

# Charleston Area Regional Transportation Authority



## Website Design, Development and Hosting Request For Proposals

Charleston, South Carolina

Date: February 17, 2017

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**Due Date:** March 3, 2017

**Time:** 3:00 P.M. EST

**Receipt Location:**

BCD Council of Governments

Attn: Jason McGarry

1362 McMillan Ave, Suite 100

North Charleston, SC 29405

# REQUEST FOR PROPOSALS

## RFP #CARTA2017-01

### CHARLESTON AREA REGIONAL TRANSPORTATION AUTHORITY WEBSITE DESIGN, DEVELOPMENT AND HOSTING

**RELEASE DATE: February 17, 2017**

The Charleston Area Regional Transportation Authority is seeking the services of a qualified firm to host and manage the Authority's website ([www.ridecarta.com](http://www.ridecarta.com)) and to help lead CARTA in a dynamic, engaging website redesign that will capture the interest of current transit customers, potential new customers and stakeholders.

Key services for this project include:

- CARTA website assessment, creation of design alternatives and website redevelopment plan
- Develop and populate the site with CARTA provided content
- Conduct quality assurance testing
- Project management

The updated website must be user friendly, intuitive, informative and mobile-friendly by incorporating responsive design features to ensure mobile compatibility.

The deadline for Bidders to submit written questions for information and/or clarification is **3:00 PM on Friday February 24, 2017**. All written questions received by this deadline will be answered in a written addendum no later than **Tuesday February 28, 2017**.

The deadline for receipt of all submittals is **3:00 P.M. on Friday March 3, 2017**.

All Proposal responses should be mailed or delivered to:

**BCD Council of Government**  
1362 McMillan Ave, Suite 100  
Attn: Jason McGarry  
North Charleston, SC 29405

*Note: The deadline shown above 3:00 P.M on **Friday March 3, 2017** is extremely important. The completed proposal must have been physically received on or prior to that deadline. If you plan to have your proposal delivered other than by personal delivery, please remember that even though the proposal may be postmarked prior to the deadline, if it is not received by the deadline time and date, it absolutely cannot be considered.*

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## 1.0 Introduction

CARTA was created in 1997 by adoption of a mutual agreement by the following jurisdictions: Charleston County, The City of Charleston, The City of Hanahan, and The City of Isle of Palms, The City of North Charleston, The Town of Kiawah Island, The Town of Mt. Pleasant, and The Town of Sullivan's Island.

CARTA provides public transportation services within the member jurisdictions, with the authority to determine scope (routes, equipment, and facilities) and standards of the service to be provided. CARTA is subject to the regulations of the US Department of Transportation (DOT), Federal Transit Authority (FTA), South Carolina Department of Transportation (SCDOT), and federal, state and local laws.

### 1.1 Proposal Schedule

Proposals shall be solicited and evaluated by the following schedule:

Publish/Release Solicitation_____	Friday February 17, 2017
Deadline for Written Questions_____	February 24, 2017 by 3:00 PM
Deadline for Proposals_____	March 3, 2017 by 3:00 PM
Evaluation Process_____	TBD
Interview with Selected Bidders_____	TBD

#### A. Submission

One (1) digital, One (1) original (unbound) and three (3) copies of the Proposal shall be submitted no later than 3:00 p.m. EST on February 13, 2017, to the following address:

BCD Council of Government  
Attn: Jason McGarry, Procurement/Contracts Administrator  
1362 McMillan Ave, Ste 100  
North Charleston, SC 29405

Any proposals received after the scheduled deadline on the closing date will be immediately disqualified in accordance with CARTA policies.

Proposals shall be submitted in a sealed box or envelope that is labeled with the Bidders name and identified as containing a Proposal responding to RFP #CARTA 2017-01 for Website Design, Development and Hosting Services.

No oral, facsimile, telegraphic proposals or subsequent modifications to such proposals will be considered except as specified herein.

#### B. Addenda

In the event it becomes necessary to revise any part of the RFP, addenda will be provided to all firms who received or requested the RFP document from CARTA.

#### C. Proposal review process

The procurement of these Offeror's services will be in accordance with CARTA and other applicable federal, state and local laws, regulations and procedures.

