

# **Request for Proposals to Provide Website Redesign and Development and Support**

**Consultant Services Solicited by the Spokane Regional Clean Air Agency**

Released: August 30, 2020

Submissions Due: September 18, 2020

Submit Proposals to:

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Phone: 509.477.4727 extension 115;

Email: [lwoodard@spokanecleanair.org](mailto:lwoodard@spokanecleanair.org)

Spokane Regional Clean Air Agency

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

# **Request for Proposals to Provide Website Redesign/Development and Support**

## **I. REQUEST**

Spokane Regional Clean Air Agency (SRCAA) is requesting proposals from qualified firms to redesign / redevelop the agency's website, [www.spokanecleanair.org](http://www.spokanecleanair.org) using WordPress, as well as provide training and ongoing technical support as needed. (Note: At this time, SRCAA has identified WordPress for the platform; however, we are willing to look at similar, open source tool as a possible option. It must be well-supported and have a successful track record and high adoption rate with similar organizations.)

The budget for the website redesign/redevelopment project is not to exceed \$15,000. Submittals must be received at SRCAA office by 4 p.m., Friday, September 18, 2020.

SRCAA promotes equal employment opportunity in the evaluation of any proposal and in the award of any resultant contract. SRCAA's work program complies with applicable federal, state, and local laws, regulations and procedures.

Respondents to this Request for Proposal (RFP) should describe their approach for redesigning and redeveloping the website and provide information on how the project would be phased and managed. Respondents should provide information and pricing for ongoing technical support outside the scope of this website redesign development project. Respondents should include examples of websites they have built that are similar in scope to this project and a description of relevant experience of the key personnel who will work on the SRCAA project. Respondents shall make note of any functionality items identified in this document that exceed the budget and provide a cost estimate.

The schedule for deliverables supporting the proposed scope of services should reflect the completion dates presented in Section IV (Project Schedule). Specific details on proposal content format are described in Section VII (Content and Format of Proposal).

## **II. BACKGROUND**

Spokane Regional Clean Air Agency is in Spokane, Washington. Our agency is responsible for administering federal, state, and local air quality regulations. Our key functions include air quality permitting, compliance and enforcement, air quality monitoring and forecasting, and public education and outreach. Our service area includes all unincorporated areas of Spokane County and its 13 incorporated cities and towns. SRCAA currently has 21 employees (FTE).

SRCAA's website is one of the organization's key communication and outreach tools. Currently, an outdated website is in use and hosted on an external server. The current website was redeveloped externally in 2011 moving from ASP to PHP. There is no technical support provided by the original developer and aspects of the site can sometimes be difficult to manage and update. The current website needs updating, enhanced functionality, improved mobile-responsive design, interactive functionality, and a more user-friendly Content Management System (CMS).

### III. PROPOSED SCOPE OF WORK

We are seeking a complete website redesign using WordPress for [www.spokanecleanair.org](http://www.spokanecleanair.org) along with necessary training. Spokane Regional Clean Air Agency (SRCAA) retains the rights to designed and developed site and any customization of plug-ins. Site launch date is to occur by May 1, 2021.

#### A. PURPOSE

##### **Project Vision, Goals and Objectives**

SRCAA is seeking to develop an enhanced, visually appealing website that is mobile-responsive, easy to navigate and provides the depth and breadth of current information our stakeholders seek about our programs and services. Requirements for the new site are:

- Updated platform (WordPress), functionality, navigation, and design
- Mobile-responsive design
- Integrated with internal (and one external) databases to “feed” information to website
- User-friendly Content Management System with training for editors/users
- Possible “Search” functionality
- Password-protected “For Employees” section (we are considering this as an optional feature)
- Ongoing technical support available (for contracted terms, see Support section below)

Website stakeholders for the website include:

- Residents of our service area (Spokane County and its 13 cities and towns)
- Businesses and organizations in our service area or planning to move into it
- Contractors, consultants and developers doing business in our service area
- Cities, towns and county staff members in our service area
- Elected officials in our service area
- Partnering public health, environmental and weather services agencies
- Environmental and science educators in K-12 schools and universities
- Public health professionals
- News Media
- SRCAA employees, board members, advisory council members
- Peer agencies outside of our service area

**Current Website** - For the 30-day period ending July 31, 2020, Google Analytics show:

- 46k page views; 37k unique pageview
- 14K users
- 29k sessions
- 73.53% bounce rate
- 1.5 pages/session; 02:09 duration of average session

