REQUEST FOR PROPOSALS
Website Design Services

BACKGROUND
The Mid-Ohio Regional Planning Commission (MORPC) is requesting proposals from interested and qualified firms to perform website design services.

MORPC is a voluntary association of local government communities in the 12 county central Ohio area. Our organization strives to enhance the quality of life and competitive advantages of central Ohio by working through local governments and other constituents. A catalyst for change, evidence of MORPC’s work is seen every day through planning, programming and services in the areas of housing, transportation, water, land use, economic development, environment, public policy and technology. We assist our local government members by providing innovative solutions for the many challenges facing our growing region.

The MORPC website is regarded as the front door to the organization. We view the website as an engaging vehicle to educate our members, potential new members and the community about regional issues and projects. Since 1996, MORPC has operated and maintained a website, www.morpc.org, to keep members, stakeholders, community leaders and the general public aware of and involved with MORPC’s work. Together, MORPC’s Public Affairs and Information Technology teams work together to keep the website a dynamic, relevant and important component of MORPC’s overall public relations strategy.

MORPC is aimed at increasing engagement of members, the central Ohio regional community, policymakers, and other audiences. In order to achieve this goal, MORPC would like to develop a new website that allows for community discussion and collaboration; provides the website in other languages; conveys how MORPC is relevant and valuable to the region; enhances member satisfaction; employs the latest technologies in web design; and allows for a simple updating.

Firms interested in being considered must submit three (3) printed copies of the proposal and one (1) in the form of a compact disc or jump drive in a PDF format. Proposals will be received by MORPC until 5:00 p.m. on Wednesday, January 30, 2013.

Submit Proposals to:
Sarah Criss McQuaide
Online Communications Specialist
Mid-Ohio Regional Planning Commission
111 Liberty Street, Suite 100
Columbus, OH 43215

Proposals must arrive in the MORPC offices prior to the due date and time. Firms submitting proposals should take this into account when choosing a mail carrier. Facsimile submissions will not be accepted.

All questions must be submitted in writing and should be submitted via mail or email to scriss@morpc.org. No answers will be given over the phone. Written answers, including any
amendments to the proposal if necessary will be posted on MORPC’s website. Responses to questions will be posted at http://www.morpc.org/info_center/rfps_rfqs/rfps_rfqs.asp.

Neither MORPC nor any member agency of the Evaluation Committee shall be liable for any costs incurred by the respondent in response to this proposal, or any costs incurred in connection with any discussions, correspondence or attendance at interviews or negotiation sessions.

All materials submitted in response to this proposal shall become the property of MORPC and may be returned only at MORPC’s option.

All materials received shall be considered public information and shall be open to public inspection.

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I. OVERVIEW

This is a Request for Proposals (RFP) to provide web development and maintenance services for the Mid-Ohio Regional Planning Commission (MORPC), Columbus, Ohio.

After evaluating the proposals, MORPC will rank the respondents for each scope of service from most qualified to least qualified, then attempt to successfully negotiate a detailed scope of services and price with the respondent deemed most qualified. If MORPC is unable to successfully negotiate a detailed scope of services and price with the respondent deemed most qualified, MORPC will then attempt to successfully negotiate a detailed scope of services and price with the respondent deemed next best qualified, and so on.

MORPC reserves the right to reject all respondents and not enter into an agreement with any respondent.

II. SCOPE OF SERVICES

Purpose:
MORPC needs a complete redesign of the www.morpc.org website to provide a better tool and resource for members and the central Ohio community. The new website will be easy for our audience to navigate, with a fresh look consistent with MORPC’s brand, and user-friendly maintenance.

Expectations:

A. MORPC’s website will be redesigned using content supplied by MORPC including downloadable files and text, to incorporate the desires of members, funders, stakeholders and MORPC’s Web Design Planning Committee. The web designer will work closely with MORPC’s Web Design Planning Committee to incorporate MORPC branding into the design of the website.

B. The new website will be designed using our Content Management System (CMS), Percussion CM1. Please see Appendix A for details on this software.