Proposals shall be submitted as set forth in this RFP. The selection committee will review and evaluate Proposals in accordance with the requirements and instructions contained in this RFP.

Following evaluation of the proposals, the Selection Committee may sub-select finalist who may be invited to participate in an interview, if necessary.

## **1.2 Instructions and General Conditions**

### **A. BIDDERS RESPONSIBILITY**

Bidder shall fully acquaint itself with the conditions relating to the scope and restrictions attending the execution of the services under the conditions of the RFP. The failure or omission of a Bidder to acquaint itself with the existing conditions shall in no way relieve it of any obligation with respect to the proposal submitted by the Bidder to any contract resulting from this RFP.

### **B. DUTY TO INQUIRE**

Should a Bidder find discrepancies or omissions in this RFP, or should the Bidder be in doubt as to the meanings, the Bidder shall at once notify CARTA in writing prior to the last day for written questions. If additional clarification is warranted, a written addendum will be sent to all persons or firms receiving this RFP.

### **C. SIGNATURE REQUIREMENTS**

Only authorized officers eligible to sign contract documents will be accepted. Consortiums, joint ventures, or teams submitting proposals, although permitted and encouraged, will not be considered responsive unless it is established that all contractual responsibility rests solely with one contractor or one legal entity. This proposal should indicate the responsible entity. Bidders should be aware that joint responsibility and liability will attach to any resulting contract and failure of one party in a joint venture to perform will not relieve the other party or parties of total responsibility for performance.

### **D. WAIVER**

By submission of its proposal, the Bidder represents and warrants that it has sufficiently informed itself in all matters affecting the performance of the work or the furnishing of the labor, services, supplies, materials, or equipment called for in the solicitation; that it has checked the proposal for errors and omissions; that the prices and costs stated in its proposal are intended by it; and, are a complete and correct statement of its prices and costs for providing the labor, services, supplies, materials, or equipment required.

### **E. CONFIDENTIAL INFORMATION**

All proposals received become the exclusive property of CARTA. At such time, as a Contract is agreed to by the contractor and the Board, all proposals submitted will become a matter of public record and shall be regarded as public records, with the exception of those elements in each proposal which constitute confidential and proprietary information or trade secrets as those terms are used in S.C. Code Ann. §§ 11-34-410 and 30-4- 40(a)(1) and which are so marked as "TRADE SECRET," "CONFIDENTIAL" or "PROPRIETARY." However, proposals which indiscriminately identify all or most of the proposal as exempt from disclosure without justification may be released pursuant to a freedom of information request. CARTA shall not in any way be liable or responsible to any Bidder or other person for any disclosure of any such records or portions thereof, whether the disclosure is deemed to be required by law, by an order of a court, or occurs through inadvertence, mistake, or negligence on the part of CARTA

or its officers, agents, or employees. Any legal costs associated with determination of what is excluded or included in a public records request is at the expense of the Bidder.

Offerors should not simply mark their entire proposal as Confidential or exempt from Freedom of Information Act. Doing so will result in CARTA's making an independent determination of confidentiality or exemption. CARTA further hereby disclaims any responsibility for any information which is disclosed as a result of Offerors such independent determination of confidentiality or exemption necessitated by the Offerors failure to properly follow this section.

#### **F. REVISION TO RFP**

The CARTA reserves the right, when necessary, to postpone the times in which proposals are scheduled to be received and opened, and to amend part or all of the RFP. Prompt notification of such postponement or amendment shall be given by the CARTA to all perspective Bidders who have requested or received copies of the RFP. Receipt of all addenda must be acknowledged in the proposals received by CARTA.

#### **G. PROTEST PROCEDURES**

Any prospective Bidder or contractor who is aggrieved in connection with the solicitation of a contract may protest to CARTA. Any such protest must be delivered in writing within five days of the issuance of the RFP. Or within five days of the amendment there to if the amendment is the issue. A protest must set forth all specific grounds of protest in detail and explain the factual and legal basis for each issue raised. This project is to be funded in part by FTA and is subject to FTA rules and regulations. FTA only accepts protests alleging that a grantee fails to have written protest procedures or has violated such procedures or fails to review a complaint or protest.

#### **H. WITHDRAWAL OF PROPOSAL**

No proposal may be withdrawn after the proposals have been opened.

