



BAY AREA
 AIR QUALITY
 MANAGEMENT
 DISTRICT

May 9, 2017

Request for Proposals# 2017-006

**Website Redesign for Spare the Air
 A Bay Area Air Quality Management District Website**

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SECTION I – SUMMARY

The Bay Area Air Quality Management District (hereinafter referred to as the “Air District”) requests proposals to provide web redesign and project development for the *Spare the Air* website, www.sparetheair.org. The contract will include the requirements identified in this RFP. The selected vendor will work closely and in collaboration with Air District management and staff, as well as with current vendors who handle ongoing web maintenance and support of Air District websites, and with other vendors as needed for components that may impact the Air District’s *Spare the Air* website and related resources.

The Air District issues this RFP to seek bids from experienced and responsive vendors who will (1) assess the existing *Spare the Air* website, including but not limited to components, content, information architecture, design, usability, and accessibility, (2) gather requirements using methods such as audience analysis and user profiles, (3) re-architect the informational structure, (4) redesign a public-facing website that provides a creative, compelling, engaging, and consistent design, (5) develop corresponding front end templates and resources (HTML, CSS, JS, etc.), (6) collaborate on and assist with required backend development and data integrations, (7) collaborate with the Air District and its current maintenance vendor on the technical integration with the Air District’s web content management system (CMS), Sitecore, and (8) assist with the deployment and provide limited term post deployment support and bug resolution.



The Air District's implementation of the Sitecore CMS provides staff with the ability to create, edit, and publish content on *Spare the Air* and other Air District websites. Some components, such as alerts and widgets, are shared resources that are used by multiple Air District websites so development is required to be within the existing frameworks with minimal impact to other website implementations.

The selected vendor shall have Sitecore expertise, and collaborate with the Air District on strategy and structural improvements to the CMS implementation as needed to enhance the functionality and usability of the *Spare the Air* website.

Project Objectives

The Spare the Air Website redesign objectives include the following:

- Reorganization of the information architecture to improve site navigation and usability.
- Design and implementation of a new user interface that promotes the Spare the Air brand, engagement, ease of navigation, and consistency.
- Redesign of existing components including but not limited to: Air Quality Index (AQI) visuals for 2-day and 5-day forecasts, rotating news, alerts, and widgets.
- Improved standardization of content.
- Implementation of landing page and microsite functionality.
- Improved integration and redesign of features/components.
- Design for front end handling of translated content.
- New store functionality to allow for the sale of items.
- New event display functionality.
- Corresponding email blast design to match the new *Spare the Air*.
- Improved performance to minimize website response times.
- Improved analytics and reports.

The redesign, development, and successful deployment of the new *Spare the Air* website should be completed prior to **June 30th, 2018**.

Applicants for this RFP must demonstrate knowledge of government business requirements and of the needs of *Spare the Air* website users; ensure deliverables adhere to government-required levels of accessibility (508) and information protection (per Air District Privacy Policy). The selected vendor shall have web development expertise with a minimum of five years of experience with the Sitecore CMS. Local firms with experience working with government agencies are strongly desired.

To respond to this Request for Proposals (RFP), an interested company should submit two (2) hard copies and one (1) electronic copy (in Microsoft Office or Adobe Acrobat PDF file format) of its proposal to:

Helen Le, Office Assistant II
Bay Area Air Quality Management District
375 Beale Street, Suite 600; San Francisco, CA 94105
hle@baaqmd.gov



Proposals must be received at the Air District office at 375 Beale Street, Suite 600, San Francisco, California 94105 by 12:30 pm on May 30, 2017. 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. Local businesses, minority-owned business enterprises, women-owned business enterprises, veteran-owned business enterprises, and Certified Green Businesses are encouraged to submit proposals. **Any questions regarding this RFP should be directed to Helen Le at: hle@baaqmd.gov.**

SECTION II – BACKGROUND

1. 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 Air District is governed by a twenty-four member Board of Directors, consisting of elected officials, including county supervisors, mayors, and city council members. The Executive Officer / Air Pollution Control Officer for the Air District is 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 (smog) and particulate standards, and continues to exceed the more stringent health-based California air quality standards.

