

REQUEST FOR PROPOSAL

Website Development for the Mid Atlantic Regional Air Management Association

The purpose of this Request for Proposals (RFP) is to obtain contractor assistance to update the Mid Atlantic Regional Air Management Association (MARAMA) website.

Proposals must be received no later than 5 p.m. EDT on June 3, 2019. An electronic PDF copy of the proposal is required and should be sent to:

Julie McDill
Executive Director
Mid Atlantic Regional Air Management Association
8600 LaSalle Road, Suite 636
Towson, MD 21286
Email: jmcwill@marama.org, marama@marama.org

No late Proposals will be accepted, and the offer should remain effective for a period of 60 days from the date of the mailing.

Your response to this Request for Proposal (RFP) should include a complete technical proposal that describes your approach for accomplishing the activities outlined below in the Scope of Work. The technical proposal should include a draft work plan, which clearly describes your technical activities, schedule, and deliverables. The proposal should include a summary of your capabilities, your experience in the field of work, and an electronic portfolio of websites that you designed and developed. The proposal should also include links to at least three example site templates that demonstrate possible site designs. Include a complete cost proposal with a detailed breakdown of projected expenditures, including person hours and other direct charges. MARAMA does not anticipate there being any travel expenses for this project. Please limit the total proposal to 15 pages (12-point font).

In addition, your response may include an appendix with supplemental information, such as resumes and descriptions of recent relevant work. The supplemental information has no page limit.

All contracts will be issued by MARAMA and managed by MARAMA's Executive Director. It is anticipated that MARAMA will award a "fixed price" contract as a result of this solicitation. MARAMA may consider awarding another type of contract, provided that its use is consistent with the objectives and interests of MARAMA.

MARAMA Overview

The Mid-Atlantic Regional Air Management Association, Inc. (MARAMA) is a voluntary, non-profit association of ten state and local air pollution control agencies. MARAMA's mission is to strengthen the skills and capabilities of affiliated agencies and to facilitate collaboration to prevent and reduce air pollution impacts in the Mid-Atlantic Region and beyond.

MARAMAs' goal is to develop technical knowledge and skills of the staff and managers of air pollution control agencies using a variety of methods that include the website. MARAMA

routinely posted large documents, reports, and presentations. We also post industry announcements, career and internship opportunities.

Project Overview and Goals

The current MARAMA (<http://www.marama.org/>) and Mid-Atlantic Diesel Collaborative (<http://dieselmidatlantic.org/>) websites are built using PHP, JavaScript and Joomla. Both sites are hosted on DreamHost. The Content Management System (CMS) has proven to be vulnerable to hacking. In addition, the website design is outdated, and usability has not grown with the business. Editing and updating is cumbersome when adding new pages and uploading files.

The objective of the website includes:

1. Serve MARAMA organizational and operational content: mission, vision, history, staff listing, policies and procedures, by laws.
2. Access point for contractors to find RFP listing, current bidders, scoring criteria and a secure method to bid on solicitations.
3. Archiving of events, reports and papers for each business section.
4. Training portal with an events calendar of past and upcoming trainings, and a current list of courses and instructors
5. Portal for disseminating information and reporting on air pollution monitoring, modeling and model results, and related activities.
6. Portal to disseminate Mid-Atlantic diesel collaborative information.
7. Provide a topics section for posting important business topics.
8. A website with a good user experience.
9. Content is accessible and editable via a web browser, or similarly accessible free interface, with access privileges set by MARAMA staff.
10. Consolidate MARAMA (<http://www.marama.org/>) and Mid Atlantic Diesel Collaborative (<http://dieselmidatlantic.org/>). The Mid Atlantic Diesel Collaborative (<http://dieselmidatlantic.org/>) domain needs to point to MARAMA (<http://www.marama.org/>).
11. Password protected section of the site for disseminating restricted content.

As part of this project, in addition to website development MARAMA needs guidance selecting a collaborative hosting partner to support the site infrastructure and be available to assist with hosting questions and recommendations.

Target Audience

MARAMA website primary audience are staff at state/local/tribal environmental agencies in the region who are familiar with the mission of the organization, know about the air pollution

issues that we address, and will be coming to the site to obtain specific information about either modeling data reports, and training information.

The secondary audience is prospective instructors and contractors, staff members of similar state/local/tribal agencies outside the MARAMA region and EPA staff, and federal land management agency staff.

A tertiary audience are university researchers, private contractors, the public, law and public policy firms as a public outreach to addresses general air pollution issues in the Mid-Atlantic region and beyond.

Preliminary Site Design Planning

The following are our preliminary thoughts on site design.

Our business includes three primary pillars: 1) Technical training of member agencies 2) Technical Collaboration 3) Diesel Reduction Projects. We envision these being highlighted on the navigation bar and in a matrix of four squares on the home page.

Important elements include:

- **All pages:** A persistent header with a logo, a primary technical navigation bar with drop down menus, a secondary utility navigation bar. A footer with simple html navigation and MARAMA contact details – these elements are largely the same as our current website.
- **Home page:** Matrix of four squares highlighting our 3 business pillars and the fourth square of the matrix being reserved for news or highlighting new content.
- **Subsequent pages:** A persistent secondary navigation bar on left and right side of each business section page.