## **2.0 Scope of Work**

### **2.1 Website Design & Support Phase/Development Guidelines**

#### **1. Assessment**

Selected Consultant shall first conduct an assessment of the existing CARTA website, its content and navigation scheme as well as the overall look and feel of the site.

#### **2. Design Meeting and Discovery.**

Selected Contractor will meet with Staff (location TBD by CARTA) to review the purpose, goals and desired outcome of CARTA's website redesign efforts. Look, functionality and design considerations will also be discussed at this meeting. Staff will share examples of similar websites to use as a basis for informing the discussion.

#### **3. Website Architecture and Wireframes.**

The Selected Contractor shall supply a website architecture plan and appropriate wireframes to document site development. These elements may be supplemented with additional material to inform website functionality, navigation scheme, information architecture and future options. These elements will be reviewed and approved by staff prior to website development. This plan

should include recommendations to utilize state of the art technology to appreciably enhance the utility and functionality of the site. The plan must also include, but are not limited to, recommendations for the following elements:

- Website hierarchy
- Homepage and website look and functionality
- Website navigation scheme
- Fonts, style, guide, use of graphic and other non-text elements.
- Trip planning function
- Map functionality

**4. Design Composition**

Consultant shall design three (3) alternatives for CARTA to review and approve for use in a new website. Each design alternative will include a mock-up of three sample web pages:

- proposed CARTA home page;
- one page that contains mixed graphics and written content;
- one page agreed upon between staff and the Consultant.

These design alternatives must include proposed font(s), page layout, colors, attractive look and feel, graphics and other webpage elements.

**5. Design Presentation**

Selected Consultant will present the design alternatives to staff, onsite (or location TBD by CARTA) and answer questions about the proposed design, site architecture, technology and other matters regarding the design and website implementation.

**6. Design Development**

After the “Design Presentation” task, CARTA will select one design alternative for further design development. In consultation with staff, Selected Contractor will refine the Selected Design until it is approved for use in the new website.

**7. CMS (Content Management System) Development**

Using the information acquired during the initial assessment, create a content management system that will permit designated, non-technical staff to instantly update website content on specific pages.

**8. Hosting Services or Recommendations**

It is required that the Selected Contractor will either supply hosting services or work with staff to identify a web site hosting provider that can meet the needs of the website being proposed.

- a. Hosting Service requirements include expertise & advice to staff on selecting a hosting plan that will support the expected bandwidth, scalability and expandability as discussed during the “Design Meeting and Discovery” task above.
- b. The selected hosting provider must have automatic backup and recovery features for the website.
- c. The hosing provider must also have:
  - secure facilities,

- live customer support and
- analytical tools to monitor performance of the site.

Whether the web hosting solution is supplied directly by the vendor responding to this RFP or offered as a third-party hosting solution, the proposal should include a minimum of (3) references for the hosting services recommended, including the identification of environmental and security features available to protect CARTA's network architecture.

Once a website host has been identified, staff will secure the hosting plan (including all associated fees and agreements). CARTA will grant Selected Contractor access to the host for website creation and development.

***Deliverables-to be provided to CARTA for the activities described in this section include:***

- 1. Documented website architecture plan and wireframes***
- 2. Three (3) Design Alternatives, including at least three (3) sample web pages per alternative***
- 3. Description of CMS redevelopment plan and capabilities***
- 4. Description of hosting services providing or brief recommendation (in a written memo or email) as it applies***
- 5. One (1) refined Selected Design for the home page, interior page and selected page***

**2.2 Website Development**

**New Website must provide:**

1. Resources, information, and serve as a marketing and public engagement tool that establishes a professional and friendly environment for local citizens, tourists and visitors, business owners, other government agencies and other community organizations that have a broad range of technical and computer literacy.
2. Visual-appeal, easily navigation, ease of use, highly-interactivity, architectural soundness and flexibility sufficient to support CARTA's website needs for the next five to eight years. The site must have the ability for multi-media applications, including but not limited to, video/slideshow and live video streaming capability.
3. Design in accordance to the Web Content Accessibility Guidelines (Federal guidelines, Section 508) Information can be found at this web site: [www.usability.gov](http://www.usability.gov).
4. Capability for staff to perform routine content management such as the creation of new pages, development of additional sections, uploading of photos, graphics and limited animation.
5. Consistency with a standardized look, feel and tone for all pages; thereby establishing a unified theme throughout the redesigned and redeveloped CARTA website. However the established theme must also provide the flexibility to allow for different CARTA projects and functions to have some level of individuality and/or functionality. CARTA logo should be prominently displayed on every page as a common header. The use of photographs, fonts and layouts should be consistent throughout the site.

