REQUEST FOR PROPOSAL (#201601) FOR
Web Production System Assessment and Recommendations

Email, mail or deliver one signed response to:
Erik D. Haugan, Contract Coordinator
Center for Transportation Studies
200 Transportation and Safety Building 511
Washington Ave. S.E. Minneapolis, MN 55455
edhaugan@umn.edu

Clearly label response with respondent name, RFP # and title of the RFP.
Do not submit copies to any other person or location.

Schedule to Submit Responses
The initial submission date for this RFP is:
February 16, 2016
It is in the best interest of all contractors to submit the required information by the initial submission date in order to be eligible for upcoming contracts.
Additional information responses will be accepted through the final submission date below.
The final submission date for this RFP is:
March 16, 2016

For Technical Questions:
Arlene Mathison
Center for Transportation Studies
200 Transportation and Safety Building
511 Washington Ave. S.E.
Minneapolis, MN 55455
Phone: (612) 624-3646 Fax: (612) 625-6381
Email: mathi032@umn.edu

For Administrative Questions:
Erik D. Haugan, Contract Coordinator
Center for Transportation Studies
200 Transportation and Safety Building
511 Washington Ave. S.E.
Minneapolis, MN 55455
Phone: (612) 626-2308 Fax: (612) 625-6381
Email: edhaugan@umn.edu

NOTE:

- Nothing in this RFP shall be construed to require the University to issue a contract. By submitting an RFP response, respondent acknowledges that the University may or may not issue a contract for the product or service described in this RFP.
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1.0 OVERVIEW OF THE RFP PROCESS AND GENERAL INSTRUCTIONS TO RESPONDENTS

Carefully read the information contained in this RFP and submit a complete response to all requirements, specifications, and questions as directed.

1.1 QUESTIONS AND INQUIRIES

Respondents who have questions about the RFP should fax or e-mail such questions to the administrative contact listed on the title page.

Responses to written questions which involve an interpretation or change to this RFP will be issued in writing by addendum and mailed to all parties recorded by the University as having received a copy of the RFP. All such addenda issued by the Center for Transportation Studies prior to the time that responses to RFP are received shall be considered part of the RFP.

Companies receiving this request other than directly from the Center for Transportation Studies are responsible for notifying the administrative contact listed on the title page that they are in receipt of an RFP package and for providing a name, address and e-mail in the event an addendum is issued.

Only additional information provided by formal written addenda shall be binding. Oral and other interpretations or clarifications will be without legal effect.

1.2 TENTATIVE SCHEDULE OF EVENTS

RFP Issue ................................................................. February 16, 2016
Final Submission Date....................................................... March 16, 2016

1.3 RESPONSE SUBMISSION

1.3.1 NUMBER AND DESCRIPTION OF COPIES
Email, mail or deliver one response to the attention of the administrative contact listed on the title page. All documents should be 8 1/2" x 11". The copies should be prepared in a manner that facilitates easy handling and reading by the review committee.

1.3.2 COMPLETE RESPONSE – ELEMENTS AND ORDER
All Responses must include:
1. Signed cover letter with:
   a) Paragraph describing services offered and specialty area(s)
   b) Name of contact person with phone number and email address
2. Detailed Description of Services. This description must address and satisfy all requirements listed in Section 2.1 of this RFP.
3. Response to Attachment A: Respondent Profile & Executive Summary

1.4 OWNERSHIP OF RESPONSE TO RFP
All materials submitted in response to this request become the property of the University and may become part of any resulting contract.
1.5 RELEASE OF CLAIMS, LIABILITY AND PREPARATION EXPENSES

Under no circumstances shall the University be responsible for any response preparation expenses, submission costs, or any other expenses, costs or damages, of whatever nature incurred as a result of Respondent's participation in this RFP process. Respondent understands and agrees that it submits its response at its own risk and expense and releases the University from any claim for damages or other liability arising out of the RFP process, except to the extent of the University’s willful or wanton acts in connection therewith.

1.6 ERRORS IN RESPONSE

The University shall not be liable for any errors in Respondent's response. Respondent is responsible for careful review of its entire response to ensure that all information is correct and complete. Respondents are liable for all errors or omissions contained in their responses.

The respondent may submit a corrected response, however it must be clearly labeled as a correction to an earlier response with respondent’s name, RFP number and RFP title. Corrections will be accepted up to the final submission date.

1.7 ADDENDUM

The University reserves the right to issue an addendum to the RFP at any time for any reason.

1.8 RESPONSES SUBJECT TO PUBLIC DISCLOSURE

University considers all information, documentation and other materials (collectively, "Materials" or "Items") submitted in response to this RFP to be of a non-confidential and/or non-proprietary nature and therefore shall be subject to public disclosure. By submitting a response, Respondent agrees to release the University from any liability resulting from University's disclosure of such information.

