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# Northwestern Indiana Regional Planning Commission

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## REQUEST FOR QUALIFICATIONS (RFQ 16-27)

### Website Design

Available in alternate formats, upon request.

# REQUEST FOR QUALIFICATIONS: Website Design

**Description:** Website Design

**Method of Procurement:** Competitive Negotiation

**Date Issued:** Monday, October 24, 2016

**Issued by:** Northwestern Indiana Regional Planning Commission  
6100 Southport Road, Portage, Indiana 46368-6409  
Phone: (219) 763-6060  
Fax: (219) 762-1653  
[www.nirpc.org](http://www.nirpc.org)

**Submit to:** Meredith Stilwell, Administrative Assistant/Website Coordinator  
[mstilwell@nirpc.org](mailto:mstilwell@nirpc.org)

**Contact:** Meredith Stilwell, Administrative Assistant/Website Coordinator

**Alternative Formats:** For information on alternative formats of this document contact Meredith Stilwell at NIRPC at 219-763-6060. TTY users may access the Relay Indiana service by dialing 711 or 1-800-743-3333

**Budget:** Not to Exceed \$25,000.00

**Project Deadline:** All work must be completed by Friday, December 30, 2016

**RFQ Submittal Deadline:** Tuesday, November 8, 2016 at 12:00 (noon), delivered to the NIRPC office.

# REQUEST FOR QUALIFICATIONS : Website Design

## 1. Proposal Number: RFQ – 16-27

## 2. General Description: Website Design

The Northwestern Indiana Regional Planning Commission (NIRPC) is accepting responses to redesign and redevelop NIRPC’s website. An opportunity exists to re-engineer the site to better reflect the mission of NIRPC, using the latest web technology and incorporating a reliable search engine to ensure the best results for individuals visiting the site.

## 3. Method of Procurement: Competitive Negotiation

## 4. RFQ SCHEDULE

Release date:	Monday, October 24, 2016
Deadline for inquiries:	Monday, October 31, 2016 at 12:00 (noon) CST
Deadline for submittals:	Tuesday, November 8, 2016 at 12:00 (noon) CST
Interviews if Necessary:	Tuesday, November 15, 2016 and/or Thursday, November 17, 2016, Time TBD

## 5. Definitions

**Response(s):** Response(s) may refer to a quote, proposal, sealed response, or set of qualifications that is to be submitted by the Responder.

**Responder:** Responder shall refer to a firm, agent, company, or person submitting a Response(s) to the Commission.

**Contract:** Refers to an agreement between the Responder and the Commission in which a set of terms and conditions and a scope of work are agreed upon after evaluations have determined a competitive Responder.

**The Commission/NIRPC:** The terms The Commission and NIRPC are used interchangeably and refer to the Northwestern Indiana Regional Planning Commission.

**Solicitation:** Refers to this document.

## 5. Inquiries

Any questions related to this solicitation shall be directed to the contact whose name appears here in this document. The Responder shall not contact or ask questions of the department or agency for which the services are being procured. Questions shall be submitted in writing or by e-mail. Any correspondence related to the solicitation should refer to the appropriate solicitation number, page and paragraph number. Oral interpretations or clarifications will be without legal effect. Only questions answered by formal written

solicitation amendment will be binding. All questions and answers will be shared with the mail/e-mail list and posted on the NIRPC website ([www.nirpc.org](http://www.nirpc.org)).

It is the interested party's responsibility to contact the individual whose name appears here in this document and be added to the mail/e-mail list. If the interested party is not on that mail/e-mail list, they will not be sent any addendums, questions, answers, etc. This can be done by submitting an email to the Procurement Coordinator with the subject line: RFQ 16-27 – Add Vendor to List

If you want addendums, questions, answers to questions, and or etc., follow these instructions.

All questions and clarification are due by Tuesday, November 8, 2016 at 12:00 (noon) CST with subject line: RFQ 16-27 Website Design.

## **6. Instructions for Submittal**

Responders must include the following information in the order outlined below in their submission. If there are items that are not covered below use your own discretion and add those items on a separate page. The Response must include and are to be evaluated on the basis of:

