



NASAO WEBSITE DEVELOPMENT RFP

The National Association of State Aviation Officials (NASAO) is soliciting proposals for the design and development for www.nasao.org.

All proposals must be received by 4:00 p.m. on **August 11, 2011**. Any proposals received after the due date and time will not be considered. Proposals including the requirements listed in paragraph eight below are to be submitted via email to ksolee@nasao.org.

NASAO reserves the right to reject any or all proposals, as well as to accept the proposal which best matches the needs of the organization as determined at the sole discretion of NASAO.

Vendor Questions Due Date	August 8, 2011
RFP Response Due Date	August 11, 2011
Vendor Selection	August 18, 2011
Website Live Desired Date	November 1, 2011

INTRODUCTION

Founded in 1931, NASAO is one of the most senior aviation organizations in the United States, predating even the Federal Aviation Administration's predecessor, the Civil Aeronautics Authority. The states first established NASAO to ensure uniformity of safety measures, to standardize airport regulations and develop a truly national air transportation system responsive to local, state, and regional needs. Since 1931, NASAO has been unique among aviation advocates.

Unlike special interest groups, which speak for a single type of aeronautical activity or a narrow band of the rich spectrum of the American aviation community, NASAO represents the men and women, in state government aviation agencies, who serve the public interest in the states, Guam and Puerto Rico. These highly skilled professionals are full partners with the federal government in the development and maintenance of the safest and most efficient aviation system in the world.

NASAO members organize, promote, and fund a wide variety of aviation programs across the nation. All states develop statewide aviation system plans and airport capital improvement plans. The states invest approximately \$450 million annually in planning, operations, infrastructure development, maintenance, and navigational aids at 5,000 airports across the country. Many states also build, own, and operate their own airports. Each year, state aviation officials conduct safety inspections at thousands of public-use airports. Countless aviation activities including statewide meetings, airport symposiums,

pilot safety seminars, and aviation education forums are also organized annually by the states.

CORE REQUIREMENTS

The vendor must demonstrate ability to:

1. Design and develop websites
2. Build and/or implement content management systems
3. Host websites in a responsible and secure manner
4. Develop a comprehensive/maintainable contact management system

SITE OVERVIEW

The current NASAO website (www.NASAO.org) was developed many years ago. Over time, the site has become outdated and archaic in terms of functionality and power. A complete redesign taking advantage of the latest web technologies is required to maximize the site's potential, functionality and readership.

AUDIENCE

The primary audience for the website is NASAO members who rely on the site for up-to-date materials related to the aviation industry. These resources help guide discussions on current policy related to the aviation industry for all members. Further, the website provides readers with a forum for the exchange of ideas which can help guide them in critical decision-making processes. The secondary audience for the website is persons of the general public interested in issues related to NASAO and aviation.

PURPOSE

The primary purpose of the website is to serve as a resource tool providing both NASAO members and the public information about both the association and the national aviation system.

VISION

Our immediate need is to place the content of the existing website in a new site that has a contemporary look, is easy to navigate, easy to search and is easily expandable.

In the near future, we plan to continue adding content including additional libraries of information. Further we would like to convert the "NASAO State Aviation Funding and Organizational Data Report" to a web based data collection system that allows custom searching and reporting.

WIREFRAME

The attached NASAO Website Wireframe provides an overview of the site navigation and page templates. We have given a lot of thought to how we want our website to look and considered content that is most meaningful to our members. We believe it is complete with one exception, the ability to effectively represent and disseminate it. However, we understand the selected website developer may have additional ideas and input to make the site better and we are certainly open to that.

The site navigation identifies the pages and subpages along with the page template style. The page templates are further illustrated with a graphic sample “page look” and a generic page layout.

The specialty pages include either a special element or some form of animation. We have done our best to identify what we want to see, but rely on the developer to offer suggestions on the best way to execute the page.