6. Responsiveness with rapid download times for both low and high bandwidth providers typically used by the average citizen - including file size optimization of graphics. Must be designed with a balance of text and graphics whereas each page loads in 8 seconds or less on the average computer.
7. Easy to use functions, links and information for mobile device applications in order to be compatible for use on mobile devices.
8. Ability to convert substantial amounts of existing content to new website. We will use much of the existing web content. Any additional content/copy or photography will provided by CARTA. Adapt forms, manuals, etc. already in use at CARTA on the new website.
9. Consistently oriented navigational aids, such as hierarchical menus that tell users how deep they are into a topic or subtopic, as well as a homepage link or icon in the same position on each webpage.
10. Enhanced interactivity. Such interactivity may include, but is not limited to, email links, surveys, feedback forms, online calendars and social media sharing tools.
11. Advanced internal and external search capabilities (including .pdf's).
12. Design so that forms and pages may be easily printed. Consultant shall also include links for visitors to download any browser plug-in products, such as Acrobat Reader, that are necessary to view content on the site.

**Additional Features.** Additional features may include (but not limited to):

- Spam filtering services
- Search engine optimization
- Mobile CARTA
- Smartphone/iPhone applications
- Facebook Function
- Twitter Function
- QR Function
- Real Audio/Video Live Streaming
- Live Broadcasting w/100 Streams
- Tag all pdf, photos, graphics with keywords (for search strength)
- Video hosting or remote playing capabilities
- Automated job posting
- Event calendar/submission
- Keyword search
- Subscription
- Directories
- Multi-media (video/slideshow)
- Language translator capability
- Ability for multiple graphics; photos, etc. per page using flash
- Should contain multiple tier level drops down boxes to more easily connect and view

information.

- Homepage should include quick links-Buttons for the most used, most viewed, most requested information.
- Trip planner function should be included on Home page. Function should allow for three (3) ways to search.
- Schedule finder functions included
- Text prediction
- Service Bulletins
- Homepage should feature prominent graphic/photo image. Should be flash media in order to highlight several subjects. Should be clean looking and fit in well in the design of the page in order not to appear cluttered.
- Items and stories on the homepage should link directly to the source location. When clicking on a subject matter user should be taken directly to that source story.
  
- Routes and schedules:
  - Maps should be interactive maps with zoom in features
  - Staff should be able to upload bus stop information that will link to corresponding map so that when the user requests it, the map will show whether requested bus stop or all the bus stops on that requested route.
  - Website must have capability to add in AVL Technology (real-time bus tracking tool)

### **2.3 Presentation of Draft Website**

Once a draft of the redesigned website (the “Draft Site”) has been completed, Selected Contractor will present the Draft Site to staff (location TBD by CARTA) and answer questions about the design, site architecture, technology, functionality, and other matters regarding the site. Staff may request changes and modifications of the website which Selected Contractor will implement in a prompt manner until such time that staff accepts the website as satisfactory, meeting all the requirements (the “Final Site”).

### **2.4 CMS (Content Management System) Development**

Concurrent with “Website Development” task, Selected Contractor shall develop a Content Management System that meets the following criteria:

1. System should work with interactive elements and allow staff the ability to easily update those functions.
2. System should have the flexibility to interline future elements and allow staff to update and interact with those functions.
3. Provide general maintenance and upgrades to allow CMS to continue to accommodate the growing demands of the community and staff.
4. System should have a function where staff can view analytics on an ongoing basis as well as monthly statistics.
5. System should be capable of working with windows as well as HTML software. This is required to: 1) provide non-technical staff to update and upload information to the site in a

very easy, simple format and 2) to allow staff and associates with some technical knowledge the ability to have more options and greater flexibility with the on-going maintenance and updating of the site to keep the appearance vibrant as it grows.

