



REQUEST FOR PROPOSALS

WEBSITE DEVELOPMENT AND DESIGN SERVICES

The Mid-Ohio Regional Planning Commission (MORPC) is requesting proposals from interested and qualified firms within the United States to perform website development and design services.

MORPC is a voluntary association of local government communities in the 15-county Central Ohio region. Our organization strives to enhance the quality of life and competitive advantages of Central Ohio by working through local governments and other constituents. A catalyst for change, evidence of MORPC's work is seen every day through planning, programming and services in the areas of transportation, energy, data and mapping, development, the environment, and public policy. We assist our local government members by providing innovative solutions for the many challenges facing our growing region.

The MORPC website is regarded as the front door to the organization. We view the website as an engaging vehicle to educate our members, potential new members and the community about regional issues and projects. Since 1996, MORPC has operated and maintained a website, www.morpc.org, to keep members, stakeholders, community leaders and the general public aware of and involved with MORPC's work. Together, MORPC's Public Affairs and Information Technology teams work together to keep the website a dynamic, relevant and important component of MORPC's overall public relations strategy. The website is also important in meeting requirements of Title VI of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, and the Ohio Open Meetings Act.

MORPC strives to increase the engagement of members, the Central Ohio regional community, policymakers, and other audiences. In order to achieve this goal, MORPC would like to develop a new website that allows for community discussion, interaction and collaboration; provides the website in other languages; conveys how MORPC is relevant and valuable to the region; enhances member satisfaction; employs the latest technologies in web design; and allows for simple and quick updating.

Firms interested in being considered must submit **five (5) printed copies of the proposal and one (1) in the form of a compact disc or jump drive in a PDF format**. Proposals will be received by MORPC until **12 noon on Friday, June 30, 2017**.

Submit Proposals to:
Mid-Ohio Regional Planning Commission
Attn: Bevan Schneck
111 Liberty Street, Suite 100
Columbus, OH 43215
bschneck@morpc.org

Proposals must arrive in the MORPC offices prior to the due date and time. Firms submitting proposals should take this into account when choosing a mail carrier. Facsimile submissions will not be accepted.

All questions must be submitted in writing and should be submitted via mail or email to Bevan Schneck at bschneck@morpc.org. No answers will be given over the phone. Written answers, including any amendments to the RFP, if necessary, will be posted on MORPC’s website. Responses to questions will be posted at <http://www.morpc.org/about-morpc/overview/rfps-rfgs/index>.

Neither MORPC nor any member agency of the committee evaluating the proposals shall be liable for any costs incurred by the respondent in response to this proposal, or any costs incurred in connection with any discussions, correspondence or attendance at interviews or negotiation sessions.

All materials submitted in response to this proposal shall become the property of MORPC and may be returned only at MORPC’s option.

All materials received shall be considered public information and shall be open to public inspection.

The Mid-Ohio Regional Planning Commission, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority business enterprise will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, creed, religion, ancestry, national origin, sex or gender, sexual orientation, disability or other handicap, age, marital/familial status, income, or status with regard to public assistance in consideration for an award.

Contents

I. Overview.....	3
II. Scope of Services.....	3
a. Content Management System (CMS)	3
b. Website Design	4
c. Website Hosting	5
III. Proposal Guidelines	5
IV. Procurement Process.....	7
V. Terms & Conditions.....	9

I. OVERVIEW

This is a Request for Proposals (RFP) to provide web development, design and maintenance services for the Mid-Ohio Regional Planning Commission (MORPC), Columbus, Ohio.

After evaluating the proposals, MORPC will rank the respondents for each scope of service from most qualified to least qualified, then attempt to successfully negotiate a detailed scope of services and price with the respondent(s) deemed most qualified. If MORPC is unable to successfully negotiate a detailed scope of services and price with the respondent deemed most qualified, MORPC will then attempt to successfully negotiate a detailed scope of services and price with the respondent deemed next best qualified, and so on.