C. The new website will be easy to navigate, with a comprehensive site index, and a consistent look and feel to all sections, pages and websites. A fresh, cohesive graphics design including the layout and color scheme will coordinate with MORPC’s established brand and style. This will extend to all aspects of the website, including site navigation tools such as buttons, menu bars, icons and tabs.

D. The new website will be compatible with most browsers, especially Firefox, Safari, Explorer and Chrome.

E. The new website will contain a language translator on every page.

F. The new website will be federal 508 accessibility compliant.

G. The new website will have a search feature on every page that yields results with relevant links from within the website.

H. The new website will be interactive, with the ability to house dynamic content, RSS feeds, blogs, streaming video and audio.
I. The new website will have the ability to be viewed on a variety of devices and screen sizes, including tablets and smart phones.

J. Overall site design will be documented including a site map, file layout and structure, file relationships and hierarchy. Any code routines and scripts written will be documented as to their purpose and use.

K. The new website will have linked “buttons” or logos on every page for MORPC’s social media accounts including Facebook, Twitter, Google+, Flickr and Vimeo. The website will have the ability to house a live feed for these accounts.

L. The new website will be integrated with our e-newsletter service, MailChimp, so visitors may easily sign up for newsletters using a prominently displayed signup form.

M. The new website will include a features section on the homepage highlighting MORPC’s latest and most important information.

N. The new website will have a “Members Only” section which only MORPC Board Members can access to view important resources relative to their position as Board Member.

O. The new website will have a new and improved calendaring system to display MORPC events in a visually appealing way.

P. The new website will have search engine optimization (SEO) capability.

Q. A functional test site will be available throughout the process so MORPC’s Web Design Planning Committee may test the new site and its features.

R. The web design and content will be the property of MORPC.

S. If a proposed CMS is a commercially available product, the license will be owned by MORPC.

T. Both the web design and CMS will be available for two or more servers to create a high availability and staging area. This will allow us to make changes and upgrades to the existing system without interfering or stopping the services needed to keep our website running. This will also allow MORPC to have a high availability system to keep the system running even if one of the systems encounters a problem.

U. The selected firm will train selected MORPC staff on any tools for management and use of the site. They will show the process for updating web pages and templates.

V. The selected firm will make up to two presentations of the test site and final website to MORPC’s leadership staff team and executive board members.

IV. PROPOSAL GUIDELINES

Format:
The proposal must include the following items in the following order. Failure of the proposal to respond to a specific requirement may be a basis for elimination from consideration during the comparative evaluation. MORPC reserves the right to accept or reject any or all proposals.
Each respondent shall submit a formal proposal not to exceed (15) 8.5” x 11” pages (excluding tabs, dividers, etc.) and shall contain the following sections:

A. TRANSMITTAL/COVER LETTER

The cover letter shall be signed by a representative authorized to legally bind the firm, and include:

- Name, telephone number, and e-mail address of a contact person with authority to answer questions regarding the proposal (ideally the day-to-day project manager for this work);
- Identification of the firm as a corporation or other legal entity; and
- In general describe the approach to meeting the expectations in the Scope of Services section.

The letter shall state that the submitter is presently not debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any federal or state agency.

B. ORGANIZATION, PERSONNEL, EXPERIENCE & PROJECT MANAGEMENT

Specific background information on key individuals who are anticipated to be assigned to the project should be included, most notably the project manager. Identify the location of the office where the majority of the work is to be performed. This section shall also provide an overview of each key personnel working on the project and show their relationship to the firm and their affiliations. Identify any diversity and inclusion efforts the respondent is taking or will take. Listed below is information that is also required at the time of your proposal submission:

- Include any additional descriptive literature or information, that is relevant to the specification and/or services proposed, that indicate unique qualifications particular competence in this field of expertise, technical capabilities, proprietary techniques, or special resources.
- Identify any subcontracting that your firm will be using for the work, and detailed information for each subcontractor including name, location, scope of services, history of working with that firm, and contact information.
- Provide a listing of public sector recruitments that have been performed by the firm over the past three (3) years including the name of the candidate and the organization and contact information for which the candidate was placed.

