

REQUEST FOR PROPOSALS

Website Hosting (www.srta.ca.gov) and Technical Support (5 Years)

Interested parties must subscribe via SRTA's bid posting webpage (<https://www.srta.ca.gov/bids.aspx>) to be notified when information and possible RFP addenda become available.

RFP issued August 19, 2019

**Proposals must be received no later than
September 13, 2019, at 5:00pm Pacific Standard Time**

**Shasta Regional Transportation Agency
1255 East Street, Suite 202
Redding, CA 96001
(530) 262-6190**



2019 SRTA Board Members and Agency Partners

Board Members

Baron Browning
Julie Winter
Greg Watkins
Joe Chimenti
Leonard Moty
Mary Rickert
Kristen Schreder

Affiliation

City of Anderson
City of Redding
City of Shasta Lake
County of Shasta, District 1
County of Shasta, District 2
County of Shasta, District 3
Redding Area Bus Authority

Agency Partners

Caltrans, District 2
City of Anderson
City of Redding
City of Shasta Lake
County of Shasta
Redding Area Bus Authority (RABA)
Dignity Health Connected Living (DHCL)
Healthy Shasta
North State Super Region (NSSR)
Pit River Tribe
Redding Rancheria (Yana, Wintu, Pit River)

About SRTA

The Shasta Regional Transportation Agency (SRTA) conducts transportation planning for the Shasta Region, including the preparation of a 20-year regional transportation plan and the funding of projects, programs, and services that implement this plan. All activities are conducted under the direction of the SRTA Board of Directors – a seven-member body of local elected officials representing the county, cities, and the Redding Area Bus Authority (RABA). Additional information regarding SRTA and its activities is available via the agency's website: www.srta.ca.gov.

Project Objective & Overview

SRTA seeks proposals from qualified consultants to host the agency's website and to provide technical support for five years. Pricing for one website overhaul during the term of the agreement is also requested. The work plan and budget should include time and resources needed to migrate SRTA's website to a functionally equivalent platform. SRTA's current website service provider may omit this task if submitting a proposal.

Please note that this procurement is open to all qualified bidders. Existing contractual relationships with SRTA will not be considered when scoring proposals.

Project Scope of Work

Proposals shall be based on the following scope of work:

Task 1: Project Initiation and Management

A kick-off meeting shall be held at the commencement of the project to establish clear communication protocols, roles and responsibilities, invoicing procedures, and other administrative and project management considerations. Consultant participation in the kick-off meeting may be performed remotely.

Deliverables:

- Kick-off meeting agenda (developed in consultation with SRTA project manager).

Task 2: Migrate Content to New Platform*

The website will be based directly on SRTA's existing (although currently being refreshed) website. The number of pages, modules, and functions will be similar to the current website but may include up to an additional 10 pages based on existing templates. The consultant shall be responsible for:

- Building the new website on the consultant's platform, including all graphics and visual design, and ensuring full ADA compliant design; and
- Migrating all content to the new website platform.

SRTA will provide text content, document library, logos, and photographic images. It is anticipated that the refreshed website will be complete by December 2019, prior to the start date of the new website service contract.

Deliverables:

- Fully functional draft website.
- Final, live website that addresses any issues identified during the draft review period.

** Note: Task 2 may be omitted if the proposing entity is SRTA's current website host.*

Task 3: Training

The consultant shall provide training sessions for SRTA staff on how to edit, manage content, and assess the usage of the new website. Trainings may be administered remotely.

Deliverables:

- Agendas and up to four group training sessions.

Task 4: Technical Support

The consultant shall provide on-call technical support to SRTA staff as needed for five years. Proposals shall provide a detailed description of what is included (e.g. hours of availability, access to emergency support, response time, and any limitations or other terms of service).

Deliverables:

- On-call technical assistance for the full term of the agreement (5 years).

Task 5: Website Hosting (5-year)

The consultant shall provide hosting services for the 5-year term of the agreement. Proposals shall provide a detailed description of all that is included to ensure website reliability and protection.

Deliverables:

- Website hosting for five years.

Option A: Website Redesign

Upon request, the consultant may be asked to provide a comprehensive redesign of SRTA's website.

Deliverables:

- Work plan, timeline, and agendas.
- Fully functional, live website.