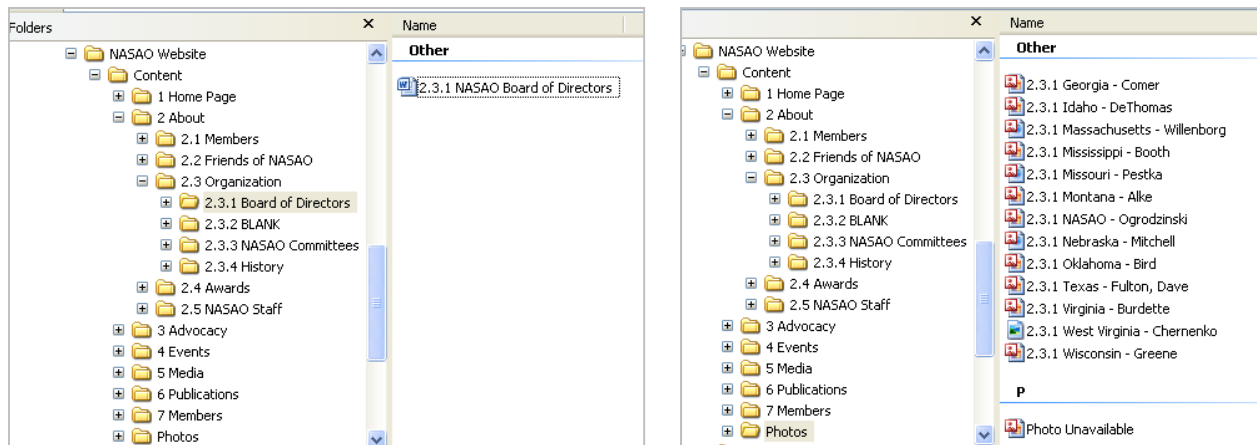
Many of our pages will use Active Merchandiser Flip to display our libraries. To learn more about Active Merchandiser go to <http://activemerchandiser.com/AM-flip.aspx>.

CONTENT

It is our intent to make development and implementation of our new website as easy as possible.

Our content will be delivered to you in a file structure that matches the site navigation. The file for each page contains a Word document with the text for the page, any photos associated with the page, and any other information needed to complete the page.

Sample File Structure



Sample Word Document

July 26, 2011
Page 1 of 3

About > Organization > Board of Directors

NASAO EXECUTIVE COMMITTEE

	Randall P. Burdette <i>NASAO Chairman</i> Director, Virginia Department of Aviation
	Joe Pestka <i>NASAO Vice Chairman</i> Administrator of Aviation, Aviation Section, Missouri Department of Transportation
	Debbie Alke <i>NASAO Treasurer</i> Administrator, Aeronautics Division, Montana Department of Transportation
	Thomas M. Booth, Jr. <i>NASAO Secretary</i> Director, Aeronautics Division, Mississippi Department of Transportation
	Victor N. Bird <i>NASAO Immediate Past Chairman</i> Director, Oklahoma Aeronautics Commission

OTHER THOUGHTS

Links – Links to other websites should open in a new browser tab.

Flash – Use Active Merchandiser Blink (<http://activemerchandiser.com/AM-blink.aspx>) instead of Flash in the website design.

Photos – Nothing expresses what aviation is all about better than photos. Almost all of the pages include a photo representing aviation in the states or the activity of the association in Washington, D.C. used in rotation from images stored in a photo library.

APPLICATIONS

Our website is fairly straight forward and the applications fairly standard.

- Site search
- Links to social media
- Links to other websites
- Login to restricted members only section of website
- Subscribe to email updates
- Retrieve username/password
- Shopping cart
- Scroll over U.S. map with drop down of state information and click on state link to state page.
- Document libraries displayed using Active Merchandiser
- Print and email page

1. Vendor Background and Qualifications

1.1 SPECIFIC EXPERTISE AND EXAMPLES

Describe your general capabilities as a company or independent designer, and what separates you from others in your industry. Be sure to provide examples of your prior work that illustrate these capabilities when available.

1.2 EXPERIENCE

Provide at least three examples of projects similar to ours that you have completed recently (please provide completion dates) and describe specific lessons learned from working on these projects which you will bring to our project.

1.3 ORGANIZATIONAL CAPACITY

List your separate in-house departments (if applicable) and the approximate number of personnel in each. Give an approximate number of projects typically being worked on by each department at a given point in time as well.

1.4 PROPOSED PROJECT PERSONNEL

Provide a list of the principal personnel that would lead your development team for our project, along with a short bio for each listing their qualifications and experience. If you are an independent designer you must list your qualifications, experience and ability to handle all tasks associated with this RFP.

1.5 REFERENCES AND AWARDS

Provide a list of three clients who will strongly recommend you as a provider of web-based services. Two can be current clients, but at least one should be a former client who no longer does business with you or your company. Be sure to include a contact name and full contact information for each.

Include a list of awards for any completed projects you or your company have won in the past, including the name of the award, the presenting organization and the year of presentation.

2. WEB PAGE DESIGN AND DEVELOPMENT

2.1 DESIGN APPROACH AND EXPERIENCE

Briefly discuss your general approach to design for the web, including a description of your in-house design and other multimedia presentation capabilities. Provide the current URL of three examples of projects you have recently completed that display your expertise in these areas, as well as a short list of the service/services you completed for each.

