



E-470 PUBLIC HIGHWAY AUTHORITY

**Request for Proposals for
Web site Redesign Services**

September 27, 2010

PROPOSALS DUE

Wednesday, November 10, 2010 by 4:00 p.m. MST

At the following location:

E-470 Public Highway Authority
Attn: Dave Kristick, Director of Operations
22470 E. 6th Parkway, Ste. 100
Aurora, CO 80018

PRE-PROPOSAL MEETING

Friday, October 15, 2010 at 2:00 p.m.

At the following location:

E-470 Public Highway Authority Boardroom
22470 E. 6th Parkway, Ste. 100
Aurora, CO 80018

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1.0 VENDOR INFORMATION PAGE

Please print or type

FIRM'S NAME _____

FIRM'S PHYSICAL ADDRESS _____

CITY/STATE/ZIP _____

FIRM'S MAILING ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE # _____ FAX # _____

EMAIL _____

TAXPAYER IDENTIFICATION NUMBER _____

The undersigned affirms that they are duly authorized to execute a contract between their firm and E-470 Public Highway Authority.

FIRM'S AUTHORIZED AGENT _____

TITLE _____

AUTHORIZED AGENT'S SIGNATURE _____

THIS FORM MUST BE COMPLETED AND INCLUDED WITH YOUR RESPONSE.

2.0 REQUIRED RESPONSE CHECKLIST

The following checklist is provided as a convenience to aid Proposers in responding to this RFP. The items shown in the checklist must be included in your response.

CHECK LIST

1. Vendor Information Page
2. Statement of Qualifications
3. Detailed Response outlined in Section 6.0 and 8.0
4. Fee Schedule (Web site Design Price Proposal)
5. Project References

PLEASE EMAIL ANY QUESTIONS TO: **WEBSITERFP@E-470.COM**

3.0 INVITATION

The E-470 Public Highway Authority (E-470) invites written Proposals from qualified web design firms and/or individuals to provide Web site design consulting services for the contract term. Only Proposers agreeing to all of the services described herein will be considered by E-470.

Web site design firms are expected to provide consulting related to functional and aesthetic redesign of E-470's Internet and Intranet sites. E-470's Web site redesign includes, but is not limited to, the following components: 1) overall aesthetic design, 2) navigation flow, 3) using current technology platforms, 4) implementation support, and 5) measurement tools.

For this Request for Proposals (RFP), the term "Proposer" means the qualified web design firms and/or individuals who submits a Proposal in response to this RFP acting for itself and those individuals, partnerships, firms, or corporations comprising the Proposer's team by subcontract or other agreement. The term "Proposal" means the complete response of the Proposer to the RFP, including the properly completed items the checklist outlines on page three.

The term "Web site Redesign Contract" as used in these Instructions to Proposers shall mean an agreement between the Proposer and E-470 for the services and work contemplated in this RFP. The anticipated term of this agreement is determinant to the implementation plan proposed by the Proposer.

Unless the context shall otherwise clearly require, all words used herein in the singular form shall extend to and include the plural and all words used in the plural form shall extend to and include the singular. All words used in any gender shall extend to and include all genders.

4.0 E-470 OVERVIEW

The E-470 highway is a 47-mile toll road forming the eastern half of a beltway around the Denver metropolitan area. E-470 was created under Colorado's Public Highway Authority Law, Sections 43-4-501 *et seq.*, C.R.S., and is governed by a Board of Directors comprised of appointed members from the eight voting jurisdictions that joined together to create E-470. The voting members are Adams County, Arapahoe County and Douglas County plus the cities of Aurora, Brighton, Commerce City, Thornton and the Town of Parker. There are seven non-voting members of the Board. These are Weld County, the cities of Greeley, Arvada and the city and county of Broomfield, the Denver Regional Council of Governments, the Regional Transportation District, and the Colorado Department of Transportation.

When the E-470 highway opened the first section in 1991, it was one of the first toll roads in America to provide transponder-based, open-road, non-stop toll collection. Over the years, because of these and other innovations, E-470 has been a paradigm for toll road operators and infrastructure planners throughout the nation and the world.

