



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

April 22, 2013

Request for Proposals No. 2013- 003

**Web Redesign and Development Services
for the Bay Area Air Quality Management District Website**

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SECTION I – SUMMARY

The Bay Area Air Quality Management District (hereinafter referred to as the “Air District”) is requesting proposals from all qualified consultants to assist with the re-architecture, redesign and rebuild of the current Air District website, www.baaqmd.gov, as detailed within this RFP. The contract will include the requirements identified in this RFP. Deliverables will be further defined and agreed upon in subsequent task orders. The selected vendor will work closely and in collaboration with the Air District management and staff, and under the direction of the Executive Project Manager.

Proposals must address all information required in this RFP. Local businesses, minority-owned business enterprises, women-owned business enterprises, veteran-owned business enterprises, and Certified Green Businesses are encouraged to submit proposals.

The goal of the project is to extend the Air District's online services through the implementation of a redeveloped public-facing website that provides a creative, compelling, engaging, and consistent design. Currently, the Air District uses a web content management system (CMS), Sitecore, which allows staff to create, edit, and publish content on Air District website(s). The selected vendor shall have Sitecore expertise, and provide strategy and structural improvements to enhance the functionality and usability of the Air District's Sitecore implementation. More detailed project objectives include the following:

- Reorganization of the information architecture to improve site navigation and usability. This includes redevelopment of the strategies and methods for providing a fully functional and streamlined user experience.
- Implementation of a new user interface design and page templates that promote engagement, ease of navigation, and consistency.
- Improved standardization of content and management to promote web standards, accessibility, multi-browser compatibility, printer-friendly views, and multi-device compatibility.
- Implementation of new features/components including, but not limited to, prioritized content and content tagging, community specific portal pages, microsites, geospatial mapping interfaces, social media integration, improved multimedia integration and syndication, and other site features as identified through project execution.
- Integration of entry points to online, public-facing business systems into the navigation scheme to improve access through the Air District website. These include online systems for permitting and compliance activities, public complaints, grants and incentives, asbestos renovation and demolition, and others currently under development or planned for future deployments.
- Improved performance to minimize response times for uploading and downloading content.
- Implementation of a streamlined content editing, approval and publishing experience for site editors.

The re-architecture, redesign, rebuild, and successful deployment of the new www.baaqmd.gov website should be completed prior to July 1, 2014.

To respond to this Request for Proposals (RFP), an interested company should submit one electronic copy on thumb drive plus six (6) complete copies of the proposal in a sealed envelope to:

Mailing Address:
Tom Flannigan, Administrative Analyst
Bay Area Air Quality Management District
939 Ellis Street San Francisco, CA 94109

Email Address:
tflannigan@baaqmd.gov

Proposals must be received at the Air District offices at

939 Ellis Street, San Francisco, California, 94109 by 12:30 pm on May 2, 2013.

Late proposals will not be considered.

Proposals must address all information requested in this RFP. A proposal may add information not requested in this RFP, but the information should be in addition to, not instead of, the requested information and format. Minority business enterprises, women's business enterprises, veteran's business enterprises, and Certified Green Businesses are encouraged to submit proposals. **Any questions regarding this RFP should be directed to Tom Flannigan at: tflannigan@baaqmd.gov.**

SECTION II – BACKGROUND

1. Air District Overview

The Bay Area Air Quality Management District was created by the California Legislature in 1955 as the first regional agency to deal with air pollution in California. The Air District jurisdiction includes Alameda, Contra Costa, Marin, Napa, Santa Clara, San Francisco, San Mateo, southwestern Solano and southern Sonoma counties. The Air District is governed by a 22-member Board of Directors, consisting of elected officials, including county supervisors, mayors, and city council members. The Chief Executive Officer of the Air District is the Air Pollution Control Officer, a position currently held by Jack Broadbent.

Air quality in the Bay Area has improved dramatically since the late 1960s, due in large part to the success of the Air District's industrial program and California's strict tail-pipe emission standards. However, the region still experiences excesses of the federal ozone (smog) and particulate standards, and continues to exceed the more stringent health-based California air quality standards.

2. Current Air District website

The Air District website, www.baaqmd.gov, benefits and serves the general population in the nine county district of the San Francisco Bay Area, with a population estimated at just over seven million. The website currently receives roughly 150,000 unique visitors per year, approximately 90% of which are from within California. The Air District works to ensure that the website provides San Francisco Bay Area residents and businesses with the ability to access up-to-date information and perform actions such as (1) looking up the current air quality status, (2) finding out the latest air quality news, (3) filing a complaint (odor, visible pollution, wood smoke, or smoking vehicle), (4) obtaining forms and information for permitting and compliance, (5) submitting and tracking grant applications, (6) learning about community meetings and workshops, (7) obtaining forms that may apply to contractors and homeowners (such as those related to asbestos), and much more.

