



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

May 7, 2012

Request for Proposals No. 2012-010

Web Assessment & Rebuild/Redesign Strategy Services  
for Air District Website

**SECTION I – SUMMARY ..... 1**  
**SECTION II – BACKGROUND and DESCRIPTION ..... 3**  
**SECTION III – INSTRUCTIONS TO BIDDERS ..... 4**  
**SECTION IV – PROPOSAL CONTENT, SCHEDULE & SUBMITTAL ..... 6**  
**SECTION V – PROPOSAL EVALUATION ..... 9**  
**SECTION VI – SAMPLE CONTRACT ..... 10**

**SECTION I – SUMMARY**

The Bay Area Air Quality Management District is requesting proposals (RFP) from all qualified, experienced consultants to assist the Air District with an assessment of the current Air District Website (baaqmd.gov). The selected contractor will perform a Website audit and develop a preliminary strategy for the redesign of the Air District Website. The contract is not to exceed \$100,000.00 and must include the following:

• Audit / Assessment of Existing Website	60%
• Research and Website Planning	10%
• Rebuild/Redesign Strategy	30%

**Audit / Assessment of Existing Website**

The Contractor will complete a comprehensive review and analysis of the existing Air District Website in two stages:

- 1) Initial review of the Website externally to identify issues from a public perspective with respect to ease of use, clarity of content and activities, and identification of the levels of complexity required for user task completion.
- 2) Review of the Website in collaboration with the Air District Web Team to identify issues from the perspective of staff and internal requirements / goals, analyze website statistics for user activity, and consider functionality and applicability of existing or missing website components and tools such as search, RSS, media (images, audio, video, etc), webcasting, social integration, multi-lingual components, widgets and others.

The analysis should include but may not be limited to: functionality, usability, accessibility, navigability, site architecture, web standards compliance, content, social media integration, user experience / user expectations and the identification of

components that need to change. Contractor should review site performance and compliance with modern web standards to gauge interoperability, cross-platform platform and cross-device access, site accessibility (for full WCAG / Section 508 compliance) and efficiency. The assessment should include a review of the technical aspects addressing code integrity, W3C code validation, linking issues, SEO optimization, analysis of security, and more. Contractor should also use industry standard content analysis tools to assess the current content for readability, required educational level for comprehension, clarity, and other content-related factors.

### **Research and Website Planning**

The Contractor will complete audience, market and website research and compile a Website plan that includes but is not limited to: audience analysis, audience surveys / interviews, focus groups, Website usage and task analysis, content practices, review of Website statistics as needed, Air District goals and requirements, information architecture, and technical requirements.

The Contractor will measure the effectiveness of the Air District's baaqmd.gov Website and assess the Website, including public behavior patterns, and other key factors. The Contractor should conduct surveys strategically to assess functionality, accessibility, and ease of use for the different audiences. Site planning should include page grids and structure analysis, sitemaps and content inventory / assessments. Planning should include identification and prioritization of goals for improving and expanding other site components: data access, Web-based GIS tools, analysis tools, electronic submission and e-commerce tools, secure access areas and the search engine.

### **Rebuild/Redesign Strategy**

The Contractor will develop a rebuild/redesign strategy that includes but is not limited to the following topics and their implementation strategies / requirements: content and design style guides, design recommendations, navigation and site structure, functionality, design that is responsive to standard, alternative and mobile displays. The strategy should address components such as concept, writing, design, production, technical services and factors to determine success with specific goals that are measurable and actionable. The strategy will evaluate weaknesses of the existing site identified in the audit and propose solutions to resolve those issues. The proposed strategy should provide an implementation map for site redevelopment and design.

### **Proposal Guidelines**

The Contractor will take part in team meetings / conference calls with Air District staff and other contractors as needed.

The Air District anticipates that any Contractor submitting a proposal will act as the lead for the project and team with qualified sub-contractors as needed to meet the requirements of this RFP. At the Air District's discretion, sub-contractors from other teams that bid on the RFP may be substituted to sub-contract under the selected designated lead Contractor to better meet the requirements of the project.