1. Name of Responder;
2. Full address of Responder's principal office;
3. Responder's telephone number;
4. Name(s) telephone number(s) fax number(s) and addresses if different from above, of primary contact(s) in the Responder's organization with responsibility for responding to this solicitation and to whom matters regarding this solicitation should be directed;
5. Cost. Provide a cost response with a not-to-exceed response for expenses with the understanding the consulting fee must be negotiable.
6. Statement of Experience and Demonstrated success. Explain the background of the firm and its principals. Describe relevant website design experience, including similar experience with other public agencies or not-for-profit organizations.
7. Detailed description of resources committed to the redesigning of the Northwestern Indiana Regional Planning Commissions website. Provide resumes and detailed information regarding the experience for the principal website designer to be assigned to the project. Also describe all other staff resources that may be assigned to this effort.
8. References. Provide complete contact information for at least three prior clients preferably public agencies or not-for-profit organizations which the firm has worked with on similar assignments within the past three years.
9. A detailed timeline that shows the ability to meet the proposed timeline.
10. Copies of relevant certifications and qualifications
11. All required exhibits and signed certifications. This includes any applicable DBE certifications;

Seven (7) copies of the Response(s) need to be submitted for review and a compact-disc (CD) (Only one compact-disc (CD) is required) (thumb drives are acceptable alternatives) of a copy of the entire Response(s) in sealed envelopes marked on the outside as follows: RFQ 16-27 Website Design.

## **8. Response Evaluation**

Response(s) will be subject to an initial review by the Procurement Coordinator. Interested Responders shall be deemed responsive if they conform to the essential requirements of this document which includes the specifications, terms, and conditions to be met.

All submitted Response(s) will then be reviewed by a committee and a short list of responses scoring highest on the criteria (through application of the evaluation criteria) will be developed. Where there are apparent deficiencies, ambiguities and uncertainties present in the Response(s), a committee may engage in discussions, in the manner most appropriate (either via writing or verbally), with interested Responders for the sole purpose of addressing these deficiencies, ambiguities, and uncertainties.

Responders who are on the short list may be asked to make an oral presentation to the committee. Final selection of the successful Responder, in this case, will be made after oral presentations are received from each Responder on the short list.

Notwithstanding the above, NIRPC reserves the right to select one Proposer based on the original submission of the Responses, without negotiations with any Proposers or without oral presentations.

## **9. Evaluation Criteria**

The contract for this engagement shall be awarded to the Responder that exhibits excellent price competitiveness and qualifications. The NIRPC expects the Responder to provide cost-effective, knowledgeable, and service oriented in carrying out the Scope of Work.

The following criteria will be used in evaluating responsive Response(s) submitted in response to this Solicitation. The relative importance is shown in ascending order:

- 35 Points - Overall understanding of the proposed project scope
- 25 Points - Statement of Experience and Demonstrated success
- 20 Points - Responsiveness to solicitation specifications and Instructions for Submittal
- 15 Points - Timeline reflecting ability to meet RFQ deadline
- 5 Points - Price competitiveness
- 100 Points - Total Possible Points

## **10. Interviews, if necessary**

After evaluating the Response(s), the committee may wish to interview the top scoring respondents. If deemed necessary interviews will be held on Tuesday, November 15, 2016 and/or Thursday, November 17, 2016 Time TBD

The Commission reserves the right to not interview a respondent for any reason.

Responders must be able to provide financial information to prove financial capabilities if requested by the Commission during the interview process.

Notwithstanding the above, the Commission reserves the right to select one Proposer based on the original submission of the Responses, without negotiations with any Proposers or without oral presentations.

## 11. Deadline

All Response(s) must be received at the Commission by **Tuesday, November 8, 2016 at 12:00 (noon) CST**. No Response(s) will be accepted after this time and date. The Commission reserves the right to reject any or all Response(s) received for any reason.

## 12. Contact

Meredith Stilwell, Administrative Assistant/Website Coordinator

Northwestern Indiana Regional Planning Commission

6100 Southport Road

Portage IN 46368

P: 219-763-6060 ext. 138

F: 219-762-1653

[mstilwell@nirpc.org](mailto:mstilwell@nirpc.org)

## 13. Right of Rejection

The Commission reserves the right to postpone the closing/opening date for its own convenience and to reject any or all Response(s) for any reason.

## 14. Responder Responsibility

The Responder shall have the responsibility of satisfying all parts of this solicitation. It is the desire of the Commission to procure goods and services of the finest quality. No advantage shall be taken by the Responder in the omission of any part of detail that would be necessary to fully satisfy all work required in this solicitation.

## 15. Familiarization of Scope of Work

Before signing a contract, each Responder shall familiarize itself with the Scope of Work, laws, regulations, and other factors affecting performance of work. It shall carefully correlate its observations with requirements of the solicitation and contract and otherwise satisfy itself as to the expense and difficulties attending the performance of the work. The signing of a Contract will constitute a representation of compliance by the Responder. There will be no subsequent financial adjustment, other than that provided by the Contract, for lack of such familiarization.