If submitting information in response to this RFP that you believe to be trade secret materials, as defined by the Minnesota Government Data Practices Act, Minnesota-Statute Section 13.37 ("MGDPA"), follow these instructions.

1.8.1 Clearly and conspicuously mark any Materials you believe to contain trade secret information.
1.8.2 Enclose such Materials in a separate envelope that itself is clearly and conspicuously marked "Confidential."
1.8.3 Include in the envelope an attorney's opinion for each Item indicating the legal basis for regarding it as trade secret under the MGDPA.

Respondent also agrees to defend any action seeking release of the Materials believed to be trade secret, and indemnify and hold harmless the University, its regents, agents and employees, from any judgments or damages awarded against the University in favor of the party requesting the Materials and any and all costs connected with that defense. Additionally, Respondent understands and agrees that in the event a request is made under the MGDPA, the University will notify Respondent of such request but under no circumstances shall the University be required to commence or defend any action to prevent the disclosure of any Materials, including Materials which the Respondent believes to be trade secret or confidential.

1.9 TESTING AND SAMPLES

The University may request a demonstration of or may request a test of any or all products or services described in the RFP response(s). If not destroyed by testing, and if practical, samples may be returned at the Respondent’s request and expense following evaluation or after a contract is awarded. Do not submit unsolicited samples.
1.10 PURPOSE OF REQUEST FOR PROPOSAL

The purpose of this RFP is to gather specific proposals from which a contract for professional services can be created. If a respondent is selected, The University endeavors to establish a contract with the selected contractor, no later than one month after the selection. Please see attachment B for additional information.

1.11 WITHDRAWING RFP RESPONSE

Respondents may withdraw their response at any time by submitting a written request to the administrative contact indicated on the Title Page. The written request must be signed by an authorized representative of the Respondent. The Respondent may submit another response at any time prior to the Final Submittal Date and Time.

1.12 RESPONSIBLE RESPONDENTS

The University reserves the right to award contracts only to responsible contractors. Responsible contractors are defined as individuals or companies that demonstrate the financial ability, resources, skills, capability, willingness, and business integrity necessary to perform on the contract. The University’s determination of whether a Respondent is a responsible contractor is at the University’s sole discretion.

1.13 NOTIFICATION OF AWARD

If the University awards a contract or contracts, the University will deliver to the selected Respondent a University of Minnesota Contract for Professional Services.

The resulting contract shall consist of:

- 1.13.1 the terms, conditions, specifications and requirements of the Contract for Professional Services,
- 1.13.2 a detailed work plan, including scope of work, budget, and schedule for the specific project assignment.

2.0 SUMMARY OF REQUESTED SERVICES

The Center for Transportation Studies (CTS) develops and maintains a number of websites that provide access to transportation research and information for audiences that include policymakers, practitioners, sponsors, and researchers. Most of the websites are for university transportation programs, and some are websites that CTS maintains for external clients.

CTS last did a strategic plan for its web production in 2005-2006, and has since been operating under that environment. CTS recognizes a need to plan for an updated workflow that reflects changes in technologies, tool, and processes.

CTS is looking for an assessment of its web production environment and recommendations to ensure it is up-to-date, efficient, and effective, optimizing results and staff efforts. The environment includes servers, standards, processes, version control systems, content management system(s), tools, roles, and skills. Potential recommendations, for example, could include a content management system for most or all sites; a version control system with standard processes for developing, testing, and maintaining all sites; a base responsive theme or framework with a pattern library to draw from, with the potential for modular updates in the future; work flow processes for graphic design and web development; roles and skill sets needed, such as programming, content strategy, and architecture.

The successful respondent is expected to use best practices from the industry as well as information about the production environments for similar units inside the University (e.g., Institute on the Environment, Academic Health Centers, Carlson School of Management, Humphrey School of Public Affairs, University Relations) and organizations outside the University, such as Minnesota Public Radio, the Texas Transportation Institute, and 1-2 others as the basis for the recommendations.

It is expected that the respondent will have a kickoff meeting and another one or two meetings with the Communications and Information Group management team, and present recommendations to the Center’s management group at the end of the project.

Possible tasks may include:

1. Compile and report on best practices and future trends from the industry, considering the size and purpose of our organization.
2. Conduct interviews with web managers at similar units inside the University (e.g., Institute on the Environment,
3. Interview CTS Communications and Information Group management and staff about current processes and future needs.

4. Identify and make recommendations or a menu of options for the CTS web production environment, including servers, standards, processes, version control systems, content management system(s), tools, roles, workflow processes, and skills. Including a recommended implementation plan. Deliverables to include a written report and presentation.

2.1 Evaluation Criteria

Proven success in similar assessments (45%)

The proposal should describe projects on which the Contractor has performed services, using similar skills and abilities, within the last five (5) years.