In addition to website graphic design, MORPC is open to both a new content management system (CMS) and hosting options for its website. MORPC's current website uses the Percussion CM1 CMS and it is hosted internally on a MORPC server.

The Scope of Services for this RFP will be split into three categories: content management system; website design; and website hosting. The proposals received by MORPC may address one, two, or all three of these categories without penalty. Please make clear which categories are being responded to in your proposal.

MORPC reserves the right to enter into an agreement with more than one respondent, if desired and dependent upon the responses to each category (i.e. One firm could provide web coding while another develops page design). MORPC also reserves the right to reject all respondents and not enter into an agreement with any respondent.

II. SCOPE OF SERVICES

Purpose:

MORPC needs a complete redesign of the www.morpc.org website to provide a better tool and resource for its members and the Central Ohio community.

A. Content Management System (CMS):

- a. MORPC's website will be developed using MORPC's content management system (CMS) selected by MORPC. But respondents are encouraged to share what content management systems with which they have worked, what works best, what they most prefer, and why.
- b. Respondents should include a breakdown of all costs associated with MORPC using the particular CMS they are recommending.
- c. Maintenance of the website should be user-friendly, with everyday edits being quick and easy. Preference is for the CMS to contain different permission levels (i.e. publishers vs. editors).
- d. The new website will have a new and improved calendaring system to display MORPC events in a visually appealing way with easy editing capability.

- e. The new website will have the ability to be viewed in an optimal format on a variety of devices and screen sizes, including tablets and smart phones. It should also have search engine optimization (SEO) capability and contain a language translator on every page (selected CMS should automatically incorporate the language translator). It must also be compliant with the requirements of federal 508 Accessibility Program, Title VI of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, and the Ohio Open Meetings Act.
- f. The new website will be interactive, with the ability to house the latest dynamic content (including forms), RSS feeds, blogs, streaming video and audio – and must accommodate all of MORPC's existing interactive content..
- g. The new website will be integrated with our current e-newsletter service, MailChimp so visitors may easily sign up for newsletters using a prominently displayed signup form.
- h. The selected firm will train selected MORPC staff on any tools for management and use of the site. They will show the process for updating web pages and templates, and be available for questions and emergency editing needs.
- i. Pursuant to federal guidance, the website should be developed in HTTPS to enhance security and to allow online mapping to locate users and focus maps accordingly.

B. Website Design:

- a. MORPC's website will be redesigned using content supplied by MORPC, including downloadable files and text, to incorporate the desires of members, funders, stakeholders and staff.
- b. The web designer will work closely with MORPC to incorporate a look consistent with MORPC's branding into the design of the website. A fresh, cohesive graphics design including the layout and color scheme will extend to all aspects of the website, including site navigation tools such as buttons, menu bars, icons, tabs, etc.
- c. Overall site design will be documented including a site map, file layout and structure, file relationships and hierarchy. Any code routines and scripts written will be documented as to their purpose and use.
- d. The new website will be easy for our audience to navigate, with a comprehensive site index, and a consistent look and feel to all sections and pages.
- e. The new website will contain easy access for MORPC board members, committee members, and the public to find information on meetings and download needed materials. Respondents should provide detailed information on the recommended search engine for the website.
- f. The new website will have linked "buttons" or logos on every page for MORPC's social media accounts including Facebook, Twitter, Instagram, YouTube and Vimeo. The website will have the ability to house a live feed for these accounts.

- g. The new website will feature a section on the homepage visually highlighting MORPC's latest and most important information.
- h. The web design and content will be the property of MORPC.

C. Website Hosting:

- a. MORPC hosts its website on an internal server. As currently set up, both the web design and CMS will be available for two or more servers to create a high availability and staging area, allowing MORPC to make changes and upgrades to the existing system without interfering or stopping the services needed to keep our website running.
- b. Respondents are encouraged to share whether or not they believe this is the best option or to suggest alternatives for how the website can best be housed, including all or parts of the website being hosted off-site or through cloud hosting.
- c. Respondents should include a breakdown of all costs associated with their recommendation for the hosting of the website.