The Spare the Air program was established by the Air District in 1991 to educate residents about the effects of air pollution, encourage actions to improve air quality in the Bay Area, and provide notice when a "Spare the Air Alert" is in effect. The Air District declares Spare the Air Alerts on days when air quality is forecast to be unhealthy.

2. Redesign of the Air District's Spare the Air website

The Air District's *Spare the Air* website, www.sparetheair.org, requires a complete redesign per the requirements defined in this RFP.

The new website will serve the general population in the nine-county district of the San Francisco Bay Area, estimated at just over seven million. The *Spare the Air* program has been an important air quality resource for residents in the San Francisco Bay Area since 1991.

The Air District works to ensure that the *Spare the Air* website provides San Francisco Bay Area residents and employers with the ability to access up-to-date information and perform actions such as (1) looking up the current air quality status and signing up for related alerts, (2) finding



out the latest air quality news, (3) filing a complaint (odor, visible pollution, wood smoke, or smoking vehicle), (4) joining the employer program and utilizing resources relating to transportation, sustainability, and clean air, (5) learning about air quality and taking action to reduce air pollution, and (6) learning about community resource teams, meetings and workshops, and much more. In addition to residents and employers, 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, and staff at other regulatory agencies.

The Air District currently maintains development, staging and production environments for the website through a remote hosting service. Other information technology assets are hosted in the Microsoft Azure cloud or onsite at the Air District office located at 375 Beale Street in San Francisco, CA.

SECTION III – SCOPE OF SERVICES FOR WEBSITE REDESIGN

The Air District is seeking a vendor who can provide the following:

I. Current Website Audit and Assessment

Assess the existing *Spare the Air* website, including but not limited to components, content, information architecture, design, usability, and accessibility. Deliverables include formal presentation of the following:

- a. Analysis of current website and definition of metrics for measuring success.
- b. User profiles and audience analysis
- c. Sitemaps, wireframes, and other information architecture documentation
- d. Development of project requirements and creative briefs.

II. Complete Site Redesign

Design a public-facing website that provides a creative, compelling, engaging, and consistent design. New design should significantly improve the user experience.

Deliverables include:

- a. Formal presentation to the Air District team of a minimum of three variations of design comps in draft and approved phases.
- b. Develop corresponding front end templates and resources (HTML, CSS, JS, etc.)

III. Detailed Description of Components and Functionality Requirements

- a. Reorganization of the information architecture to improve site navigation and usability. This includes redevelopment of the strategies and methods of content delivery as well as providing for a fully functional and streamlined user experience.
- b. Implementation of a new user interface design and page templates that promote engagement, ease of navigation, and consistency. Includes design components and coordination for graphic and (non-stock) photographic assets.
- c. Redesign of existing components including but not limited to: Air Quality Index (AQI) visuals for 2-day and 5-day forecasts with either (a) determination of user location based on user entered zip code or (b) new geo-targeted functionality (this project task will require an initial phase of analysis for required technical



components of geo-targeted data and end user location correlated with the Air District's air quality zones), rotating news, alerts, and widgets. Design for dynamic components must be completed within the parameters of the existing frameworks.

