Request for Proposals (RFP): Website Redesign & Development

Connecticut Metropolitan Council of Governments

Issue Date: July 26, 2019

Response Date/Time: August 29, 2019

Response Location:
Connecticut Metropolitan Council of Governments
1000 Lafayette Boulevard, Suite 925, Bridgeport, CT 06604

Introduction

The Connecticut Metropolitan Council of Governments (MetroCOG) is accepting proposals from interested and qualified firms to perform website development, design, and maintenance services.

This Request for Proposals (RFP) is being issued as a multi-task project, detailed in the attached work program (Schedule A). MetroCOG will work cooperatively with the selected firm throughout the project on all tasks and may, at its discretion, perform some of the work assignments.

Inquiries:

General questions regarding this RFP should be directed to Colleen Kelleher, Administrative Services Manager, in writing at the address noted below, or via e-mail at info@ctmetro.org no later than 3:00pm on August 14, 2019. Inquiries and responses will be posted at http://www.ctmetro.org/aboutus/for-vendors/ no later than August 20, 2019.

Please note that it is MetroCOG’s policy to respond only to technical questions. Under no circumstances will MetroCOG provide interpretive guidance. No oral interpretations shall be made to any respondent as to the meaning of any of the documents, and phone calls will not be accepted. Written approval of MetroCOG is required prior to any public disclosure of the cost proposal submitted in response to this RFP or any other subsequent awards. It is the
responsibility of interested firms to periodically check the MetroCOG website for amendments to this RFP and responses to inquiries.

**Submission Requirements:**

Prospective consultants are asked to submit responses in two parts: Letter of Interest and Technical Response.

The Letter of Interest must specify the following:

- The name and address of the Consultant(s).
- General Information on the firm and any proposed sub-consultants.
- Name, title, e-mail and telephone number of the individuals within the firm authorized to commit the company to this contract.
- The name, title, e-mail and telephone number of the individual MetroCOG should contact regarding questions and clarifications.
- A statement that the Consultant’s offer will remain in effect for ninety (90) days after acceptance of the Consultant’s proposal by MetroCOG.

The Technical Response must contain a description of the consultant’s proposed approach to the project, with specific attention to:

- Project understanding and approach to scope of services (Schedule A).
- Recommendations to improve/support the project.
- Description of any special services required.
- Name and services for any subcontractors with a description of the level of previous working relationship.
- Name and purpose of intended DBE (if applicable).
- Project schedule.
- Resume of key personnel proposed to work on the assignment with emphasis on relevant experience.
- Detailed organizational chart.
- Description and status of comparable project experience.
- Three references from comparable types of projects completed over the last five years. Include project names and locations, name of primary client contacts and their contact information including e-mail addresses and telephone numbers. Indicate the role of your firm in each project and each project’s cost and date of completion.
- Pertinent examples of related work prepared and designed by the consultant.
A fee schedule.

Each consultant must submit three (3) paper copies and one (1) digital copy of their proposal in a sealed envelope bearing on the outside the name of each firm, full address, name of the project for which the proposal is submitted, and the date and time the proposal is due. If forwarded by mail, the sealed envelope containing the proposal must be enclosed in another envelope addressed to the following:

Connecticut Metropolitan Council of Governments
1000 Lafayette Boulevard Suite 925
Bridgeport, CT 06604

MetroCOG must receive the proposal no later than 4:00 pm on August 29, 2019. Proposals received after the date and time prescribed shall not be considered for contract award and shall be returned to the submitter.

No partial submittals will be accepted.

Selection Process:

Consultants or consortia of consultants will be asked to demonstrate expertise and experience in all skill areas that may be appropriate to the work contemplated by the planning project. All RFPs received by MetroCOG will be reviewed and evaluated by a selection committee comprised of representatives of MetroCOG and selected project stakeholders. Up to five prospective consultants will be selected for a short list and each will be requested to participate in an interview and presentation to the selection committee. A recommendation of the preferred consultant will be made by the selection committee and MetroCOG will be authorized to communicate to the selected consultant and begin contract negotiations.

Responses and presentations will be evaluated based on the following criteria:

- Expertise and creativity illustrated by the firm’s work products.
- Understanding of work to be performed.
- Project organization and staff commitment.
- Professional expertise of team.
- Prior experience relative to project.
- Experience with creating websites that are accessible to people with: visual impairments, physical disabilities, mental disabilities, or limited English proficiency.
• Completeness, feasibility and quality of scope of services and project schedule.
• Clarity and conciseness of presentation.