Option B: Extension of Web Hosting and Technical Assistance

Upon request, the five-year agreement may be extended by one year (total of 6 years).

Deliverables:

- Website hosting for one additional year.
- On-call technical assistance for one additional year.

Timeline

It is anticipated that an agreement will be executed in October 2019, with work to begin immediately thereafter. The website must be live and fully functional prior to March 28, 2020. Webhosting and technical assistance shall be provided for five years from the date of a fully executed agreement. Upon request, the agreement may be extended for one additional year.

Options

As described in the above scope of work, SRTA may request: A) an extension of one year for website hosting and technical assistance; and B) one redesign of the website. The cost bid must include fees for these two options.

Proposal Contents

At a minimum, the following information should be included and clearly labeled:

1. Transmittal letter, signed by an officer who may contractually bind the business, stating that the proposal shall be a firm offer for a minimum of 90 days. The proposal shall also contain a statement that all activities performed within the proposed scope of work will be performed at a not-to-exceed price.
2. Statement of understanding of the scope of work, including: a) discussion of a technical approach for migrating content to a new website platform (if applicable); b) SRTA's March 28, 2020, deadline for completing fully functional website; and c) project management strategies employed to ensure client satisfaction.
3. Representative list of similar website designs recently completed, including: a) website URLs; b) description of services provided; c) budget; d) time required to complete project; and e) client contact information.
4. Work plan and schedule to complete the project scope of work, including project milestones and deliverables.
5. Cost proposal (see attached template worksheet). The cost proposal shall be inclusive of all services, overhead, and direct expenses. *Please insure that the budget includes the following: a separate line item for profit (required by SRTA's funding agencies); a separate column for the one-year contract extension option; and a separate line item for the one website redesign option.

RFP Questions, Contact Person, and Procurement Schedule

Questions and responses concerning this RFP will be published on the SRTA website as they are received (usually within two business days). Questions must be submitted by September 9, 2019, to:

srta@srta.ca.gov

Attention: Daniel Wayne, Senior Planner

Interested parties must subscribe via SRTA's bid posting webpage at <http://www.srta.ca.gov/bids.aspx> to be notified when questions and responses are published, and to receive any addenda or other notifications.

Key dates and deadlines related to this procurement are as follows:

Tasks	Deadline
Release RFP	August 15, 2019
Interested Vendor Questions Due	No later than September 6, 2019, 5:00pm PST
SRTA Response to Vendor Questions	No later than September 9, 2019
Proposals Due at the SRTA Office	Friday, September 13, 2019, 5:00pm PST
Evaluation and Ranking of Proposals	September 20, 2019
Interviews (if necessary)	September 23 – 24, 2019
Contract Start	November 1, 2019 (anticipated)

Proposal Evaluation

A panel will be formed to evaluate the proposals in consultation with the executive director. The highest-ranking proposal will then be submitted to the SRTA Board of Directors for approval. The proposal evaluation will be based on the scoring criteria presented below.

In unusual circumstances where a recommendation cannot be made based on the proposals alone, the highest ranked consultants may be invited to an interview. Should interviews be held, SRTA will provide a list of questions and evaluation criteria before the interviews. Presentations will be allowed, with a specified time limit.

Criteria	Scoring
Responsiveness of the proposal	20
Qualifications and similar experience	25
Value	25
Client references	25
Disadvantaged Business Enterprise (DBE) participation level	5
Total Available Points	100

Contract Amount and Award

A maximum budget of \$50,000 has been established; however, SRTA's independent cost estimate is less than this. The actual contract amount will be based on the results of competitive bids.

The anticipated a recommendation to award contract will be presented to the SRTA Board of Directors on October 22, 2019, with execution of contract and notice to proceed completed shortly thereafter.

Funding Source

This project is funded with federal planning funds and/or potentially other sources.

Standard Consulting Agreement

SRTA's standard Technical Services Agreement (TSA) will be used for the agreement between SRTA and the selected consultant. SRTA's TSA template is provided by attachment to this request for proposals.

Debriefing

SRTA will provide an informal debriefing to interested consultants not selected for this contract, once a final contract has been negotiated and executed.