## Desired Functionality and Tools

- Clean, clutter-free, modern design aligned with SRCAA brand (which mainly consists of agency logo, logo colors, tagline at this time).
- Clear, easy-to-use navigation that is understood by all stakeholders
- Mobile-responsive design optimized for all common Internet browsers
- Optimized design and images for fast loading
- Search Engine Optimization (SEO) with ability to add search engine plug-in to administrative area
- Robust, user-friendly WordPress Content Management System (CMS), which:
  - Will be used by SRCAA personnel to maintain and update the site, including access to all content for editing, uploading documents and creating new pages and links
  - Has at least three editors
  - Includes functionality to schedule release of pages
  - News, Notices & Hearings features with searchable archives and functionality to schedule release of articles and reorder how they appear on the page
  - Accommodates varied content such as images, videos, PDFs, spreadsheets, maps
  - Incorporates tools for tracking page/file updates and deletions
- Integration of existing “CVS database” (civil penalties assessed) feed to display on website
- Integration of existing Asbestos e-NOI system filing
- Integration with near real-time air quality reporting feed
- Integration with mapping and data for individual air quality monitoring locations using Google Maps
- “Notify Me” functionality – subscribe for email updates and push out notifications
- “For Employees” password-protected section for forms, policies, employee news; create a portal to Intranet tied to internal system (we are considering this as an option)
- Create and submit online forms – capability and training to build our own forms with a tool like Gravity Forms; submit forms online such as permit applications, air quality complaints, “contact us” with air quality questions, customer feedback surveys, enter-to-win contest template, etc.
- Build in capability for e-commerce via third party vendor (current: Point & Pay)
- Input on need to add internal “search” functionality (current site does not have per past vendor recommendation)
- Print-friendly feature on each page
- Social media integration on each page – icon links to Facebook, Twitter, You Tube, RSS
- Incorporate Google Analytics
- Photos - Easy to load and display; mobile-responsive photo gallery; possible Flickr integration

- Language translation using Google Translator API
- Accessibility – meet, and potentially exceed, requirements of the American with Disabilities Act (ADA) requirements including:
  - Add text equivalent to all images (e.g.: alt tags or mouse-over text to correlate with image)
  - Post documents in RTF or text-basis in addition to PDF documents
  - Avoid dictating colors and font settings for those with low visibility and special settings

## **B. TASK DETAILS**

### **Task 1. Refine scope and technical specifications**

The Vendor will meet with the SRCAA web project team to refine project scope, schedule and task details and specifications.

### **Task 2. Define website functionality**

The Vendor will meet with SRCAA’s web project team to define content needs, navigation, and site functions. This task will include developing the website architecture and identifying the content management system that is appropriate for SRCAA’s needs. (Note: At this time, SRCAA has identified WordPress for the platform; however, we are willing to look at similar, open source tool as a possible option. It must be well-supported and have a successful track record and high adoption rate with similar organizations.)

### **Task 3. Develop design**

The Vendor will design two (2) concepts for homepage and up to two (2) internal/secondary pages to be reviewed by SRCAA with up to three (3) revisions to the chosen design.

### **Task 4. Development**

Vendor will use approved design and development platform (including the content management system) to build the site (if the CMS presented is something other than WordPress and has been vetted and approved). Vendor will install navigation, set up blank pages and transfer a small sampling of content. With an approved site plan and one-hour training on the use of the CMS with a small group of administrators, SRCAA web project team will migrate existing and new content to the new site according to an agreed-upon timeline.

### **Task 5. Testing**

Vendor will conduct comprehensive quality assurance testing on multiple browsers and mobile devices to ensure new site is responsive and all functionality is fully operational.

### **Task 6. Review of Website and Training**

Vendor will take SRCAA through the site and demonstrate linking, page set-up, homepage and internal/secondary page layouts, and a functionality review. Next, the Vendor will conduct up to a 60-minute training for identified SRCAA web editors. At this time, SRCAA will create a punch list of items that may need to be completed before the site is finalized. Vendor will provide SRCAA with a user’s manual and

site architecture. Vendor will set up initial administrator passwords and demonstrate management of administrators and editors.

**Task 7. Launch**

Following a completion of up to two rounds of punch list items, not to exceed 20 items from the training and review period, vendor will set up website on a hosted server and coordinate any needed changes to DNS entries and other technical requirements to make the new site live at [www.spokanecleanair.org](http://www.spokanecleanair.org)

**Task 8. Ongoing Support**

The vendor will provide contracted costs for routine updates. Provide a WordPress maintenance schedule, including costs and a list of tasks accomplished during maintenance. For ongoing technical support such as help building forms or using the CMS tools, include pricing and turnaround time.