There are two ways to pay a toll on the E-470 highway—by EXpressToll or License Plate Toll. EXpressToll is the automatic, electronic toll collection method available on E-470, the Northwest Parkway, and the I-25 tolled Express lanes. The EXpressToll customer is provided with a vehicle-mounted transponder that attaches either to the inside of the vehicle's windshield or the front bumper. The toll is automatically deducted from a pre-paid EXpressToll account. EXpressToll customers pay a lower toll rate on E-470. Those customers without a transponder automatically become License Plate Toll customers. Cameras photograph the front and rear license plates and a bill is sent to the registered owner of the vehicle for all tolls incurred during a 30-day period.

Currently, there are over 355,221 EXpressToll customers from all over the country. The top 10 cities with the largest numbers of EXpressToll customers include Aurora, Parker, Littleton, Denver, Fort Collins, Boulder, Colorado Springs, Highlands Ranch, Longmont, and Castle Rock, all located in Colorado.

4.1 E-470 and EXpressToll Web site Overview

The E-470 Web site is designed to provide customers and/or vendors road maintenance information, toll rates, financials, and contract requirements.

The EXpressToll Web site is designed to provide customers account management access, statement payment functionality, road information, and toll rates.

The audience for E-470 and EXpressToll Web sites includes individuals who drive on the toll roads, business accounts for fleets that drive the toll roads, business community, E-470 stakeholders, and contracted vendors such as mowers, traffic consultants, etc.

5.0 PRE-PROPOSAL MEETING AND SITE VISIT

E-470 will conduct a Pre-Proposal meeting for all interested firms on Friday, October 15, 2010. The meeting will begin at 2:30 p.m., (MST) in the Boardroom of E-470's headquarters located at 22470 East 6th Parkway, Aurora, Colorado 80018. Only the Proposals of Proposers who attend this meeting shall be considered by E-470. (Please note: If a proposer is unable to attend the meeting, the proposer will be allowed to participate via teleconference. E-470 must be notified of the teleconference request by Wednesday, October 13, 2010. At that time, the proposer will be provided with the necessary information to participate via teleconference.

Questions following the Pre-Proposal meeting shall be submitted in writing and via e-mail to WebsiteRFP@e-470.com. E-470 will distribute all written e-mailed questions submitted following the Pre-Proposal meeting by October 22, 2010, including E-470 responses, if any, to the questions submitted. E-470, in its sole discretion, may, in response to written questions, elect to modify the Request for Proposal (RFP) through the issuance of one or more addendums.

An escorted site visit of the existing EXpressToll service center, E-470's headquarters, and the E-470 highway will be conducted for all Proposers, as part of the Pre-Proposal meeting, to familiarize the Proposers with E-470. Material suppliers, vendors and subcontractors who have an interest in the workday conditions may also participate in the site visit.

6.0 PROJECT OVERVIEW: WEB SITE REDESIGN REQUIREMENTS

1. A flexible and simple, yet comprehensive navigation scheme that will allow for future growth and development of the sites, as well as straight-forward usability for site visitors.
2. Better use of photography and visual elements in a manner that does not negatively impact load times. The Internet site also should present a continuous visual theme throughout.
3. Strategic and promotional messaging on home pages and incorporated throughout the Internet site.
4. Improved structure for optimal Search Engine Optimization (SEO) performance (for internet site only). Insure proper optimization of Keywords (most important task), Meta Data, Content, Inward Links, Header Tags, Alt Tags, Internal Links, Web site Structure, Web site Theme, and Web site Code. Use keywords effectively, representing well in: Meta Descriptions, Meta Keywords, Meta Title, Page Titles, Alt Tags, Header Tags, Body Text, Link Anchor Text, Web site Navigation, Pages Names, and File Names.
5. Ability to address different audiences, including general consumers, vendors, elected officials, media, financial community, and other stakeholders.
6. Ability to optimize the Internet site in a highly comprehensive format for mobile devices.
7. The ability to replace the current content management system workflow
8. Comprehensive site analytics.
9. At the conclusion of the designing phase, the selected firm will provide all graphics for exclusive use by E-470, including but not limited to source code, master page templates, style sheets, and custom Web parts. E-470 will retain sole ownership of all named and unnamed materials.
10. The actual implementation will be conducted by the Web site design firm selected. Implementation will also include any necessary training to allow for ongoing maintenance and updates will remain in-house.
11. Creation of an FTP site.
12. Account management interface capabilities on Web site, mobile site, and Toll Collection System (TCS).
13. Web site search capability.
14. Site Map.
15. Solution to distinguish between E-470.com and EXpressToll.com.
16. Compatibility with current social media software applications.
17. Ability to support interactive character or customer communication technologies.

