

REQUEST FOR PROPOSALS

WEB DESIGN AND MAINTENANCE SERVICES

for



Association of Monterey Bay Area Governments

A Voluntary Association of the Cities and Counties in the Tri-County

Monterey, San Benito and Santa Cruz

Monterey Bay Region

May 15, 2011

Association of Monterey Bay Area Governments
P.O. Box 809
445 Reservation Road, Suite G
Marina, CA 93933-0809
831-883-3750 (phone)
831-883-3755 (fax)
Email: EOsteraa@ambag.org

One reproducible (unbound) and four copies of firm's proposal must be received by AMBAG no later than May 15, 2011, 4:00 PM Pacific Daylight Time.

The Association of Monterey Bay Area Governments (AMBAG) is accepting proposals for a three-year contract to provide web design and maintenance services to AMBAG. The selected contractor will serve at the discretion of the Board of Directors and work under the direction of the AMBAG Executive Director.

AMBAG Overview

The Association of Monterey Bay Area Governments operates under a Joint Powers Agreement with local jurisdictions (cities) and the Counties of Monterey, San Benito and Santa Cruz. The Board is comprised of one council member from each City, two supervisors from each of the counties and one ex officio member from the San Benito Council of Governments. AMBAG serves as the Metropolitan Planning Organization (MPO) for the region and as the Council of Governments (COG) for Monterey and Santa Cruz Counties. AMBAG also maintains a 501(C) (3). non-profit, RAPS, Inc.

AMBAG is a public agency funded through a combination of federal transportation funds, grants and membership dues. Policy direction is provided by a twenty-six (26) member Board of Directors. The Executive Director reports directly to the Board of Directors and performs all duties necessary for the proper and efficient management of AMBAG, as determined by the Board and State and Federal law. A small professional staff provides support to the Board of Directors.

AMBAG maintains a primary web site, **AMBAG.ORG**, as well as several, smaller, specialty sites including but not limited to **COMMUTEALTERNATIVES.INFO**, **RIDESHAREWEEK.COM**, **PAJARORIVERWATERSHED.ORG** and **CCJDC.ORG**. Additional specialty areas are integrated within the primary **AMBAG.ORG** site. Please review these sites to determine technical requirements. Hosting is provided by Redshift, Speakeasy and Goose Networks.

Web design and maintenance services are currently provided under a contract set to expire June 30, 2011. The AMBAG Board of Directors has authorized the issuance of the RFP in light of the contract expiration.

Qualifications

AMBAG is seeking a contractor that is committed to providing quality web design and maintenance services to a public sector client. AMBAG is committed to maintaining websites that are designed for the ease of use from the view point of the public we serve. In addition, it is AMBAG's intention to expand the current usefulness its websites. A qualified applicant will have proven expertise in all aspects of design, redesign and maintenance of web sites for small businesses. Experience in client training will be viewed favorably.

A successful respondent should demonstrate its ability to work with AMBAG in satisfying current and future needs and functionality. A successful candidate is required to have experience with Flash/ActionScript/JavaScript. Experience building ASP.NET applications using C#. and experience with HTML5 and CSS is highly desired as is experience with building mobile applications. This requirement is not intended to impose a specific application requirement but is intended to reflect capabilities desired. Any application which accomplishes the same or similar tasks is acceptable.

These abilities should be demonstrated in the proposal submitted in response to this RFP. Suggestions for the improvement in design or functionality of existing web sites is encouraged and is included in the evaluation sheet.

Future needs include assisting staff with the creation of computer simulation models, animation and interactive web graphics. Engage planning staff with limited familiarity with programming languages in discussions to conceptualize tools to engage the public in the planning processes.

Examples of sites that demonstrate our needs include:

<http://awesome.good.is/transparency/web/0904/livable-streets.html>

http://www.google.com/publicdata/explore?ds=z5taekdbodd486_&ctype=l&strail=false&nslm=h&met_y=Emp&hl=en&dl=en

<http://www.forbes.com/2010/06/04/migration-moving-wealthy-interactive-counties-map.html>

<http://www.planetizen.com/websites/2011>

Typical Responsibilities

The following are **minimum** performance specifications that should be addressed. Your proposals may be more inclusive.

