

# **Request for Proposals to Provide Website Redesign, Development and Support**

**Consultant Services Solicited by the Olympic Region Clean Air Agency**

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Submissions Due: June 3, 2022

Submit Proposals to:

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[www.orcaa.org](http://www.orcaa.org)

# **Request for Proposals to Provide Website Redesign/Development and Support**

## **I. REQUEST**

Olympic Region Clean Air Agency (ORCAA) is requesting proposals from qualified firms to redesign/redevelop the agency's website, [www.orcaa.org](http://www.orcaa.org) using WordPress or comparable Content Management System (CMS), as well as provide training and ongoing technical support as needed. (Note: At this time, ORCAA has identified WordPress for the platform; however, we are willing to look at similar, open-source tools. It must be well-supported and have a successful track record and high adoption rate with similar organizations.)

The budget for the website redesign/redevelopment project is not to exceed \$25,000. Submittals must be received at the ORCAA office by **4 p.m., Friday, June 3, 2022.**

ORCAA promotes equal employment opportunity in the evaluation of any proposal and in the award of any resultant contract. ORCAA's work program complies with applicable federal, state, and local laws, regulations, and procedures.

Respondents to this Request for Proposal (RFP) should describe their approach for redesigning and redeveloping the website and provide information on how the project would be phased and managed. Respondents should provide information and pricing for ongoing technical support outside the scope of this website redesign development project. Respondents should include examples of websites they have built that are similar in scope to this project and a description of relevant experience of the key personnel who will work on the ORCAA project. Respondents shall make note of any website functionality items or support services identified in this document that exceed the budget and provide a cost estimate.

The schedule for deliverables supporting the proposed scope of services should reflect the completion dates presented in Section IV (Project Schedule). Specific details on proposal content format are described in Section VII (Procurement Terms and Conditions).

## **II. BACKGROUND**

Olympic Region Clean Air Agency is a local government agency based in Olympia, Washington. Our agency is responsible for administering federal, state, and local air quality regulations. Our key functions include air quality permitting, compliance and enforcement, air quality monitoring and forecasting, and public education and outreach. Our service area includes the six counties on the Olympic Peninsula – Clallam, Grays Harbor, Jefferson, Mason, Pacific, and Thurston. ORCAA currently has 16 employees (FTE).

ORCAA's website is one of the organization's key communication and outreach tools. Currently, an outdated website is in use and hosted on an internal agency server. The current website was

redeveloped by ORCAA staff in 2015 on a WordPress platform. The site's base WordPress Theme is now degraded and no longer supported by the developer.

### **III. PROPOSED SCOPE OF WORK**

We are seeking a complete website redesign using WordPress, or similar content management system, for [www.orcaa.org](http://www.orcaa.org) along with necessary training. Olympic Region Clean Air Agency (ORCAA) retains the rights to designed and developed site and any customization of plug-ins. **Site launch date is to occur by February 3, 2023.** Proposals should accomplish the objectives set forth below:

#### **A. PURPOSE**

##### **Project Vision, Goals and Objectives**

ORCAA is seeking to develop an enhanced, visually appealing website that is easy to navigate and provides the depth and breadth of current information our stakeholders seek. Requirements for the new site include, but are not limited to:

- Updated platform (WordPress or comparable) functionality, navigation, and design
- Mobile-responsive design
- Fully ADA and Web Content Accessibility Guidelines (WCAG) compliant
- Integrated with internal agency databases
- User-friendly Content Management System
- Search Engine Optimized
- Internal search function

##### **Website stakeholders for the website include:**

- Residents of our service area (six counties of the Olympic Peninsula)
- Businesses and organizations in our service area or planning to move into it
- Contractors, consultants, and developers doing business in our service area
- City, town, and county staff members in our service area
- Elected officials in our service area
- Partnering public health, environmental and weather services agencies
- Environmental and science educators in K-12 schools and universities
- Public health professionals
- News Media
- ORCAA employees, board members
- Peer agencies outside of our service area

##### **Current Website** - For the 30-day period ending April 15, 2022, Google Analytics show:

- 6,100 page views; 2,080 unique pageview
- 718 users
- 1,024k sessions
- 5.63 pages/session; 03:21 duration of average session
- 0.78% bounce rate