6.1 Technology Platform Requirements

The E-470 Public Highway Authority has standardized on Windows Server platforms for enterprise applications. As a result, all designs should support and be compatible with the following:

- Windows Server 2003 or (preferably) Server 2008
- Windows SQL Server 2005 or (preferably) 2008
- Microsoft Office 2007 or Office 2010
- Microsoft Office SharePoint Server (future)
- Adobe PDF documents

Our customers use a variety of operating systems and browsers. At a minimum, submitted designs must support the following browsers and operating systems without requiring plug-ins or add-on applications:

BROWSERS:

- Internet Explorer version 6, 7, and 8 and newer
- Firefox 3.0, 3.5, 3.6 and 4.0 and newer
- Chrome 5.0 and newer
- Safari 4, 5 and newer
- Opera 9.5, 10 and newer

OPERATING SYSTEMS:

- Windows - Windows XP, 2003, Vista, Windows 7 and newer
- Mac - OS8, OS9, OSX and newer
- Linux – Ubuntu, Red Hat, SuSe and others

7.0 PROPOSAL PROCESS

Each Proposer shall submit a Proposal which shall be comprised of all items on the Required Response Checklist set forth in Section 2.0 and any requirements the Proposer may request of E-470. Any qualified Proposer(s) may be required to make an oral presentation of no longer than forty-five (45) minutes as further described in Section 10.0. Following the oral presentations, E-470 will select the preferred Proposer and begin negotiations. E-470 reserves the right to reject, without explanation, any or all Proposers.

Following negotiations between E-470 and the preferred Proposer, a final Web site Redesign Agreement will be drafted and will be presented to the E-470 Board of Directors for approval. Once the Web site Redesign Agreement is awarded, a Notice to Proceed will be issued.

By submitting a Proposal, each Proposer represents that the Proposer understands and accepts the terms and conditions of the RFP. Further, Proposer's shall provide in their Proposals, that they expressly disclaim and waive the right, if any, to claim damages or make other claims arising out of the RFP, including any claims due to misinterpretation or misunderstanding by the Proposer of the RFP.

It is not intended that the contents of the Proposals be disclosed to the public. However, the contents of the Proposals and any other documents submitted to E-470 are subject to terms of Section 7.1 below. E-470 assumes no liability for disclosure or use of data submitted in response to this RFP for any purpose or damages resulting therefrom.

A Proposer may modify or withdraw a previously submitted Proposal at any time before the final Proposal due date. Requests for modification of a submitted Proposal shall be submitted in writing and be signed in the same manner as required for Proposals by the RFP. Upon receipt of a written withdrawal request, the entire Proposal shall be returned to the Proposer and will not be considered by E-470 unless re-submitted prior to the Proposal due date.

Direct contact with E-470 Board members is prohibited during this proposal preparation, review, and selection process. Contact with E-470 staff should be limited to written questions concerning the RFP during the proposal preparation, review and selection process.

7.1 Trade Secrets and Open Records Act

4.3.1. Application of the Act. Proposers by submitting a Proposal acknowledge and agree that all documents submitted to E-470, are subject to the provisions of the Colorado Open Records Act (§§ 24-72-101, et seq., Colorado Revised Statutes), and the Proposers acknowledge that E-470 shall abide by the Colorado Open Records Act, including honoring all proper public records requests made thereunder. Proposers shall be responsible for all costs incurred in connection with any determinations required to be made by a court, pursuant to the Colorado Open Records Act. Proposers are advised to contact legal counsel concerning such acts in application of the Colorado Open Records Act to the Proposer.