- Design and implement new web sites in co-ordination with AMBAG staff as needed
- Analyze and advise in redesign and modification of existing web sites
- Provide prompt response to requests for changes, deletions or additions to existing sites
- Periodically inspect all websites covered under this agreement for functional ability
- Provide troubleshooting services in a timely fashion when problems arise within web sites
- Train AMBAG staff to perform minor changes, deletions and additions to existing web sites
- Explore and advise AMBAG on the integration of interactive web-based mapping into its web sites
- Serve as technical administrator and resolve all technical issues with AMBAG's hosting service providers
- Assist in moving web sites to new hosting services as needed
- Provide routine monthly maintenance of web sites as needed

Clarification of Specifications

Bidders should visit the sites specified in the Overview and Qualification sections to become familiarized with AMBAG's current and desired future web resources. Failure to visit the sites and become familiar with the technical requirements and specifications will not provide justification for any inaccuracies or exclusions in proposals submitted.

If additional information is necessary to enable the vendor to interpret the performance specifications of this request for proposal, written questions relating to such matters must be submitted no later than two weeks prior to the deadline for submission of proposals. All prospective bidders will be provided with the questions and answers.

Proposers shall notify AMBAG in writing of any perceived ambiguity, inconsistency, or error which they may discover upon examination of this document. Interpretations, corrections, or changes to this document will be made by addendum issued by AMBAG. Proposers shall not rely on interpretations, corrections, oral changes or changes from any other source.

This Request for Proposal does not commit AMBAG to execute a contract, or to pay any cost incurred in preparation of a response to this request, or to procure or contract for services or supplies. AMBAG reserves the right to accept or reject, in part, or in its entirety, any proposal received as a result of this Request for Proposal, if it is considered to be in the best interest of AMBAG to do so.

Term of Agreement

The term of the proposed agreement shall be for three years.

Required Information

If you are interested in providing the requested services, please submit the following information to AMBAG:

- Name, address and telephone number of your local office, and the name of a contact person.
- Statement of qualifications of the business. Describe the company's background and experience in providing similar services to government and non-government agencies including list of existing clients with similar needs. Client testimonials may be included.
- Names and qualifications of contractor's staff who will be working on the requirements listed in the RFP.
- Addresses of web sites for which your firm provided the majority of the design work.
- Proposal indicating how you intend to provide for the requirements listed under the Typical Responsibilities section of this RFP.
- Any other information that may cast a favorable light on your company.
- Proposed hourly charges and billing policies. Separate billing rates must be provided for Design Services, Maintenance Services and Training Services.

- Information about policy on travel time, travel rates/expenses, and net estimated travel costs per onsite visit if applicable.
- Statement regarding any potential conflicts of interest.

Submission of Proposals

Please deliver a total of five copies of your proposal with a cover letter that includes the following:

- The letter must be signed by an individual who is authorized to bind your business to a contract.
- A statement that the proposal is valid for 90 days from the due date of the proposal.
- The name, title, address and telephone number of the individual to whom correspondence and other contacts should be directed during the selection process.

Proposals to provide general legal services must be received in the AMBAG office by **4 p.m. on May 15, 2011**. Please address your proposal to:

**Mr. Errol Osteraa, Senior Accountant
Association of Monterey Bay Area Governments
445 G Reservation Road,
Marina, CA 93933**

Selection Criterion

- Overall suitability of the proposal as it relates to the present and future needs of AMBAG
- Billing rates for each 12 month period
- Qualifications of staff
- Proposer's experience in performing services of similar configurations
- Adequacy of warranties on and timeliness of services to be provided
- Ability to comply with minimum specifications as set forth in the performance specifications

Selection Process

The proposals will be screened and ranked by an AMBAG Review Committee using the Evaluation Sheet at Attachment A. The most qualified firms may be requested to make presentations to the Review Committee. After evaluating all proposals and presentations, based on the criterion above, the committee will present its recommendation to the AMBAG Board of Directors. A Professional Services Agreement will be executed with the successful bidder.

AMBAG reserves the right not to award a contract, to modify the scope of services required as necessary, and to accept or reject any or all submittals received as a result of this RFP.

Disadvantaged Business Enterprise, Title XI and Equal Opportunity

Disadvantaged Business Enterprise (DBE) Policy: It is the policy of the U.S. Department of Transportation that minority- and women-owned business enterprises (hereby referred to as DBEs) as defined in 49 CFR Part 23 shall have the maximum opportunity to participate in the performance of contracts financed in whole or in part with Federal funds.

DBE Obligation: The recipient or its subcontractor agrees to ensure that DBEs have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part with Federal funds provided under this agreement. In this regard, all recipients or subcontractors shall take all necessary and reasonable steps in accordance with 49 CFR Part 23 to ensure that DBEs have the maximum opportunity to compete for and perform contracts. Recipients and their subcontractors shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of DOT-assisted contracts.

Title VI of the Civil Rights Act of 1964: The contractor agrees to comply with all the requirements imposed by Title VI of the Civil Rights Act of 1964 (49 USC 2000d) and the regulations of the U.S. Department of Transportation issued there under in 49 CFR Part 21.