2.2 COMPLIANCE, COMPATIBILITY, AND ACCESSIBILITY

Describe how the final product will meet and/or exceed the requirements established by the Americans with Disabilities Act and section 508 of the Rehabilitation Act. Also, discuss how your development team works to ensure compliance with the standards established by the W3C organization. Finally, list the browsers with which the site you are proposing will be compatible.

3. CONTENT MANAGEMENT

3.1 CONTENT MANAGEMENT APPROACH AND EXPERIENCE

It is our desire to be able to easily manage and change the content of the website in-house and prefer a content management system similar to Joomla.

Describe your general approach to designing and building Content Management Systems; including specifying if your solution is custom or 3rd party. List examples of projects you have previously completed CMS's for, including a description of how each compares to the solution being proposed for our project.

This project will require the building and implementation of a full Content Management System to allow us to add, edit and remove pages and content for the site through a web-based, secure administrative area. Please describe how your proposed solution will meet these goals, as well as outlining any and all additional functionality your CMS will bring to the project.

3.2 CMS IMPACT ON SEARCH ENGINE OPTIMIZATION

Describe how you approach the common issues that dynamic web sites experience with getting properly and fully indexed by the search engines. Be sure to also explain the level of control your CMS solution will give us going forward to optimize our site on our own.

4. CUSTOM APPLICATION DEVELOPMENT

4.1 CUSTOM APPLICATION DEVELOPMENT APPROACH AND EXPERIENCE

Describe your general approach to custom application development, including a list of your most popular applications that may be relevant to this project and a list of examples of projects you have previously completed which show these features.

4.2 PROJECT APPLICATION REQUIREMENTS

Our website applications are fairly standard and are listed below. Please identify any applications you have identified the site may need that are not included in the list. Then identify the applications you would use "off the shelf" and those needing custom development.

- Site search
- Links to social media
- Links to other websites
- Login to restricted member only section of website
- Subscribe to email updates
- Retrieve username/password
- Shopping cart
- Scroll over U.S. map with drop down of state information and click on state link to state page.
- Document libraries displayed using Active Merchandiser
- Print and email page

5. SITE MAINTENANCE

5.1 SITE MAINTENANCE APPROACH

List your service options for ongoing maintenance, including the number of hours and scope of services included for each.

5.2 SITE MAINTENANCE EXPERTISE

Provide a list of three site maintenance clients. Two can be current clients, but at least one should be a former client who no longer does business with you or your company. Be sure to include a contact name and full contact information for each.

6. HOSTING AND DATA SERVICES

6.1 HOSTING AND DATA SERVICE CAPABILITIES

Describe your hosting capabilities indicating if you host with your own equipment or use a hosting service. Include the experience and qualifications of your personnel/service, the equipment and capacity of the server environment, power and data supply and

redundancies, and facility security. Follow this with a list of your levels of hosting services, including the monthly bandwidth, disk space and email account for each.

6.2 SITE MAINTENANCE EXPERTISE

Provide a list of three hosting clients. Two can be current clients, but at least one should be a former client who no longer does business with you or your company. Be sure to include a contact name and full contact information for each.

7. REQUEST FOR VENDOR SUGGESTION OR CREATIVITY

In your proposal, we encourage you to make suggestions on how NASAO could further enhance the user experience and expand upon our purpose and vision of this site.

8. INVESTMENT AND TIMELINE

8.1 PROPOSED TIMELINE

Provide an approximate timeline for the proposed project by breaking the development into stages and then listed time ranges for each to be completed.

8.2 CONTRACT TERMS AND CONDITIONS

Provide the terms and conditions that would be included with the contract for the project as you have proposed it.

9. NASAO CONTACT INFORMATION

Kathryn Solee, Director of Operations ksolee@nasao.org 703-417-1884

10. PROPOSAL REQUIREMENTS

In order to qualify for consideration responses must include the following:

- A. A cover including the following summary information:

Contact Information

Proposer Company Name	Primary Contact Name
Address	Title
City, State, Zip	Direct Phone Number
Web Address	Email Address

Project Investment Breakdown

List the specific products and services you are proposing for this project and the price for each. This includes indicating if there is a difference in price if all items are

purchased as a package versus certain items being selected a la carte, be sure to provide pricing for both instances.