## 16. Responsiveness

The Commission shall award contracts only to responsible Responders who possess the potential to perform successfully under the terms and conditions of the Request for Qualifications. The Responder shall affirmatively demonstrate its responsibility and, when necessary, the responsibility of any proposed Sub-Contractors.

If information obtained by the Commission clearly indicates that the Responder is not responsive and the Commission has doubts about the productive capability or financial strength of a Responder that cannot be resolved affirmatively, a determination that the Responder is non-responsive shall be rendered.

## 17. Eligibility

Responders must not be on the U.S. Comptroller General’s list of ineligible firms. The successful Responder will be required to comply with all applicable Equal Employment Opportunity laws and regulations.

## 18. Procurement Overview

The Northwestern Indiana Regional Planning Commission, hereinafter referred to as the Commission is requesting Qualifications under the terms, conditions and specifications contained within this solicitation. The Commission anticipates that this solicitation will result in a contract between the Commission and the successful Responder. The award of such a contractor shall be to the responsible Responder whose Qualifications is responsive to this solicitation and is lowest in price.

## 19. NIRPC Information

NIRPC is a multi-purpose, area-wide planning agency representing local government within Lake, Porter, and La Porte counties in Indiana. It is governed by a board of fifty-three commissioners, all of who must be elected officials. The 1,520 square mile planning area has a population of 771,815 according to the 2010 decennial census.

NIRPC provides a wide range of services to communities and organizations within its planning area. These include the dissemination of technical data, the maintenance of planning certifications qualifying the region for state and federal aid, the conduct and undertaking of planning and development studies, and the general provision of staff services to assist local governments. NIRPC is the designated metropolitan planning organization (MPO) for transportation planning in northwestern Indiana.

## 20. Scope of Work: Purpose

The Northwestern Indiana Regional Planning Commission (NIRPC) is accepting Qualifications to redesign and redevelop NIRPC’s website. Currently NIRPC’s website has a web presence that is sorely lacking a reliable search function, structure, and a robust calendar. An opportunity exists to re-engineer the site to better reflect the mission of NIRPC and incorporate the latest web technology. Upon completion of the development of the site, NIRPC will assume full responsibility for the website content maintenance and administration. All content, coding and graphics will become the sole property of the Northwestern Indiana Regional Planning Commission.

## 21. Scope of Work: Project Scope

The scope of this project is to redesign the existing NIRPC website. The website should reflect the character and quality of NIRPC and should give the user a positive site experience and positive feelings about NIRPC itself. The site design should be consistent and distinctive throughout all pages and departments and must allow NIRPC to easily and economically update content and modify the site design after the initial launch.

NIRPC desires a flexible, informative web site that will become a hub of information dissemination. NIRPC envisions a website that will continue to serve as a repository for previous documents, while providing new information and resources that encourage multiple visits. The website needs to be more effective and must be:

- Robust, flexible, scalable, intuitive and simple to use with a platform for future growth
- Visually pleasing, photo/image focused design that features NIRPC’s color scheme and branding

- Safe and secure
- Quick to load and operate
- Accessible to individuals with disabilities
- Accessible by a range of web connection speeds including mobile devices
- Able to actively promote the website and its services through social media applications and other digital media.
- All aspects of the website must be easy to update and maintain, including website headers, footers, content pages, new pages, sidebars, and other navigational tools
- Have a reliable search function
- Ability to embed other web tools, primarily tools utilized through Google (Google Docs, Sheets, Forms, etc.)
- ADA Accessible (<https://www.ada.gov/pcatoolkit/chap5toolkit.htm>)

There must be an area on the main page of the site where key information can be easily published. This would include items such as press releases, daily/weekly meeting notices, and Action Days.

## 22. Scope of Work: Target Audience

The primary target audience for NIRPC consists of the following:

- Local Government Officials/ Staff
- Federal and State Officials
- Interested citizens/general public
- NIRPC Commission members and staff
- Media and other MPO's
- Universities

## 23. Scope of Work: Design Requirements

**Navigation:** The variety and volume of content on the site requires clear, intuitive navigation. The navigation scheme must include a system that is intuitive and understandable to users on all levels. A search bar must be incorporated into the site to allow users to search for documents and information based on key words and phrases. Easy-to-adapt templates and documentation should be developed for individuals who publish information to the site.

**BREAKING NEWS:** The home page should provide an area beneath the page header that allows for “breaking news” to be displayed when documents are added that are designated as breaking news.

**MEETINGS AND EVENTS CALENDAR:** Meeting and events for the current week should be displayed on the home page for visitors to the site to easily find. In addition, a robust calendar system must include the following capabilities for visitors of the website:

- Present a visual calendar layout that allows intuitive browsing through months and year.
- Calendar must be searchable by a minimum of:
  - Date, Category, Department, Time period, i.e. 30 days, 6 months, year, etc.