6. System can be customized to fit the specific needs of CARTA, however the system should be the property of CARTA and it should not contain proprietary items that would prohibit the use of the system in whatever way CARTA determines.
7. Provide initial training to selected staff on CMS and provide future periodic training as it applies

## 2.5 Quality Testing & Assurance

During the development phase of the new CARTA website, Selected Consultant shall also conduct quality assurance testing.

1. Platforms and Browsers. Selected Consultant shall test web pages on both PC and Macintosh platforms, using a variety of popular operating systems on a variety of popular Web browsers and versions, including, but not limited to: Firefox, Internet Explorer, Safari, Opera, Lynx and mobile phone browsers such as iPhone.
2. Connectivity Speed. Selected Consultant shall test web pages at both 56k dial-up modem and broadband connectivity to ensure each webpage can be accessed without undue load time or lag.
3. Post Go-Live Support. Selected Contractor will also provide the COG with sixty (60) days post go-live support to assure the site is functioning properly under conditions of normal/public use. Such support will address bug fixes or other defective functions of the site. Website updates, design modifications and other training or consulting services are outside the scope of post go-live support.
4. *Deliverables:*
  - *Draft site*
  - *An approved fully-functioning website/source code of finalized/accepted recreated and redesigned accessible website*
  - *HTML and CSS templates for future development of the website*
  - *Major design elements in the native file format*
  - *Fully functioning CMS and source code of finalized system*
  - *All graphics, logos and other design elements in digital format.*
  - *Relevant documentation related to web site access, usage and instructional material*

## 2.6 Project Management

Contract shall provide Project management services to manage and ensure completion of the project on schedule and within budget. Specific tasks and deliverables include, but are not limited to, the following:

1. **Project Kick-off Meeting.** Within ten (10) calendar days of contract execution, Selected Contractor will meet with the staff to validate scope and schedule as well as discuss

communications, CARTA's objectives for the new website and other matters regarding the work described herein.

2. **Project Schedule.** Consultant shall work with COG staff to prepare a detailed project schedule which shall include, but not be limited to, the following milestones and project phases:
  - Website Design & Support Alternatives Presentation
  - Development phase timeline
  - Website Hosting options
  - Draft Site Presentation
  - Final/Approved Site Delivery
  - Finalized CMS
  - Implementation Schedule
  - Periodic project meetings with staff
3. **Single Point of Contact.** Selected Consultant shall provide a single point of contact for the Project Managers to contact regarding project status, issues, schedule and other matters related to performance of the work. Selected Consultant shall provide day-to-day management, coordination and direction to the contract team.
4. **Project Status Meetings.** Consultant shall attend and participate in a one-hour project status meeting, once per month, to discuss progress, issues, risk management activities and other aspects of the work. Selected Consultant shall prepare the agenda for these project status meetings and distribute the agenda at least two (2) hours prior to the meeting. The meeting location will be determined at a later date.
5. **Work Product Requirements.** Any documents provided to CARTA by Selected Contractor under an awarded contract shall be in electronic format via email or FTP, meeting the following criteria:
  1. Where possible, provide the native files in the original software program used (ex. Adobe, In Design for page layout, Macromedia Freehand or Adobe Illustrator for illustrations);
  2. Provide high-resolution electronic files of all "placed art and images" used in the layout (220-dpi minimum resolution, in .eps, .jpg or .tif format as appropriate).

If the above formats are not available, provide files in two (2) versions of "Adobe Acrobat PDF":

1. Print quality (high resolution) PDF documents suitable for print: and,
2. Web quality (standard resolution) PDF documents suitable for posting on our website.

All draft, interim and final documents shall be sent in Microsoft Word, where possible. When requested by CARTA, Contractor will also provide up to three (3) hard copies of any document, preferably on recycled paper.