The selected consultant will be notified within 14 days of the decision by the selection committee and contract negotiations will commence immediately upon notification. A 60-day fee negotiation period will be provided for the selected consultant and MetroCOG to finalize the contract fees, scope of service and agreement. At the end of the 60 day negotiation period, the Contract shall be awarded. If a negotiated fee cannot be mutually agreed to by both parties, MetroCOG will terminate negotiation and begin negotiation with the second rated firm.

The firm awarded the contract as a result of being pre-qualified under this RFP, must meet all Municipal, State and Federal affirmative action and equal employment opportunity practices. This will include compliance with E.O. 11246, “Equal Employment Opportunity,” as amended by E.O. 11375, “Amending Executive Order 11246 Relating to Equal Employment Opportunity,” and as supplemented by regulations at 41 CFR part 60, “Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor.”

The selected consultant will be required to prepare project documents in a timely manner and submit reports indicating the work completed with all invoices. To this end, the consultant will be expected to assign sufficient administrative, planning, design and support staff to complete the scope of work within the established and agreed to schedule.

**Other Requirements:**

**Small Contractor and Small Contractor Minority Business Enterprises (Set – Aside) / SBE**

The Small Contractor and Small Contractor Minority Business Enterprises (Set-Aside)/sub-consultant goal will be no less than 0% of the total contract value. Sub-consultants proposed for use in fulfilling the assigned contract goal must be certified as a Small Contractor (SC) or Small Contractor Minority Business Enterprise (SCMBE) by the Department of Administrative Services and Certification must be presented to the Connecticut Department of Transportation. While there is no requirement to meet a SC/SCMBE goal for this project, MetroCOG encourages proposals to utilize SC/SCMBE firms for services in which they have expertise.

**Additional Services**
If you believe that additional services to those requested in the specifications are necessary, please identify those services and your reasons for recommending such services.

Insurance

MetroCOG requires Consultants provide and maintain adequate professional liability for errors and omissions in the minimum amount of Two Million Dollars ($2,000,000) and automobile liability insurance in the minimum amount of One Million Dollars ($1,000,000). The Consultant(s) and subcontractors shall carry workman’s compensation insurance. Proof of adequate insurance must be included in the bid application.

Personnel

The Contractor shall provide the professional services identified in this scope of services and requested by MetroCOG. The proposal must identify the person or persons who will be responsible for conducting the work as listed in this scope of services, and include a copy of each person's resume, experiences with municipal/government clients and listing of references.

MetroCOG is requesting that a senior experienced person be the primary representative for your firm in actually performing the services.

Length of Service

It is expected and required that the work covered by this scope of services shall be completed in expeditious manner. The proposal should indicate an approximate date for completion of the work and anticipated length of time needed to complete the project.

Contract/Agreement

The successful bidder shall enter into a contract with MetroCOG and agree to abide by all state and federal contractual requirements. By signing the agreement with MetroCOG, the Consultant agrees to perform work as specified in the scope of services and accepts the terms and conditions set forth in the contract.

Terms & Conditions:

Freedom of Information

Respondents are advised that any and all materials submitted in response to this RFP shall become the sole property of MetroCOG and shall be subject to the provisions of Section 1-210 of the Connecticut General Statutes (re: Freedom of Information).
Incurred Costs
This request for qualifications does not commit MetroCOG to award a contract or to pay any costs incurred in the preparation of a response to this request. MetroCOG will not be liable in any way for any costs incurred by respondents in replying to this RFP.

Severability
If any terms or provisions of this Request for Qualifications shall be found to be illegal or unenforceable, then such term or provision shall be deemed stricken and the remaining portions of this document shall remain in full force and effect.

Acceptance or Rejection by the Connecticut Metropolitan Council of Governments
MetroCOG reserves the right to accept and or reject any or all responses submitted for consideration or to negotiate separately in any manner necessary to serve the best interests of MetroCOG. Respondents whose responses are not accepted shall be notified in writing.
Finalization of the agreement is contingent on approval of MetroCOG, Connecticut Department of Transportation, and U.S. Department of Transportation.

Amending or Canceling Request
MetroCOG reserves the right to amend or cancel this RFP, prior to the due date and time, if it is deemed to be in its best interest to do so.

Waiver of Informalities
MetroCOG reserves the right to accept or reject any and all responses to this RFP, or any part thereof, and to waive any informalities and/or technicalities that are deemed to be in its best interest.

Work Products
All drawings, reports, data, and other documents prepared by the consultant shall be submitted to MetroCOG for review and approval. Resulting work products of the Consultant pursuant to this solicitation shall be provided in both print and digital format and shall become the property of the entity in which the consultant is contracted with.