**HOT TOPICS:** A set of quick-links to access relevant information on the site pertaining to topics that are timely according to NIRPC’s current priorities.



**ADA STANDARDS FOR ACCESSIBLE DESIGN:** Individuals with disabilities must be offered equal electronic access to programs, services or activities. NIRPC requires that the website include accessible features for individuals with disabilities. The vendor must be able to demonstrate a working knowledge and understanding of accessible web features built into web pages for assistance technologies used by individuals with disabilities (such as screen readers or voice technology recognition). Vendor must be able to demonstrate that accessibility features are incorporated into its website design standards. (<https://www.ada.gov/pcatoolkit/chap5toolkit.htm>)

**COLORS:** Colors used in the site should be NIRPC's current color scheme and adhere to the "web-safe" color palette to ensure best viewing on all monitor types.

**CREATION / ALTERATION AND PUBLISHING PROCESSES:** Constant change is a reality and the website must provide a quick and easy methodology for adding and altering content. NIRPC desires templates in order to maintain a consistent look and feel throughout the website and to allow the Website Coordinator to enter new and edit existing content as new information and data are added and removed. The web design will provide "windows" for displaying upcoming events, recent press releases, etc. As content is created there must be a classification process that allows documents to be dynamically and simultaneously "pushed" out to multiple pages throughout the website.

**USER ACCESS:** The Vendor must make the online system accessible via popular browsers such as Internet Explorer, Mozilla Firefox, Google Chrome and Safari.

**MOBILE FRIENDLY:** The website must be viewable on mobile devices with no loss of quality.

**SITE STATISTICS:** The Web Content Management System should include site statistics software that will deliver useful statistics about the site, including page views, search criteria, page hits, and other standard web analytics.

## **24. Scope of Work: Functionality and Programming Requirements**

**TECHNOLOGY:** The NIRPC Web site Redevelopment project should be developed on a robust content management environment that is easily accessible to staff with no knowledge of HTML markup language. Content should be created in the system through a web browser interface, with all content stored or referenced within the Content Management System (CMS). The CMS should provide a platform for offering "community" features, such as comments, discussions, surveys, news, events, blogs and chat. It should also support the use of various content types including graphics, audio and video. The CMS must be able to track content and support action dates (begin date, review date, archive date, end date, etc.). The CMS must provide a content "review and approval" workflow for editing and approving content.

**TRAINING:** The successful Vendor will provide NIRPC's website content managers with training relevant to their individual responsibilities in the form of an Administrative Users Guide for updating and maintaining the website.

**FUNCTIONALITY SPECIFICATIONS:** The following specifications document contains elements and functionality that are required for the site. It is important to note that the site needs to be dynamic in nature and allow an easy-to-use, web content management system that will permit non-technical, NIRPC staff to instantly update content elements.