- d. Improved standardization of content to comply with web standards, accessibility, multi-browser compatibility, printer-friendly views, and multi-device compatibility. Documentation of site standards should include a style guide and technical design document.
- e. Implementation of landing page and microsite functionality, to allow for ongoing campaign development and management. Includes (1) an initial phase of analysis for the tool(s), (2) specification of requirements and an implementation plan, (3) the design of modules to allow for streamlined creation of ongoing campaigns, and (4) collaboration with the Air District and maintenance vendor to enable the components and functionality in the Sitecore CMS that manage microsities and landing pages. Scalability and extensibility of the *Spare the Air* website as well as subsequent microsities and landing pages is important.
- f. Improved integration and redesign of features/components including, but not limited to: more visual components / icons and a reduction of text, prioritized content and content tagging, community specific pages, strong social media integration, improved multimedia integration and syndication, mobile app integration, integration of existing mapping components (as-is, with no design / interface changes to the current source content), preliminary work on integration of existing real time air quality data (as-is, with no design / interface changes to the current source content), third-party integrations, and other site features as identified through project execution.
- g. Design for front end handling of translated content. The Air District has the necessary technical integration and translation vendor services in place and in use on the baaqmd.gov website – the Air District would like to extend this functionality to the *Spare the Air* website.
- h. Continuation of existing Amazon based sales services integrated into the new design and website structure.
- i. New event display functionality. This project task will require assessment and recommendations from the selected vendor, plus scope definition and integration with the CMS.
- j. Corresponding email blast design to match the new *Spare the Air* website within the parameters of the existing email blast system which utilizes Exact Target and a modular template framework within Sitecore. The Air District will provide wireframes and documentation for the existing framework.
- k. Improved performance to minimize website response times for uploading and downloading content.
- l. Improved analytics and reports.

IV. Development Documentation

The vendor will be required to provide the following:

- a. Development of a technical design document.



- b. Work as-needed with other contractors on tasks including but not limited to: design updates to existing components; integration with CMS, source control and code-level documentation; Q/A, testing, deployment, and support.
- c. Manual testing for multiple devices, responsive and accessible design, and cross-browser / system compliance. The testing process should include creation of test plans and organization of website testing.
- d. Assistance with regression testing of legacy components impacted by the redesign.
- e. Collaboration with the Air District and current vendors to successfully transition to the new *Spare the Air* website.

V. Integration Requirements and Process

- a. Vendor will receive read-only access to source control in Jenkins and/or VSTS (migration to VSTS is currently underway), documentation of naming conventions, core component documentation, and an overview of the existing systems.
- b. Vendor will provide documentation on architecture changes, develop static HTML page templates with sample data, review front end check ins for integration readiness, and contribute to a shared record of sign offs for each feature.
- c. **Code Transfer Requirements:** The vendor will be required to provide the code builds via source control, managed in GitHub. Vendor must document builds provided to the Web Team and Development Team (maintenance vendor).
- d. Collaborate on and assist with required backend development and data integrations
- e. Collaborate with the Air District and its current maintenance vendor on the technical integration with the Air District's web content management system (CMS), Sitecore.
- f. **On site code reviews at the Air District offices in San Francisco.**
- g. **Content Migration** in collaboration with the Air District using a combination of automated migration scripts, manual migrations, migrations with Sitecore packages, and setup of 301 redirects. Should include a comparison and mapping plan that outlines legacy fields that need to be migrated to new locations. Migrations should include elements such as content, data templates, and meta data.
- h. Assist with the deployment and provide limited term post deployment support and bug resolution.

VI. Support Requirements

The vendor will be required to provide the following support during the project and for a limited term post deployment:

- a. Diagnosis of issues / user problems
- b. Web Team staff support as-needed
- c. Development and implementation of a support plan (including a guarantee to fix and remedy all bugs found during the contract period).
- d. Bug documentation and management through JIRA and Visual Studio Team Services (VSTS).



VII. Status Reporting and Project Management Requirements

The vendor will be required to provide the following Reporting and Project Management:

- a. As-needed check ins with Air District Project Lead
- b. Weekly Written Status Reports including updates on the Project Schedule and Budget
- c. Weekly Project Status Meetings
- d. Weekly Technical Development Meetings
- e. Other meetings and project management documentation as needed

Proposal Requirements – all proposals must include:

- I. Describe assessment, design, and technical approaches
- II. Description of team, experience and skills
- III. Cost breakdown (as outlined in the scope) of associated tasks and fees
- IV. Samples of relevant work for previous/current clients completed by the proposed team.
- V. References
- VI. Response time for emergencies
- VII. Availability
- VIII. Proposed allotment of time and cost
- IX. The proposal should also describe:
 - a. Project Approach
 - b. QA / QC Processes
 - c. Work Schedule
 - d. Project, task and code documentation

