

REQUEST FOR PRICE QUOTATIONS
issued September 20, 2010 by the
CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION (CCRPC)

Deadline: 12 Noon, EDT, Monday, October 4, 2010

Background

On behalf of the Lake Champlain Byway, the CCRPC is soliciting for the services of a professional website design and administration firm to make improvements to its website, www.lakechamplainbyway.com. The Lake Champlain Byway is a Scenic Byway designated by the State of Vermont located in the northwest portion of the state. From north to south, the formal route is 134 miles (215 km) long and consists of U.S. Route 2 through the Champlain Islands, U.S. Route 7 through the city of Burlington and several surrounding towns, and then south to seven different communities in Addison County including Middlebury and Vergennes.

The Byway is managed by the Lake Champlain Byway Council. Its purpose is to serve as the managing and coordinating body for the Byway and to undertake and support projects that balance the promotion, preservation, enjoyment, and stewardship of its intrinsic resources.

The Council's Board of Directors is comprised of 13 members as follows: 1 member representing each of the following eight organizations: Northwest Regional Planning Commission, Lake Champlain Islands Chamber of Commerce, Chittenden County Regional Planning Commission, Lake Champlain Regional Chamber of Commerce, Addison County Regional Planning Commission, Addison County Chamber of Commerce, Lake Champlain Bikeways, Lake Champlain Basin Program and 5 at-large members.

Scope of Work

The goal of an improved Byway website is to provide an attractive and user-friendly format enabling Byway visitors to learn about the cultural, recreational, historical, natural, and scenic resources accessible from the Lake Champlain Byway. The features of a new site should include:

- An English-language version and a French-language version.
- Search tools for visitors to find things to do by town, county or activity. Activities are focused on ways to experience the intrinsic resources of the Byway which consist primarily of cultural, historic, outdoor recreational, environmental and scenic resources.
- Improved navigation that provides the appropriate amount of information for the visitor to make a travel decision.
- Graphical elements that are consistent with the Byway's printed promotional items.
- A content management system accessible by multiple organizations (chambers, regional planning commissions and other stakeholders) so they can upload and maintain their regions' resources, photos, descriptions, etc.

The existing and first version of the website for the Lake Champlain Byway can be found at: www.lakechamplainbyway.com. Subsequently, changes were made to incorporate new graphic elements and improve the functionality of the database side of the website. This database contains information on each location/attraction along the Byway and then auto-populates this information on the appropriate page of the website (e.g., locations by activity, region, town, etc.). These ideas can be viewed at www.byway2.smallfishtechnologies.com. Both of these sites were developed in Perl. Questions about the architecture and functionality of these websites can be referred to: Daniel McMullan of

SmallFishTechnologies at daniel@SmallFishTechnologies.com. (802) 378 4400. Please CC Dan Senecal-Albrecht of the CCRPC at dsenecal-albrecht@ccrpcvt.org on your email. Copies of the Byway's brochures can also be obtained by contacting Mr. Senecal-Albrecht.

Via its agent, the Chittenden County Regional Planning Commission, the Lake Champlain Byway Council would like to hire a qualified firm or consultant to make improvements and changes as directed so that, first, by January 1, 2011 or sooner, the Byway can formally launch and publicize a website that meets its overall objectives and secondly, by February 28, 2011 prepare and implement a list of further improvements as directed to make the Byway's website one of the region's best tools for travel planning and interpretation.

The proposed Scope of Work, in order of priority, is as follows:

Between the start of the Contract in early October 2010 and January 1, 2011 or sooner:

1. Transfer and organize all related files from lakechamplainbyway.com and smallfishtechnologies.com to a new website host server fully accessible by the CONTRACTOR. Files can be obtained through contacting Daniel McMullan of SmallFishTechnologies. Graphic files and photos from Lake Champlain Byway publications can be obtained by contacting Maja Smith of Maja Design at majadesignvt@comcast.net, (802) 985-5890.
2. Analyze these files to determine any issues that may need to be addressed prior to their being used in any work done by the CONTRACTOR.
3. Hold a kickoff meeting with representatives of the Lake Champlain Byway Council to obtain more detailed input on the website layout, functionality, etc.
4. Set up a client page / log in feature on the CONTRACTOR'S website so that the Byway Council's designees can readily comment and provide input on proposed ideas.
5. To minimize duplication of effort, the CONTRACTOR should use the database feature already created and demonstrated in byway2.smallfishtechnologies.com. However, if the CONTRACTOR feels another mechanism or new database is appropriate, the CONTRACTOR shall detail how pre-existing information in the database can be transferred and the potential costs in creating a new database feature.
6. Propose which type of operating system/software should be used and its relative costs and benefits. The Byway Council wants to use a non-proprietary open source system and one that Council representatives can learn to operate relatively easily. Website should be compatible with all modern browsers and operating systems and to the extent that it can be designed to take advantage of emerging technology so much the better.
7. Based upon input from kickoff meeting, create three options for the website's skin/template. Options should first, utilize graphic elements consistent with Byway publications, second, use any elements from byway2.smallfishtechnologies.com and lakechamplainbyway.com and third, use any new elements as proposed by CONTRACTOR.
8. After Byway Council approves a skin, make improvements as necessary to create one website consistent with this template.
9. Ensure that database feature is fully integrated within this template.
10. Perform SEO/SEM improvements.