## Desired Functionality and Tools

- Clean, clutter-free, modern design aligned with ORCAA’s brand (which mainly consists of agency logo, logo colors).
- Clear, easy-to-use navigation that is understood by all stakeholders
- Mobile-responsive design optimized for all common Internet browsers
- Optimized design and images for fast loading
- Search Engine Optimization (SEO) with ability to add search engine plug-in to administrative area
- Robust, user-friendly WordPress CMS or comparable which:
  - Will be used by ORCAA personnel to maintain and update the site, including access to all content for editing, uploading documents and creating new pages and links
  - Has the functionality to assign different user levels for staff, including multiple editors and at least two (2) administrators
  - Includes functionality to schedule release of pages
  - News and Notices features with searchable archives and functionality to schedule release of articles and reorder how they appear on the page
  - Accommodates varied content such as images, videos, PDFs, spreadsheets, maps
  - Incorporates tools for tracking page/file updates and deletions
- Integration of existing online forms feeding into SQL databases
- Integration with near real-time air quality reporting feed
- Integration with mapping and data for individual air quality monitoring locations using Google Maps
- Evaluate existing online forms and either build continuing support for them, or design replacement forms
- Expand online form functionality by increasing total number of online fillable forms
  - Explore linkages (two-way) of form database(s) to ORCAA’s primary database,
- Include capability for e-commerce via third party vendor (current: Point & Pay)
- Include in-site “search” functionality
- Print-friendly feature on each page
- Social media integration on each page – icon links to Facebook, Twitter, You Tube, RSS
- Incorporate Google Analytics
- Photos - Easy to load and display; mobile-responsive photo gallery
- Language translation using Google Translator API
- Accessibility – meet, and potentially exceed, requirements of the American with Disabilities Act (ADA) requirements including:
  - Add text equivalent to all images (e.g.: alt tags or mouse-over text to correlate with image)
  - Post documents in RTF or text-basis in addition to PDF documents
  - Avoid dictating colors and font settings for those with low visibility and special settings

## **B. TASK DETAILS**

### **Task 1. Refine scope and technical specifications**

The Consultant will meet with the ORCAA web project team and other key agency staff to refine project scope, schedule and task details and specifications.

### **Task 2. Define website functionality**

The Consultant will meet with ORCAA's web project team to define content needs, navigation, and site functions. This task will include developing the website architecture and identifying the content management system that is appropriate for ORCAA's needs. (Note: At this time, ORCAA has identified WordPress for the platform; however, we are willing to look at similar, open-source tool as a possible option. It must be well-supported and have a successful track record and high adoption rate with similar organizations.)

### **Task 3. Develop design**

The Consultant will design at least two (2) concepts for homepage and two (2) internal/secondary pages to be reviewed by ORCAA with up to three (3) revisions to the chosen design.

### **Task 4. Development**

Consultant will use approved design and development platform (including the content management system) to build the site (if the CMS presented is something other than WordPress and has been vetted and approved). Consultant will install navigation, set up blank pages and transfer a small sampling of content. With an approved site plan and one-hour training on the use of the CMS with a small group of administrators, Consultant will work with ORCAA web project team to migrate existing and new content to the new site according to an agreed-upon timeline.

### **Task 5. Testing**

Consultant will conduct comprehensive quality assurance testing on multiple browsers and mobile devices to ensure new site is responsive and all functionality is fully operational.

### **Task 6. Review of Website and Training**

Consultant will conduct training/familiarization sessions with ORCAA staff, including a thorough 'walk-through' of the site, demonstrating linking, page set-up, homepage and internal/secondary page layouts, and a functionality review. The consultant will conduct up to a 60-minute training for identified ORCAA web editors. At this time, ORCAA will create a punch list of items that may need to be completed before the site is finalized. Consultant will provide ORCAA with a user's manual and site architecture. Consultant will work with ORCAA team to set up initial administrator passwords and demonstrate management of administrators and editors.

### **Task 7. Launch**

Following a completion of up to two rounds of punch list items, not to exceed 20 items from the training and review period, consultant will set up website on a hosted server and coordinate any needed changes to DNS entries and other technical requirements to make the new site live at [www.orcaa.org](http://www.orcaa.org)

**Task 8. Ongoing Support**

The consultant will provide contracted costs for routine updates. Provide a WordPress maintenance schedule, including costs and a list of tasks accomplished during maintenance. For ongoing technical support such as help building forms or using the CMS tools, include pricing and turnaround time.

**IV. PROJECT SCHEDULE**

The following is an outline of the proposed project schedule. The schedule may be modified while refining the contract scope of work after the consultant selection process has been completed.

**CONSULTANT SELECTION SCHEDULE:**

All submissions due	June 3, 2022, 4 p.m.
Consultant interviews, if needed	June 6-15, 2022
Consultant selected, notified by	June 16, 2022
Refine scope of work for contract	June 17-30, 2022
Contract finalized	July 1, 2022
Sign contract with ORCAA	July 6, 2022

**TASK SCHEDULE & DELIVERABLES:**

This is a tentative schedule. The exact schedule will be negotiated with the selected consultant.