C. REFERENCES

Each respondent shall provide a minimum of three (3) references for services comparable to each Scope of Services for which the respondent is furnishing a proposal. Include the reference’s name, address, project owner’s representative, title, phone number, time period when services were rendered, and description of services rendered.
D. PREVIEW

Each respondent shall provide a general design layout for the www.morpc.org homepage that will give the Web Design Planning Committee an idea of what it could look like. This should be included in the proposal in the form of a sketch or an online mockup.

E. TIMELINE

Each respondent shall provide an estimated project timeline.

F. COST

Each respondent shall provide an estimated project cost. Respondents must disclose all additional rates that may apply for additional functionality programming or post-project maintenance including non-routine services, labor, line items, subcontractors, software licensing and any other applicable visual communication or graphic design charges. Specifics should be provided as to definitions of routine versus non-routine tasks, what is fixed as opposed to variable, and how costs are adjusted according to that classification.

**Evaluation Criteria:**

The evaluation criteria are as follows:

A. QUALITY & ADEQUACY OF RESPONSE
   - Completeness and thoroughness
   - Responsiveness to terms and conditions
   - Overall impression

B. ORGANIZATIONS, PERSONNEL, EXPERIENCE AND PROJECT MANAGEMENT
   - Qualifications and experience of proposed personnel, including project manager
   - Experience working with similar organizations or public sector entities
   - Successful placement experience
   - Understanding MORPC's Mission

C. REFERENCES
   - Ability to maintain schedule
   - Communication/cooperation
   - Ability to control costs/meet budgets
   - Overall Impression

D. CAPACITY
   - Ability to meet the Scope of Services
   - Ability to meet project timeline and critical needs that were not anticipated or result from an emergency
   - Ability to work cooperatively and closely with the MORPC website team

E. CAPABILITY
   - Ability to work with Microsoft Office, Adobe Creative Suite and HTML files
   - Ability to exercise creativity in the website design within the parameters of MOPRC standards and brand
Ability to incorporate and ensure interactive tools and elements to the website.

F. EXPERIENCE
- Past performance providing services similar to the work identified in the Scope of Services
- Past performance working with clients similar to MORPC
- Samples of past products similar to those described in the Scope of Services
- References that can speak to past performance

G. EXPERTISE
- Assignment of individuals with specific knowledge, education, training, and experience to carry out the work identified in the Scope of Services
- Professional association memberships and other affiliations that reflect the Service Provider’s commitment to best practices for communications website design and graphic design functionality

H. FEES, PRICING & ADHERENCE TO BUDGET
- Ability to summarize, present and adhere to fees and product pricing that is approved by MORPC
- Ability to work within MORPC budgetary guidelines for any and all productions and publications

Evaluation Committee:
MORPC’s Evaluation Committee will conduct the evaluation of proposals and reserves the right to reject any and all proposals in whole or in part received in response to this request. The Evaluation Committee may waive minor defects which are not material when no prejudice will result to the rights of any other respondents or to the public.

Clarification Interviews:
At MORPC’s option, the respondent may be required to answer questions about the proposal. The purpose of the interview is to provide clarification of information presented in the proposal. If interviews are necessary, MORPC will contact the respondent’s authorized representative to schedule the time, date, and method of interview (e.g. in-person presentation or conference call). If in-person interviews are requested, the respondent must comply at no cost or obligation to MORPC. A respondent’s refusal to make a presentation as described shall result in the respondent being rejected from consideration for the project.

Selection and Negotiations:
Based on the evaluation of the proposals, MORPC will attempt to negotiate a contract with the respondent deemed most qualified for the Scope of Services. If negotiation with the highest ranked respondent fails to result in a mutually acceptable agreement, MORPC will notify that firm in writing of the termination of negotiations. The next highest ranked respondent will then be invited to enter into negotiations with MORPC. If negotiations again fail, the same procedure shall be followed, with each next most qualified firm until a contract has been negotiated. If the remaining proposals are considered not to be qualified, the notification and selection processes will be repeated.

Timeframe:
Proposals will be accepted beginning Wednesday, January 9 and no later than 5:00 p.m. ET, Wednesday, January 30. Submit three (3) copies of the proposal along with any company brochures, pamphlets and/or materials indicating the firm’s qualifications to:
MORPC will notify respondents selected for interviews by Wednesday, February 6 and will begin the interviewing process by Monday, February 11. Negotiation and execution of contract with the successful respondent shall be completed no later than Wednesday, February 20.