4.3.2. Confidential or Proprietary Materials. If a Proposer deems any document(s) which it submits to E-470 to be confidential, proprietary, or otherwise protected from disclosure under the Open Records Act, then it shall appropriately label such document(s), and submit such document to E-470 together with a written statement describing the material which is requested to remain protected from disclosure and the justification for such request. This request will either be approved or denied by E-470; however, E-470 will make a good-faith effort to accommodate all reasonable requests. Proposers understand and agree that, regardless of any position taken by E-470 or a Proposer, a Court may order production of material deemed confidential, proprietary or exempt from disclosure, and such a decision would be beyond the control of E-470.

4.3.3. Stakeholder. In the event of litigation concerning the disclosure of any document(s) submitted by the Proposer to E-470, E-470's sole involvement will be as stakeholder retaining the document(s) until otherwise ordered by the court, and Proposer shall be fully responsible for otherwise prosecuting or defending any actions concerning the document(s) at its sole expense and risk. Proposer shall be responsible for reimbursing E-470 for all costs, legal fees and other expenses incurred by E-470 as the result of a request or decision by a Proposer that any materials submitted to E-470 be withheld from any request under the Open Records Act or similar law.

7.2 Document Review and Questions

Prior to completion of their Proposals, interested firms may request to review documentation and submit questions relating to the RFP. Written document requests and written questions shall be submitted to E-470 during regular business hours, beginning October 15, 2010 and ending at 4:00 p.m. (MST) October 20, 2010 by emailing WebsiteRFP@e-470.com. Written questions submitted by 4:00 p.m. (MST) on October 20, 2010 and any corresponding answers will be posted by addendum to the RFP on the E-470 Web site by October 22, 2010.

E-470 makes no representations as to the completeness or accuracy of any documents reviewed. Documents shall not be removed from E-470's office. E-470 will provide copy services if needed, requesters will be responsible for the printing cost.

7.3 Questions and Responses

E-470 will recognize only written communications which are signed by person(s) authorized to contractually bind the Proposer. Only written questions received prior to the deadlines specified above will be considered for response by E-470. E-470 reserves the right, at its sole discretion, to select the questions it chooses to answer and may not provide responses to all questions. If E-470 elects to respond to a Proposer's questions, E-470 will post the answers by addendum to the RFP on the E-470 website.

7.4 Reservations and Responsiveness of Proposals

E-470 reserves the right to accept or reject any or all Proposals received. The Proposer acknowledges that the Proposals will not be returned to the Proposer and shall become property of E-470 unless withdrawn by the Proposer as provided above.

The submission of the Proposal shall be an irrevocable and unconditional binding offer of the Proposer for 180 days from the date of submission until rejection by E-470 or acceptance through the execution of the Web site Redesign Agreement. Selection of a preferred Proposer shall not bind the Authority to contract with the selected Proposer. The Web site Redesign Agreement shall only bind E-470 when approved by E-470's Board of Directors.

A Proposal will be considered responsive if it meets all the requirements stated in this RFP. A Proposal found irregular, conditional, or not in conformance with the requirements contained in the RFP may, at the discretion of E-470, be considered non-responsive and eliminated from further consideration in the selection process. A Proposal may be considered irregular or non-responsive for reasons such as, but not limited to, the following: failure to use or complete the prescribed forms; incomplete, indefinite or ambiguous Proposals; improper or undated signatures; or clearly unrealistic Proposals.

Proposals may be rejected if more than one Proposal is received from an individual, firm, partnership, corporation, combination thereof or other association, under the same or different names. Such multiple proposals may cause the rejection of all Proposals in which such Proposer has participated. It is understood that a subcontractor may be included in more than one Proposal.

Reasons such as, but not limited, to the following may be sufficient cause for disqualification of a Proposer:

- (a) Evidence of collusion between a Proposer, partner, constituent, or subcontractor with one or more of another Proposer, partner, constituent or subcontractor;
- (b) Failure to pay or satisfactorily settle all bills due for labor and material on prior contracts with E-470 at the time the Proposals are opened;
- (c) Default or disqualification under a previous contract with E-470 or other factors relating to the performance, malfeasance, or omissions under other contracts with E-470;
- (d) Pending or existing dispute between E-470 and the Proposer or any of its subcontractors;
- (e) Any litigation or other proceedings, including without limitation, bankruptcy, that E-470 considers significant and could distract the Proposer from the performance of the Web site Redesign Agreement.