1. Pricing for website development
2. Pricing for maintenance options presented in section 5
3. Pricing for hosting and data service options presented in section 6
4. Pricing for other items

B. Proposal – your response to the questions posed in this request by numbered heading. If the question is not applicable to you, please indicate that rather than omit the question.

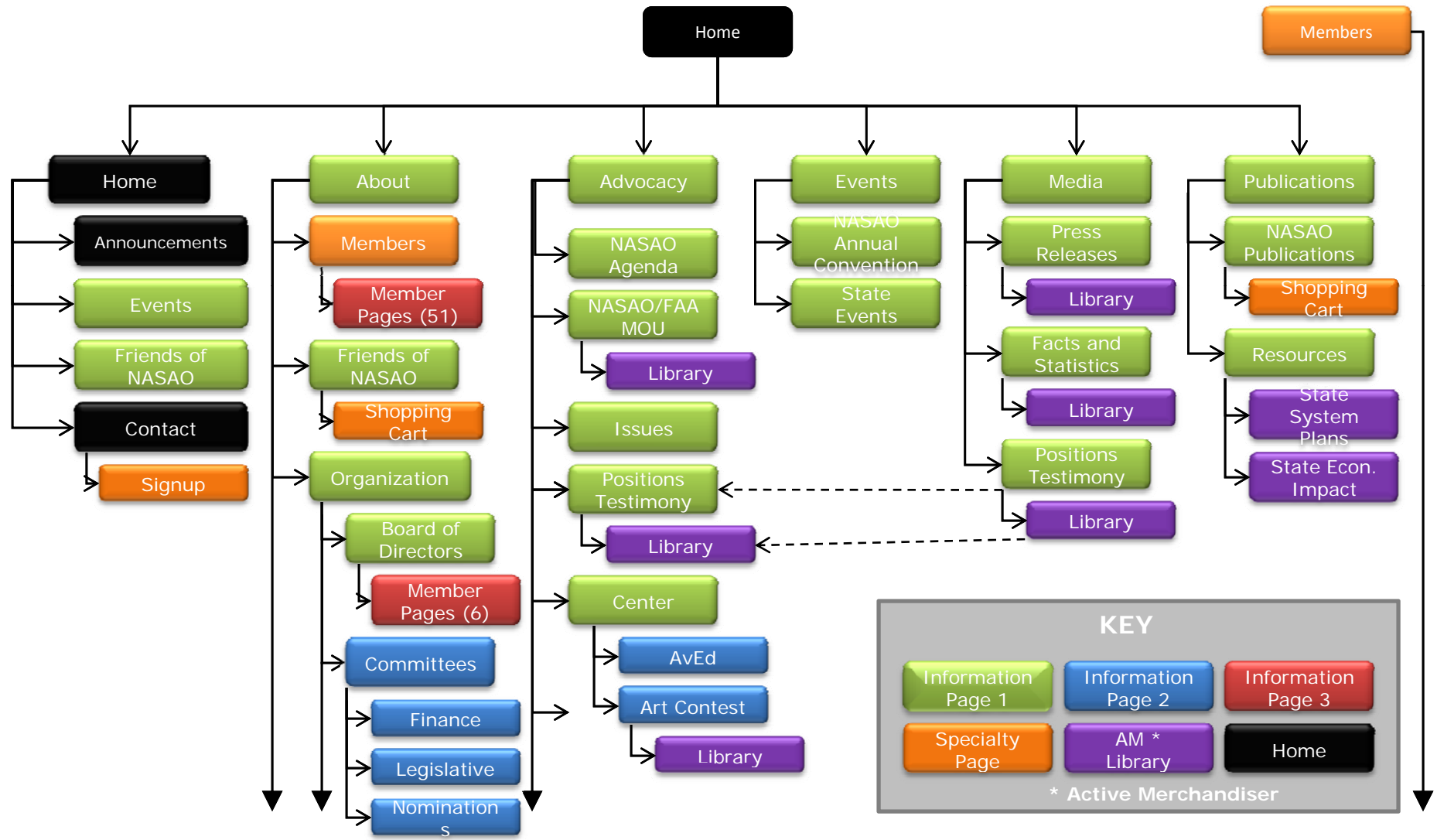
1. Vendor Background and Qualifications
 - 1.1 Specific Expertise and Examples
 - 1.2 Experience
 - 1.3 Organizational Capacity
 - 1.4 Proposed Project Personnel
 - 1.5 References and Awards
2. Web Page Design and Development
 - 2.1 Design Approach and Experience
 - 2.2 Compliance, Compatibility, and Accessibility
3. Content Management
 - 3.1 Content Management Approach and Experience
 - 3.2 CMS Impact on Search Engine Optimization
4. Custom Application Development
 - 4.1 Custom Application Development Approach and Experience
 - 4.2 Project Application Requirements
5. Site Maintenance
 - 5.1 Site Maintenance Approach
 - 5.2 Site Maintenance Expertise
6. Hosting and Data Services
 - 6.1 Hosting and Data Service Capabilities
 - 6.2 Site Maintenance Expertise
7. Request for Vendor Suggestion or Creativity
8. Investment and Timeline
 - 8.1 Proposed Timeline
 - 8.2 Contract Terms and Conditions