III. PROPOSAL GUIDELINES

Format:

The proposal must include the following items in the following order. Failure of the proposal to respond to a specific requirement may be a basis for elimination from consideration during the comparative evaluation. MORPC reserves the right to accept or reject any or all proposals.

Each respondent shall submit a formal proposal not to exceed fifteen (15) 8.5" x 11" pages (excluding tabs, dividers, etc.) and shall contain the following sections:

A. TRANSMITTAL/COVER LETTER

The cover letter shall be signed by a representative authorized to legally bind the firm, and include:

- Name, telephone number, and e-mail address of a contact person with authority to answer questions regarding the proposal (ideally the day-to-day project manager for this work);
- Identification of the firm as a corporation or other legal entity; and
- General description of the approach to meeting the expectations in the Scope of Services section.

B. ORGANIZATION, PERSONNEL, EXPERIENCE & PROJECT MANAGEMENT

Specific background information on key individuals who are anticipated to be assigned to the project should be included, most notably the project manager. Identify the location of the office where the majority of the work is to be performed. This section shall also provide an overview of each key personnel working on the project and show their relationship to the firm and their affiliations. Listed below is information that is also required at the time of your proposal submission:

- Include any additional descriptive literature or information that is relevant to the specification and/or services proposed – that indicate unique qualifications, particular competence in this field of expertise, technical capabilities, proprietary techniques, or special resources.
- Identify any subcontracting that your firm will be using for the work, and detailed information for each subcontractor including name, location, scope of services, history of working with that firm, and contact information.
- Provide a listing of public sector recruitments that have been performed by the firm over the past three (3) years including the name of the organization and contact information.

C. REFERENCES

Each respondent shall provide a minimum of three (3) references for services comparable to each Scope of Services for which the respondent is furnishing a proposal. Include the reference's name, address, project owner's representative, title, phone number, time period when services were rendered, and description of services rendered.

D. PREVIEW

Each respondent shall provide a general design layout for the www.morpc.org homepage that will give the Web Design Planning Committee an idea of what it could look like. This should be included in the proposal in the form of a sketch or an online mockup.

E. TIMELINE

Each respondent shall provide an estimated project timeline. MORPC would like the new website to launch in December 2017.

F. COST

Each respondent shall provide a full description and breakdown of the estimated project cost. Respondents must disclose all additional rates that may apply for additional functionality programming or post-project maintenance including non-routine services, labor, line items, subcontractors, software licensing and any other applicable visual communication or graphic design charges. Specifics should be provided as to definitions of routine versus non-routine tasks, what is fixed as opposed to variable, and how costs are adjusted according to that classification.

IV. PROCUREMENT PROCESS

Evaluation Criteria:

The evaluation criteria are as follows:

- A. GENERAL QUALITY & ADEQUACY OF RESPONSE
 - Completeness and thoroughness
 - Responsiveness to terms and conditions
 - Overall impression

- B. ORGANIZATION, PERSONNEL, EXPERIENCE AND PROJECT MANAGEMENT
 - Qualifications and experience of proposed personnel, including project manager
 - Experience working with similar organizations or public sector entities
 - Successful placement experience
 - Understanding MORPC's mission

- C. REFERENCES
 - Ability to maintain schedule
 - Communication/cooperation
 - Ability to control costs/meet budgets
 - Overall Impression

- D. CAPACITY
 - Ability to meet the Scope of Services
 - Ability to meet project timeline and critical needs that were not anticipated or result from an emergency
 - Ability to work cooperatively and closely with MORPC staff

- E. CAPABILITY
 - Ability to work with Microsoft Office, Adobe Creative Suite and HTML files
 - Ability to exercise creativity in the design within the parameters of MORPC standards
 - Ability to incorporate and ensure interactive tools and elements to the website.