Technical Requirements

- **Accessibility:** The website will be 508 compliant and accessible to blind or limited-vision users for the website shell and all new content.
- **Content Management Software:** MARAMA is looking to build in WordPress. We are open to compatible alternatives. Visual design assistance. Front-end coding (HTML/CSS, animations). Back-end coding (CMS, custom software/features).
- **Back-end Programming Language:** We are open to what is compatible with CMS and host.
- **Cybersecurity:** Provide guidance to develop a basic cybersecurity policy that will mitigate common cybersecurity issues and allow us to select appropriate technology.
- **Access management:** Control access to host and CMS resources inside and outside the organization. User access levels: 1- Administrator, 2- Editor, 3- Viewer.
- **Essential Functionality:** Allow for remote Administration updates.
- **External links:** Display in a separate popup or tab.
- **HTTPS:** Ensure all organization-owned websites use HTTPS.
- **Hosting:** Provide guidance selecting a collaborative hosting partner.

- **Information Design:** sitemap and wireframes.
- **Mobile Responsive Design:** Website needs to be a mobile-optimized.
- **MARAMA Logo:** We are open to updating the current logo.
- **Search Engine Optimization.**
- **Testing environment:** Provide guidance determining a test environment. Collaborative testing & quality assurance.
- **System object:** Output list folders and subfolder in a tree view.
- **System object:** Output returns a collection of all files in a specified folder. The files collection is hyperlinked. Display the file created date.
- **System object:** Reads a text file. The result of the read displays on the specified page.
- **User Accounts External Access:** User login for affiliated agencies to access and/or download files.
- **Version control:** Provide guidance determining a version control method.
- **Web Integrations:** We may be interested in integrating Sharefile, Wiki, Wufoo and/or SurveyMonkey to the new site. We have security information concerns. We are open to compatible solutions.
- **Images:** All images included on the website must be open source or adequately licensed for legal use.

Proposal Requirements

Proposals should include the following elements:

1. **Project statement** - summarize the project from the perspective of the bidder
2. **Technical proposal** - detail the approach used to accomplish the Scope of Work and Technical Requirements of the new MARAMA website
3. **Cost proposal** - description of the proposed costs to implement the requested functionality of the MARAMA website; if recurring fees, such as hosting, are part of the costs they should be distinguished from one---time costs
4. **Bidder qualifications** - description of the qualifications should include years of experience, number of staff, a portfolio of websites that highlight the bidder's capabilities, and contacts from three recent clients for references
5. **MBE/WBE statement** - statement of whether the bidder is a registered minority or woman owned business
6. **Site templates** – provide links to at least 3 example site templates that provide sketches of possible site designs; these don't need to be fully developed websites, but they should give us a sense of the general look and functionality of the proposed site.

Proposals should include a comprehensive rate schedule for all work to be encompassed under the contract. The rate schedule must be applicable through May 2020 but may include different rates for various months.

Funds available for this contract are federal funds from the U.S. Environmental Protection Agency, and contractors must meet all requirements associated with the use of federal funds. Proposals must certify that the contractor is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by and Federal department or agency.

Timeline and Deliverables

Project deliverables will include the following, with due dates, stated relative to the signing of the final contract.

1. Project Kickoff Conference Call (within 1 week).
2. Draft Design Document (within 2 weeks) – detail the design, functions, and approaches of the new MARAMA website.
3. Final Design Document (within 1 month) – finalize document based on reviews by MARAMA and stakeholders.
4. Alpha version of MARAMA website (within 2 months) – initial version of the MARAMA website that demonstrates the site aesthetics and layout
5. Beta version of MARAMA website (within 3 months) – first functional version of the MARAMA website with at least 90% of the required functionality in place.
6. Final version of the MARAMA website (within 4 months) - finalize the MARAMA website based on reviews of the beta site by MARAMA and stakeholders; will include 100% of the required and, if funded, optional functionality.
7. Draft and final User’s Guide (within 4 months) - best practices manual for editing content, enabling access, and maintaining the MARAMA website; delivered as an internal page on the website. MARAMA staff will review and provide mark-up.
8. Hosting migration (within 4 months) – switch domain DNS records to new host.
9. Content migration (within 4 months) – load approved content to the new site.

Evaluation Criteria

MARAMA will only select experienced contractor(s). The following criteria will be used in evaluating the responses to this RFP. A review panel will score each of the five factors below from 1(worst) to 5(best). The proposal with the highest weighted score will be selected for funding.

1. Project Statement: 10%

2. Technical proposal: 30%
3. Cost proposal: 25%
4. Bidder qualifications: 10%
5. MBE/WBE statement: 5%
6. Site templates: 20%

Questions

Any questions about the RFP should be sent via e-mail to Julie McDill at jmcdill@marama.org. Questions and answers will be posted on MARAMA's web site at www.marama.org under "Requests for proposals." No further questions will be taken after May 28, 2019, and no answers will be posted after May 30, 2019.