C. Appendix – Attach documents relevant to your proposal.

Site Navigation



National Association of State Aviation Officials



KEY

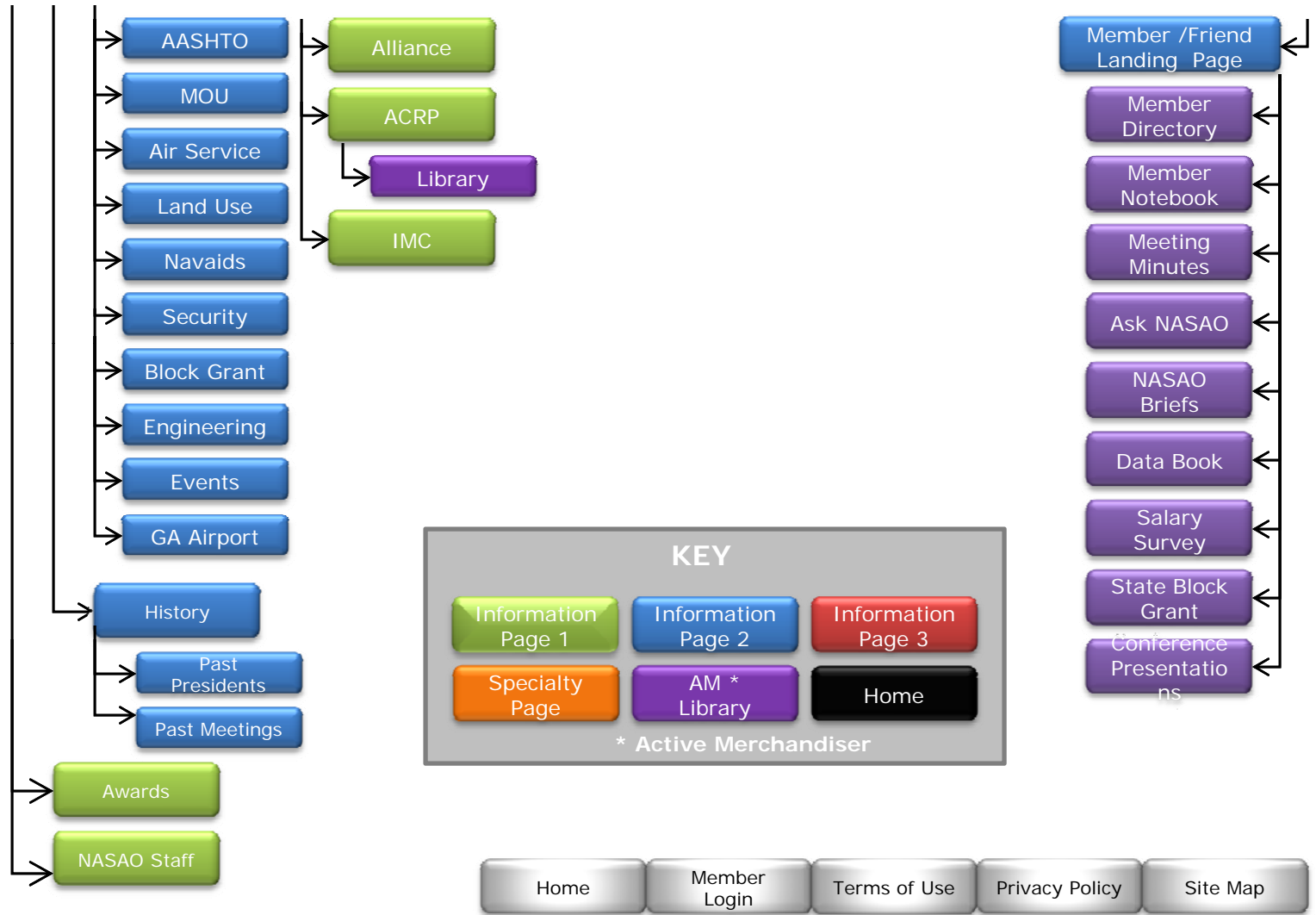
Information Page 1	Information Page 2	Information Page 3
Specialty Page	AM * Library	Home