SECTION IV – INSTRUCTIONS TO BIDDERS

1. General

- 1.1. 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.
- 1.2. All information should be complete, specific, and concise as possible. Proposals are not to exceed 50 pages.
- 1.3. Proposals should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
- 1.4. Proposals shall constitute firm offers. Once submitted, proposals cannot be altered without the written consent of the Air District, but proposals may be withdrawn.
- 1.5. The Air District reserves the right to reject any and all proposals.
- 1.6. All questions must be in written form and e-mailed directed to Helen Le and arrive no later than **4:00 p.m. on May 23, 2017**. All questions will be answered in writing and posted on the BAAQMD RFP webpage by **6:00 p.m. on May 25, 2017**.



- 1.7. The cost for developing the proposal is the responsibility of the bidder, and shall not be chargeable to the Air District.

SECTION V – PROPOSAL FORMAT AND CONTENTS

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. Cover Letter

Proposals must include a cover letter signed by the person(s) authorized to represent the firm, and include the name, address, and telephone number of the firm.

2. Title Page

Proposals must include a title page that includes the date, RFP subject, name of the firm, address, telephone number, name of the firm's designated contact or project manager, if different from the individual designated as the contact, and email address.

3. Table of Contents

Proposals must include a table of contents that clearly identifies the material contained in the proposal by section and page number.

4. Executive Summary

Provide a summary of the overall approach to the project, including the objectives and scope of work.

5. Firm's Experience, Stability, and References (Section I)

- 5.1. 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.
- 5.2. Provide, at a minimum, three (3) references for the projects cited as related experience; references shall include the name, title, address and telephone number of the person(s) at the client organization who is most knowledgeable about the work performed. The vendor may also supply references for other work not cited in this section as related experience.
- 5.3. Provide a general description of the firm's financial condition; identify any conditions (e.g., bankruptcy, pending litigation, planned office closures, impending merger) that may impede the vendor's ability to complete the project. At the Air District's discretion,



proposers who are involved in current or pending bankruptcy proceedings may be rejected. Previous or current Air District vendors may alternatively state that the Air District already has this information.

- 5.4. Describe any administrative proceedings, claims, lawsuits, settlements, or other liability exposures pending against your firm. Previous or current Air District vendors may alternatively state that the Air District already has this information.

6. Project Approach & Organization (Section II)

- 6.1. Provide a statement detailing your approach to the project, specifically addressing the project objectives stated previously in this document, the Scope of Services, QA / QC Processes, technical approach, standard work schedule, task documentation, and any other information deemed relevant to the successful conclusion the project within the proposed schedule. The proposed schedule should include project milestones and benchmarks.
- 6.2. List response time for emergencies and availability to respond during and outside of standard office hours.

7. Assigned Personnel (Section III)

Provide the following information about the staff to be assigned to the project:

- 7.1. Organizational chart for the entire proposed project team and resumes for each team member.
- 7.2. List lead personnel assigned to the project. 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. Any changes to the proposed project team, such as replacements or substitutions, will require prior written approval from the Air District.
- 7.3. Provide a statement of the availability of staff in any local office with requisite qualifications and experience to conduct the requested project.
- 7.4. Provide a statement of education and training programs provided to, or required of, the staff involved in the project. Make particular reference to experience dealing with governmental agencies.

8. Subcontractors (Section IV)

- 8.1. 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. Also describe the contractual relationship and the responsibilities of the primary and subcontractors. Additional contractors added during the course of the contract require approval by the Air District.



9. Cost Proposal (Section V)

- 9.1. 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 elements identified in the Scope of Services.
- 9.2. Cost proposals must follow the attached cost proposal template (Attachment A); add resource names and roles to match the proposed team. The numbers in Attachment A are sample data only to illustrate the process and are not actual rates.