For proposals that will include sub-contractor(s) the proposal should include the identification of the functions to be provided by the subcontractor(s) and each subcontractor's related qualifications and experience. The combined qualifications and

experience of the respondent and any or all subcontractors will be considered in the proposal evaluation.

**Proposals need not assume that all program elements or methods used previously by the Air District and its Contractors must continue as before, however proposals should assume that the Air District will continue using the current Web Content Management System (CMS), Sitecore. The Air District encourages the development of innovative approaches toward meeting the goals of this project.**

To respond to this RFP, an interested company should submit one electronic copy on thumb drive plus six (6) copies of its proposal to:

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

**Proposals must be received at the Air District offices at  
939 Ellis Street, San Francisco, California, 94109 by 12:30 PM on May 21, 2012.  
Late proposals will not be considered.**

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

## **SECTION II – BACKGROUND and DESCRIPTION**

### **A. Air District Overview**

The Bay Area Air Quality Management District was created by the California Legislature in 1955 as the first regional agency to deal with air pollution in California. The Air District jurisdiction includes Alameda, Contra Costa, Marin, Napa, Santa Clara, San Francisco, San Mateo, southwestern Solano and southern Sonoma counties.

The State Legislature originally gave the Air District the authority to regulate stationary sources of air pollution, such as factories, oil refineries, chemical plants, gasoline stations, and agricultural burning.

The Air District is governed by a 22-member Board of Directors, consisting of elected officials, including county supervisors, mayors, and city council members. The chief executive officer of the Air District is the Air Pollution Control Officer, a position currently held by Jack Broadbent.

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

### **B. Air District Website**

The baaqmd.gov Website benefits and serves the general population in our nine country district with a population estimated at just over seven million. Approximately 89.5% of visits to the Air District Website are from within California. The Air District works to ensure that the Website provides San Francisco Bay Area residents with the ability to access up-to-date information and perform actions such as (1) looking up the current air quality status, (2) finding out the latest air quality news, (3) filing a complaint (odor, visible pollution, or smoking vehicle), (4) doing research for school project, (5) learning about community meetings and workshops, (6) obtaining forms that may apply to homeowners (such as those related to asbestos), and much more. The Website also provides a wide range of information and assistance for other visitors, including representatives from the media, students and faculty from academic institutions, regulatory agencies, as well business, related and regulated industries. The Website is also used extensively by many Air District employees as a source of information and reference in their day-to-day work.

The Air District Website has been an important online air quality resource for residents in the San Francisco Bay Area since April 1997. Re-launched in June 2009, baaqmd.gov was rebuilt from the ground up and designed to be more user-friendly for Bay Area residents who need to quickly find air quality information, check for upcoming community meetings, access alert notifications, watch board meeting broadcasts, and download forms and documents. The redesign project involved the selection of a new Content Management System (CMS), content migration, backend development including the creation of new tools and applications. Features include a dynamic site-wide alert system, widgets, webcasts, public feedback opportunities, integrated social-sharing tools, and targeted Portals for easier access to information. The current navigation system incorporates the use of three targeted portals to direct users / visitors to relevant content.

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

The baaqmd.gov Website has many features, tools and functions including:

- RSS feeds for air quality forecasts
- widgets
- board meeting webcasts with a variety of audio and video archive options
- multimedia content including streaming audio and video paired with text-based content alternatives
- sortable tables
- a dynamic icon system that automatically provides extensive information on links and document types with visual indicators and text based details
- automatic new and updated status indicators based on content modification dates
- a feedback system that allows visitors to contact the Air District from any page

The Website includes a dynamic alert system that allows details to be defined in one location while information propagates out to any combination of the following locations:

all interior pages of the Website, all interior pages of the Spare the Air Website, the Air District Website homepage, the Spare the Air homepage, and the Air Status Widget (for Air Alerts). Alerts may include Spare the Air Alerts, important announcements for local emergencies or situations that may impact residents in the Air District's jurisdiction, or important announcements for Air District events such as broadcasts of Board Meetings.

Project management, feature development, general site management, administration, training and technical support are provided by the Webmaster. Site editors, including content developers and approvers, manage the bulk of content creation with assistance and guidance from the Webmaster.

