboxes or slideshows, video player, audio player or audio embed
- Interactive and dynamic elements.
- Event Registration
- Events calendar: Recommendations on third-party event calendar to include provider dates for consideration (SMART, DDOT, AAATA, People Mover, MoGo, QLINE),
- Forms
- On-page emergency alerts for bus route updates
- News/blog/stories
- Development, integration, and management of ticketing platform or embedding from external platform
- Social sharing/integration
- Mapping integration
- Dynamic content—entered once, displayed many times (event > news > social)
- Dynamic keyword searches
- Public document management and searchability

Task 3: Domain Management Support & Website Hosting

The selected vendor for the redesign project will help specify and provide recommendations for a new third-party hosting partner taking into consideration:

- Technical site monitoring (bug, version updates with CMS)
- Annual cost
- Scalability
- Security
- Customer Support
- Identify annual costs for web hosting to support RTA budgeting.

Task 4: Search Engine Optimization

Findability (search) is critical to the RTA. The site must be built with SEO best practices in place. The CMS backend needs to make SEO easily accessible.

- Advise on SEO Strategy
- Search engine friendly URLs
- Canonical URL
- Page title and description Hashtags

Task 5: Web Site Maintenance & Support

Post-website launch support to include maintenance and ongoing site development including warranty of code or bug fixes that could be identified post- launch.

Include recommendations and a menu of options and pricing for ongoing website support, maintenance, and development options or packages, e.g., bulk purchase of hours (pre-paid), pay-as-you-go or per-hour pricing (time and materials).

GENERAL PROPOSAL REQUIREMENTS AND FORMAT

The following items shall be submitted with each proposal and should be submitted in the order shown. Each section should be clearly labeled, with pages numbered and separated by tabs. Failure to include all listed items may result in the rejection of its proposal.

Provide a letter of transmittal addressed to the Contracting Officer and must contain (as a minimum), the following:

- a) Identification of the offering firm, including name, address and telephone number.
- b) Acknowledgment of RFP addenda, if any.
- c) Name, title, address and telephone number and email address of contact person during the period of proposal evaluation.

d) A statement to the effect the proposal shall remain valid for a period of not less than 120 days from the date of submittal.

e) Signature of person authorized to bind the offering firm to the terms of the proposal.

Qualifications and Experience Statement:

a) A brief history of the firm. This information should state the qualifications and experience of the firm, highlighting the primary practice areas described in the Scope of Services.

b) Proposers are to demonstrate their expertise in areas that most closely resemble RTA's environment and the requested scope of work.

c) Proposers should state their experience in working with multiple agencies who have different desires and beliefs. Ability to demonstrate past success stories, including tools and techniques used to effectively communicate with media, stakeholders, and the public.

Provide technical information that includes the following:

a) Resume of the Project Manager and other key task leads that will be assigned to coordinate and deliver the scope of work.

b) Proposers are to describe how they can conform to and meet the envisioned RTA scope of work.

c) List of RTA projects and programs of interest for Tasks 1-4 based on Proposers' experience, expertise, and percentage of allocated work by staff role.

d) Include any innovations that can be delivered within the overall framework of the project.

Pricing Rates Table:

A separate price rates table should be provided for the proposed services being offered. The rates table must provide sufficient detail for the RTA to assess hourly rates by staff roles, including a breakdown of proposed indirect costs, overhead and fee(s), including a menu of options and pricing for ongoing website support, maintenance, and development options or packages, e.g., bulk purchase of hours (pre-paid), pay-as-you-go or per-hour pricing (time and materials).

Acceptance of Conditions:

Indicate any exceptions to the general terms and conditions of the RFP, the contract, and to insurance and bonding requirements listed in the RFP. The deviation form included in this solicitation should be used to submit any exceptions.

RESPONSE TO PROPOSALS

Acceptance/Rejection of Proposals

RTA reserves the right to reject any or all proposals for sound documentable, business reasons, to undertake discussions with one or more Offerors, and to accept the proposal or modified proposal which, in its judgment, will be most advantageous to RTA, price and other evaluation criteria considered. RTA reserves the right to consider any specific proposal that is conditional or not prepared in accordance with the instructions and requirements of this RFP to be noncompetitive. RTA reserves the right to waive any defects, or minor informalities or irregularities in any proposal that do not materially affect the proposal or prejudice other Offerors.

If there is any evidence indicating that two or more Offerors are in collusion to restrict competition or otherwise engaged in anti-competitive practices, the proposals of all such Offerors shall be rejected and such evidence may be a cause for disqualification of the participants in any future solicitations undertaken by RTA.

RTA may reject a proposal that includes unacceptable deviations to the terms and conditions or insurance requirements.

Cancellation of Procurement

RTA reserves the right to cancel the procurement, for sound, documentable, business reasons, at any time before the Contract is fully executed and approved on behalf of RTA.

Acceptance of a Proposal

Within ninety (90) days after the deadline for submittal of proposals RTA will act either to award the Contract or to reject all Proposals. The acceptance of a proposal shall be evidenced by RTA issuing a purchase order that serves as official notice to the successful Offeror to proceed with the contractual work. No other acts of RTA shall constitute acceptance of a Proposal for award of contract. All unsuccessful Offerors will be notified in writing by RTA that their Proposals were not selected.

PROPOSAL AS A CONTRACT

Each proposal will be submitted with the understanding that acceptance in writing by RTA of the offer to furnish the products or services described shall bind the Proposer to furnish and deliver at the proposed price and in accordance with the specifications, terms and conditions,