No such approval shall in any way be construed to relieve the consultant of responsibility for technical adequacy or operate as a waiver of any of Municipality or MetroCOG’s rights. The consultant shall remain liable according to applicable laws and practices for all damages to the Municipality or MetroCOG caused by the Consultant’s negligent performance of any of services furnished relative to any agreements resulting from this solicitation.
Subcontracting
Consultants may team as they deem necessary to respond to this RFP. In their response, the prime consultant and all subconsultants should be clearly identified along with the responsibilities of each. The successful respondents may utilize the services of specialty, currently unidentified subconsultants on those unforeseen portions of the work that under normal practices are performed by specialty firms. In this event, the Consultant shall obtain and make available fee proposals from qualified sub-consultants for those services.

The successful respondent shall not award any portion of the work to a firm that is not on the selected project team without prior written approval of MetroCOG. The acceptance of any and all subconsultants shall reside with MetroCOG and their decision shall be final. The successful respondent shall be fully responsible for the performance, finished products, acts, and omissions of his subcontractors and persons directly or indirectly employed thereby.

Assigning/Transferring of Agreement

Any successful firm is prohibited from assigning, transferring, conveying, subletting or otherwise disposing of the resulting agreement or its rights, title, or interest therein or its power to execute such an agreement to any other person, company or corporation without prior consent and approval in writing from MetroCOG.
Schedule A

Scope of Services: Website Redesign & Development

Overview
MetroCOG strives to increase the engagement with member municipalities, the MetroCOG community, policymakers, stakeholders and other audiences. In order to achieve this goal, MetroCOG prefers a collaborative partnership to develop a website that is easy to navigate, visually pleasing, allows for simple and quick updating and conveys how MetroCOG’s relevancy and value to the Greater Bridgeport region. The website will be a replacement for http://www.ctmetro.org/.

About MetroCOG
MetroCOG is the Regional Council of Governments for the Greater Bridgeport Region, which includes the City of Bridgeport and the towns of Easton, Fairfield, Monroe, Stratford and Trumbull. Each municipality (or member) is represented by their Chief Elected Official, which makes up MetroCOG’s Policy Board. MetroCOG’s offices are located in Bridgeport, Connecticut.

MetroCOG also serves as the host agency for the Greater Bridgeport and Valley Metropolitan Planning Organization (GBVMPO), which is the federally designated transportation planning agency for the Greater Bridgeport and Valley planning region.

MetroCOG works closely with federal, state, and local agencies to facilitate a regional approach to transportation, conservation, economic development, natural hazard mitigation and land use planning, as well as municipal shared services.

Our primary audience includes:

- MetroCOG’s Chief Elected Officials (Mayors of Bridgeport and Stratford and First Selectmen of Easton, Fairfield, Monroe and Trumbull)
- Municipal Staff
- MPO Staff
- State & Federal Agencies

Our secondary audience is made up of:

- Public at large
- Community Organizations
- Consultants working on regional projects
- Media outlets
New Website Objectives
The objective of MetroCOG’s new website is to make new and archived information, events, reports and publications readily available and easily accessible to our constituents. The second objective is to engage stakeholders and provide an opportunity for public input. An additional objective is to enable easier maintenance and update of the website.

Current Website

MetroCOG’s current website, http://www.ctmetro.org/, is over 8 years old and does not adequately meet the needs of the public and staff. The navigation is challenging and publications on the site are difficult to locate. Overall, the website lacks a clear path for visitors to efficiently find the information they are looking for. The home page does not have enough room to highlight current activities and content below the fold is easily missed.

New Website Functionality Requirements:

- An easy-to-use content management system (CMS)
- Intuitive navigation
- Clean and focused design
- Reliable built-in search tool
- To display correctly in all major browsers and behave responsively according to industry best practices for use on varying sizes of screens and devices
- All applicable content imported from current site
- Compliance with ADA Section 508, including text resizing and compatibility with screen reader technology
- Compliance with Title VI of the Civil Rights Act, including translation capability into relevant languages
- Support viewing videos posted on external site, such as embedding YouTube
- To be optimized with SEO best practices
- To be developed in HTTPS to enhance security
- Calendar to show upcoming meetings (10-20 events per month) and allow attachments that will be archived
- Social media integration (share buttons, follow buttons, etc.)
- A training component that will enable staff to create and maintain their project webpages
- CMS with user permission levels to prevent accidental deletion of key modules
- Simple and automated back-up
- Style guide (based on the existing MetroCOG print style guide, see Schedule B) for new content.
- Installation of Google Analytics, as well as any customizations recommended
• Suggestions for cost effective hosting, management and domain name registration options
• Integration with ESRI Web-Based Mapping
• Integration with document management system (Laserfiche)

Optional New Website Functionalities/Wish List
• Mechanism to collect public comment in an organized way and/or run surveys.
• Real-time audio & visual streaming (public meetings).
• Photographs, graphics and/or aerial footage that promote the Region.
• Other new applications and features that might be helpful.