The website also provides a wide range of information and assistance for other visitors, including businesses, representatives from the media, students and faculty from academic institutions, and regulatory agencies. The website is also used extensively by many Air District employees as a source of information and reference in their day-to-day work.

The Air District website has been an important online air quality resource for residents in the San Francisco Bay Area since April 1997. At that time, the Air District had a static website with very limited content management tools. The Air District performed extensive redesign of the website from 2007 to

2009, during which time the Air District website was redesigned and rebuilt from the ground up. It was re-launched in June 2009. This redesign effort made the website more user-friendly and allowed users to obtain air quality information, check for upcoming community meetings, access alert notifications, watch board meeting broadcasts, and download forms and documents.

The 2007-2009 redesign project involved the selection of a CMS and extensive backend development which included the creation of new tools and applications. The redesign also involved the migration of the majority of our content into the new CMS, Sitecore, and the launch of the new site. Features included a dynamic site-wide alert system, widgets, webcasts, public feedback opportunities, integrated social-sharing tools, and targeted portals for easier access to information. The current navigation system incorporates the use of three targeted portals to direct internet visitors to relevant content.

The Air District supports the management of multiple websites from a single administrative interface, enabling cross-site components and providing access to a technology platform that allows for future functionality enhancements. The dynamic and database-driven foundation of the website enables the Air District to automatically repurpose content into multiple formats for the goal of increasing both the usability of the website and the relevance of content.

The Air District currently maintains development, staging and production environments for the website through a remote hosting service. The majority of the Air District's other information technology assets are hosted onsite at the Air District office located at 939 Ellis Street in San Francisco, CA.

SECTION III – SCOPE OF SERVICES

This section outlines the scope of services for all proposals. For all deliverables, the vendor will work closely with the Air District staff and report directly to the Executive Project Manager.

1. *Discovery*

- Conduct Content Editor Interviews and Visitor focus groups to complete audience, market and website research in order to assess functionality, accessibility, and ease of use for the different audiences
- Leverage Air District's Assessment (Appendix B) to create website plan that includes, but is not limited to: audience analysis, website usage and task analysis, content practices, functional improvements, structural upgrades, website metrics, and a review of website statistics
- Conduct staff interviews to gain familiarity with Air District goals and responsibilities, information architecture, developing required business applications, and related technical requirements.
- Assess requirements and sources of data for geospatial mapping of emissions data, permitted facilities, air monitoring data, and grants and incentives data

2. *Website Planning*

- Ensure all existing functionality present on the Air District website is maintained, except where directed by Air District
- Develop a plan for the reorganization and restructure of site information architecture and corresponding CMS architecture. Plan should include development of structure analyses, sitemaps, page grids, and navigation system(s)
- Conduct technical component analyses, including Identification and prioritization of goals for improving and expanding other site components. Site functionality and components in need of improvement include areas such as data access, analysis tools, electronic submission and e-commerce tools, secure access areas, accessibility and general website functionality

3. Content Strategy

- Utilize industry standards to develop content generation, management, approval, and publishing strategies and guidelines
- Use and implement content analysis tools to refine site content for readability, required educational level for comprehension, clarity, and other content-related factors
- Define which content from archives needs to be migrated over and which content needs to be newly created and entered into the site
- Develop a content maintenance plan that includes strategies and guidelines for improving the overall quality of the information on the website by eliminating inaccurate and redundant content on an ongoing basis
- Define a plan for the creation of new content and the reorganization and migration of existing content from the existing site to the new site, including a schedule and required resources
- Requirements:
 - Enable a printer friendly format without extensive graphics, to provide ease of viewing, printing, and downloading
 - Standards Compliance Checking: Adhere to W3C code standards and Section 508/WAI (WCAG 2.0) accessibility compliance
 - ADA: Air District must provide the same level of service to individuals with visual, hearing, motor, or cognitive disability that we do to the general public. Must include the utilization of W3C/WAI Web Content Accessibility Guidelines (WCAG 2.0)
 - Proposals and strategy to address site scalability to allow for adaptation to changes in technology (e.g. browsers, platforms and mobile devices)
 - Navigation must be clearly visible and intuitive and accessible to people with disabilities

4. Design

- Develop a creative brief that includes the following:

