



## SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION

1523 Pacific Ave., Santa Cruz, CA 95060-3911 • (831) 460-3200 FAX (831) 460-3215 EMAIL [info@sccrtc.org](mailto:info@sccrtc.org)

### REQUEST FOR PROPOSALS (RFP)

The Santa Cruz County Regional Transportation Commission (RTC) invites qualified consultants to submit proposals for:

*Website Design and Programming Services*

You are invited to submit your Proposal including a Fee Schedule for the Web Design and Programming Services outlined in the attached Scope of Work. Submissions are due to the Santa Cruz County Regional Transportation Commission, Attention: Cory Caletti, 1523 Pacific Avenue, Santa Cruz, CA 95060 by **Noon on Friday, May 16, 2008.**

Printed copies of this RFP are available at the RTC offices and may be obtained upon request. This RFP is also available on the RTC website ([www.sccrtc.org](http://www.sccrtc.org)) in PDF format. You may contact Cory Caletti, (831) 460-3201 for further information.

The RTC is an equal opportunity employer. All businesses, including women and minority-owned businesses, are encouraged to apply.

Thank for your interest in this project.

Santa Cruz County Regional Transportation Commission  
1523 Pacific Avenue, Santa Cruz, CA 95060  
(831) 460-3200 / Fax (831) 460-3215

DATE: April 15, 2008  
TO: Interested Consultants  
FROM: Cory Caletti, Senior Transportation Planner  
RE: Request for Proposals for Website Design and Programming Services

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**INVITATION**

The Santa Cruz County Regional Transportation Commission (RTC) is pleased to announce a request for proposals (RFP) for web design and programming services for the RTC's website redesign project.

You are invited to submit a proposal for the services outlined in the attached Scope of Work including a fee schedule with hourly, monthly and emergency rates and an estimate of hours per task by each individual proposed to work on the project. Please include estimate(s) of other direct costs to be charged to this contract.

One unbound, hard-copy, reproducible original, one electronic file and 5 copies of the Proposal are required.

**Your written proposal and cost information is due by Noon, Friday, May 16, 2008** in the office of the Santa Cruz County Regional Transportation Commission (RTC), 1523 Pacific Avenue, Santa Cruz, CA, Attention: Cory Caletti.

**A pre-proposal conference will be held at 2:00pm on Thursday, April 24<sup>th</sup>** in the RTC Conference Room, 1523 Pacific Avenue, Santa Cruz. Proposers should plan to attend this forum as it will provide an opportunity to have questions answered. Answers to all questions asked prior to and during the conference will be made available to all potential proposers.

The selection process will not be based solely upon project cost information. Experience, qualifications, good customer service, and reliability will be given significant consideration in selecting a consultant.

**CONTRACT DESCRIPTION**

The Santa Cruz County Regional Transportation Commission (RTC) is a state-designated public agency with regional transportation planning responsibilities that cross city-county boundaries.

The RTC is committed to providing information to the public about its projects, plans and activities, ensuring public participation and fostering public understanding of its functions. One

of the main venues for this communication is through the agency's website. The goal of the website redesign project is to improve the quality of the RTC's communication with the public and partner agencies through an enhanced internet presence that is inviting and that conveys a consistent and professional organizational identity. The project will also improve navigation and site organization, facilitate content retrieval and optimize content for search engines.

The current RTC website is written in html with no dynamic content. Commission and committee meeting information is provided in PDF format. RTC staff uses Dreamweaver 8 to develop and design web pages as well as to make updates to the website.

The consultant will redesign the RTC's website, populate it with content provided, and assist in developing a plan to maintain the website in-house. This includes assisting the RTC in identifying the best technologies and organizational strategies for the future website, designing, developing and programming new pages and templates, and developing a plan and written documentation for how the website will be maintained and updated in the future.

Additional information is provided in Attachment 1: Scope of Work.