* Active Merchandiser

Site Navigation



National Association of State Aviation Officials





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HOME

ABOUT

ADVOCACY

EVENTS

MEDIA

PUBLICATIONS



NORTH CAROLINA

Founded in 1931, the National Association of State Aviation Officials (NASAO) is one of the most senior aviation organizations in the United States, predating even the Federal Aviation Administration's predecessor, the Civil Aeronautics Authority. The states first established NASAO to ensure uniformity of safety measures, to standardize airport regulations and develop a truly national air transportation system responsive to local, state, and regional needs. Since 1931, NASAO has been unique among aviation advocates. Unlike special interest groups, which speak for a single type of aeronautical activity or a narrow band of the rich spectrum of the American aviation community, NASAO represents the men and women, in state government aviation agencies, who serve the public interest in all 50 states, Guam and Puerto Rico. [Read more...](#)

ANNOUNCEMENTS

- 2011-05-09**
2011 International Aviation Art Contest Winners
- 2010-09-24**
NASAO Elects 2011 Officers
- 2010-09-21**
NASAO Presents Association Awards
- 2010-08-18**
TSAs Brian Delauter to Address NASAO Convention
- 2010-08-11**
FAA's Vicki Cox to Address NASAO Convention
- 2010-07-21**
Virgin Galactic's George Whiteside to Address NASAO Convention

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info@nasao.org
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Hangar 7 - Suite 218
Washington DC, 20001

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Announcements	Event Information	Friends of NASAO	Contact
List by date with links to new additions to site Option to place graphic with link in lower portion of block.	Link to current event or events page	Film strip/slide show of Friends logos from Photo Library 2. Clicking on the opens the Friend website in a new tab.	Contact NASAO information, links to social media, sign up for information



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- Members
- Organization
- Staff
- History
- Mission

Home > About NASAO

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The role of state programs and the responsibilities of the state aviation agencies are expanding. In 1996, Congress made the state block grant program permanent. As a result, nine states are already fully responsible for directly administering federal Airport Improvement Program funds. In an era of declining federal budgets and downsized government programs, the states' involvement in aviation is growing.

In 1986, the non-profit NASAO Center for Aviation Research and Education was created to "enhance the public good through an increasingly safe air transportation system." It is also a major participant in the International Aviation Art Contest for children and other aviation education efforts.

The NASAO Washington staff presents the views of the states to Congress and the Administration. It works very closely with the Department of Transportation, the National Aeronautics and Space Administration, the Transportation Research Board and the American Association of State Highway and Transportation Officials. It is also the only organization of its type to have an official Memorandum of Understanding with the Federal Aviation Administration. The staff also maintains strong relationships with all aviation groups and similar associations such as the National Governors' Association, the Southern Governors Association, and the National Conference of State Legislatures.

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Home

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Events

Media

Publications

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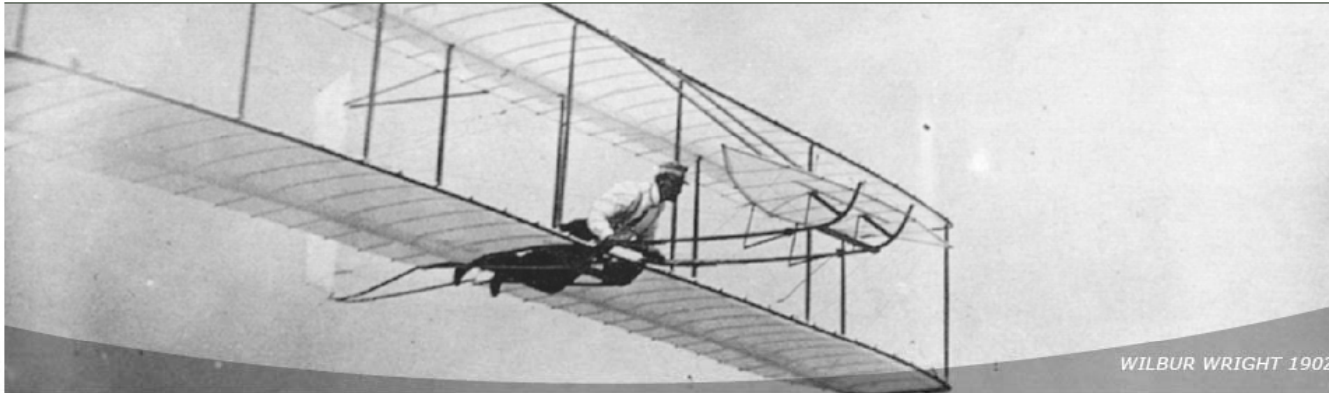
ABOUT