Equal Employment Opportunity: In connection with the performance of the contract, the contractor shall not discriminate against any employee or applicant for employment because of race, color, age, creed, sex or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship.

Each proposal, to be considered responsive, must include the following:

A copy of the consultant's affirmative action policy (applicable for firms with 50 or more employees)
Discussion of the consultant's program for use of DBEs in the performance of this work, including the following:

- The names and addresses of DBE firms that will participate
- The description of the work each named firm will perform
- The dollar amount of participation by each DBE firm

Conflict of Interest

Consultants and consultant firms submitting proposals in response to this RFP must disclose to the Project Team any actual, apparent, or potential conflicts of interest that may exist relative to the services to be provided under Agreement for consultant services to be awarded pursuant to this RFP. If the consultant or firm has no conflict of interest, a statement to that effect shall be included in the proposal.

Americans with Disabilities Act Provisions

To comply with the nondiscrimination requirements of the Americans with Disabilities Act (ADA), it is the policy of the AMBAG to make every effort to ensure that its programs, activities and services

are available to all persons, including persons with disabilities. For persons with a disability needing a reasonable modification to participate in the procurement process, or for persons having questions regarding reasonable modifications of the procurement process, you may contact the AMBAG representative listed in this RFP.

IMPORTANT: To ensure that we can meet your need, it is best that we receive your request for reasonable modification at least 10 working days before the scheduled event (i.e., meeting, conference, workshop, etc.) or deadlines due date for procurement documents. Rideshare Month must meet Federal ADA guidelines. In order to ensure the proposal is in compliance with Federal ADA guidelines, bidders should review the Federal ADA guidelines at <http://www.ada.gov/>.

Alternative Protest Process

This procurement is being conducted under the provisions of the Alternative Protest Process. By submitting a bid to this solicitation conducted under the Alternative Protest Process, the Bidder agrees that all protests of the proposed award shall be resolved by binding arbitration. During the protest period, any participating Bidder may protest the proposed award on the following grounds:

For major information technology acquisitions – that there was a violation of the solicitation procedure(s) and that the protesting Bidder's proposal should have been selected; or
For any other acquisition – that the protesting Bidder's proposal should have been selected in accordance with the selection criteria in the solicitation document.

A written notice of intent to protest the proposed award of this solicitation must be received (facsimile acceptable) by the project manager before the close of business 5 p.m. PST/PDT on the third (3rd) day after notifying the Bidder of intent to award, as specified in the solicitation timeline. Failure to submit a timely, written notice of intent to protest waives the Bidder's right to protest. The Bidder is to send the notice of intent to protest to the project manager at the following address:

Association of Monterey Bay Area Governments
P.O. Box 809
Marina, CA 93933
Fax: 831-883-3755

Within seven (7) business days after the last day to submit a notice of intent to protest, the AMBAG project manager must receive from the protesting Bidder the complete protest filing including the signed, written, detailed statement of protest including exhibits, filing fee and deposit or small business certification, as applicable. Untimely submission of the complete protest filing waives the Bidder's right to protest.

Protest bond amount for this Alternative Protest Process shall be ten percent (10%) of the contract amount as specified in the solicitation.

Requirements Protests

Protests regarding any issue other than selection of the successful Bidder are "requirements protests" and will be heard and resolved by the Executive Committee of the Association of

Monterey Bay Area Governments, whose decision will be final. Before a requirements protest is submitted, the Bidder must make full and timely use of the procedures described in Clarification of Specifications section. This procurement procedure is designed to give the Bidder and AMBAG adequate opportunity to submit questions and discuss the requirements, proposals and counter proposals before the Final Proposal is due. The protest procedure is made available in the event that a Bidder cannot reach a fair agreement with AMBAG after exhausting these procedures.

All protests to the RFP requirements must be received by the Executive Committee as promptly as possible, but not later than the respective time and date in the Key Action Dates Section for such protests.

Requirements protests must be mailed or delivered to:
AMBAG Executive Committee
P.O. Box 809
Marina, CA 93933

Information

Thank you for your interest. For further information, please contact Mr. Errol Osteraa, Senior Accountant, at EOsteraa@ambag.org (831-264-5099).

Attachment A - Evaluation Sheet

EVALUATION SHEET		
Criteria	Maximum Points	Rating
Understanding the needs as detailed in the Typical Requirements section of the RFP	25	
Billing rates and policies as proposed	25	
Qualifications of staff proposed for work to be accomplished under this RFP	20	
Capability to develop innovative or advanced ideas related to web design and functionality	10	
Familiarity with existing AMBAG web sites	10	
Training methodology proposed for AMBAG staff	10	
Total	100	