- Core site design concept
- Detailed content and design style guides
- Design recommendations (including upgrades, mobile device strategy)
- Navigation and site structure
- Design that is responsive to standard, alternative and mobile displays
- Provide new site diagram, annotated wireframes and navigation map
- Provide designs for a new homepages, interior templates and critical design pieces (as defined in the discovery and planning activities)
- Design portal pages and components for navigation to online applications
- Requirements:
 - Design must provide improved accessibility, usability, visual appeal, functionality and ease of incorporating future website features
 - Design must translate easily into page templates as well as customized pages and component layouts as needed
 - Design must encourage visitors to move deeper and more easily into the site
 - Create a standardized format and enhanced graphical look for all pages, establishing a unified theme throughout the Air District's website
 - Design and coding for the template(s) to be used on interior pages of the site must include CSS styles for elements such as fonts, colors, headings, data tables, links, navigational elements, search elements, and lists

5. Content Migration

- In collaboration with the Air District, manage the migration of content from the old site to the new site following the content migration plan agreed upon

6. Development & Implementation

- Implement new design, including:
 - Homepage
 - Interior page templates
 - Site navigation and major blocks of the website
 - Critical components as identified through discovery and design process.
- Build designed templates into CMS
- Implement proposed content prioritization and automated approval work flows
- Implement new components and features, including:
 - Community-Specific Content and Pages: Ability of users from different communities to engage with content that relates specifically to their local community. Community

pages will be designed to encourage interactivity and social sharing among community members.

- Microsites: Create three translated/localized microsites, including language-specific imagery and content. Assist with the selection and implementation of a Sitecore compatible translation platform to handle translation entry by connecting the Air District CMS to translation provider(s). Languages include: Spanish, Chinese, and one additional language, which will be determined by the Air District at a later date
- Tagging and Prioritized Content Functionality: Implement functionality on key sitemap pages that allows popular content to bubble to the top of the page, allowing users to decide content on key pages
- Improved site functionality and components such as data access, analysis tools, electronic submission and e-commerce tools, secure access areas, accessibility and general website functionality
- Public facing interactive layered data geo-mapping interface (Requirements will be defined by Air District Division management and staff based on discovery)
- Development details will be determined by the vendor in collaboration with Air District and the Executive Project Manager based on outcome of discovery, planning, roadmap, strategy, and implementation plans.
- Requirements:
 - Compatibility with existing Air District's key systems specified by Air District.
 - Performance: website must provide high-speed upload and download response times for the full range of internet connections used by the average citizen.
 - Integrate and syndicate multimedia assets (e.g. system should support the use of video, images, and audio files in various formats and delivery methods)

7. Quality Assurance & Testing

- Develop a test plan to address usability, functional, load, performance and user acceptance for the new website, include the new features/components.
- Implement software defect management process
- Execute identified test plans and resolve issues

8. Deployment & Training

- Provide internal and external training strategy and plans
- Create a launch plan to include all required steps necessary from all parties to launch the newly built website successfully

- Collaborate with the Air District Division teams and report to the Executive Project Manager to successfully deploy the new site
- Develop and implement a post deployment support plan (including a guarantee to fix and remedy all bugs found during this contract period)

SECTION IV – INSTRUCTIONS TO THE VENDORS

1. General

- 1.1. All proposals must be made in accordance with the conditions of this RFP. Failure to address any of the requirements is grounds for rejection of this proposal
- 1.2. All information should be complete, specific, and concise as possible
- 1.3. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid
- 1.4. The Air District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to May 2, 2013. Please check our website for updates
- 1.5. Proposals shall constitute firm offers. Once submitted, proposals cannot be altered without the written consent of the Air District, but proposals may be withdrawn
- 1.6. The Air District reserves the right to reject any and all proposals
- 1.7. All questions must be in written form and directed to Tom Flannigan and arrive no later than April 5, 2013. All questions will be answered in writing and posted on the Air District RFP webpage one week prior to the due date
- 1.8. The cost for developing the proposal is the responsibility of the vendor, and shall not be chargeable to the Air District
- 1.9. All responses to this RFP become property of the Air District and will be kept confidential until a recommendation for award of a contract has been announced. Thereafter, submittals are subject to public inspection and disclosure under the California Public Records Act. If a respondent believes that any portion of the submittal is exempt from public disclosure, it may mark that portion “confidential.” The Air District will use reasonable means to ensure that such confidential information is safeguarded, but will not be held liable for inadvertent disclosure of the information. Proposals marked “confidential” in their entirety will not be honored, and the Air District will not deny public disclosure of any portion of submittals so marked.