***Deliverables to be provided by Selected Consultant:***

- a. ***Project Schedule***
- b. ***Project Status Meeting Agenda***

## 2.7 Hosting Services

Selected company shall provide hosting services that meet the current needs of CARTA as well as accommodating for future growth. Consultants must also provide documentation of their downtime performance, technical support complaint history and demonstrate their internet traffic throughput speed. (Respond if applicable or recommend a hosting company)

Web hosting services will provide the following (but not limited to):

1. A secure, reliable connection to the internet
2. Scalable bandwidth
3. State-of-the art ancillary services such as audio, video and wireless features
4. Support for multiple platform environments for software application
5. Stability provided through 24x7x365 server management
6. Minimal downtime or disruptions of the site in the event of needed server upgrades
7. A professionally staffed technical support help desk with call backs in under 1 hour

Server Specification Requirements:

1. Dedicated Server
2. Full anonymous FTP, unlimited access
3. True Domain Name' IP address
4. Canonical Non-'www.' domain name capability
5. Unlimited web space, callable as the website grows over time
6. Multiple connections to major internet backbones (with redundancy)
7. Access to raw log files
8. Web Site Traffic Statistics/Analysis Program
9. Administrative Control Panel w/password protections
10. Secure SSL
11. E-commerce and tracking-enhance current functions and provide the ability to increase items offered to the public.

Scalable Server:

1. Counters Submit Site to Search Engines
2. Customizable Error Pages
3. Spam Filters
4. File Manager Capability
5. Password protected directories
6. Internal Search Engine
7. 99.7% uptime guarantee
  - This should apply to the site being accessible to users online. If the site is down and inaccessible to the public or staff (for changes and updates) and this is due to server and/or network issues, the uptime guarantee should apply
8. Free of advertising not authorized by CARTA

Technical Support Requirements:

1. Daily backups
2. Rapid, responsive and knowledgeable customer support—voice & email
3. 24x7x365 email technical support

4. 24x7x365 help desk support
5. Secure Location, UPS and Generator Backup
6. Secure access, encryption

**Reporting Requirements:**

Ongoing reporting of web statistics, including unique user site sessions, page views, hit counters, cumulative year-to-date site visits and page views, etc.

**Deliverables:**

1. **Full Description of Hosting Services providing containing the elements as listed above. Include any recommendations and reasoning if these recommendations differ or fall outside of the parameters listed above.**
2. **Referrals of hosting customers with similar size and functions as the CARTA website.**

**2.8 Resources to be provided by CARTA**

In support of this project, CARTA will provide Selected Consultant with the following:

1. Directions for obtaining content and any original content needed for the website, including: text, graphics (.jpg, .gif, etc.) reports (.pdf, .doc, etc), PowerPoint presentations (.ppt), etc.
2. The Marketing Coordinator will serve as the points of contact of CARTA, expedite decision-making, provide constructive feedback and general direction to the Selected Consultants Project Manager and act as a liaison to other key Staff.
3. If Applicable, web hosting for the redesigned website
4. Any information requested regarding system configuration and intended functionality, including access to key project participants
5. Ongoing maintenance and support of the website

**2.9 Performance Schedule**

Work is expected to be performed and deliverable provided to CARTA in accordance with the following schedule. For the purposes of this RFP, all dates are tentative and subject to further review and revision, unless stated otherwise.

<b>Performance Schedule</b>	<b>Estimate Performance Period</b>
<b>Task, Activities and Deliverables</b>	<b>Deliverable Due Dates</b>
Project Management	Ongoing
Deliverable- Website Architecture & Wire Frames	TBD
Deliverable-Hosting Information	TBD
Deliverable- Site Design & Template	TBD
Deliverable- Draft Site	TBD
Deliverable – Final Site	TBD

Proposers are welcome to propose an alternate Performance Schedule if, in their best judgment, they believe certain task can be completed in a more logical or expeditious manner.

**3.0 Phase Two – Integrated Transit Planning Website**

A second phase to the website RFP is the development of a unified transportation accessibility website. This website should combine the transit services of CARTA with the services of

TriCounty Link, the rural transit provider. In addition, information on Ridesharing, Vanpools, and Bicycle/Pedestrian facilities should be included. The goal of the website is to provide a one-stop website for trip planning, maps and schedules for navigating through the BCD region.

As it relates to the transit piece of the website, the route planner tool, the find my route tool and the bus tracker should be displayed prominently on the home page, and on the pages related to routes and schedules. The website should include schedules that are not PDF-based and are accessible to mobile devices. The route planner tool must incorporate both transit agencies routes to provide a seamless connection between systems. Information on transfers, fares and schedules must be included.

Customers must be able to find a route by number, find a route by name, or find a route by geographic location. CARTA staff must be able to add and delete routes. A service bulletin should be predominant on the homepage to alert riders of delays, detours and general service notices.