Protest Procedure

All protests, signed by the protesting party, must be in writing within three (3) business days from the results notification and be addressed to the SRTA Executive Director. Include a description of the expected relief or corrective action in the protest. The protest should stipulate an issue of fact concerning the following points:

- A matter of bias, discrimination, or conflict of interest on the part of an evaluator(s);
- Errors in computing the score; and/or
- Non-compliance with procedures described in this RFP or SRTA's established policies.

SRTA will only consider protests based on the above points. SRTA will reject protests without merit if they address issues such as an evaluator's professional judgment on the objective quality of a proposal. The SRTA Executive Director, or designee, will review and respond to protests within five (5) business days from receipt. Protests considered unresolved by the protesting party will be forwarded to the SRTA Board of Directors for consideration at the next opportune meeting of the board.

Proposal Submittal Instructions and Terms

Please submit consultant proposals to:

Shasta Regional Transportation Agency
Attn: Daniel Wayne, Senior Planner
1255 East Street, Suite 202
Redding, CA 96001
srta@srta.ca.gov

Submittals must be received at the SRTA office via email, mail, or direct delivery before **5:00pm PST on Friday, September 13, 2019**. No proposals will be accepted after this time. Postmarks are not acceptable. SRTA will respond via email confirming the receipt of each proposal. Please indicate the email address where confirmation receipt should be sent.

The cost of preparing and submitting a proposal, pre-contract meetings, and participating in an interview—if held—are at the sole expense of the proposer. SRTA reserves the right to reject any or all proposals, and to waive any informality, technical defect, or clerical error in any proposal at SRTA's discretion. Solicitation of proposals in no way obligates SRTA to contract with any firm or individual. The decision to approve and award a contract is at the discretion of SRTA.

Public Records Act: All proposals submitted in response to the RFP will become the exclusive property of SRTA. At such time as a contract award is recommended to the agency, all bids and proposals become a matter of public record and will be regarded as public records and subject to the Public Records Act (Gov. Code Section 6254 et. seq.).

In the event of litigation concerning the disclosure of any records, SRTA's sole involvement will be as a stakeholder, retaining the records until otherwise ordered by a court. The proposer, at its sole expense and risk, shall be fully responsible for any, and all, fees for prosecuting or defending any action concerning the records and shall indemnify and hold SRTA harmless from all costs and expenses, including attorney's fees, in connection with, any such action.

Modification or Withdrawal of Proposal: Any proposal received prior to the deadline may be withdrawn or modified either personally, through e-mail, or by written request of the consultant. To be considered, the modification must be received in writing (email acceptable) prior to the deadline. Proposals may be withdrawn following the proposal deadline for good cause; please consult with the RFP contact person to discuss this.

RFP Addendum or Addenda: Any changes to the RFP will be made by written addenda issued by SRTA, and shall be considered part of the RFP. The RFP deadline may be extended dependent upon the nature of the changes issued. Upon issuance, such addenda shall be incorporated into the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation. Any addenda will be posted on-line only. It will be the consultant's responsibility to assure that all addenda are incorporated into the proposal as required according to all the

terms and conditions for submittal of the proposal. In no event will SRTA modify the RFP with less than five (5) days remaining to the deadline, without extending the RFP deadline.

Verbal Agreement or Conversation: No prior, current, or post-award verbal conversations or agreement(s) with any officer, agent, or employee of SRTA shall affect or modify any terms or obligations of this RFP, or any contract resulting from this procurement.

Special Funding Considerations: Any contract resulting from this RFP will be financed with funds available to SRTA. The contract for this service is contingent upon the provision of these funds to SRTA. In the event these funds are reduced or eliminated, SRTA reserves the right to terminate or revise any contract.

DBE Requirement: SRTA has determined that disadvantaged business enterprises, as defined in 49 CFR Part 26, will have the opportunity to compete fairly for contracts financed, in whole or in part, with federal funds. SRTA has a disadvantaged business enterprise (DBE) goal of 4.8% for federal fiscal years 2018/2019/2020. SRTA encourages respondents to include the participation of DBE businesses within your proposal.

Equal Employment Opportunity/Affirmative Action: In awarding a contract to a consultant, SRTA includes language within the contract which requires the consultant to certify their compliance with federal regulations.