10. Retention of Working Papers (Section VI)

- 10.1 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.

11. Conflict of Interest (Section VII)

- 11.1. Address possible conflicts of interest. The Air District recognizes prospective contractor's 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.

12. Evidence of Ability to Provide Insurance (Section VIII)

- 12.1. Proposers must demonstrate their ability to obtain required insurance with coverage values that meet minimum requirements evidenced by a letter from an underwriter or broker confirming that the Proposer can be insured for the required amounts. This proof shall take the form of the current Certificate of Insurance (COI) or a letter from Proposer's insurance agent or broker certifying that such insurance requirements can be obtained. If the certificate does not cover the requirements as specified in the Sample Agreement for Services, verification of availability of required insurance must otherwise be provided. Previous or current Air District vendors may alternatively state that the Air District already has this information.

13. Additional Data (Section IX)

- 13.1. Provide other essential data that may assist in the evaluation of the proposal (e.g., green business certification, etc.).



SECTION VI - SCHEDULE & SUBMISSION GUIDELINES

1. Proposal Schedule

Milestone	Date
RFP Release Date	May 9, 2017
Questions Due Date	May 23, 2017
Answers Provided via Website	May 25, 2017
Proposal Submission Due Date	May 30, 2017
Selection of Finalist	May 31, 2017
Contract Submission for Board Consideration	June 21, 2017
Contract Commencement	July 1, 2017

Note: The dates listed above are tentative and subject to change pending confirmation of project schedule.

2. Submission Guidelines

- 2.1. All proposals must be submitted according to the specifications set forth in this RFP. Failure to adhere to these specifications may be cause for the rejection of the proposal.
- 2.2. Signature – All proposals should be signed by an authorized representative of the bidder.
- 2.3. Due Date – **All proposals are due no later than 12:30 p.m., May 30, 2017**, and should be directed to:

Helen Le, Office Assistant II
 Bay Area Air Quality Management District
 375 Beale Street, Suite 600; San Francisco, CA 94105
hle@baaqmd.gov

- 2.4. Submittal – Submit two (2) hard copies of the proposal in a sealed envelope to the mailing address above, plus one (1) electronic copy (in Microsoft Office or Adobe Acrobat PDF file format). Electronic submissions submitted via email will be acknowledged with a return email. Hard copies of the proposal shall plainly mark the upper, left-hand corner of the submission 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 extend the submittal due date.



- 2.5. Addenda – The Air District may modify this RFP and/or issue supplementary information or guidelines relating to the RFP during the proposal preparation period prior to the due date.
- 2.6. Grounds for Rejection – A proposal may be immediately rejected at any time after the deadline, if it is not in the prescribed format, or is not signed by an individual authorized to represent the firm. Please check our [website](#) for updates prior to the due date.
- 2.7. Disposition of the Proposals – 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 the 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. The Air District will withhold or disclose documents, including portions of proposals marked confidential, as required under the California Public Records Act, as determined by the Air District in its sole discretion.

- 2.8. 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 30, 2017** due date.

3. Exceptions/Deviations

- 3.1. Submittal of a proposal shall be deemed acceptance of all the terms set forth in this RFP and the sample Agreement for Services unless the vendor includes with its proposal, in writing, any exceptions or modifications requested by the vendor to the RFP and sample Agreement. The District will not consider exceptions received after the deadline for the submittal of proposals.
- 3.2. The vendor must have the sample agreement reviewed by their counsel prior to submitting a proposal, and redline of any changes must be submitted with the proposal. Any Contractual redlines must be accompanied by a reason as to why the change needs to be made.