- F. EXPERIENCE
 - Past performance providing services similar to the work identified in the Scope of Services
 - Past performance working with clients similar to MORPC
 - Samples of past products similar to those described in the Scope of Services
 - References that can speak to past performance

- G. EXPERTISE
 - Assignment of individuals with specific knowledge, education, training, and experience to carry out the work identified in the Scope of Services
 - Professional association memberships and other affiliations that reflect the service provider's commitment to best practices for communications website design and graphic design functionality

H. FEES, PRICING & ADHERENCE TO BUDGET

- Ability to summarize, present and adhere to fees and product pricing that is approved by MORPC
- Ability to work within MORPC budgetary guidelines for any and all productions and publications

Evaluation:

MORPC will conduct the evaluation of proposals and reserves the right to reject any and all proposals in whole or in part received in response to this request. MORPC may waive minor defects that are not material when no prejudice will result to the rights of any other respondents or to the public.

Clarification Interviews:

At MORPC's option, the respondent may be required to answer questions about the proposal. The purpose of the interview is to provide clarification of information presented in the proposal. If interviews are necessary, MORPC will contact the respondent's authorized representative to schedule the time, date, and method of interview (e.g. in-person presentation, web meeting, or conference call). If in-person interviews are requested, the respondent must comply at no cost or obligation to MORPC. A respondent's refusal to make a presentation as described shall result in the respondent being rejected from consideration for the project.

Selection and Negotiations:

Based on the evaluation of the proposals, MORPC will attempt to negotiate a contract with the respondent deemed most qualified for the Scope of Services. If negotiation with the highest ranked respondent fails to result in a mutually acceptable agreement, MORPC will notify that firm in writing of the termination of negotiations. The next highest ranked respondent will then be invited to enter into negotiations with MORPC. If negotiations again fail, the same procedure shall be followed, with each next most qualified firm until a contract has been negotiated. If the remaining proposals are considered not to be qualified, the notification and selection processes will be repeated.

Timeframe:

Proposals will be accepted from the time this RFP is issued until no later than 12 noon ET, Friday, June 30, 2017. Submit five (5) copies of the proposal along with any company brochures, pamphlets and/or materials indicating the firm's qualifications to:

Mid-Ohio Regional Planning Commission
Attn: Bevan Schneck
111 Liberty Street, Suite 100
Columbus, OH 43215

MORPC will notify respondents selected for interviews, if needed, the week of July 10 and will begin the interviewing process shortly thereafter, followed by negotiation and execution of contract with the successful respondent(s).

V. TERMS & CONDITIONS

Evaluation of Proposal Compliance with Specifications

Understanding that no consultant may completely meet all requirements of the specifications, MORPC reserves the sole right to determine whether a proposal substantially complies with the specifications;

accept, negotiate modifications to, or reject the terms of any proposal; and waive the right to accept a part, or parts, of a proposal, unless otherwise restricted in the proposal.

Withdrawal of Proposals

Withdrawal of proposals will be allowed only in those cases in which a written request to withdraw a proposal is received by MORPC prior to the date and hour for receiving and opening proposals.

Proposer Qualifications

MORPC may require all proposers to submit evidence of qualifications, and may consider any evidence of the financial, technical, and other qualifications and abilities. MORPC will not award a contract to a proposer who, in its opinion, is not fully qualified on the basis of financial resources and responsibility, possession of adequate equipment, personnel, experience, and past record of performance to perform the obligation to be undertaken competently and without delay.

Award of Contract

Each consultant acknowledges that MORPC will use its discretion and judgment in making the final decision and further acknowledges that no claim by the consultant will arise in any way relating to the exercise of that judgment by MORPC. MORPC reserves the right to accept the proposal deemed to be in the best interest of MORPC or to reject any and all proposals.