## **SELECTION PROCESS**

A Selection Committee comprised of RTC staff and technical advisors to the RTC will review the proposals submitted and conduct oral interviews with the firms that respond best to the RFP. Upon selecting a consultant or consultant team, the final Scope of Work and Fee Schedule for the project will be negotiated. The final Scope of Work will include a full description of each task, a description of deliverable products, billing rates, and a schedule of the due dates for deliverables and other important milestones. The final negotiated contract will meet legal requirements as well as agency needs.

The following factors will be considered in screening proposals, interviewing qualified candidates and selecting the consultant(s):

- Experience of the key personnel assigned to the project.
- Proposed approach to the project.
- Understanding of the website redesign project and its particular challenges and constraints.
- Demonstrated ability to complete projects by specified deadlines.
- Committed degree of participation for key personnel.
- Evaluation and references from past clients.
- Results from the interview, if applicable.
- Demonstrated ability to document in writing website maintenance procedures.
- Knowledge of the most current website design innovations, programming, techniques, resources and maintenance tools.
- Technical competency.
- Cost.

## **SUBMITTAL REQUIREMENTS**

All interested firms are required to submit one (1) reproducible hard-copy original plus five (5) copies and an electronic file of their Proposal to perform the requested consulting services.

## **PROPOSAL CONTENTS**

The proposal must include demonstrated experience, knowledge and ability as outlined in the factors for the selection process listed above.

### **A. Project Team**

The Proposal shall clearly identify the Project Manager and include the names and qualifications of all personnel of the proposed team to be assigned to the contract and a chart representing the proposed organizational structure of the team.

The Proposal shall demonstrate that the key personnel have the time available to work on the project. The Proposal shall include the estimated number of hours that the key personnel will dedicate to the project.

### **B. Demonstrated Knowledge**

The Proposal shall include the assigned project team's demonstrated knowledge of, expertise and experience with similar types of contracts.

Specific expertise should be shown in:

- Graphic design
- Standards compliant design
- Knowledge of static and dynamic web technologies
- Knowledge of effective website maintenance programs, plans and processes
- Knowledge of accessibility strategies for web design
- Knowledge and experience with online form submissions
- Knowledge of web technologies related to database driven sites
- Proven ability to provide written documentation of website maintenance procedures

### **C. Work Plan**

The Proposal shall include the consultant's proposed approach broken out by tasks which demonstrate the consultant's knowledge and understanding of the project and the constraints and challenges associated with performing the tasks outlined in the scope of work.

### **D. Cost Proposal**

The Proposal must contain an overall all-inclusive cost for the project as well as hourly billing rates by task for each individual performing work on the contract. In addition to hourly rates, the proposal may also provide a fee schedule with hourly or monthly rates for regularly scheduled activities and ongoing support once the site is launched. An estimate of hours by task

and a breakdown of any other direct costs is also required. The breakdown should include the following categories: labor costs, administrative costs, and any third party costs. A fee schedule for emergency and/or after hours service calls is also required. There will be a retention of 10% on all invoices to be paid upon satisfactory full completion of the overall project.

**E. Proposed Schedule of Work and Deadlines**

The Proposal must include availability of the Project Team to conduct work within the anticipated timeframes.

**F. References**

The Proposal shall include at least three (3) recent references from past clients for similar types of web design contracts, including URLs for past projects.

**G. Required Attachments**

Resumes of key staff with directly applicable experience in successfully delivering web design projects shall be provided.

**All proposals must be submitted by Noon on Friday, May 16, 2008** to the Santa Cruz County Regional Transportation Commission, Attention: Cory Caletti, 1523 Pacific Avenue, Santa Cruz, CA 95060.

**MISCELLANEOUS**

**A. Modification or Withdrawal of Submittals**

Any proposals received prior to the date and time specified above for receipt may be withdrawn or modified by written request of the proposer. To be considered, however, the modified proposal must be received by the time and date specified above.

**B. Property Rights**

Any proposals received within the prescribed deadline become the property of the RTC and all rights to the contents therein become those of RTC.