**Task 1. Refine scope and technical specifications** ..... July 6, 2022

**Deliverables:** Final scope of work and schedule, contract signed

**Task 2. Define website functionality** ..... August 12, 2022

**Deliverables:** List of desired website functions with recommended plug-ins or system tools, initial site map, diagrams showing all website functions, options for content management system (if other than WordPress)

**Task 3. Design** ..... September 16, 2022

**Deliverables:** Website design concepts, final templates

**Task 4. Development & Training**..... November 10, 2022

**Deliverables:** Build website on content management system, provide training and coordinate migration of content from old site to new site with ORCAA web project team

**Task 5. Testing** ..... December 9, 2022

**Deliverables:** Quality assurance testing on different browsers and mobile devices, ensure accurate site functionality, fix any bugs discovered during testing

**Task 6. Review of Website** ..... January 9, 2023

**Deliverables:** Punch list; Website manual and site architecture.

**Task 7. Launch** ..... February 3, 2023

**Deliverables:** Set up website on hosted server, coordinate DNS entries and other technical requirements

## **V. BUDGET**

The budget for this project is not to exceed \$25,000. Consultant firms are advised that upon subsequent review, evaluation and discussion of proposals and approaches to the project, ORCAA may make budget adjustments to optimize achievement of project objectives and opportunities within currently available resources. Respondents may make note of any functionality items identified in this document that exceed the budget and provide a cost estimate.

## **VI. OLYMPIC REGION CLEAN AIR AGENCY’S RIGHTS**

This RFP and/or the selection process does not obligate ORCAA to enter in any contracts. ORCAA reserves the following rights, in addition to those accorded by law:

- The right to negotiate all proposal elements
- The right to reject any and all proposals, waive irregularities and re-solicit proposals
- The right to change the scope of work depending on funding available
- The right to approve any and all subcontractors selected after an award
- The right to renegotiate the agreement for such additional service as may be necessary
- The right to make an award to other than the lowest responsive bidder

## **VII. PROCUREMENT TERMS AND CONDITIONS**

**Compliance** – The Consultant shall comply with all applicable State, Federal and Department regulations, ordinances, laws, and codes.

**Registered Business** – The Consultant shall be registered with the Washington State Department of Enterprise Services (DES) Master Contractor List, or the Municipal Research and Services Center (MRSC) Business Roster. Registration information can be found here:

<https://mrscrosters.org/businesses/business-membership/>

**Hold Harmless** – The Consultant shall, and hereby expressly agrees to hold harmless and indemnify ORCAA and any of its associates against all losses, claims, actions, judgments, and any liability for injuries to persons, including wrongful death, damage to property or both, occurring during or in consequence of the performance of this contract if such injury or damage is related to or arises out of any mistakes or defect in service delivery or to the actions or negligence of the Consultant, Consultant’s employees, subcontractors or agents.

**Access for Individuals with Disabilities** – ORCAA is fully compliant with the Americans with Disabilities Act (ADA) and will make reasonable accommodation as required, if such requests are

made known at least three weekdays prior to any requested need. Call (360) 539-7610 or email [dan.nelson@orcaa.org](mailto:dan.nelson@orcaa.org)

**Responsive Proposals** – ORCAA encourages all businesses, including women- and minority-owned businesses, to respond to this RFP. Nothing within this RFP is intended to exclude any reasonable proposal or responsible firm from submitting a proposal, or in any way restrict competition. ORCAA reserves the right to reject any or all proposals for lack of responsiveness or responsibility, and the right to waive any immaterial irregularities.

**Proposal Costs** – ORCAA shall not be responsible for any costs incurred by the Consultant in preparing, submitting, or presenting its response to the RFP.

**Public Documents** – Proposals and evaluation materials submitted under this RFP shall be considered public documents and with limited exceptions, proposals recommended for contract award will be available for inspection and copying by the public.

**Contract** – The contract resulting from acceptance of the Consultant proposal shall be issued by ORCAA and reflect the specifications in this RFP. ORCAA reserves the right to reject any proposed amendments or contract language changes which do not conform to the specifications contained in this RFP and/or which is not approved by ORCAA.

**Insurance** – Insurance shall meet or exceed the following unless otherwise approved by the Agency as follows:

1. Minimum Insurance
  - a. Commercial General Liability coverage with limits not less than \$1,000,000 per occurrence / \$2,000,000 annual aggregate.
  - b. Stop Gap/Employer's Liability coverage with limits not less than \$1,000,000 per accident/disease.
  - c. Workers' Compensation coverage as required by the Industrial Insurance Laws of the State of Washington.
  - d. Consultant's Errors & Omissions or Professional Liability with limits not less than \$1,000,000 per claim or as an annual aggregate.
2. Self-Insured Retentions
  - a. Self-insured retentions must be declared to and approved by the Agency.
3. Other Provisions
  - a. Commercial General Liability policies shall be endorsed to:
    - i. Include the Agency, its officials, employees as additional insureds,
4. Provide that such insurance shall be primary as respects any insurance or self-insurance maintained by the Agency, Consultant or its Insurance Agent/Broker shall notify the Agency of any cancellation, or reduction in coverage or limits, of any insurance within seven (7) days of receipt of insurers' notification to that effect.
5. Acceptability of Insurers
  - a. Insurance shall be placed with insurers with a rating acceptable to the Agency.
6. Verification of Coverage

- a. Consultant shall furnish the Agency with certificates of insurance required by this clause. The certificates are to be received and approved by the Agency before work commences. The Agency reserves the right to require complete, certified copies of all required insurance policies at any time.