The website will include the capability for customers to purchase passes for transit services from each of the transit agencies. A direct link to each agencies website that is seamless to the customer is required.

#### **4.0 Selection Criteria/Selection Process**

The following criteria will be used in evaluating the proposals:

1. **Scope/Approach (50%)** – How the firm responds to the items in the RFP. Does the project proposal demonstrate a clear understanding of the project and the needs of CARTA? Will the firm be able to provide all the services described in Section 2 and 3. Does the approach to the project demonstrate an excellent technical understanding of the project?
2. **Experience (30%)** – Has the firm been involved in any other projects similar to this project? Are the firm's previous clients satisfied with the quality of the work product on similar projects?
3. **Professional Staff (15%)** – Does the staff assigned to the project have the necessary skills to carry out the tasks? Is there a sufficient number of staff available to get the work finished in a timely manner? Who will be key staff dedicated to the project?
4. **Availability and Familiarity (5%)** - with the Berkeley-Charleston-Dorchester Region. Has the firm committed staff to be in the BCD Region for a significant portion of the work? How will CARTA staff communicate with firm staff? Where will the project manager be located? How many other projects is the firm involved in currently that would prevent the project from being completed in a satisfactory and timely manner?

The Selection Committee will make a recommendation to the CARTA Executive Director. The Executive Committee will approve or disapprove the recommendation. The selected firm may be contacted for additional information concerning the submittal and contractual information.

#### **5.0 Requested Response Format**

Each proposal shall include Exhibit A-E which shall be signed and dated by a representative authorized to bind the Offeror. As part of its proposal, the Offeror shall provide, at a minimum, the following material and essential requirements outlined in the Deliverables sections

### **Section 1: Website Design & Support Phase/Development Guidelines**

1. Documented website architecture plan and wireframes
2. Three (3) Design Alternatives, including at least three (3) sample web pages per alternative
3. Description of CMS redevelopment plan and capabilities
4. Description of hosting services providing or brief recommendation (in a written memo or email) as it applies
5. One (1) refined Selected Design for the home page, interior page and selected page

### **Section 2: Project Schedule**

Contract shall provide Project management services to manage and ensure completion of the project on schedule and within budget.

### **Section 3: Website Development**

1. Draft site
2. An approved fully-functioning website/source code of finalized/accepted recreated and redesigned accessible website
3. HTML and CSS templates for future development of the website
4. Major design elements in the native file format
5. Fully functioning CMS and source code of finalized system
6. All graphics, logos and other design elements in digital format.
7. Relevant documentation related to web site access, usage and instructional material

### **Section 3: Hosting Services**

1. Full Description of Hosting Services providing containing the elements as listed above. Include any recommendations and reasoning if these recommendations differ or fall outside of the parameters listed above.
2. Referrals of hosting customers with similar size and functions as the CARTA website.

## **6.0 Additional Information**

### **A. Project Schedule**

Notice to Proceed for this project will be given as soon as a contract with the successful proposer has been executed and any and all state and federal requirements are met.

### **B. Signature Requirements**

Proposals must be signed by a duly authorized official of the responder. Consortia, joint ventures, or teams submitting proposals, although permitted and encouraged, will not be considered responsive unless it is established that all contractual responsibility rests solely with one Contractor or one legal entity, which shall not be a subsidiary or affiliate with limited resources. Each proposal should indicate the entity responsible for execution on behalf of the proposal team.

### **C. Additional Information**

BCDCOG retains the right to reject all proposals and to re-solicit if deemed to be in its best interests. Selection is also dependent on the execution of a mutually acceptable contract with the successful responder.

The selection of the successful proposal may not be the lowest cost but the best value for the COG.

Each proposal shall state that it is valid for a period of not less than ninety (90) days from the date of receipt.

All plans, calculations, maps, digital files, reports, correspondence, minutes of meetings, and related data generated for this project will be included in the final documents submitted to BCDCOG.