**C. Confidentiality**

Before making any consultant selection, all proposals will be designated confidential to the extent permitted by the California Public Records Act. After award of the contract (or if not awarded, after rejection of all proposals), all responses to the RFP will be regarded as public records and will be available for review by the public. Any language purporting to render all, or portions of the proposal, confidential will be regarded as non-effective and will be disregarded.

**D. Amendments to Request for Proposals**

The RTC reserves the right to amend the Request for proposals by addendum before the final Proposal submittal date.

**E. Non-Commitment of the RTC**

This Request for Proposals does not commit the RTC to award a contract, to pay any costs incurred in the preparation of a proposal for this request, or to procure or contract for services.

All products used or developed in the execution of any contract resulting from this Request for Proposals will remain in the public domain at the completion of the contract.

**F. Conflict of Interest**

The prospective consultant shall disclose any financial, business or other relationship with the RTC that may have an impact upon the outcome of this contract or potential future RTC projects resulting from this effort. The prospective consultant shall also list current clients who may have a financial interest in the outcome of this contract or RTC projects that could follow. In particular, the prospective consultant shall disclose any financial interest or relationship with any company that might submit a bid on RTC projects.

**G. Nondiscrimination**

The selected consultant shall comply, and shall require its subconsultants and subcontractors to comply, with all applicable federal, state, and local laws, ordinances, rules, and regulations in regard to nondiscrimination in employment because of race, creed, color, ancestry, national origin, religion, sex, marital status, age, medical condition, pregnancy, disability, or other prohibited basis. All nondiscrimination rules or regulations required by law to be included are incorporated herein by this reference.

**H. Final Selection and Objections**

The RFP selection process is considered concluded when a consultant has been selected and a contract has been negotiated and signed.

**CONSULTANT SELECTION SCHEDULE**

Request for Proposals

- Issue to Consultants 4/15/08

Consultant Proposals

- Pre-proposal conference 4/24/08, 2pm
- Proposals due 5/16/08, Noon
- Interviews 5/29/08
- Select consultant 6/10/08

Consultant Contract

- Negotiate and finalize contract
- Contract begins

June/July  
7/28/08

**QUESTIONS**

If you need assistance or have any questions, please contact Cory Caletti, at (831) 460-3201, or by email at [ccaletti@scrtc.org](mailto:ccaletti@scrtc.org).

Attachment 1. Scope of Work

## Attachment 1

### **Scope of Work**

#### **WEBSITE DESIGN AND PROGRAMMING SERVICES**

##### **DESCRIPTION**

###### **Goals**

The Santa Cruz County Regional Transportation Commission (RTC), Santa Cruz County's transportation planning agency since 1972, is a state designated agency responsible for planning and financial programming of transportation projects. The RTC is seeking a consultant to redesign and develop its website. The RTC has a responsibility to provide information on its projects, plans and activities to the public, invite participation and foster public understanding of its functions. One of the main venues for this communication is through the agency's website. The goal of the website redesign project is to improve the quality of the RTC's communication with the public and partner agencies through an enhanced internet presence that is inviting and that conveys a consistent and professional organizational identity. The project will also improve navigation and site organization, facilitate content retrieval and optimize content for search engines. On-going web site maintenance will be handled primarily in-house.

###### Project Objectives:

The website must be designed in accordance with the following goals:

- 1) Enables the public to access needed publications and meeting materials in English and in Spanish
- 2) Enables logical navigation intuitively cross-referenced for updating ease
- 3) Presents information in a user-friendly and inviting format, both in graphic presentation and in communication style
- 4) Serves the general public looking for single-issue resources as well as transportation aficionados highly literate in the jargon and purpose of the RTC
- 5) Presents a visual style (using photographs and graphics) that creates a consistent look and identifiable image for the organization
- 6) Demonstrates responsiveness, credibility and commitment to community involvement
- 7) Conveys the agency's history and mission
- 8) Follows and documents a defined organizational structure that will enable in-house maintenance
- 9) Ensures ease of modification and maintenance
- 10) Ensures accessibility using World Wide Web Consortium (W3C) accessibility standards

