

SOUTHWEST AREA TRANSPORTATION COMMITTEE

(A subcommittee of the Contra Costa Transportation Authority)

REQUEST FOR PROPOSALS

WEBSITE DESIGN, DEVELOPMENT, AND MAINTENANCE SERVICES

APRIL 6, 2021

GENERAL INFORMATION

The Southwest Area Transportation Committee (SWAT) invites qualified website development firms and designers to submit proposals for the professional design and development of a new SWAT website, infrastructure that allows member agencies to have administrative rights and hosting of the SWAT website. This solicitation is for the development of a new design for SWAT website, and a two-year service maintenance contract that may be extended by mutual agreement of the parties.

DESCRIPTION OF SWAT AND THE CONTRA COSTA TRANSPORTATION AUTHORITY

Overview

The Contra Costa Transportation Authority (CCTA) oversees the county-wide ½ cent transportation sales program. The CCTA, together with the 20 cities of Contra Costa and the County Board of Supervisors have invested resources to create a Countywide Transportation Expenditure Plan. The Plan reflects the competing interest and priorities of the diverse communities of Contra Costa. The Plan includes investments in highway, arterials roadways, transit facilities and services, bicycle pedestrian facilities and transportation projects that support all alternative modes of travel and reflects projects and programs of county-wide, sub-regional, and local interest.

Embedded in the organizational structure of the CCTA, are four Regional Transportation Planning Committees. Each jurisdiction in Contra Costa County is required to participate in an ongoing process with other jurisdictions and agencies to create a balanced, safe and effective transportation system, and to manage the impacts of growth. The Southwest Area Transportation Committee (SWAT) is one of four Regional Transportation Planning Committees within Contra Costa County, and represents the South County sub-region. It is composed of elected representatives and technical staff from the Cities of Lafayette, Orinda, and San Ramon; the Towns of Danville and Moraga; and the unincorporated area of Southern Contra Costa County. SWAT is responsible for the development of transportation action plans, programs, and policies throughout the sub-region.

Within SWAT, is a sub-committee known as the Lamorinda Project Management Committee (LPMC). The LPMC consists of the cities of Lafayette and Orinda and the Town of Moraga. The LPMC is responsible for similar tasks as SWAT for the Lamorinda area. In addition to the LPMC, the three Lamorinda jurisdictions created and established the Lamorinda Fee and Financing Authority (LFFA) to establish development mitigation program to ensure the new growth is paying its share of the costs associated with such growth.

SWAT looks forward to working openly and collaboratively with the selected firm to create a website that is intuitive, publicly accessible and hosts information pertinent to SWAT such as (not intended to be all inclusive): about the organization, SWAT Board members, SWAT Technical Advisory Committee (TAC) members, meeting/event calendar with times and locations, agenda packets, meeting recordings, and other governing documents and archival information. SWAT will be in charge of content management and own all content.

Scope of Work (SOW)

- The SWAT website must be designed for continuous operation 24 hours a day, 7 days a week. Web interface options that can accommodate individuals with disabilities in accordance with the Americans with Disabilities Act (ADA). See rules and an example at: <http://www.ada.gov/websites2.htm>. Flexibility in terms of updating/editing website content (documents, webpage information, etc.).
- The SWAT website must include a sub-page section for the LPMC and another sub-section for LFFA where LPMC and LFFA related documents will be housed similar to SWAT.
- Reliable security completely contained within the website infrastructure.
- Intuitive and consistent website navigability. Archived information is easily searchable.
- Website must be completely accessible to public and able to interface with commonly used web browsers found on Windows or Mac computer systems, as well as systems with limited bandwidth access (i.e. dial-up speeds).
- Website program must be intuitive and easy to use for SWAT staff.
- Ability to use current interactive and social networking mediums such as Facebook, Twitter, and RSS feeds, as well as flexibility to add these types of features in the future.
- Ability to transfer data from existing SWAT website to new website.
- Ability to archive information that is easily accessible. Services should include items such as maintenance of archived files and adherence to CCTA/SWAT Document Retention Schedule.
- Technical Support must be inclusive in the contract and available on a 24/7/365 basis.
- Support and maintenance of the website. Services such as adding a Landing Page, refreshing the design elements, updating of technology in the website design, engineering, search engine optimization, content management and other elements associated with the SWAT website.
- Ideal respondent has provided or currently provides website services to a local government entity.