V. TERMS & CONDITIONS

Evaluation of Proposal Compliance with Specifications
Understanding that no respondent may completely meet all requirements of the specifications, MORPC reserves the sole right to determine whether a proposal substantially complies with the specifications.

Modification and/or Withdrawal of Proposals
Modifications of a submitted proposals must be received by the designated due date specified.

MORPC’s Discretion
Each respondent acknowledges that MORPC will use its discretion and judgment in making the final decision and further acknowledges that no claim by any respondent will arise in any way relating to the exercise of that judgment by MORPC.

By submitting its proposal, each respondent agrees that the MORPC's determination of which respondent is most qualified for a particular Scope of Services shall be final and conclusive, and that if a respondent or any person on its behalf challenges such determination in any legal proceeding, the respondent will indemnify and hold MORPC and its employees and agents harmless from any claims included or related to such legal proceeding, whether or not proven, and from legal fees and expenses incurred by the MORPC, its employees, or agents that arise out of or are related to such challenge.

Compensation
Payment by MORPC for the services will only be made after the services have been performed, an itemized billing statement is submitted in the form specified by MORPC and approved by the appropriate MORPC representative, which shall specifically set forth the services performed, the name of the person performing such services, the hourly labor charge rate for such person and/or the monthly retainer fee for any and all services. Payment shall be made on a monthly basis within thirty (30) days after receipt of such billing statement.

MORPC STATEMENTS ON DIVERSITY & INCLUSION

Equal Opportunity
The selected respondent agrees that it will not discriminate against any employee, applicant for employment, or sub-contractor and that it will take affirmative action to insure that employees, applicants and sub-contractors are treated equally during employment without regard to race, color, creed, religion, ancestry, national origin, sex, disability or other handicap, age, marital/familial status, veteran status or status with regard to public assistance.

Disadvantaged Enterprises
Disadvantaged Enterprises shall have the maximum opportunity to participate in the performance of contracts financed under this solicitation. In this regard, all respondents shall take all necessary and reasonable steps to ensure that disadvantaged enterprises have the maximum opportunity to compete for and perform any subcontracts. Also, proposing firms are encouraged to notify MORPC if they meet one of the disadvantage vendor designations.
MORPC’s new website will be designed using our Content Management System (CMS), Percussion CM1.

**Percussion CM1 Software Capabilities:**

**Updates**
- Every 7 weeks patches and upgrades are sent out for search engine optimization (SEO), new features and bugs to keep the system running efficiently for best use and access to latest features

**Support**
- During the install and initial site building a team of technical and project management personnel will be available to help release the site on a scheduled timeframe
- Software support of phone and email will be available for issues for the duration of the support and maintenance contract

**Usability**
- Intuitive, web-based interface, designed for non-technical users with easy to learn, drag and drop, point and click functionality
- Mobile support with responsive design for outside users
- Google Analytics integration
- SEO audit

**Design, Content and Editing**
- Simple editing and creation of templates using standard web design (CSS, HTML)
- Visual, drag and drop navigation builder with one-click page creation
- Switch page template any time
- Ability to convert any webpage to a template
- Content and interactive functions can be easily placed into the layout
- Easy edit with no html or CSS skills needed
- Websafe copy editor with Microsoft Word compatibility and spell check
- Code Insertion Points for projects such as DataSource and other interactive custom code
- Supports images, movies, audio, flash, galleries and third party sharing sites (e.g. YouTube)
- Share and re-use content within and across sites
- Edit once, update everywhere
- Bulk upload of content and files
- Integrated blogging, web forms
- Ability to create secure sites with password authentication

**Publishing**
- Preview before Publish
- Scheduled Publish and Archive
- Publish to multiple servers (FTP, SFTP)

**Workflow**
- Workflow designer with assigned permissions and notifications

**Multiple-Sites**
- Manage and create multiple sites and domains
- Create mirror sites with copy site feature
- Multi-language support