## **SECTION III – INSTRUCTIONS TO BIDDERS**

### **A. General**

1. All proposals must be made in accordance with the conditions of this RFP. Failure to address any of the requirements is grounds for rejection of this proposal.
2. All information should be complete, specific, and concise as possible.
3. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
4. The Air District may modify the RFP or issue supplementary information or guidelines during the proposal preparation period prior to May 21, 2012.
5. Proposals shall constitute firm offers. Once submitted, proposals cannot be altered without the written consent of the Air District, but proposals may be withdrawn.
6. The Air District reserves the right to reject any and all proposals.
7. The total amount for the Web Assessment & Redesign Strategy project is up to one hundred thousand dollars (\$100,000).
8. All questions must be in written form and directed to Tom Flannigan and arrive no later than one week prior to RFP due date. All questions will be answered in writing and posted on the Air District RFP webpage two business days prior to the due date.
9. The cost for developing the proposal is the responsibility of the bidder, and shall not be chargeable to the Air District.
10. All responses to this RFP become property of the Air District and will be kept confidential until a recommendation for award of a contract has been announced. Thereafter, submittals are subject to public inspection and disclosure under the California Public Records Act. If a respondent believes that any portion of its submittal is exempt from public disclosure, it may mark that portion "confidential." The Air District will use reasonable means to ensure that such confidential information is safeguarded, but will not be held liable for inadvertent disclosure of the information. Proposals marked "confidential" in their entirety will not be honored, and the Air District will not

deny public disclosure of any portion of submittals so marked.

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

**B. Submittal of Proposals**

1. Six paper copies of the proposals must arrive at the address specified in Section I by 12:30 p.m. on May 21, 2012.
2. Proposals received after the time and date provided previously specified will not be considered.

**C. Interviews**

1. The Air District, at its option, may interview bidders. The interviews will be for the purpose of clarifying the proposals.
2. Submittal of new material at an interview will not be permitted.

**SECTION IV – PROPOSAL CONTENT, SCHEDULE AND SUBMITTAL**

**A. Contents of Proposal**

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

1. Technical Proposal
  - a. Cover Letter – Must include the name, address, and telephone number of the company, and must be signed by the person(s) authorized to represent the firm.
  - b. Table of Contents – Clearly identify material contained in the proposal by section.
  - c. Summary (Section I) – State overall approach to the project, including the objectives and scope of work.
  - d. Firm Contact Information (Section II) – Provide the following information about the firm:
    - Address and telephone number of office where work will be performed
    - Name of firm’s representative designated as the contact
    - Name of project manager, if different from the individual designated

as the contact

- e. Schedule (Section III) – Provide projected milestones or benchmarks for completing the project.
- f. Firm Organization (Section IV) – Provide a statement of your firm’s background and related experience in providing similar services to governmental organizations. Describe the technical capabilities of the firm. Provide references of other, similar projects including contact name, title, and telephone number for all references listed.
- g. Project Organization (Section V) – Provide a statement detailing your approach to the project, specifically address the firm’s ability and willingness to commit and maintain staffing to successfully conclude the project on the proposed schedule.
- h. Assigned Personnel (Section VI) – Provide the following information about the staff to be assigned to the project:
  - List all key personnel assigned to the project by level, name and location. Provide a description of their background, along with a summary of their experience in providing similar services for governmental agencies, and any specialized expertise they may have. Substitution of project manager or staff will not be permitted without prior written approval of the Air District’s assigned program manager.
  - Provide a statement of the availability of staff in any local office with requisite qualifications and experience to conduct the requested project.
  - Provide a statement of education and training programs provided to, or required of, the staff identified for participation in the project. Make particular mention of with reference to experience dealing with governmental agencies.
- i. Retention of Working Papers (Section VII) – All working papers are the property of the Air District. Include a statement acknowledging that if your firm is awarded the contract, you will retain project related papers and related reports for a minimum of seven (7) years.
- j. Subcontractors (Section VIII) – List any subcontractors that will be used, identifying functions to be performed by them, their related qualifications and experience and the total number of hours or percentage of time they will spend on the contract.
- k. Conflict of Interest (Section IX) – Address possible conflicts of interest with other clients affected by clients’ actions performed by the firm on behalf of the Air District. The Air District recognizes that prospective bidders may have contracts to perform similar services for other clients. Include a complete list of such clients for the past three (3) years with the type of work performed and the total number of years performing such tasks for each client. The Air District reserves the right to consider the nature and extent of such work in evaluating the proposal.