- Ability to attend two (2) SWAT TAC meetings whereby SWAT TAC members will have opportunity to review and comment on the draft SWAT website and review final website, followed by attendance at a SWAT meeting to present final website updates to Committee members.

Proposal Content

All proposals shall include, at a minimum, the following:

1. Name of firm or designer, address, name of contact person, and phone number and a brief description of the company and its services.
2. Number of years of experience respondent has in installing and supporting similar systems.
3. Separation of one time and recurring costs for: website design, infrastructure, training, hosting, etc. Please note that SWAT expects the website design and development project to be delivered within a “not to exceed” budget of \$10,000 (SWAT will budget \$2,000 annually for on-going website maintenance).
4. Description of the proposed process for website design including how you intend to gather all of the required information, format preferred, timeline/phasing for project from initiation to completion/“go-live” date, and assistance expected from SWAT in order to complete this project. Also describe how minimum requirements will be met.
5. Description of ongoing support provisions, including a provision for a warranty for a period of no less than six months after website “goes live.” Support provisions shall also include workflow guidelines/instructions for basic website functions for reference by future SWAT TAC staff.
6. Provide any additional information that may be useful to SWAT in evaluating the qualifications of the firm.
7. Provide a list of clients (current or former, within 5 years) that may be contacted as references.

Evaluation Criteria

The following criteria will be used in evaluating proposals:

1. Ability of the same respondent to provide all aspects of the proposal: design, infrastructure, hosting and training.
2. Compliance of the firm/designer and proposal with the Minimum Requirements and provides the features and capabilities outlined above.
3. Responses to requests for additional information submitted to the respondents.
4. Degree to which the proposed system is user friendly and easily maintained by SWAT staff.

5. References.
6. Proposed fee for the contract period and any additional charges. (Budget is a “not to exceed” amount of \$10,000 for website design \$2,000 annually (2-year contract) for on-going website maintenance.
7. Recommended solutions that are innovative and feasible (within the stated criteria and goals) that may not have been mentioned in this RFP.

Evaluation Process

The proposals will be reviewed by the Selection Committee who will also participate in any interviews and provide the SWAT Board Members with a ranked list of candidates. Notwithstanding the recommendation of the Selection Committee, the SWAT Board Members will make the final recommendation to the SWAT TAC. Interviews are tentatively scheduled for the week of May 17, 2021. Interviews will be scored/ranked. Notwithstanding the recommendation of the SWAT TAC, the SWAT Board Members will make the final selection, subject to satisfactory conclusion of negotiations. A presentation to the SWAT Board is required. SWAT reserves the right to request additional information from any prospective design firm at any time during the evaluation and selection process. SWAT reserves the right to negotiate fees, as well as any additional charges.

Demonstration of Products

At the option of SWAT TAC, and as a condition prior to selection, respondents will be required to demonstrate the functionality of the proposed system. The demonstration must be conducted with the products proposed and must be able to demonstrate the functionality as it would be implemented for SWAT. If SWAT TAC elects to have a demonstration, the respondent will be required to do so during a regularly scheduled SWAT TAC meeting. Failure to agree to the demonstration will disqualify the responder. A minimum expectation of respondents to this RFP will be presentation(s) to SWAT. It is understood that any costs for on-site demonstrations shall be the sole responsibility of the respondents.