**PROPOSAL COVER SHEET**

Legal Name of Organization \_\_\_\_\_

Authorized Signer: \_\_\_\_\_

Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Physical Address (If Different): \_\_\_\_\_

Telephone Number: \_\_\_\_\_

FAX Number: \_\_\_\_\_

Contact Person Name: \_\_\_\_\_

Contact Person Title: \_\_\_\_\_

Entity Type:  Corporation  Sole Proprietor

Partnership  Other

Is Responder a HUB?  Yes  No

Certifying Agency: \_\_\_\_\_

**Attachment A - Certification Regarding Debarment Suspension,  
Ineligibility, and Voluntary Exclusion Lower Tier Covered Transactions**

This Certification is required by regulations implementing Executive Order 12549, Debarment and Suspension, 20 CFR Part 98. The regulations were published as Part VII of the May 26, 1988 Federal Register (pages 1916019211).

1. The prospective recipients of Federal assistance funds certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
  
2. Where the prospective recipient of Federal assistance funds is unable to certify to any of the statements in this certification, such prospective participants shall attach an explanation to this proposal.

Name of Authorized Representative	Title

Signature	Date

**Attachment B - Certification Regarding  
Drug-Free Workplace**

A. The grantee certifies that it will or will continue to provide a drug-free workplace by:

1. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violation of such prohibition.

2. Establishing an outgoing drug-free awareness program to inform employees about

- a. The dangers of drug abuse in the workplace;
- b. The grantee's policy of maintaining a drug-free workplace;
- c. Any available drug counseling, rehabilitation, and employee assistance programs; and
- d. The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace.

3. Making it a requirement that each employee to be engaged in the performance of the grant be given a copy of the statement required by paragraph 1.

4. Notifying the employee in the statement required by paragraph 1 that, as a condition of employment under the grant, the employee will:

- a. Abide by the terms of this statement;
- b. Notify the employer in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five calendar days after such violation.

5. Notifying the agency in writing, within ten calendar days after receiving notice under subparagraph 4b from an employee or otherwise receiving actual notice of such conviction. Employers of convicted employees must provide notice, including position, title, to every grant officer or other designee on whose grant activity the convicted employee was working, unless the Federal agency has designated a central point for the receipt of such notices. Notice shall include the identification numbers(s) of each affected grant.

6. Taking one of the following actions, within 30 calendar days of receiving notice under subparagraph 4b, with respect to any employee who is so convicted:

- a. Taking appropriate personnel action against such an employee, up to and including termination consistent with the requirements of the Rehabilitation Act of 1973, as amended; or
- b. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.

7. Making good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs 1, 2, 3, 4, 5, and 6.

B. The grantee may insert in the space provided below the site(s) for the performance of work down in connection with the specific grant:

Place of Performance: Check ( ) if there are workplaces on file that are not identified here.  
( ) Not Applicable.

Name of Applicant Organization:

Name & Title of Authorized Signatory:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**ATTACHMENT C**  
CERTIFICATE REGARDING CONFLICT OF INTEREST

By signature of this Certificate, Respondent covenants and affirms that:

1. No manager, employee or paid consultant of the Respondent is a member of the Policy Board, or an employee of CARTA;
2. No manager or paid consultant of the Respondent is married to a member of the Policy Board, or an employee of CARTA;
3. No member of the Policy Board, the President or an employee of CARTA owns or controls more than a 10 percent share in the Respondent's organization;
4. No spouse of a member of the Policy Board, or employee of CARTA receives compensation from Respondent for lobbying activities.
5. Respondent has disclosed within the proposal response any interest, fact or circumstance, which does or may present a potential conflict of interest;
6. Should Respondent fail to abide by the foregoing covenants and affirmations regarding conflict of interest, Respondent shall not be entitled to the recovery of any costs or expenses incurred in relations to any contract with CARTA and shall immediately refund CARTA any fees or expenses that may have been paid under the contact and shall further be liable for any others costs incurred or damages sustained by CARTA relating to that contract.

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Name of Individual or Organization submitting application.

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Name and Title of Authorized Signatory.

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Signature

Date

**Attachment D**

Fees Associated With Website Design, Development and Hosting

Name of Organization: \_\_\_\_\_

Specify if the fee is website design or maintenance fee. If fee is other than schedule fees, indicate if a one-time fee and task.

	<b>Flat Fee</b>	<b>Hourly Fee</b>
<b>Website Design Fee</b>		
<b>Maintenance Fee</b>		
<b>Phase 2</b>		

Additional pages may be used to describe fees.