Provide a customer reference list of no fewer than three (3) organizations with whom Respondent currently has contracts and/or has previously provided similar goods and/or services within the past five (5) years. Reference list is to include company name, contact person, telephone number and e-mail address, and summary of work performed.

Respondent’s documented relevant qualifications, experience (25%)

The proposal should identify the names and titles of the project manager and key project personnel considered essential for the project’s successful delivery and performance. In addition, supporting project personnel should also be identified. Specifically, the proposal should discuss the experiences and expertise of each team member and what each will contribute to the delivery of the services proposed.

The proposal should include a resume or summary of each project team member in the appendix. In the event any of the key project personnel, for any reason, are unable to perform as proposed during the project, the contractor shall immediately notify the CTS project manager in writing. Such notice will include an explanation of the project impacts and a proposed replacement by someone of equal or better qualifications and experience. All replacements are subject to prior approval of the CTS project manager.

Administrative, management and staffing, e.g., capability of providing adequate number and quality of staff to accomplish tasks in timely, quality and cost effective manner (15%)

The proposal should identify the Contractor’s abilities to complete this project within the specified time line. This should include a description of the Contractor’s resources available to complete the requirements of each task. If sub-contractors will be used, the proposal should identify these persons or firms and the tasks, or elements of the task that each sub-contractor will be performing. The proposal should convey the Contractor’s ability to perform work to a high level of professional expertise. Extra consideration will be given to contractors who have done work for an academic unit or institution.

Total Cost (10%)

The proposal should indicate:

1. The hourly rate for work tasks, and
2. The total cost of the project, not to exceed $25,000.

If multiple employees from a single firm are included in the response, provide the cost of service at per hour rates for each employee. Please note, rate increases will be evaluated on a case-by-case basis. Additionally, if the rate increase exceeds a reasonable cost of living increase, the University may require withdrawal of the original response and submittal of a revised response with the new pricing structure along with an update on the qualifications including any new skills, accomplishments, goals, and awards.

Degree to which proposal agrees to University’s Terms and conditions (5%)

Expressed understanding of the University’s terms and conditions
http://policy.umn.edu/sites/policy.umn.edu/files/contracts/ogc-sc501p.doc
3.0 REQUIRED QUALIFICATIONS

Education, Training, and Experience
The response should clearly identify the Contractor’s education, training, and experience as a web application developer and technical support consultant. Qualifications should include at least a bachelor’s degree in computer science/management information systems, or a related field, and five or more years of relevant work experience with web application development, including the development of database-driven sites, is preferred. Strong planning and communications skills are also required. The response should identify the names and titles of the key project personnel who would be made available to provide consulting services for any future contract with the Center. Specifically, the response should discuss the experiences and expertise of each key person and what potential role each would have in providing consulting services. A resume or summary of each key person should be included as an Appendix.

Technical Skills
The response should indicate the Contractor’s skills related to web production strategies and environments. Additional skills and knowledge needed include:

  Project Management/Collaboration
  The response should indicate the Contractor’s skills related to managing an assignment or project and completing it on time. Contractors will also need to work collaboratively with the CTS Communications and Information Group (director, Web developers, editors, graphic designers.)

  Communication Skills
  Potential projects require strong written and oral communication skills. The response should provide details and samples of written reports, correspondence, and presentations.

Special Services
The response should provide details regarding any special services or product characteristics, other benefits offered, or advantages to the University in selecting the Contractor's services.
RESPONDENT PROFILE AND EXECUTIVE SUMMARY

Company Profile – Attach additional pages if necessary.

1. Legal name of the Respondent: _____________________________________________

2. Address of office which will fulfill this contract: _______________________________

3. Number of years in business related to RFP: ________________________________

4. Type of Operation: Individual:_____ Partnership:_____ Corporation:_____ Government: _____

5. Company-wide Annual Sales Volume: __________

6. Does any current relationship whether a relative, business associate, capital funding agreement or any other such kinship, exist between Respondent and any University employee?  ☐ Yes  ☐ No  If yes, please explain relationship.

7. Number of employees qualified to perform the services described in this RFP: _______

8. Is Respondent currently for sale or involved in any transaction to expand or to become acquired by another business entity? ☐ Yes  ☐ No
If yes, please explain the impact both in organizational and directional terms.

9. Provide any details of all past or pending litigation or claims filed against Respondent that would affect Respondent's performance under a contract with the University.

10. Is Respondent currently in default on any loan agreement or financing agreement with any bank, financial institute, or other entity?
    ☐ Yes  ☐ No
    If yes, specify date(s), details, circumstances, and prospects for resolution.

11. Are there any circumstances impacting Respondent that could affect Respondent's ability to perform under any award made through RFP process?  ☐ Yes  ☐ No
    If yes, please specify.

________________________________________________________

________________________________________________________