###### **Audience**

The RTC has many stakeholders who regularly access the web site. The RTC also provides services, conducts special outreach efforts and has a strong public outreach goal. The primary target is the general adult population with transportation interests or single-issue concerns. Members of the public may be interested in submitting on-line comment forms or sign up for e-newsletter features. Transportation aficionados (partner agencies, professionals, community

groups) use the website to search for RTC meeting materials (current schedules and reports as well as archived information), reports and other technical documents. Both general purpose visitors and users interested in the RTC's direct services are to be served through the website. Some members of the public will access Spanish language pages and some will utilize accessibility features.

## **Current Site**

The current RTC website is written in html with no dynamic content. Commission and committee meeting information is provided in pdf format. RTC staff uses Dreamweaver 8 to update the website. The RTC has the following websites, which combined, total approximately 80 pages:

[www.sccrtc.org](http://www.sccrtc.org)

[www.commuteresolutions.org](http://www.commuteresolutions.org) (service-oriented program of the RTC which provides local individuals and employers with ridesharing assistance and trip planning services)

The RTC's websites are currently hosted by Cruzio using their Premium Service package. More information about this service can be located on the web at the following url:

[http://quartz.cruzio.com/signup/lang\\_en/features/features\\_premium.html](http://quartz.cruzio.com/signup/lang_en/features/features_premium.html)

While all pages will require redesign, page templates designed to standardize certain functional information will be utilized where applicable. For example, a general template designed for the RTC advisory committees will be used for each of the committees. Similarly, a standard agenda template page could be used for most meetings. Templates will be populated with appropriate data to be provided by staff.

## **Consultant Tasks**

The consultant will assist the RTC in design, development and programming of its website and developing a maintenance plan. This includes assisting the RTC in identifying technologies, software options, and organizational strategies for the future website; designing and developing pages and templates for the website; and developing a plan and documentation for how the website will be maintained and updated in the future.

For each key task area listed below, proposers should provide a general description of their proposed approach to the task along with hourly rates for all personnel and the estimated time required for the task. Monthly rates for the required service level will also be entertained. (Proposals should include items that reflect the consultant's expertise with the proposed project and may extend beyond the requirements outlined in this RFP.)

## **SCOPE OF CONSULTANT SERVICES**

To attain and maintain optimal functionality of its website, the Santa Cruz County Regional Transportation Commission (RTC) intends to hire a qualified consultant or consultant team to provide the services and products identified below:

## **Task Description**

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- 1. Website Design, Development and Programming:** After gaining an understanding of the RTC's mission and breadth of activities, manage all aspects of the website design and development process. Provide three (3) initial design/organizational concepts for staff to select from, provide 2 rounds of revisions on the selected design and mock-ups of the design in a web-based format. Conduct programming and development activities necessary to execute design and populate pages with copy provided by staff. Develop a functional and intuitive organizational structure, with simplicity and transparency as the goal. Minor editing may be required.

The following may be involved:

- a. Collaborate with the RTC's other graphic designers, contractors, internet services provider, web hosting service, and RTC staff members, as needed.
  - b. Develop interactive tools (transportation cost calculator), online submission forms (enews sign up form, surveys, hazard reports, etc) and systems to collect and integrate data collected online with other RTC applications. Recommendations for the best practices and most current technologies for achieving these purposes are welcomed and desired. Approximately 10-20 interactive forms will be needed.
  - c. Recommend improvements based on technological innovations and functional ease.
- 2. Maintenance Plan and Content Management Strategy:** Provide a website organization matrix, content management recommendations and assist in the development of a maintenance plan. Provide maintenance procedures in writing.

## **LENGTH OF CONTRACT**

RTC is seeking a website design consultant to perform the services described above for a period of one year with the possibility of renewal should any additional needs/projects arise or should any RTC related delays occur. The RTC is interested in a contractor available for occasional design updates and/or maintenance updates should such services be needed beyond the scope of this contract.

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