7.5 Waivers

E-470, in its sole discretion, may waive informalities or minor irregularities, which are merely a matter of form and not substance, in a Proposal. Minor irregularities include those which will not have a material, adverse effect on E-470's interest and will not give a Proposer a significant advantage or benefit not enjoyed by other Proposers.

7.6 Contractual Requirements

Information regarding requirements for insurance, bonds, taxes, patents, copyrights, errors and omissions, term of the Web site Redesign Agreement, contractual relationships and other terms and conditions will be provided in the Web site Redesign Agreement.

7.7 Costs Incurred in Proposing

Proposer, by proposing, agrees and acknowledges E-470 shall not pay any costs incurred by a Proposer or the procurement of any articles or services. Proposer waives any claim it may have or may incur in connection with the preparation and submission of the Proposal.

7.8 Authorizations, Licenses, Permits and Fees

The Proposer must be authorized to do business in the State of Colorado and comply with all applicable laws and regulations of the State of Colorado. Such authorization and licenses shall be obtained by the Proposal due date and adequately documented in the Qualification and Financial Data Sheets. Joint venture partners shall each have separate licenses.

8.0 PROPOSAL SUBMITTAL REQUIREMENTS

E-470 is seeking Proposals from qualified Web site design firms and/or individuals to provide Web site design consulting services for the contract term. Web site design firms are expected to provide consulting related to functional and aesthetic redesign of E-470's Internet and Intranet sites. E-470's Web site redesign includes, but is not limited to, the following components: 1) overall aesthetic design, 2) navigation flow, 3) using current technology platforms, 4) implementation support, and 5) measurement tools.

Requirements for information to be included in the Proposals is set forth in Section 2.0.

By submitting a Proposal, you are affirming that you (in case of individuals) and/or your organization are interested in contracting with E-470 to provide the services described herein.

Sealed proposals marked "RFP for Web site Design Consulting Services" will be received by Dave Kristick, E-470 Public Highway Authority, 22470 E. 6th Parkway, Suite 100, Aurora, CO 80018.

An executed original, six (6) printed copies, and three (3) CD's each with an electronic version in Adobe Acrobat PDF format of the Web site Design Proposal and Price Proposal shall be submitted to:

E-470 Public Highway Authority
 Attention: Dave Kristick, Director of Operations
 22470 E 6th Parkway, Suite 100
 Aurora, Colorado 80018

The copies of the Web site Design Proposal and Price Proposal shall be submitted in a single sealed box, identified as such, and bearing on the outside the following:

Proposal For: RFP FOR WEB SITE DESIGN CONSULTING SERVICES
 Submitted To: E-470 PUBLIC HIGHWAY AUTHORITY
 Submitted By: PROPOSER'S NAME
 PROPOSER'S MAILING ADDRESS
 PROPOSER'S PHONE NUMBER
 PROPOSER'S EMAIL ADDRESS
 PROPOSER'S BUSINESS WEB SITE
 PROPOSER'S CONTACT PERSON NAME
 DATE SUBMITTED

Proposals shall be received until 4:00 p.m. (MST), November 10, 2010. Proposals delivered after the Proposal due date and time will not be accepted. The sender will be notified of this rejection by return of the unopened Proposal. All Proposal documents shall be submitted in the English language.

E-470 is not responsible for delays caused by the U.S. Postal Service, the internal mail delivery system of E-470, or any other means of delivery employed by the proposer. Similarly, E-470 is not responsible for, and will not open, any proposal responses which are received later than the date and time indicated above. The time stamp device in the customer reception lobby is the official time clock used for the purpose of the due date and time of the proposals. Any discrepancies between this official time clock and any other time keeping devices are not the responsibility of E-470.

It is the responsibility of the Proposer to adequately respond to each specific request in the RFP. E-470 is not required to seek clarification of Proposals because the response is ambiguous or fails to address a specific requirement. For clarity of response, each part of the Proposal shall cross-reference the relevant part of this RFP. Requirements for information to be presented in the Proposals are set forth in the Required Response Checklist in Section 2.0.