SECTION VII – PROPOSAL EVALUATION

A panel of Air District staff will evaluate all proposals. The panel will recommend the selection of the vendor 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:

Category	Description	Percent
Organization Background	Financial size and stability	5%
Expertise	Organization and its proposed resources have proven success delivering website design and technical expertise that will meet project objectives; Accomplishments include similar scope of work for other projects.	30%
Design Capabilities	Proposal demonstrates design capabilities and experience suitable to fulfill the requirements as stated in this RFP.	30%
Approach	Proposal addresses project requirements, reflects a clear understanding of meeting the project and agency objectives.	20%
Cost	Proposal optimizes personnel cost effectiveness, expertise and allocation	10%
Firm's Specialty Focus Area	Minority-owned, veteran-owned, women-owned, Certified Green, or local business designations. Experience working with government agencies.	5%
	Total	100%

SECTION VIII – SAMPLE AGREEMENT

A sample Master Services Contract to carry out the work described in this RFP is available on the District's website at <http://www.baaqmd.gov/about-the-air-district/request-for-proposals-rfp-rfq/samples-previous>

SECTION IX – ATTACHMENTS

- Attachment A - Cost Proposal Template



Attachment A - Cost proposals must follow the attached cost proposal template; add resource names and roles to match the proposed team. Numbers are sample data only to illustrate the process (not actual rates).

Cost Proposal Template for Spare the Air Website Redesign

Item	Task	Role	Rate	Hours	Expenses	Total	% of Total Cost
1.0	Current Website Audit and Assessment			6	\$4.50	\$13.50	18%
1.1	Proposed Resource Name 1	Designer	\$1.25	2	\$1.50	\$4.00	5%
1.2	Proposed Resource Name 2	Developer	\$1.50	2	\$1.50	\$4.50	6%
1.3	Proposed Resource Name 3	QA, UX, etc	\$1.75	2	\$1.50	\$5.00	7%
2.0	Complete Site Redesign			6	\$4.50	\$11.72	16%
2.1	Proposed Resource Name 1	Designer	\$1.25	2	\$1.50	\$4.00	5%
2.2	Proposed Resource Name 2	Developer	\$1.11	2	\$1.50	\$3.72	5%
2.3	Proposed Resource Name 3	QA, UX, etc	\$1.25	2	\$1.50	\$4.00	5%
3.0	Detailed Description of Components and Functionality Requirements			6	\$4.50	\$11.52	15%
3.1	Proposed Resource Name 1	Designer	\$1.25	2	\$1.50	\$4.00	5%
3.2	Proposed Resource Name 2	Developer	\$1.01	2	\$1.50	\$3.52	5%
3.3	Proposed Resource Name 3	QA, UX, etc	\$1.25	2	\$1.50	\$4.00	5%
4.0	Development Documentation			6	\$4.50	\$11.40	15%
4.1	Proposed Resource Name 1	Designer	\$1.25	2	\$1.50	\$4.00	5%
4.2	Proposed Resource Name 2	Developer	\$1.25	2	\$1.50	\$4.00	5%
4.3	Proposed Resource Name 3	QA, UX, etc	\$0.95	2	\$1.50	\$3.40	5%
5.0	Integration Requirements and Process			6	\$4.50	\$11.00	15%
5.1	Proposed Resource Name 1	Designer	\$1.25	2	\$1.50	\$4.00	5%
5.2	Proposed Resource Name 2	Developer	\$0.75	2	\$1.50	\$3.00	4%
5.3	Proposed Resource Name 3	QA, UX, etc	\$1.25	2	\$1.50	\$4.00	5%
6.0	Support Requirements			6	\$4.50	\$11.50	15%
6.1	Proposed Resource Name 1	Designer	\$1.25	2	\$1.50	\$4.00	5%
6.2	Proposed Resource Name 2	Developer	\$1.00	2	\$1.50	\$3.50	5%
6.3	Proposed Resource Name 3	QA, UX, etc	\$1.25	2	\$1.50	\$4.00	5%
7.0	Status Reporting and Project Management Requirements			2	\$1.50	\$4.00	5%
7.1	Proposed Resource Name 1	Project Manager	\$1.25	2	\$1.50	\$4.00	5%
Blended Rate			\$1.21				
Total Project Hours				38			
Total Project Expenses					\$28.50		38%
Project Grand Total Cost						\$74.64	