- I. Additional Data (Section XI) – Provide other essential data that may assist in the evaluation of the proposal (e.g., green business certification, etc).
  - m. Federal forms – Complete and include those federal forms required to be submitted with the proposal (see Appendix A).
2. Cost Proposal
- a. Name and Address – The Cost Proposal must the name and complete address of the bidder in upper, left hand corner.
  - b. Cost Proposal – The cost proposal must list the fully-burdened hourly rates and the total number of hours estimated for each level of professional and administrative staff to be used to perform the tasks required by this RFP. In addition, costs should be estimated for each of the components of the work plan.

**B. Schedule**

<b>RFP RELEASE DATE</b>	<b>5/07/12</b>
<b>QUESTIONS DUE</b>	<b>5/11/12</b>
<b>ANSWERS PROVIDED VIA WEBSITE</b>	<b>5/15/12</b>
<b>PROPOSAL SUBMISSION</b>	<b>5/21/12</b>
<b>INTERVIEW(S)</b>	<b>5/23/12</b>
<b>SELECTION OF FINALIST(S)</b>	<b>5/24/12</b>
<b>CONTRACT SUBMISSION FOR BOARD CONSIDERATION</b>	<b>6/06/12</b>
<b>COMMENCEMENT OF CONTRACT</b>	<b>6/13/12</b>

**C. Proposal Submission**

All proposals must be submitted according to the specifications set forth in Section V (A) – Contents of Proposal, and this section. Failure to adhere to these specifications may be cause for the rejection of the proposal.

- 1. Signature – All proposals should be signed by an authorized representative of the bidder.
- 2. Due Date – All proposals are due no later than 12:30 p.m., May 21, 2012, and should be directed to:

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

- 3. Submittal – Submit one electronic copy on thumb drive plus six (6) complete copies of the proposal in a sealed envelope. Plainly mark the upper, left-hand corner with the name and address of the bidder and the RFP number. Late proposals will not be accepted. Any correction or re-submission of proposals



will not extended the submittal due date.

4. Addenda – The Air District may modify this RFP and/or issue supplementary information or guidelines relating to the RFP during the proposal preparation period.
5. Grounds for Rejection – A proposal may be immediately rejected at any time after the deadline; is not in the prescribed format; or is not signed by an individual not authorized to represent the firm.
6. Disposition of the Proposals – All responses to this RFP become property of the Air District.
7. Modification – Once submitted, proposals, including the composition of the contracting team, cannot be altered without prior written consent of the Air District. All proposals shall constitute firm offers valid for ninety (90) days from May 21, 2012.

## SECTION V – PROPOSAL EVALUATION

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

Proposals will be evaluated on the following criteria:

Technical expertise, size and structure of the firm and personnel assigned to RFP tasks; firm's ability to perform and complete the work in a professional and timely manner.	30%
Experience of the team working on projects of similar scope for other governmental agencies.	20%
Responsiveness of the proposal, based upon a clear understanding of the work to be performed.	20%
Cost effectiveness and resource allocation strategy	20%
References of the firm, Green Business certification*	10%

\* The Air District gives preferences to firms that are certified green businesses by a government agency or independent private rating organization.

The Air District reserves the right to reject any and all proposals submitted and/or request additional information. During the selection process, the Air District's evaluation panel may interview bidders. The interviews will be for clarification only. The submittal of new material will not be permitted at that time.

If two or more proposals receive the same number of points, the Air District will accept the lower cost offer.

## **SECTION VI – SAMPLE CONTRACT**

A sample Air District contract is available upon request.

Contract will be a Master Services Agreement with expenditures and projects authorized through the use of approved task orders.