**IV. PROJECT SCHEDULE**

The following is an outline of the proposed project schedule. The schedule may be modified while refining the contract scope of work after the consultant selection process has been completed.

**CONSULTANT SELECTION SCHEDULE:**

All submissions due	September 18, 2020, 4 pm
Consultant interviews, if needed	September 25, 2020
Consultant selected, notified by	September 28, 2020
Refine scope of work for contract	September 28-30, 2020
Contract finalized	September 30, 2020
Sign contract with SRCAA	October 9, 2020

**A. TASK SCHEDULE & DELIVERABLES:**

**Task 1. Refine scope and technical specifications**.....October 9, 2020

**Deliverables:** Final scope of work and schedule, contract signed

**Task 2. Define website functionality** .....November 12, 2020

**Deliverables:** List of desired website functions with recommended plug-ins or system tools, initial site map, diagrams showing all website functions, options for content management system (if other than WordPress)

**Task 3. Design** .....December 15, 2020

**Deliverables:** Website design concepts, final templates

**Task 4. Development & Training**.....February 25, 2021

**Deliverables:** Build website on content management system, provide training and coordinate migration of content from old site to new site with SRCAA web project team

**Task 5. Testing** .....March 15, 2021

**Deliverables:** Quality assurance testing on different browsers and mobile devices, ensure accurate site functionality, fix any bugs discovered during testing

**Task 6. Review of Website** .....April 6, 2021

**Deliverables:** Punch list; Website manual and site architecture.

**Task 7. Launch** .....May 1, 2021

**Deliverables:** Set up website on hosted server, coordinate DNS entries and other technical requirements

## V. BUDGET

The budget for this project is not to exceed \$15,000. Consultant firms are advised that upon subsequent review, evaluation and discussion of proposals and approaches to the project, SRCAA may make budget adjustments to optimize achievement of project objectives and opportunities within currently available resources. Respondents may make note of any functionality items identified in this document that exceed the budget and provide a cost estimate.

## VI. SPOKANE REGIONAL CLEAN AIR AGENCY'S RIGHTS

This RFP and/or the selection process does not obligate SRCAA to enter in any contracts. SRCAA reserves the following rights, in addition to those accorded by law:

- The right to negotiate all proposal elements
- The right to reject any and all proposals, waive irregularities and re-solicit proposals
- The right to change the scope of work depending on funding available
- The right to approve any and all subcontractors selected after an award
- The right to renegotiate the agreement for such additional service as may be necessary
- The right to make an award to other than the lowest responsive bidder

## VII. PROCUREMENT TERMS AND CONDITIONS

**Compliance** – The Consultant shall comply with all applicable State, Federal and Department regulations, ordinances, laws, and codes.

**Hold Harmless** – The Consultant shall, and hereby expressly agrees to hold harmless and indemnify SRCAA and any of its associates against all losses, claims, actions, judgments, and any liability for injuries to persons, including wrongful death, damage to property or both, occurring during or in consequence of the performance of this contract if such injury or damage is related to or arises out of any mistakes or defect in service delivery or to the actions or negligence of the Consultant, Consultant's employees, subcontractors or agents.

**Access for Individuals with Disabilities** – SRCAA is fully compliant with the Americans with Disabilities Act (ADA) and will make reasonable accommodation as required, if such requests are made known at least three weekdays prior to any requested need. Call (509) 477-4727 or email lwoodard@spokanecleanair.org

**Responsive Proposals** – SRCAA encourages all businesses, including minority-owned businesses to respond to this RFP. Nothing within this RFP is intended to exclude any reasonable proposal or responsible firm from submitting a proposal, or in any way restrict competition. SRCAA reserves the right to reject any or all proposals for lack of responsiveness or responsibility, and the right to waive any immaterial irregularities.

**Proposal Costs** – SRCAA shall not be responsible for any costs incurred by the Consultant in preparing, submitting, or presenting its response to the RFP.

**Public Documents** – Proposals and evaluation materials submitted under this RFP shall be considered public documents and with limited exceptions, proposals that are recommended for contract award will be available for inspection and copying by the public.

**Contract** – The contract resulting from acceptance of the Consultant proposal shall be issued by SRCAA and reflect the specifications in this RFP. SRCAA reserves the right to reject any proposed amendments or contract language changes which do not conform to the specifications contained in this RFP and/or which is not approved by SRCAA.

## **VIII. CONTENT AND FORMAT OF PROPOSAL**

The consultant's proposal format should emphasize clarity and brevity in describing an understanding of the project, approach to each task, schedule, budget, and personnel experience.