ADVOCACY

EVENTS

MEDIA

PUBLICATIONS



About NASAO

- Members
- Organization
- Staff
- History
- Mission

Home > About NASAO



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Navigation

Navigation	
Title	
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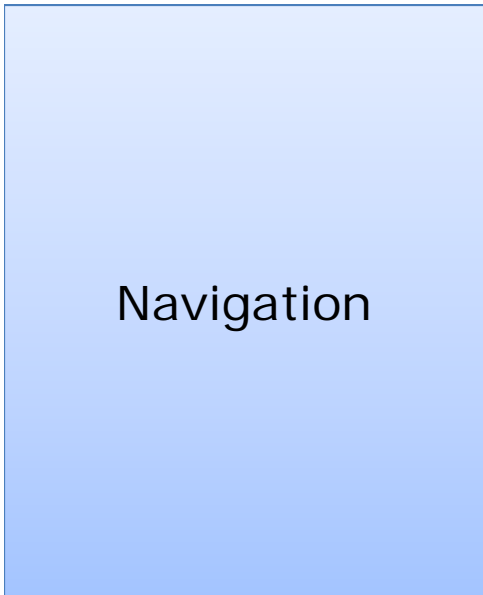


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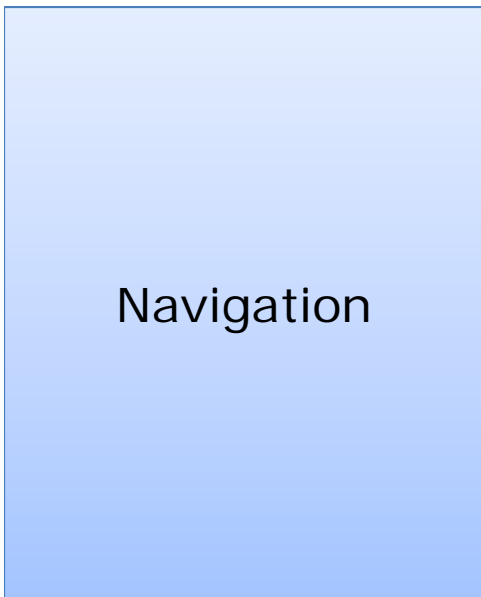
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 Agency Phone
 Agency [Website](#)

[State System Plan](#)
[State Economic Impact](#)



Optional Photo

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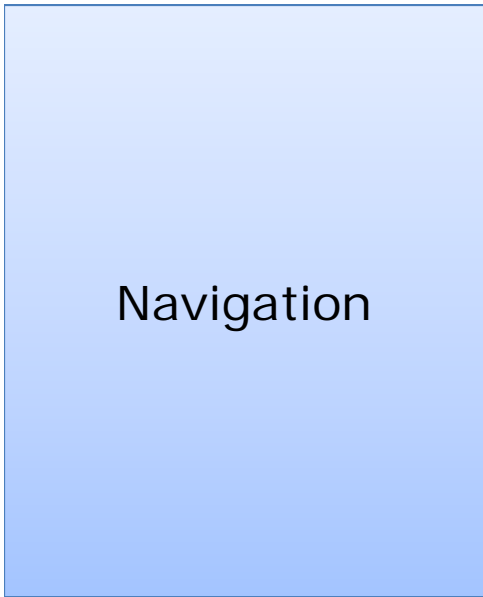
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Title



Roll your mouse over a state to see the quick facts, then click on each state to get a more complete picture of the economic impact of general aviation for each state.

Arizona

Airports	78
Pilots	30,246
Aircraft	10,042
Jobs	74,735
Econ Impact	\$1.8 billion
Per Capita	\$529
Notes	There are 3.4 million takeoffs and Landings in AZ a year.

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Home

About

Advocacy

Events

Media

Publications

Rotation of Photo from Photo Library 1

Navigation

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Home

About

Advocacy

Events

Media

Publications

Rotation of Photo from Photo Library 1

Navigation

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Home

About

Advocacy

Events

Media

Publications

Rotation of Photo from Photo Library 1

Navigation

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NASAO currently sells: *Friends of NASAO* membership and hard copy of publications and do so through a paper application and manually process credit cards in the office.