Design Coordination
MetroCOG requires that the selected vendor coordinate on final design elements of the website, including meetings between the selected vendor and key agency staff to provide input and feedback at integral moments in the development process.

Maintenance Needs
• Regular backups to a secure location
• Regular malware scans and clean-up
• Regular CMS updates and upgrades as needed
• Other processes and features that might be helpful.

Project Budget
• Fee schedule for required functionality
• Additional fee schedule for optimizations/add-ons
• Proposed maintenance fee schedule
Schedule B: MetroCOG Style Guide
Primary Logo

The primary logo should be used in most layouts. It may be used in the following colors: Pantone 5415 or white/reverse. Use the logo in black for black and white layouts only, such as newspaper ads or fax headers/footers. In some cases, the Primary Logo may not fit into layouts properly; see the Logo Variants page for options.

Font: Alego Semi-Bold and Light; Gibson Light. More information about font usage is on the Fonts page.
Primary Color Palette

Pantone 5415
CMYK: 68.43.30.4
RGB: 93.126.149
HEX: 5d7e95

Pantone 421
CMYK: 68.43.30.4
RGB: 93.126.149
HEX: 5d7e95

Use Examples:
Secondary Color Palette

Pantone 5425
CMYK: 55.32.24.0
RGB: 124.151.171
HEX: 7c97ab

Pantone 420
CMYK: 21.17.17.0
RGB: 201.200.199
HEX: c9c8c7

Pantone 1815
CMYK: 31.92.82.35
RGB: 128.37.40
HEX: 802528

Pantone 187
CMYK: 22.100.89.15
RGB: 171.22.43
HEX: ab162b

Use Examples (Primary + Secondary):
Gradient Color Palette 1

This is the primary gradient color palette for the brand. Always use these colors first when you need gradients. If you need more colors, you may augment this color palette with Gradient Color Palette 2. Use for color layouts such as charts or illustrations. Some of these colors have no Pantone equivalent.

- **No Pantone**
  - CMYK: 93.67.54.52
  - RGB: 12.50.62
  - HEX: #0c323e

- **No Pantone**
  - CMYK: 67.60.59.44
  - RGB: 68.68.68
  - HEX: #444444

- **Pantone 1815**
  - CMYK: 34.100.87.52
  - RGB: 100.8.21
  - HEX: #640815

- **Pantone 187**
  - CMYK: 22.100.89.15
  - RGB: 128.37.40
  - HEX: #802528

- **Pantone 5415**
  - CMYK: 68.43.30.4
  - RGB: 93.126.149
  - HEX: #486a7c

- **Pantone 5425**
  - CMYK: 55.32.24.0
  - RGB: 124.151.171
  - HEX: #7c97ab

- **No Pantone**
  - CMYK: 39.18.16.0
  - RGB: 155.183.198
  - HEX: #9bb7c6

- **Pantone 421**
  - CMYK: 40.32.33.0
  - RGB: 140.140.139
  - HEX: #8c8c8c

- **Pantone 420**
  - CMYK: 31.24.26.0
  - RGB: 178.179.178
  - HEX: #b2b2b2

- **No Pantone**
  - CMYK: 21.17.17.0
  - RGB: 201.200.199
  - HEX: #c9c9c9

- **No Pantone**
  - CMYK: 15.11.12.0
  - RGB: 214.214.213
  - HEX: #d6d6d6

- **No Pantone**
  - CMYK: 6.10.7.0
  - RGB: 229.229.229
  - HEX: #e6e6e6

- **No Pantone**
  - CMYK: 1.22.9.0
  - RGB: 220.198.207
  - HEX: #dcdcd
c

- **No Pantone**
  - CMYK: 6.11.5.0
  - RGB: 234.222.227
  - HEX: #eadee3
# Gradient Color Palette 2

