



Northern Virginia Regional Commission

MEMORANDUM

To: Website developers
From: Debbie Spiliotopoulos, Planning and Environmental Services Division
Date: July 18, 2012
Subject: Request for Bids

Respond by: 5:00 PM on Friday, August 17, 2012

The Northern Virginia Regional Commission is requesting bids to develop a website related to a new edition of our bicycle and pedestrian safety pocket guide "Sharing the Road in Virginia." The earlier first edition can be found here: <http://www.novaregion.org/index.aspx?nid=1080>. This project is the result of a Transportation Enhancement grant, EN06-96A-128, P101, C501, scheduled to continue into 2017.

Type of Bid:

This is a request for competitive sealed "Best Value" Bids. Elements the bids will be judged upon are:

- i) Price
- ii) Experience with requested and proposed tasks
- iii) Qualifications and examples of products and timeliness in meeting deadlines
- iv) Experience with local governments and planning districts
- v) Experience developing programs transferred to / and updated by client and partner organizations
- vi) Experience with federal grant projects

Project Information:

The Northern Virginia Regional Commission is requesting bids for developing a website related to a new edition of our bicycle and pedestrian safety pocket guide "Sharing the Road in Virginia." The earlier first edition can be found here: <http://www.novaregion.org/index.aspx?nid=1080>. The design for the website will follow the printed guide structure, initially as a pdf with active links throughout the document. NVRC requires activating phase I of www.sharevaroads.org by fall 2012 in time for publication of the second edition of "Sharing the Road in Virginia" pocket guides.

URL	NVRC owns rights to the URL www.sharevaroads.org .
Hosting	Consultant awarded will offer options for hosting the website. NVRC seeks a stand-alone website that can be transferred to other platforms as necessary. The site should easily link to NVRC and partner websites.
Publicly Available	As a public program, www.sharevaroads.org must be secure for users yet publicly available and easily found in web searches.
Mobile Friendly	The site should be mobile-friendly and eventually offer mobile tools to facilitate the message of bicycle and pedestrian safety in Virginia.

ADA friendly	This project relies on federal funding, so ADA compliance may be required in website design.
Ownership	All content, design, and materials will be owned by NVRC, and needs to be transferrable to another host/owner as needed.
Security	The site should be secure from attacks on users and content.
System	The website should be developed in HTML or other standard system that NVRC staff and partners can edit and update easily. The website will not use flash.
Metrics	The website should track usage statistics using Google analytics or similar technology. The consultant will support NVRC in understanding query options.
CMS	The consultant will develop the website with content management software so partners can update and make changes as necessary.
Proofs	NVRC requires proof approval prior to finalizing products.

Bid Elements

Please price each of these components separately.

1. Recommend best value for hosting, System, content management

The design for the website will follow the printed guide structure, initially as a pdf with active links throughout the document. The website will have English, Spanish, and a third language pages, and an automatic translation options. The site will be accessible for mobile devices. Though the initial site is simple, the platform needs to be flexible enough for greater improvements as funds become available. The bidder will be responsible for:

Hosting Options	Develop and recommend options for hosting. NVRC will own all content, design, and materials associated with the site
System	Recommend best system, and develop website in a non proprietary system so that NVRC staff and partners can take over and update as necessary. Site will not use flash.
Metrics	Recommend and include usage statistics with Google analytics or similar technology. Support NVRC in understanding metric options
CMS	Recommend and use content management software so partners can update and make changes as necessary.
Timeframe	The consultant will develop recommendations within 1 month of signing contact with NVRC

2. Design Basic Website – Phase I

Design and develop a scalable, modified pdf with active links, Spanish and English language versions, with buttons for downloading printable versions of the guide. This initial site should be completed within 2 months of signing the contact with NVRC.

3. Additional Services

The following provide examples of additional work NVRC plans under this agreement. Where possible, NVRC would appreciate nonbinding rates/price schedules for the

following work. It is essential that the applicant provide qualifications related to the following activities in addition to activities noted above.

a. Expand/enhance the initial website – Phase II

Provide additional languages, upgrade site with new editions of guides, more interactive features, such as interactive feature for reporting accidents, other features as funding permits. NVRC was awarded funds for follow-on work, so this activity will likely begin within 8 months of signing the contract with consultant.

b. Update/improve website due to changes to content, regulations.

The last edition of this guide went through three printings. NVRC requires the ability to update the site itself, or make use of the awardee to provide edits and upgrades at a standard rate.

c. Support updates to other NVRC website content and website services

The consultant will include a price list for technical support for content upgrades, editing, material and design for the sharevaroads website and possibly for other NVRC managed or sponsored sites.