By submitting a proposal with portions marked “confidential,” a respondent represents it has a good faith belief that such portions are exempt from disclosure under the California Public Records Act and agrees to reimburse the Air District for, and to indemnify, defend, and hold harmless the Air District, its officers, employees, and agents, from and against any and all claims, damages, losses, liabilities, suits, judgments, fines, penalties, costs, and expenses, including without limitation, attorneys’ fees, expenses, and court costs of any nature whatsoever, arising from or relating to the Air District’s non-disclosure of any such designated portions of a proposal.

2. Interviews

- 2.1. The Air District, at its option, may interview the vendors. The interviews will be for the purpose of clarifying the proposals.
- 2.2. Submittal of new material at an interview will not be permitted.

3. Pre-Bidders Conference

- 3.1. A pre-Bidders conference will be scheduled at the Air District's office located at 939 Ellis Street, San Francisco, CA 94109 on 04/23/2013 from 10:30 AM to noon. Bidders are encouraged, but not required, to attend.

SECTION V – PROPOSAL FORMAT AND CONTENTS

Submitted proposals must follow the format outlined below and include all requested information. Failure to submit proposals in the required format can result in the proposal being eliminated from evaluation and consideration.

1. Cover Letter

Proposals must include a cover letter signed by an official authorized to solicit business and enter into contracts for the firm with the name, address, and telephone number of the contact person, if different from the signatory.

2. Title Page

Proposals must include a title page that includes the RFP subject, the name of the firm, address, telephone number, name of the contact person, and the date.

3. Table of Contents

Proposals must include a table of contents that clearly identifies the material contained in the proposal by section and page number

4. Executive Summary

Provide a summary of the overall approach to the project, including the objectives and scope of work

5. Company/Firm Information (Section I)

- 5.1. Provide a statement of your firm's background and related experience in providing similar services to governmental organizations. Describe the technical capabilities of the firm
- 5.2. Provide, at a minimum, three (3) references for the projects cited as related experience; references shall include the name, title, address and telephone number of the person(s) at the client organization who is most knowledgeable about the work performed. The vendor may also supply references for other work not cited in this section as related experience
- 5.3. List any sub-vendors that will be used, identifying functions to be performed by them, their

related qualifications and experience and the total number of hours or percentage of time they will spend on the contract. Additional vendors added during the course of the contract require approval by BAAQMD

- 5.4. Provide a general description of the firm's financial condition; identify any conditions (e.g., bankruptcy, pending litigation, planned office closures, impending merger) that may impede the vendor's ability to complete the project. At the District's discretion, proposers who are involved in current or pending bankruptcy proceedings may be rejected
- 5.5. Describe any administrative proceedings, claims, lawsuits, settlements, or other liability exposures pending against your firm

6. Project Approach & Organization (Section II)

- 6.1. Provide a statement detailing your approach to the project, specifically addressing the project objectives stated previously in this document, the Scope of Services, and any other information deemed relevant to the successful conclusion the project within the proposed schedule. The proposed schedule should include project milestones and benchmarks for completing the project

7. Assigned Personnel (Section III)

Provide the following information about the staff to be assigned to the project:

- 7.1. List all key personnel assigned to the project by level, name and location. Provide a description of their background, along with a summary of their experience in providing similar services for governmental agencies, and any specialized expertise they may have. Substitution of project manager or staff will not be permitted without prior written approval of the Air District's Executive Project Manager
- 7.2. Provide a statement of the availability of staff in any local office with requisite qualifications and experience to conduct the requested project
- 7.3. Provide a statement of education and training programs provided to, or required of, the staff identified for participation in the project. Make particular reference to experience dealing with governmental agencies

8. Cost Proposal (Section IV)

- 8.1. The cost proposal must list the fully-burdened hourly rates and the total number of hours estimated for each level of professional and administrative staff to be used to perform the tasks required by this RFP. In addition, costs should be estimated for each of the elements identified in the Scope of Services

9. Retention of Working Papers (Section V)

- 9.1. All working papers are the property of the Air District. Include a statement acknowledging that if your firm is awarded the contract, you will retain project related papers and related reports for a minimum of seven (7) years

10. Conflict of Interest (Section VI)

10.1. Address possible conflicts of interest with other clients affected by clients’ actions performed by the firm on behalf of the Air District. The Air District recognizes prospective vendors may have contracts to perform similar services for other clients. Include a complete list of such clients for the past three (3) years with the type of work performed and the total number of years performing such tasks for each client. The Air District reserves the right to consider the nature and extent of such work in evaluating the proposal

11. Evidence of Ability to Provide Insurance (Section VII)

11.1. Proposers must demonstrate their ability to obtain required insurance with coverage values that meet minimum requirements evidenced by a letter from an underwriter or broker confirming that the Proposer can be insured for the required amounts. This proof shall take the form of the current Certificate of Liability Insurance (COLI) or a letter from Proposer’s insurance agent or broker certifying that such insurance requirements can be obtained. If the certificate does not cover the requirements as specified in the Sample Agreement for Services (Appendix A), verification of availability of required insurance must otherwise be provided.