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TABLE OF CONTENTS

NASAO Briefs 01/08/2010



the 23 ACRP products. Those willing to talk with GAO should call or email Henry G for contact information.

GE/FAA ADVANCE UAV TECHNOLOGY
FAA and GE began a series of unmanned test flights in December that could eventually lead to reduced crews for cargo airlines. During those operations performed with an Air Shadow 200 unmanned aircraft system (UAS), GE demonstrated position and time, or 4D trajectory control concepts, with its FAA-certified flight management system (FMS) hardware onboard. Craig Hoover, director of advanced marketing and technology at GE Aviation says, "The primary intent of the project is to demonstrate the applicability of the technology and to develop a plan to integrate a 4D FMS-equipped UAS in the national airspace system (NAS)." To read more about the project click [here](#).

VAISALA CONTINUES SUPPORT FOR GA

In the December 2009 issue of its monthly newsletter, NASAD Friend *Vaisala* pointed out the positive impact GA continues to have on local communities, businesses and economies. The article also quoted NASAD's Henry G, who stressed that GA airports "are an appropriate and significant part of our integrated national system of airports - that important to the entire transportation network and the safety and security of all Americans."

NASAO WELCOMES HEAD & HUNT AS NEWEST FRIEND

Longtime exhibitor and sponsor, Head & Hunt joined the ranks of NASAO Friends in December. Head & Hunt has more than six decades of experience in airport development across the country. They provide architecture, design, planning, and construction management services to solve airport's development needs - from master plans to terminals to pavements. Please visit their website at www.headhunt.com for more information on the services they offer.

STATE NEWS, EVENTS & ANNOUNCEMENTS

WELCOME ABOARD NEW DIRECTORS

NASAO extends a warm welcome to its newest members Mike Klein, director of the Arizona Aeronautics Division; Scott Brownlee, Interim Director of the Colorado Division of Aeronautics; and Paul Wiedefeld as the Executive Director of the Maryland Aviation Administration. Wiedefeld returns to the position he held from 2002 through 2005.

West Virginia - West Virginia Governor **Joe Manchin III** issued an official proclamation Thursday citing January as General Aviation Appreciation Month. Manchin, an avid pilot and strong GA supporter encouraged all citizens in the Mountain State to recognize the vital strategic resource that aviation is to West Virginia. Present at the proclamation signing were Susan Y. Chermenska (West Virginia); Friends of NASAD Greg Pecoreo (AGFA) and Dan Hubbard (NAA); Selena Shild, Alliance for Aviation Across America; and Kristen Moore, NATA.

NASAO Briefs 01/08/2010



From left to right: James Bellard (Alliance for Aviation Across America), Greg Pecoreo (AGFA), Governor Joe Manchin III, Kristen Moore (AGFA), Dan Hubbard (AGFA) and Susan Y. Chermenska. Photo courtesy of Steven W. Reiter.

ASSOCIATION NEWS

NASAO SOUTHWEST REGION ELECTS NEW DIRECTOR

Congratulations to **David Ploeger** (New Mexico) upon being elected director of the NASAO Southwest Region. He will fill out the term of **Phil Jones** (Louisiana) who was recently promoted to Acting Deputy Assistant Secretary for Intermodal Transportation, which includes Aviation, Public Transportation, Marine and Rail.

NASAO HOSTS UAA STUDENT DELEGATION

NASAO welcomed six members of the University Aviation Association to its Washington, D.C. headquarters Wednesday afternoon to discuss how aviation policy is developed. The meeting was a joint effort between the organizations to foster and strengthen aviation education.

NASAO President Henry Ogrzodinski reviewed NASAO's current Legislative Agenda with the students and shared the organization's strategy for developing and implementing policy that is beneficial to all states represented by the organization. The six students visiting with NASAO represented Westminster College, University of Central Missouri, Utah Valley, and University of Dubuque. They were part of a larger conference which included students representing nine universities across the country.

Ogrzodinski said, "It was a pleasure to meet with these talented, young aviation professionals. The entire aviation community is fortunate to have such dedicated and engaged students preparing for careers in our industry".

NAA President **Jonathan Gaffney** also provided an overview of their organization.

ART CONTEST DEADLINE APPROACHING

Once again the NASAO Center for Aviation Research and Education is coordinating the national judging of the 2010 International Aviation Arts Contest. If your state is participating in the art contest, the Center office must receive the artwork of your state's first, second and third place winners, in each age category, by close of business on Friday, February 5.



Page: 2-3 / 100 Go to page:

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