## **VIII. PROPOSAL REQUIREMENTS**

The consultant's proposal format should emphasize clarity and brevity in describing an understanding of the project, approach to each task, schedule, budget, and personnel experience.

**Three printed copies and one electronic copy (PDF)** of the consultant's proposal should be submitted to ORCAA by or before 4 p.m., Friday, **June 3, 2022**. Late proposals will not be reviewed and will be considered non-responsive if they arrive past the noted deadline.

**Each submission must include the following information:**

1. Letter of interest.
2. Description of work required to complete the scope of work as described in Section III, including how the project will be phased and managed as described in Section IV.
3. A schedule of deliverables, interim products, and reports.
4. A recommended approval process for project deliverables/tasks.
5. Company background including how long the company has been in business, brief description of the company's size and organization.
6. Participation of principal, key support, and technical staff, including estimates of time, number of hours and cost breakdown by work task for each key participant in the project. Include a description of relevant experience of the key personnel who will work on the ORCAA project.
7. Description of relevant experience and qualifications for each person involved in the project.
8. List of at least three (3) relevant client references including contact name, organization name, phone, and email. These references should be able to verify the recent experience (within previous 3 years) of each person involved in the proposal for this project.
9. Examples of at least three (3) websites developed by the Consultant in the last five (5) years that are similar in scope.
10. Description and costs of ongoing technical support.
11. Additional optional information about consultant products and services not covered in other sections of the proposal such as awards, newsletters, documentation, etc.
12. Additional optional cost estimate(s) of any functionality items identified in this RFP.

## **IX. CONSULTANT SELECTION**

### **A. SELECTION CRITERIA:**

The primary selection criterion will be the ability of the firm to understand the issues and accomplish the tasks described in Section II (Background) and Section III (Proposed Scope of Work). *(See the draft evaluation worksheet at the end of this document.)* Other selection criteria include:

1. Quality of proposed approach to project
2. Experience and qualifications of key personnel who would work on the project
3. Portfolio of past work including at least three (3) projects of similar scope
4. Recommendations of references
5. Projected Costs
6. Ability to work within deadlines and to achieve mutually agreed dates for deliverables.

#### **B. CONSULTANT INQUIRIES**

All consultants' inquiries are due in writing on Wednesday, May 18, 2022, by 4 p.m. Questions may be sent to: [dan.nelson@orcaa.org](mailto:dan.nelson@orcaa.org).

No inquiries, written or oral, will be accepted after this date. For all potential consultants to be treated equally, all questions raised regarding the Request for Proposal process and the responses made by ORCAA will be made available to all consultants. Written responses to questions received by 4 p.m. May 18, 2022, will be posted online at [www.orcaa.org](http://www.orcaa.org) no later than 10 a.m., May 20, 2022.

#### **C. SELECTION PROCESS:**

The consultant selection process will be conducted as follows:

1. The closing date and hour for receipt of the proposal is **June 3, 2022, 4 p.m. Pacific Time.** Proposals received after this date and time will not be considered. If ORCAA does not believe that an adequate number of proposals have been submitted, the date may, at ORCAA's sole discretion, be extended until an adequate number of proposals are received.
2. The proposal review and selection process may require personal interviews with one or more proposing firms.
3. Selection of the consultant shall be based on ORCAA's evaluation of the best proposal and best-qualified consultant using the criteria and information outlined in Section VIII. Such determination shall be made at the sole discretion of ORCAA.
4. Contract negotiations will be initiated immediately upon selection of the consultant. If ORCAA is unable to negotiate a satisfactory contract, negotiations will be terminated, and the consultant will be notified by mail.
5. This selection process does not obligate ORCAA to enter into a contract with any of the responding firms.

#### **X. SUBMITTAL**

Three printed copies and one electronic copy (PDF) of the consultant's proposal must be received by the closing date and time as described in Part IV, Project Schedule. Proposals should be directed to:

Dan Nelson, Communications Manager  
[dan.nelson@orcaa.org](mailto:dan.nelson@orcaa.org)

Olympic Region Clean Air Agency  
2940 Limited Lane NW