After completion of items 1 – 9 by January 1, 2011 or sooner, CONTRACTOR WILL by January 31st or sooner:

11. Create a French-language version of the website. Initially, this French version would only use French text on the static pages of the website. French text should use Quebecois idioms and style as much as possible. Create a mechanism for the entry of French text within the database administration feature. The Byway Council will seek translation services and text entry for French text within the database at a later date.

12. Prepare a list of various options for improvements to the website, their relative advantages and disadvantages and a firm price quote for each task for CONTRACTOR to complete such improvements. These could include but not be limited to: addition of Facebook, Twitter, Flickr links; adding video clips or YouTube link within the database feature; creating an interactive feature so people can “save” which attractions they are interested in and then print out their own itinerary or list showing which locations they plan to visit; adding a links page; adding a page accessible only to Byway Council members so we can store and access our minutes, bylaws, etc. The estimated costs for these improvements should not exceed \$3,000.
13. Within 30 days after receiving direction from the Council, implement select improvements from item 12 as directed.

Our target launch date is January 1st, 2011 or sooner. There is some flexibility to this date but as the reviewer can see, we have the elements we need for a good website but they need to be better designed and organized.

Marketing Requirements and Data

- Our audience is potential and current visitors to the Lake Champlain region. Local residents will use the website as the Byway gains more visibility as a community-based program.
- There are several good examples of other travel websites that the Lake Champlain Byway would like to emulate. These include www.lakestolocks.com; www.illinoisriverroad.org; www.scenica1a.org; www.hallowedground.org; www.scenic4.org. Numerous other examples can be accessed through the portal website, <http://www.byways.org/explore/>
- Potential bidders should also <http://www.bywaysonline.org/program/> to understand the origin and purposes of a Byway.

Proposal Submission Requirements

All submissions become the property of the CCRPC. In order to be considered responsive to this request for price quotations, a submission must conform to the following:

1. By 12 Noon, EDT, Monday, October 4, 2010, submit one PDF of multiple pages via e-mail of:

- Links to your online portfolio of website designs
- one- to two-pages describing your firm and your experience in designing and managing websites similar to what the Byway is looking for.
- one page describing the personnel at your firm who would work on this project.
- a one- to two-page discussion of what types of improvements you would recommend to our website. This is your chance to comment upon what you like and dislike about the layout, content, etc. that we have developed so far and how to shape it and mold it into a useful website we and the region can be proud of.
- a quote in spreadsheet format detailing the anticipated costs for each of the items by number for items 1 thru 10. Quotes should detail per person hourly rates. CONTRACTOR may propose a range of anticipated costs where appropriate.
- On a separate sheet provide a detailed quote for completion of items 11 and 12. Firm quotes and not a range for these two items should be provided.

Please note that:

- Our desired budget for items 1 thru 10 is \$4,000 to \$10,000
- Our desired budget for item 11 is \$1,000 to \$2,000.
- Our desired budget for item 12, i.e., preparation of an estimate is \$100 to \$300.

Note: We are not looking for, nor can we provide for, a firm to be “on retainer” for us. Suffice it to say, if the CONTRACTOR does a good job for us, there is the potential for further work down the road both in terms of item 12 and beyond.

Note: On September 30th, we will post additional information as we deem fit (in response to questions) on the CCRPC website, www.ccrpcvt.org under the RFQ/RFP section. No further information will be posted after this date.

2. All materials shall be submitted via e-mail by the above deadline to:

Label Message Header with: LC Byway Website Redesign

ATTENTION: Dan Senecal-Albrecht, Vice Chair
Lake Champlain Byway Council
dsenecal-albrecht@ccrpcvt.org
No phone calls please.

All information received in response to this Request that is marked Proprietary will be handled accordingly. Responses to the Request will not be returned. Responders are solely responsible for all expenses associated with responding to this Request.

Price Quotation Review Criteria and Award

1. Contracts shall be awarded based upon a combination of factors including quoted prices and the CONTRACTOR’s relevant experience. The CCRPC shall consult with members of the Lake Champlain Byway Council to review the proposals received.
2. CCRPC anticipates making the contract award no later than October 8, 2010. At the scoping meeting the CCRPC and the selected CONTRACTOR shall finalize a contract for the completion of the Scope of Work.
3. The CCRPC reserves the right to seek clarification of any quotation submitted, waive any formality and any technicality, and/or select the quotation that, in its sole discretion, best promotes its individual needs and interests. The CCRPC reserves the right to reject any and all quotations received as a result of this solicitation or cancel this solicitation if it is in the best interest of the CCRPC. This solicitation of quotations in no way obligates the CCRPC to award a contract or contracts.
4. The Consultant awarded this contract shall apply for registration with the Vermont Secretary of State’s Office to do business in the State of Vermont within fourteen (14) days of notification of award, if not already so registered. The registration form may be obtained from the Vermont Secretary of State. The telephone number is (802) 828-2363. A contract will NOT be executed until the consultant is registered with the Secretary of State’s Office. The Consultant’s attention is directed to the VTrans’ Disadvantaged Business Enterprise (DBE) Policy Requirements. These requirements outline the State’s and the consultant’s responsibility with regard to the utilization of DBEs for the work covered in the RFP. It is expected that all consultants will make good faith efforts to solicit DBE sub-consultants.