Proposal Preparation and Submission Requirements

1. Deadline for submission: Friday, August 17, 2012

2. Clarification of specifications

If any prospective bidder has questions about the specifications or other solicitation documents, the prospective offeror should contact the person whose name appears on the face of the solicitation by no later than **Friday, July 27, 2012**. A record of all inquiries resulting in substantive clarifications, if any, will be prepared in writing and updated daily as they occur. This record will be available by fax or email to all prospective offerors, upon request, and will be posted with the RFP on NVRC's web site: www.novaregion.org.

3. Submission requirements

- a. Responsiveness: In order to be considered for selection, all information requested should be submitted. Failure to submit all information requested may result in the NVRC giving a lowered evaluation. NVRC may reject proposals that are substantially incomplete or lack key information.
- b. Submit either electronically one (1) electronic original, or mail/deliver three (3) hard copies.
- c. Identification of bid (if mailed): The proposal should be submitted in an envelope or package clearly marked "Bicycle Pedestrian Safety Guide Web Services." An Offeror Data Sheet should serve as a cover page. The original proposal shall bear an original signature of the authorized representative of the offeror. (See page 5)
- d. Identification of bid (if sent via email): Subject line: Bicycle Pedestrian Safety Guide Web Services to dspilio@novaregion.org. Attach a signed copy of the offeror data sheet.
- e. General: Bids should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the bid. Emphasis should be placed on completeness, clarity of content, and providing sufficient detail for NVRC to evaluate capabilities.
- f. A written statement of qualifications and experience should include information about the offeror and the proposed staff and/or subcontractors who will work directly on this project. Identify the aspects of the project they are expected and qualified to carry out. The information in this section relates directly and succinctly to each of the Evaluation Criteria (page 6). Provide the following in the bid:

- i) Prices and examples of products
- ii) Experience with requested and proposed tasks
- iii) Qualifications and examples of products and timeliness in meeting deadlines
- iv) Experience with local governments and planning districts
- v) Experience developing programs transferred to / and updated by client and partner organizations
- vi) Experience with federal grant projects

Offeror Data Sheet

The undersigned offers and agrees to furnish the goods and/or services in accordance with the attached signed proposal and in compliance with the associated Request for Proposals, including all the conditions imposed therein and hereby incorporated by reference, or as mutually agreed upon by subsequent negotiation. Further, the undersigned certifies that all information provided in response to this RFP is true and accurate.

Signature and title of Authorizing Representative

Date

Offeror Data Sheet

The undersigned offers and agrees to furnish the goods and/or services in accordance with the attached signed proposal and in compliance with the associated Request for Proposals, including all the conditions imposed therein and hereby incorporated by reference, or as mutually agreed upon by subsequent negotiation. Further, the undersigned certifies that all information provided in response to this RFP is true and accurate.

Name and address of firm:

_____ Zip Code: _____

FEI/FIN No.: _____

Date: _____

By: _____ (signature)

Name: _____ (printed name)

Title: _____

Phone: _____

Fax: _____

Email: _____

Evaluation and Award Criteria

Evaluation criteria: NVRC will review and evaluate all bids submitted in response to this RFP. The proposals will be evaluated and ranked based on the weighted evaluation criteria detailed below. Following review by the VDOT project manager, NVRC will initiate negotiations with the highest scoring application.

Please note: NVRC does not discriminate against faith-based organizations in accordance with the Code of Virginia, Section 11-35.1 or against any offer or because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

<u>Criterion</u>	<u>Total Points</u>
1. Cost for services	25
2. Professional qualifications and experience of the offeror and the subcontractors the offeror will assign to provide expertise in evaluating and communicating hosting, design, system, metrics, CMS and other technical options best suited to project needs.	20
3. References and examples of portfolio of similar projects that show offeror's range of abilities, timeliness in meeting deadlines, and responsiveness to client needs.	20
4. Experience in working with Northern Virginia local or regional governments, particularly on federal reimbursement projects.	5
5. Experience developing quality products that can be transferred to, updated, and edited by client and partner organizations	10
6. Evidence of capacity of the offeror to perform the required work activities within reasonable time limitations.	10
7. Clarity and Quality of Writing.	5
8. Experience with, and intent to involve, small businesses and / or businesses owned by women and minorities.	5
TOTAL:	100

BIDS WILL BE ACCEPTED UNTIL 5:00 PM, August 17, 2012

SUBMIT by E-MAIL, FAX or MAIL to
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