**Three printed copies and one electronic copy (PDF)** of the consultant's proposal should be submitted to SRCAA by or before 4 p.m., Friday, September 18, 2020. Late proposals will not be reviewed and will be considered non-responsive if they arrive past the noted deadline or exceed a total of 20 pages in length for all required proposal information.

**Each submission must include the following information:**

1. Letter of interest.
2. Description of work required to complete the scope of work as described in Sections III and IV, including how the project will be phased and managed.
3. A schedule of deliverables, interim products, and reports.
4. A recommended approval process for project deliverables/tasks.
5. Company background including how long the company has been in business, brief description of the company's size and organization.
6. Participation of principal, key support and technical staff, including estimates of time, number of hours and cost breakdown by work task for each key participant in the project. Include a description of relevant experience of the key personnel who will work on the SRCAA project.
7. Description of relevant experience and qualifications for each person involved in the project.
8. List of at least three (3) relevant client references including contact name, organization name, phone and email. These references should be able to verify the recent experience of each person involved in the proposal for this project.
9. Examples of at least three (3) websites developed by the Consultant that are similar in scope.

10. Certification of applicable insurance, licensing.
11. Description and costs of ongoing technical support.
12. Additional optional information about consultant products and services not covered in other sections of the proposal such as awards, newsletters, documentation, etc.
13. Additional optional cost estimate(s) of any functionality items identified in this RFP that exceed the project budget.

## **IX. CONSULTANT SELECTION**

### **A. SELECTION CRITERIA:**

The primary selection criterion will be the ability of the firm to understand the issues and accomplish the tasks described in Section II (Background) and Section III (Proposed Scope of Work). Other selection criteria include:

1. Quality of proposed approach to project
2. Experience and qualifications of key personnel who would work on the project
3. Portfolio of past work including at least three (3) projects of similar scope
4. Recommendations of references
5. Projected Costs
6. Ability to work within deadlines and to develop mutually agreed dates for deliverables.

### **B. VENDOR INQUIRIES**

All vendors' inquiries are due in writing on Tuesday, September 8, 2020, by 4 p.m. Questions may be sent via email to: [LWoodard@spokane-cleanair.org](mailto:LWoodard@spokane-cleanair.org).

No inquiries, written or oral, will be accepted after this date. For all potential vendors to be treated equally, all questions raised regarding the Request for Proposal process and the responses made by SRCAA will be made available to all vendors. Written responses to questions received by 4 p.m., Sept. 8, 2020, will be posted online at [www.spokane-cleanair.org](http://www.spokane-cleanair.org) no later than 9 a.m., September 10, 2020.

### **C. SELECTION PROCESS:**

The consultant selection process will be conducted as follows:

1. The closing date and hour for receipt of the proposal is **September 18, 2020 at 4 p.m. Pacific Time**. Proposals received after this date and time will not be considered. If SRCAA does not believe that an adequate number of proposals have been submitted, the date may, at SRCAA's sole discretion, be extended until an adequate number of proposals are received.
2. The proposal review and selection process will require personal interviews with one or more proposing firms.

3. Selection of the consultant shall be based on SRCAA's evaluation of the best proposal and best-qualified Vendor using the criteria and information outlined in Section VII above. Such determination shall be made at the sole discretion of SRCAA.
4. Contract negotiations will be initiated immediately upon selection of the consultant. If SRCAA is unable to negotiate a satisfactory contract, negotiations will be terminated, and the consultant will be notified by mail. In this event, the proposals of the remaining pool of respondents will be evaluated and negotiations will be initiated with one of the remaining respondents.
5. This selection process does not obligate SRCAA to enter into a contract with any of the responding firms.
6. Proposals become the property of SRCAA and as such become public records that may be subject to inspection and copying by members of the public.

#### **X. SUBMITTAL**

Three printed copies and one electronic copy (PDF) of the consultant's proposal must be received by the closing date and time as described in Part IV, Project Schedule. Proposals will not be accepted via fax or Internet email. Proposals may be delivered\* or mailed to SRCAA at the following address:

Lisa Woodard, Communications & Outreach Manager  
Spokane Regional Clean Air Agency  
3104 E. Augusta Avenue  
Spokane, WA 99207

\*If you plan to hand deliver your proposal, please call Lisa Woodard at 509.477.4727 extension 115, or [lwoodard@spokanecleanair.org](mailto:lwoodard@spokanecleanair.org) to schedule delivery date and time as our office may not be open to the public during certain hours due to COVID-19.

Questions regarding the outlined scope of service should be directed to Lisa Woodard @ 509.477.4727 extension 115, or [lwoodard@spokanecleanair.org](mailto:lwoodard@spokanecleanair.org)