



NATIONAL TRANSPORTATION ENHANCEMENTS CLEARINGHOUSE

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REQUEST FOR PROPOSAL

FOR

WEBSITE RE-DESIGN OF RAILS-TO-TRAILS CONSERVANCY'S ENHANCEMENTS.ORG

Who We Are

The National Transportation Enhancements Clearinghouse (NTEC) is an information service sponsored by the [Federal Highway Administration](#) (FHWA) and [Rails-to-Trails Conservancy](#). Our Washington, DC-based staff serves a national mission. The free clearinghouse collects data from the 50 states and provides reports and assistance to a clientele of professionals, citizens, agency staff and policy-makers working at the state, local and federal level. NTEC was established in 1998, and constitutes the best example of open government in United States transportation financing.

Transportation Enhancement funding originated in the 1992 fiscal year and supports a complex array of projects that were previously extremely rarely undertaken. Today, TE funding is at a level of over \$800 million per year.

NTEC works to provide timely and accurate information necessary to make well-informed decisions about Transportation Enhancements (TE). Our website is the most critical tool we use to accomplish this mission. We also conduct a conference to educate professionals, offer free technical assistance, and publish an annual report, quarterly newsletters, and issue briefs. NTEC is funded through a cooperative agreement between the Rails-to-Trails Conservancy and the Federal Highway Administration Office of Planning, Environment, and Realty's Surface Transportation Environment and Planning Cooperative Research Program.

About [enhancements.org](#)

The [www.enhancements.org](#) website is a free public resource. It is the only source of comprehensive data on federal TE program funding and the projects completed with this funding. The site provides transparency and accountability to State and federal transportation funding.

Vision for Web Site

Our vision is for a highly convenient and usable resource for a broad audience and is easily maintained by staff with no programming knowledge. More specifically, the site should make complex and arcane information accessible and digestible to a very broad audience, some of whom have no technical background. Similarly, the website should be re-implemented with an architecture that makes it maintainable by staff with no specific programming or web development knowledge or experience. Re-design with a content management system (CMS) will allow users to upload various data and content without interacting with the page source.

Project Criteria

Rebuild and Redesign enhancements.org

Currently, enhancements.org is laid out in an HTML table with Cascading Style Sheets (CSS) and some dynamic database pages in ASP that use a Microsoft Access database, all on a single server. The site incorporates a photo library, images.enhancements.org, which is currently hosted by www.smugmug.com through their private content management system.

In the next six months, we will rebuild enhancements.org on a free, open source platform. We will completely redesign the site's look-and-feel and add a content management system. The CMS will be used to store and display content so that administrative users can add to the site without recoding it.

The website is currently hosted through Crystal Tech on a monthly plan, but we can change hosting as needed.

Pages for Redesign:

This redesign RFP does not include creating any new content. Rather, the look-and-feel of the pages will be updated, the layout modernized, and a content management system implemented.

- Home Page
- TE Basics
 - o History
 - o Eligibility
 - o Funding
 - o Applying
 - o Relating to surface transportation
- Publications
 - o Newsletter Archive
 - o Subscription page
 - o Document ordering system
- State Profiles (ASP and Flash)
 - o Template for all states
 - o Each profile needs to be bookmarkable and printable

- Project List
 - o Printable, exportable to Excel?
- News
- Links
 - o Test for dead links and update
- FAQ
- TE Contacts
 - o State TE Managers
 - o State FHWA TE Contacts
 - o FHWA HQ
- Seminar

Redesign Goals

1. Create a modern, professional, polished look-and-feel for the site that carries the NTEC brand throughout
2. Optimize the design for simplicity and user-friendliness
3. Establish a CMS foundation for easy maintenance and updating
4. Ensure compatibility across browsers
5. 508 compliance (accessibility)

Peer Sites

We consider these sites to be our peers, and our look-and-feel must be of comparable or better quality and polish.

1. America's Byways: <http://www.byways.org/>
2. Byways Resource Center: <http://www.bywaysresourcecenter.org/>
3. National Center for Safe Routes to School: <http://www.saferoutesinfo.org/>
4. Safe Routes to School National Partnership: <http://www.saferoutespartnership.org/>
5. Pedestrian and Bicycle Information Center: <http://www.pedbikeinfo.org/>

Areas for Improvement

1. Ability to store and display videos in addition to photos in a seamless interface
2. More convenient collection of site statistics
3. Printable version
4. Ability to export searches of the project database to Excel or CSV

Design Process

As part of this RFP, we seek a design and usability consultant who can engage with two NTEC staff members (webmaster and director) to conduct a comprehensive needs assessment/requirements analysis to ensure that the potential of enhancements.org to support NTEC's mission and contract responsibilities is maximized.