MORPC's executive director is the only individual who may legally commit MORPC to the expenditure of public funds. No cost chargeable to the proposed contract may be incurred before receipt of either a fully executed contract or a specific, written authorization to proceed.

Ownership of Products

MORPC will retain the copyright for all data, materials, information, processes, studies, reports, surveys, proposals, plans, codes, scientific information, technological information, regulations, maps, equipment, charts, schedules, photographs, exhibits, software, software source code, documentation, and other materials and property that are prepared, developed or created under or in connection with this project. Therefore the submitter should anticipate that all products of this work effort will become the property of MORPC who will make them available to other government agencies and their contractors.

Deviation Clause

The consultant's attention is called to the condition that, if awarded a contract, the consultants will be required to furnish the particular item referred to in strict accordance with the specifications or descriptions as proposed, unless a departure or substitution is clearly noted and described in the proposal, along with the reasons therefore.

Tax Exemption

MORPC is exempt from the payment of federal excise and transportation taxes levied under the provisions of the Internal Revenue Code. MORPC is also exempt from Ohio State Gross Retail (sales tax). The successful consultants will be furnished with any certificates of exemption required.

MORPC STATEMENTS ON DIVERSITY & INCLUSION

Equal Opportunity

The consultant agrees that it will not discriminate against any employee, applicant for employment, or sub-contractor and that it will take affirmative action to insure that employees, applicants and sub-contractors are treated equally during employment without regard to race, color, gender, creed,

religion, ancestry, national origin, sexual orientation, disability or other handicap, age, marital/familial status, veteran status, or status with regard to public assistance.

Disadvantaged Vendors

Disadvantaged Vendors shall have the maximum opportunity to participate in the performance of contracts financed under this solicitation. In this regard, all proposers shall take all necessary and reasonable steps to ensure that minority vendors have the maximum opportunity to compete for and perform any subcontracts. **Also, proposing firms shall notify MORPC if they meet one of the disadvantaged vendor designations, such as Minority Business Enterprise (MBE), Small Business Enterprise (SBE), or Women-owned Business Enterprise (WBE).**

CONTRACTING REQUIREMENTS

The following are not part of the proposal requirements but will be requirements in the contract in addition to other contractual requirements. *Please also note that prior to negotiation, the firm selected for negotiation must provide average hourly rates for personnel assigned and a copy of the last audited financial statement.*

Compensation

A not-to-exceed contract amount based on satisfactory work performed and products and services produced will be entered into after negotiations between MORPC and the selected firm.

Alternative compensation models may be considered.

During contract negotiations, the selected firm must provide individually-priced and prioritized tasks to be completed "if authorized." The sequencing of work tasks must be done in such a way that successful completion of earlier tasks is not dependent upon the completion of later tasks.

Cancellation

MORPC reserves the right to cancel any contract for failure or refusal of performance, fraud, deceit, misrepresentation, collusion, or any other misconduct on the part of the consultant.

Unresolved Finding for Recovery

The selected consultant affirmatively represents and warrants to MORPC that it is not subject to a finding for recovery under ORC 9.24 or that it has taken appropriate remedial steps required under ORC 9.24 or otherwise qualifies under that section. The consultant agrees that if this representation or warranty is deemed to be false, the agreement shall be void *ab initio* as between the parties to this agreement, and any funds paid by MORPC to the consultant hereunder shall be repaid to MORPC immediately, or an action for recovery may be commenced immediately by MORPC for recovery of said funds.

Covenants of Consultant

The consultant will be required to covenant and warrant the following:

- a) Consultant is not debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in any contract, supported in whole or in part by the funding sources for this project;
- b) Consultant has not within a three (3) year period had one or more public transactions terminated for cause or default;
- c) Consultant will comply with the provisions of Section 1352, Title 31 of the U.S. Code, which prohibits the use of federal funds to lobby any official or employee of any federal agency, or member or employee of Congress; and to disclose any lobbying activities in connection with federal funds. ###