

## Notice of Request for Proposal

The Akron Metropolitan Area Transportation Study (AMATS) is seeking proposals from interested firms for the strategy, design, and development of an internet website with technical specifications outlined below. Firms should be capable of delivering, installing, and maintaining the website. The cost of the contract is not to exceed \$48,000 and will be completed within nine months of the contract date.

### General Information

AMATS is a governmental entity called a Metropolitan Planning Organization (MPO). MPOs are planning agencies responsible for distributing federal transportation dollars allocated to urbanized areas with a population greater than 50,000.

AMATS currently has a website at the address of [www.amatsplanning.org](http://www.amatsplanning.org). The current website provides information, meeting dates, press releases, interactive maps, documents, and contact information, as well as the AMATS twitter feed and links to several other AMATS social media accounts. As the website has gotten older, some of the functionality has become obsolete and the development and design of a new website is necessary.

The development and design of a new website must emphasize ease of use and navigation. It must reflect the objectives of AMATS and allow for the updating of text and graphics by the agency via a comprehensive user-friendly Content Management System. The password-protected Content Management System will provide a repository for all data, enterprise security, and ease of web site maintenance.

AMATS will consider proposals for planning, designing, and housing its website. AMATS will give preference to proposals that provide consultation on an ongoing basis in both development and maintenance of the website.

Current site content and links may be viewed as a starting point. New navigation, links, images, artwork, and copywriting will be needed for this update.

Firms interested in being considered for selection should respond by submitting an **electronic copy** to the following address **by 4:30 PM on Friday, March 10, 2023**.

Heather Davis Reidl  
1 Cascade Plaza Suite 1300  
Akron, OH 44308  
[hreidl@akronohio.gov](mailto:hreidl@akronohio.gov)  
330-375-2436 ext. 4434

Responses received after the close of business on the specified due date will not be considered.

## **Scope of Work**

Develop and design a website that allows AMATS staff the flexibility to update and edit its website on an ongoing basis. Website development must include the following items and should be reflected in the Project Approach (under Response Content below). If the consultant proposes to exclude any of these items, a reasonable alternative and a clear justification for modification should be provided:

Consultation	Updateable calendar feature
Detailed site architecture	Photography capabilities
HTML Production	Copywriting/editing capabilities
Graphic Design	Royalty-free images (if using stock or other)
Content Management Software	Press Release repository
Content Management Software Training	Searchable document database
Javascript capabilities	Search engine optimization
Multimedia capabilities	Mobile site development
Translation capabilities	ADA Compliance/Section 508
Analytics	Security

### **Additional Scope of Work:**

- Work sessions with AMATS staff
- Data migration from previous site
- Website hosting
- Mobile site development

The delivered product to AMATS will be non-proprietary and royalty free. AMATS will own all code written by developer (unless otherwise specified) during the development process. Developer may retain the rights to all custom software code developed during this process.

AMATS, as an Equal Opportunity Employer, requires all consultants to affirm that they agree to abide by any and all applicable equal employment opportunity laws, whether state or federal. Consultants agree not to discriminate against any employee or applicant for employment because of race, color, religion, age, creed, sex, sexual orientation or national origin, and agree to take affirmative action so that applicants are employed and that employees are treated during employment without regard for their race, color, religion, age, creed, sex, sexual orientation 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. Consultants further agree that they will insert the foregoing provision in all subcontracts in connection with services provided. Consultants further agree to comply with all requirements of Title VI of the Civil Rights Act of 1964, 42 U.S.C. § 2000d et seq., 49 C.F.R. Part 21.

## **Selection Procedures**

The completeness and content of the Response will be the basis for the initial evaluation. Further information, including the interview of one or more of the Consultants, may serve in the final selection of the Consultant.

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## **General Information and Requirements**

**Rejection of Qualifications:** AMATS reserves the right to reject any and all responses received as a result of this RFP. Failure to provide all requested information in the format stated below may serve as cause for rejection of the response.

**Consultant Responsibilities:** The Consultant shall be capable of providing all professional services as described under the Scope of Work and to maintain those capabilities while retained by AMATS. Exclusion of any service required under the Scope of Work may serve as cause for rejection of the proposal or the termination of the contract.

**Contract:** A formal contract will be entered into with the selected Consultant. This RFP shall become an attachment, and made a part of, the formal contract.

**Content Requirements:** Instructions for Submitting a response to the RFP:

1. Provide the information requested in the Response Content (below), accompanied by a letter signed by an officer of the firm. Do not send additional forms, resumes, brochures, or other material.
2. Response shall be limited to ten (10) 8½" x 11" single sided pages (including cover letter) plus two (2) pages for the Project Approach (listed below under Response Content).
3. Please adhere to the following requirements in preparing and binding:
  - a. Use a minimum font size of 10-point and maintain margins of 1" on all four sides.
  - b. Page numbers must be centered at the bottom of each page.
  - c. Use 8½" x 11" paper only.
  - d. Bind letters of interest by stapling at the upper left-hand corner only. Do not utilize any other binding system.
  - e. Do not use tabbed inserts or other features that may interfere with machine copying.
4. Responses not adhering to the above instructions are subject to a deduction in the ranking system.

## Response Content

1. **Project Approach** - Provide a description of your project approach. Describe why your company is a good fit for this project. Describe your approach to working with the AMATS Team to develop the new website, as well as the maintenance of the new site. Include discussion of technical specifications. Identify any innovative ideas and any other relevant information concerning your company's qualifications for the project. (two-page maximum). Scoring will take into consideration the creativity, presentation, and functionality of the end design.
2. **Project Team, Capacity of Staff and Facilities to Perform Work** –
  - a. List the project team, their role as it pertains to this project, and relevant experience. Identify primary point(s) of contact.
  - b. Describe staff capacity to perform the website redesign in a timely manner. Describe ability of staff to maintain website after development.
  - c. Please include an organizational chart including names, titles, roles, total years' experience, and years with the company.
3. **Consultant's Past Performance on Similar Projects** - Provide up to three key projects to serve as examples of similar projects completed by the consultant within the last five years. Include reference names with phone numbers and indicate if any of the proposed project team members worked on these key projects.
4. **Budget and Timeline** – Please provide a detailed explanation of the expected timeline with major tasks and milestones. Include a breakdown of budget details to complete the website redesign. Address your company's cost containment practices.

Items 2 and 3 must be included within the 10-page body of the Response. Remaining space within the ten (10) pages may be utilized to provide personnel resumes or additional information concerning general qualifications.

AMATS reserves the right to reject any and/or all proposals and to select the proposal that best meets the selection criteria. Selection criteria will be based on creativity of design, availability of consultation with both development and maintenance of the website, and technical expertise.

**Quality Based Consultant Selection Process  
Rating Form**

<b>Criteria</b>	<b>Maximum Score</b>	<b>Score</b>
Project Approach	20	
Project Team & Capacity of Staff	10	
Consultant's Past Performance	10	
Budget & Timeline	5	
Quality of Proposal/Response in Conformance	5	
<b>Total Score</b>	50 points total	