Use these colors to augment Gradient Color Palette 1 when you need more colors. Use in full color layouts such as charts or illustrations. Some of these colors have no Pantone equivalent.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Pantone</td>
<td>CMYK: 100.90.38.43</td>
<td>RGB: 20.34.74</td>
<td>HEX: 14224a</td>
</tr>
<tr>
<td>Pantone 288</td>
<td>CMYK: 100.88.27.19</td>
<td>RGB: 0.44.115</td>
<td>HEX: 002c73</td>
</tr>
<tr>
<td>No Pantone</td>
<td>CMYK: 100.84.9.1</td>
<td>RGB: 24.71.146</td>
<td>HEX: 184792</td>
</tr>
<tr>
<td>No Pantone</td>
<td>CMYK: 88.66.2.0</td>
<td>RGB: 46.97.170</td>
<td>HEX: 2e61aa</td>
</tr>
<tr>
<td>No Pantone</td>
<td>CMYK: 74.44.0.0</td>
<td>RGB: 72.128.193</td>
<td>HEX: 4880c1</td>
</tr>
<tr>
<td>No Pantone</td>
<td>CMYK: 58.27.0.0</td>
<td>RGB: 104.159.213</td>
<td>HEX: 689fd5</td>
</tr>
<tr>
<td>No Pantone</td>
<td>CMYK: 36.13.3.0</td>
<td>RGB: 159.195.225</td>
<td>HEX: 9fc3e1</td>
</tr>
<tr>
<td>No Pantone</td>
<td>CMYK: 23.5.1.0</td>
<td>RGB: 191.219.238</td>
<td>HEX: bdfbee</td>
</tr>
<tr>
<td>No Pantone</td>
<td>CMYK: 10.18.37.0</td>
<td>RGB: 229.203.165</td>
<td>HEX: e5cba5</td>
</tr>
<tr>
<td>No Pantone</td>
<td>CMYK: 5.10.18.0</td>
<td>RGB: 238.224.205</td>
<td>HEX: eee0cd</td>
</tr>
<tr>
<td>No Pantone</td>
<td>CMYK: 30.27.7.0</td>
<td>RGB: 178.176.203</td>
<td>HEX: b2d0c0</td>
</tr>
<tr>
<td>No Pantone</td>
<td>CMYK: 14.14.0.0</td>
<td>RGB: 212.211.234</td>
<td>HEX: d4d3ea</td>
</tr>
<tr>
<td>No Pantone</td>
<td>CMYK: 43.13.100.0</td>
<td>RGB: 213.219.167</td>
<td>HEX: d5dba7</td>
</tr>
<tr>
<td>No Pantone</td>
<td>CMYK: 11.3.27.0</td>
<td>RGB: 228.231.195</td>
<td>HEX: e4e7c3</td>
</tr>
</tbody>
</table>
Logo Variants

There will be times when the Primary logo does not fit properly in layouts. In those cases, any of the below logo variants may be used. The logo text and the logo graphic may be used separately from each other; see the Logo Elements page for more details.
The logo text and the logo graphic may be used separately from each other; below are examples of use.

**Business Card**

METROCOG
Connecticut Metropolitan Council of Governments

Brian Bidolli, Executive Director
bbidolli@ctmetro.org
203-366-5405 x25

1000 Lafayette Boulevard, Suite 900
Bridgeport, CT 06604

**Letterhead**

METROCOG
Connecticut Metropolitan Council of Governments

Bridgport - Easton - Fairfield - Monroe - Stratford - Trumbull
1000 Lafayette Boulevard, Bridgport, CT 06604 - 203-366-5400 - info@ctmetro.org
Aleo should be used for headlines, subheadlines, and callouts/quotes. Gibson should be used for paragraph text, small text in charts, and as subheads, when appropriate. If Gibson is not available on your computer, Calibri may be substituted. When there is a need for condensed fonts — in detailed charts, for example — Proxima Nova may be substituted.

Aleo font family is produced by font designer Alessio Laiso and is free for personal or commercial use and is released under a SIL Open Font License. Aleo font family is automatically installed on your computer with Adobe Creative Suite. You can also download a free copy at fontfabric.com/aleo-free-font/

Gibson font family was designed by Rod McDonald and is produced by Canada Type and is available from MyFonts.com. Gibson was specifically produced to provide an affordable humanist font to design colleges in Canada. It is available for $48.00 (August 2015).

The word MetroCog may be displayed as follows:

MetroCog - in paragraph text or HTML display where it is only possible to use one font in a line of text. It may be displayed in this style using any of the fonts delineated in this guide.

METROCOG - in headlines where you are able to properly use both Aleo Bold and Aleo Light.

CtMetro.org may be displayed as follows:

CtMetro.org OR ctmetro.org - in paragraph text or HTML display where it is only possible to use one font in a line of text. It may be displayed in this style using any of the fonts delineated in this guide.

CTMETRO.org - in layouts where you are able to properly use both Aleo Bold and Aleo Light.