12. Additional Data (Section VIII)

12.1. Provide other essential data that may assist in the evaluation of the proposal (e.g., green business certification, etc.)

SECTION VI - PROPOSAL SCHEDULE & SUBMISSION GUIDELINES

1. Proposal Schedule

1	RFP RELEASE DATE	03/27/13
2	QUESTIONS DUE (1)	04/05/13
3	PRE-BIDDER’S CONFERENCE; QUESTIONS (2)	04/23/13
4	ANSWERS (1) PROVIDED VIA WEBSITE	04/23/13
5	ANSWERS (2) PROVIDED VIA WEBSITE	04/26/13
6	PROPOSAL SUBMISSION DUE DATE	05/02/13
7	INTERVIEW(S)	TBD
8	SELECTION OF FINALIST(S)	TBD
9	CONTRACT SUBMISSION FOR BOARD CONSIDERATION	TBD
10	COMMENCEMENT OF CONTRACT	TBD

2. **Submission Guidelines**

- 2.1. All proposals must be submitted according to the specifications set forth in this RFP. Failure to adhere to these specifications may be cause for the rejection of the proposal.
- 2.2. Signature – All proposals should be signed by an authorized representative of the vendor.
- 2.3. Due Date – **All proposals are due no later than 12:30 p.m., May 2, 2013**, and should be directed to:

Tom Flannigan, Administrative Analyst
Bay Area Air Quality Management District
939 Ellis Street
San Francisco, CA 94109
Attn: RFP 2013-003

- 2.4. Submittal – **Submit one electronic copy on thumb drive plus six (6) complete copies of the proposal in a sealed envelope.** Plainly mark the upper, left-hand corner with the name and address of the vendor and the RFP number. **Late proposals will not be accepted.** Any correction or re-submission of proposals will not extend the submittal due date.
- 2.5. Addenda – The Air District may modify this RFP and/or issue supplementary information or guidelines relating to the RFP during the proposal preparation period.
- 2.6. Grounds for Rejection – A proposal may be immediately rejected at any time after the deadline, if it is not in the prescribed format, or is not signed by an individual authorized to represent the firm.
- 2.7. Disposition of the Proposals – All responses to this RFP become property of the Air District.
- 2.8. Modification – Once submitted, proposals, including the composition of the contracting team, cannot be altered without prior written consent of the Air District. All proposals shall constitute firm offers valid for ninety (90) days from **May 2, 2013**.

3. **Exceptions/Deviations**

- 3.1. Submittal of a proposal shall be deemed acceptance of all the terms set forth in this RFP and the sample Agreement for Services unless the vendor includes with its proposal, in writing, any exceptions or modifications requested by the vendor to the RFP and sample Agreement. The District will not consider exceptions received after the deadline for the submittal of proposals.
- 3.2. The vendor must have the sample agreement (Appendix A) reviewed by their counsel prior to submitting a proposal, and a redline of any changes must be submitted with the proposal. Any Contractual redlines must be accompanied by a reason as to why the change needs to be made.

SECTION VII – PROPOSAL EVALUATION

A panel of Air District staff will evaluate all proposals. The panel will recommend the selection of the vendor to the Air Pollution Control Officer, who will, in turn, make a recommendation to the Air District Board of Directors. The Air District Board of Directors must approve the contract to carry out the work described in this RFP.

Proposals will be evaluated on the following criteria:

Category	Description	Percent
Organization Background	Financial size and stability	15
Expertise	Organization and its proposed resources have proven success delivering web and Sitecore expertise that will meet project objectives; Accomplishments will include similar scope of work for government or public agencies	35
Approach	Proposal addresses project requirements, reflects a clear understanding of meeting the project and agency objectives	35
Cost	Proposal optimizes personnel cost effectiveness, expertise and allocation	10
Firm's Specialty Focus Area	Minority-owned, veteran-owned, women-owned, Certified Green, or local business designations	5

APPENDIX A – SAMPLE AGREEMENT

APPENDIX B – WEBSITE ASSESSMENT