Submitting Proposals

All RFQ/RFP responses must be submitted via e-mail in a single PDF file (preferred method to save resources) or postal mail to the following address:

E-Mail (preferred): lbobadilla@sanramon.ca.gov

Postal Address:

City of San Ramon
Transportation Division
Attn: Lisa Bobadilla
7000 Bollinger Canyon Road
San Ramon, CA 94583
(925) 973-2651

The deadline for the submittal is **May 6, 2021 at 5:00 p.m.**, Pacific Time. Submittals received after the deadline will not be accepted. Proposals submitted via e-mail will be acknowledged within one business day.

CONTRACTOR SELECTION SCHEDULE The successful Contractor shall be selected based on a combination of relevant experience, qualifications and the cost proposal.

Milestone	Date
Release RFP/RFQ	April 6, 2021
Proposals Due	May 6, 2021 at 5:00 p.m.
Interview Firms (if necessary)	Week of May 17, 2021
Approval of Selected Firm	July 2021

Issuance of the RFP does not commit SWAT to award a contract, to pay any costs incurred in preparation of the proposals in response to this request. SWAT reserves the right to reject any and all proposals, in whole or in part, to waive any formalities, and to re-advertise or to discontinue this process without any prejudice. Disadvantaged Business Enterprises are encouraged to submit proposals and will not be subject to discrimination based on race, sex or national origin.

PAYMENT FOR SERVICES

Initial payment will include services for the SWAT website design for continuous operation 24 hours a day, 7 days a week, featuring Web interface options that can accommodate individuals with disabilities in accordance with the Americans with Disabilities Act (ADA). See rules and an example at: <http://www.ada.gov/websites2.htm> and must include a sub-page section for the LPMC and another subsection for LFFA where LPMC and LFFA related documents will be housed similar to SWAT.

Upon completing the SWAT website design, etc., the service contract is a twenty-four-month period. The Contractor shall be paid for services rendered and invoiced each month, unless otherwise agreed upon between SWAT and the Firm. Proposers are expected to estimate the price for services per year and complete Form B: Pricing Summary.

TERMS OF CONTRACT

The contract would be valid for twenty-four months (July 2021 through June 2023), to align with the fiscal year), with the ability to allow for two (2) one-year extensions, for the service contract, upon mutual agreement of SWAT and the Contractor.

INSURANCE COVERAGE

The selected Contractor shall be required to procure and maintain automobile liability of \$300,000 or greater for each occurrence and \$100,000 or greater per person for bodily injury and property damage. If the Contractor hires any employees, Worker's Compensation as required by the State of California, and Employers' Liability Insurance, one million dollars (\$1,000,000) per accident for bodily injury or disease.

RESPONSE FORMAT

All submittals shall include the following information:

1. **Form “A” – Applicant Information:** Please complete all fields listed in Form “A” describing information about the Contractor.
2. **Form “B” – Price Summary:** Please complete all fields listed in Form “B.” The price summary shall include an estimate of the cost for services. It should also include a fee scale or hourly rate for development of additional site functions.
3. **Description of Experience and Qualifications:** Provide a description of your firm’s experience, training and educational and professional background of your firm’s staff. This should include any relevant information in providing professional accounting services for a government entity.
4. **References:** Please provide at least three professional references (past clients or employers) relevant to this type of service.

CONTACT

Any questions on this Request for Qualifications/Request for Proposals (RFQ/RFP) shall be directed to:

Lisa Bobadilla SWAT Administrative Staff

E-Mail: lbobadilla@sanramon.ca.gov

Telephone: (925) 973-2651

FORM A
Applicant Information

Applicant Last Name (if individual is applying)		Applicant First Name		Applicant Middle Name	
Other Names Applicant is known by (if individual is applying)				Applicant Social Security No.	
Applicant Business Name (if a Contractor is applying)					
Applicant Business Representative Name (if Contractor is applying)					
Applicant Address			City		State
					ZIP Code
Phone ()		Fax ()		Mobile ()	
E-Mail Address					

FORM B
Price Summary

Cost Estimate (Total Cost)	\$
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