## 25. Scope of Work: Core Components of the Web Content Management System (WCMS)

Activity	Users/ Visitors	NIRPC/ Administrative
<p><b>Document Management</b></p>	<ul style="list-style-type: none"> <li>○ Site visitors must be able to search the website for a document based on:               <ul style="list-style-type: none"> <li>▪ A keyword search</li> <li>▪ A search by department</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ From the document management module NIRPC may:               <ul style="list-style-type: none"> <li>▪ Create a new document, create a link to an existing document or upload a document to be published.</li> <li>▪ Create, modify, or delete document type classifications such as meetings, maps, job postings, related pages, breaking news, etc.</li> </ul> </li> <li>○ A text editor must be available for entry of the body of the new document. The text editor must:               <ul style="list-style-type: none"> <li>▪ Provide the capability to use predefined templates that, for example, could be built for each department.</li> <li>▪ Automatically create the HTML code for the user.</li> <li>▪ Provide standardized text formatting capabilities.</li> <li>▪ Have the ability to include graphics.</li> <li>▪ Have the ability to paste text from other word processing programs.</li> <li>▪ Contain a spell checking facility.</li> </ul> </li> </ul>
<p><b>Calendar/ Events</b></p>	<ul style="list-style-type: none"> <li>○ Calendar must have the ability to filter events by:</li> <li>○ Present all events by month</li> <li>○ Present all events in a list that may be sorted by date, time, or event</li> </ul>	<ul style="list-style-type: none"> <li>○ Displays the:               <ul style="list-style-type: none"> <li>▪ Event date, start and stop times</li> <li>▪ Event title</li> </ul> </li> <li>○ Allow for entry of recurring events. Recurrence patterns must be defined by the content manager and include the following:               <ul style="list-style-type: none"> <li>▪ Once, Daily, Weekly, Monthly, Quarterly, Yearly</li> <li>▪ Ability to change one event in the series without effecting other events</li> </ul> </li> <li>○ When creating new events the WCMS must provide for entry of:               <ul style="list-style-type: none"> <li>▪ Event title</li> <li>▪ Contact person</li> <li>▪ Event location information</li> <li>▪ Scheduled event date to include:                   <ul style="list-style-type: none"> <li>▪ All day event</li> <li>▪ Event with no specified time</li> <li>▪ Beginning and ending date and time</li> </ul> </li> <li>▪ Event recurrence pattern</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>○ A text editor must be available for entry of additional information regarding the event. The text editor must: <ul style="list-style-type: none"> <li>▪ Provide the capability to use predefined templates that, for example, could be built for each department</li> <li>▪ Automatically create the HTML code for the user</li> <li>▪ Provide standardized text formatting capabilities</li> <li>▪ Have the ability to include graphics</li> <li>▪ Have the ability to paste text from other word processing programs</li> <li>▪ Contain a spell check facility</li> </ul> </li> </ul>
<p><b>Image Management</b></p>		<p>In the administrative view the WCMS must provide a facility to add, modify, and delete images that would be available to content providers as they add documents, build departmental directories, etc. Authorized users of the system will have the ability to:</p> <ul style="list-style-type: none"> <li>○ Create an image name</li> <li>○ Provide a description of the image</li> <li>○ Select a size for the picture that is in concordance with predefined file size requirements as set forth by the system administrator</li> <li>○ Scale the size of the graphic without altering the file</li> <li>○ Add text to a graphic and place it within the graphic frame and provide for a selectable font, font size and font color</li> <li>○ Cropping the graphic</li> <li>○ Place simple borders around a graphic if desired</li> </ul>

## 26. Scope of Work: GIS Website Functionality Specifications

At a minimum, the website must make it possible to easily add web maps created using **Google Maps, Bing Maps, ArcGIS Online**, or a similar service which would display points of specific interest. Additionally, based on the service used, considerations should be taken into account so that the map can be queried and that queried data can be displayed in an easy to understand format. Above and beyond this requirement, it could be possible to link in-house data with internally or publically available web maps. Since the organization makes use of a wide variety of geographic data that can be shared with the public, there are multiple use cases for the display and presentation of geographic data. One possible use-case would be an online map which displayed important historical data compiled by the organization. This online would map would make it possible for visitors of the website to search the map for buildings which fit certain requirements. Another more involved use-case would be an online GIS that would make it possible for the public, municipal planners, and NIRPC to communicate about the allocation of transportation funds.

## 27. EXHIBITS

**NON-COLLUSION AFFIDAVIT**

The undersigned Responder, being duly sworn on oath, says that he has not, nor has any other member, representative, or agent of the firm, company, corporation or partnership represented by him, entered into any combination, collusion or agreement with any person from responding not to induce anyone to refrain from responding, and that this response is made without reference to any other response and without any agreement, understanding or combination with any other person in reference to such responding. He further says that no person or persons, firms, or corporation has, have or will receive directly or indirectly, any rebate, fee, gift, commission or thing of value on account of such sale.

\_\_\_\_\_  
Responder

\_\_\_\_\_  
Signature of Responder

**GOVERNMENT-WIDE DEBARMENT AND SUSPENSION  
(NONPROCUREMENT):**

49 CFR Part 29 - Executive Order 12549

**Instructions for Certification**

1. **By signing and submitting this response or proposal, the prospective lower tier participant is providing the signed certification set out below.**
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, NIRPC may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to NIRPC if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "persons," "lower tier covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of rules implementing Executive Order 12549 [49 CFR Part 29]. You may contact NIRPC for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized in writing by NIRPC.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transaction", without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the Non-procurement List issued by U.S. General Service Administration.
8. Nothing contained in the foregoing shall be construed to require establishment of system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under Paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to all remedies available to the Federal Government, NIRPC may pursue available remedies including suspension and/or debarment.

**"Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transaction"**

- (1) The prospective lower tier participant certifies, by submission of this response or proposal, that neither it nor its "principals" [as defined at 49 C.F.R. § 29.105(p)] is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
- (2) When the prospective lower tier participant is unable to certify to the statements in this certification, such prospective participant shall attach an explanation to this proposal.

\_\_\_\_\_ Signature of Responder's Authorized Official

\_\_\_\_\_ Name and Title of Responder's Authorized Official

\_\_\_\_\_ Date

END OF DOCUMENT