The Proposal shall be submitted in bound volumes on standard 8 ½ x 11 inch paper. Charts and exhibits may be of larger size but must be folded to the standard size. Type size shall not be less than 10 point. Each part of the Proposal shall be indexed and all pages sequentially numbered. Bindings and covers shall be at the Proposer's discretion. Elaborate special brochures, art work, and other presentation aids are not required.

A Proposer's existing financial reports, documents or brochures, which delineate the Proposer's general capabilities and past experience, are not required to comply with the prescribed format. It is not the intent to have these documents reformatted.

All Proposals and associated forms shall be signed and dated in ink by a duly authorized officer or representative of the Proposer. Each Proposal shall include corporate resolutions, partnership certificates or other documentation that establishes the Proposer's signature authority.

8.1 Telegraphic/Electronic Proposal Responses

Proposal responses sent by facsimile machines or email are not acceptable and will be rejected upon receipt. Vendors will be expected to allow adequate time for delivery of their proposal responses either by airfreight, postal services, or by other means.

8.2 Terms of Contract

The Web site Redesign Agreement will become effective upon final execution of the Web site Redesign Agreement by both parties. The Web site Redesign Agreement may be terminated by E-470 with a thirty (30) day written notice to the other party regardless of reason.

8.3 Inquiries

From the issuance date of the RFP until a firm is selected and the selection is announced, firms are not allowed to communicate for any reason with any E-470 employee or consultant other than through the contact methods listed in this RFP. E-470 reserves the right to reject any proposal for violation of this provision. No questions other than written via email will be accepted, and no response other than written will be binding upon E-470. Written responses to questions will be provided to all recipients of the RFP.

8.4 Interpretations and Addenda

No interpretation or modification made to any respondent as to the meaning of the RFP shall be binding on E-470 unless submitted in writing and distributed as an addendum by E-470. **Interpretations and/or clarifications shall be requested by email and directed to the email address noted above.** Information obtained otherwise will not be considered in awarding of contract. All addenda shall become part of the RFP.

8.5 Language, Words Used Interchangeably

This RFP is intended to identify a group of highly qualified Web design consultants as finalists. From this group of finalists, E-470 will select a firm that provides the best solution for E-470 in terms of value, expertise, and ability to meet the objectives of E-470's Web sites. The word E-470 refers to the E-470 Public Highway Authority throughout this document. Similarly, PROPOSER refers to the person or company submitting an offer to sell its goods or services to E-470. The word PROPOSAL refers to all offers from the PROPOSER. E-470 has established for the purposes of this RFP that the words SHALL, MUST or WILL are equivalent in this RFP and indicate a mandatory requirement or condition, the material deviation from which shall not be waived by E-470. A deviation is material if, at the sole discretion of E-470, the deficient response is not in substantial accord with this RFP's mandatory condition of requirements. The words SHOULD and MAY are equivalent in the RFP and indicate very desirable conditions or requirements but are permissive in nature. Deviation from, or omission of, such a desirable condition or requirement will not in and of itself cause automatic rejection of a proposal, but may result in being considered as not in the best interest of E-470.

8.6 Fee Schedule

The Proposer shall complete and submit the Web site Design Price Proposal (separate document as part of the RFP) with an offer to provide the services stated in the RFP. A Proposal that does not include the Web site Design Price Proposal will be considered non-responsive and the Proposal may be rejected. Title this portion of the Proposal "Web site Design Price Proposal."

8.7 Project References and Statement of Qualifications

The Proposer will provide a list of their five (5) most relevant projects, either on-going or completed within the last two (2) years. Provide name, address, and phone number of the client contact. Projects performed for E-470 may not be included in this list.

The Proposer will provide a brief summary regarding the specific elements that make their services both distinctive and innovative within their peer group. The section should include a list of all owned equipment and software that will be used to service this project as well as professional qualifications of all participating project personnel.

8.8 Mock Page Designs and Site Map

The Proposer will provide creative theme ideas in the form of a redesign of the E-470 Web site and the EXpressToll Web site. The Proposer will include a general site map reflecting their suggestion for improved navigation and usability.

9.0 EVALUATION PROCESS

The Proposal evaluation committee(s) (Committee) shall be established by E-470, in its sole discretion and judgment, to review and evaluate each Proposal submitted in response to this RFP.

Each member of the Committee shall receive a copy of each Proposal and shall base his/her evaluation on the same criteria in order to assure that value is uniformly established. The Committee shall evaluate each Proposal on its own merit without comparison to other Proposals submitted. The Evaluation Criteria Score Sheet can be referenced in attachment B.

Unless all Proposals are rejected, the Committee shall rank the Proposers. E-470 reserves the right to 1) accept or approve for negotiation the Proposal of the most qualified Proposer, 2) accept or approve for negotiation a Proposer other than the most qualified Proposer or 3) reject all of the Proposers. Prior to E-470 issuance of a Notice of Intent to award, E-470 will advise its preferred Proposer whether E-470 wishes to accept the Proposer's offer (the Proposal) and negotiate the Web site Redesign Agreement or negotiate further the Proposer's offer. The Proposals of all Proposers shall remain binding and irrevocable offers, 180 calendar days after the day of the Price Proposal opening, notwithstanding E-470's notice to and negotiation with the preferred Proposer. If negotiations with the initial preferred Proposer are not successfully concluded, E-470 may, at its option, give a Notice of Intent to Award and commence negotiations with another Proposer.

10.0 ORAL PRESENTATIONS

As part of the Proposal evaluation process, oral presentations may be made by the most qualified Proposers. The oral presentations will be scheduled for Friday, November 19, 2010, at E-470's office. E-470 will coordinate with the most qualified Proposers no later than November 15, 2010 to confirm specific oral presentation schedules. The order of the oral presentations shall be determined by E-470 using a random drawing system. Proposers who fail to make an oral presentation at the assigned time shall be considered nonresponsive and eliminated from further consideration by the Committee.

The oral presentations shall include sufficient information to enable the Committee to evaluate the Proposer's capability to provide Web site redesign consulting services as described in the RFP.

10.1 Presentation Content

The Proposer shall address the following areas in its oral presentation:

- (a) Demonstrate an understanding of the Web site redesign requirements and plan for accomplishing the Web site redesign; and
- (b) Present key project staff and provide experience on similar Web site redesign projects.

10.2 Presentation Requirements

The following guidelines shall govern the oral presentations:

- (a) The Proposer shall be limited to 45 minutes for the presentation followed by up to 45 minutes for questions by the Committee;
- (b) A Microsoft PowerPoint presentation is preferred, with at least one copy of the presentation provided to E-470;
- (c) Wrap-up statements are disallowed unless completed within the Proposer's for 45-minute presentation time frame; and
- (d) Oral presentations may be recorded by the Committee.

11.0 CONTRACT AWARD/EXECUTION

E-470 intends to negotiate and execute a Web site Redesign Agreement with the most responsive and qualified Proposer subject to agreement on terms and conditions of such Web site Redesign Agreement. The award may be made within 60 calendar days after completion of the evaluation of the Proposals. E-470 reserves the right, at its sole discretion, to not award the Web site Redesign Agreement for any reason or for no reason.

Attachment A – EVALUATION CRITERIA SCORE SHEET

PROPOSER	
EVALUATION MEMBER	

Scoring: Criteria under each area are listed to assist in the rating determination. A comment section is included to explain rating, if needed.

Criteria	Criterion Weight	Rating (1-5)	Criterion Weight x Rating
Aesthetic design and navigation based on mock page designs and site map	.20		
Cost schedule for services	.20		
Compatibility with E-470 core technology platform	.20		
Site analytics	.15		
Innovation, functionality and distinctive methodology	.10		
Company profile, staff qualifications, project references	.05		
Ability to meet business diversity goals	.10		
TOTAL	1.0	OVERALL RATING	

COMMENTS:

Attachment B – SCHEDULE OF EVENTS

Public notification/advertisement	Sept. 27
Pre-proposal meeting	Oct. 15
Deadline for submitting questions	Oct. 20
Deadline for answering questions	Oct. 22
RFP Proposals due	Nov. 10
Finalists Notification	Nov. 15
Finalists Interview/oral presentation	Nov. 19
Award of Contract	Nov. 29
Contracts signed	Dec. 3