



OZARKS TRANSPORTATION ORGANIZATION  
A METROPOLITAN PLANNING ORGANIZATION

2208 W Chesterfield Blvd, Suite 101

Springfield MO 65807

Phone: 417.865.3042 Ext 100

**Request For Proposal: #001-2018, Website Design & Development**

**Deadline: Monday, October 1, 2018 at 4:00 pm, Central Standard Time**

**Delivery Location: 2208 W. Chesterfield Blvd., Suite 101, Springfield, MO 65807 or EMAIL [Kcooper@Ozarkstransportation.Org](mailto:Kcooper@Ozarkstransportation.Org)**

**Purchasing Agent: Kimberly Cooper, [Kcooper@Ozarkstransportation.Org](mailto:Kcooper@Ozarkstransportation.Org)**

**Date of Issue: Thursday, August 30, 2018**

RFP shall be submitted in an envelope with the request for proposal number and the respondent's name and address clearly indicated on the envelope or by e-mail with "REQUEST FOR PROPOSAL: #001-2018" in the subject line. All submissions must be submitted by the time and date above.

Respondents are strongly encouraged to carefully read the entire request for proposal.

The undersigned hereby offers to furnish & deliver the services as specified, at the prices & terms stated herein, and in strict accordance with the specifications and general conditions of bidding, all of which are made a part of this offer. This offer is not subject to withdrawal by the proposer unless upon mutual written agreement by the proposer and the OTO Executive Director.

Name of Firm: \_\_\_\_\_

Contact person: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## Ozarks Transportation Organization Overview

What is a MPO?

MPO stands for "metropolitan planning organization." The Ozarks Transportation Organization (OTO) MPO is the federally designated regional transportation planning organization that serves as a forum for cooperative transportation decision-making by state and local governments, and regional transportation and planning agencies.

MPOs are charged with maintaining and conducting a "continuing, cooperative, and comprehensive" regional transportation planning and project programming process for the MPO's study area. The study area is defined as the area projected to become urbanized within the next 20 years.

The MPO includes local elected and appointed officials from Christian and Greene counties, and the cities of Battlefield, Nixa, Ozark, Republic, Springfield, Strafford and Willard. It also includes technical staffs from the Missouri Department of Transportation, Federal Highway Administration, Federal Transit Administration, and The Federal Aviation Administration.

Staff from local governments and area transportation agencies serve on OTO's technical planning committee (TPC) which provides technical review, comments, and recommendations on draft MPO plans, programs, studies, and issues.

## Our Audience

Our primary audience is the public in the communities in our jurisdictions. The public must be able to access the plans, maps, publications, press releases, and make comments on our site to participate in the planning process.

Our secondary audience is members of various boards and committees that we host. Board and committee members must be able to access links to our plans, agendas, contact information, and policies as needed for making planning decisions.

## New Website Objectives

Our first objective for our new website is to inform and educate, engage our public base and position our organization as a thought leader through resource content. It must be obvious how the public can comment on a specific project or any item that interests them.

Our second objective is to simplify and optimize content updates and website management.

Our third objective is to increase awareness of the OTO and to have an interactive space for the public to engage.

## Current Website

Our two websites, [www.ozarkstransporation.org](http://www.ozarkstransporation.org) and [www.giveusyourinput.org](http://www.giveusyourinput.org) do not serve us well anymore. The design doesn't reflect our brand and the navigation is clunky and not at all intuitive. Overall, it lacks a clear path for our visitors to follow to find what they want quickly and has no interactive videos or map features. The site does not engage our visitors and is not fun or creative but only functional.

## New Website Functionality Requirements

Our new website will need:

- Combine the features and purposes of both current sites [www.ozarkstransportation.org](http://www.ozarkstransportation.org) and [www.giveusyourinput.org](http://www.giveusyourinput.org)
- An easy-to-use and maintain in house Content Management System (CMS)
- Training for implementation and maintenance of website
- Hosting platform options
- Intuitive navigation
- Clean and focused design
- All applicable content imported from current site
- Optimized with SEO best practices
- A blog
- Social media integration
- Email update sign-up form
- Contact form
- Interactive maps feature (Example: <http://wilmapco.org/Tip/fy2019/#map>)
- Widget for current local weather conditions and air quality forecast
- Widget for displaying Twitter and Facebook news feeds
- Widget for displaying the OTO YouTube channel
- Widget for displaying Google maps and directions
- Widget for slider
- Pages/subpages for each committee/project with ability for identified staff to update their pages
- Multiple e-newsletters with the ability to opt-in/out on each
- Multiple calendars for events
- Support for posting image galleries and audio/video files
- Forms for submitting comments, registrations and other information to the OTO
- Widget to create polls/citizen surveys
- Contact directory for staff
- Responsive website with the flexibility to work with common browsers and screen resolutions
- Mobile friendly and/or mobile dedicated
- Search capabilities for locating content on the website
- ADA compliance
- Map areas of concern –See MAP It

## Optional New Website Functionalities/Wish List

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately and note if any additional design or development time would be required.

- Homepage video
- Dynamic blog feeds throughout website
- Advanced SEO work

## Budget Details

As listed in the summary, our maximum budget for this project is \$30,000. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these additional website elements or ongoing marketing efforts after this fiscal year ends on June 30, 2019. All invoices for this project must be received by the OTO before June 1, 2019. Payments can only be made for invoices with completed deliverables, a current w-9 on file and received before the June 1, 2019 deadline.

A list of costs that will/may continue after implementation should be outlined including but not limited to hosting, updates, maintenance.

The following terms and conditions apply to submitting proposals in response to this request for proposal:

The OTO is not responsible for any expenses which proposers may incur in preparing and submitting proposals. The OTO reserves the right to conduct personal interviews or require presentations of any or all proposers prior to selection. The OTO will not be liable for any costs incurred by the proposer in connection with such interviews/presentations (i.e. travel, accommodations, etc.)

The OTO reserves the right to negotiate modifications to proposals that it deems acceptable, reject any and all proposals, and to waive minor irregularities in the procedures.

All proposals submitted shall be binding for ninety (90) calendar days following the opening.

In accordance with public records law, and except as may be provided by other applicable state and federal law, all proposers should be aware that requests for proposals and the responses thereto are in the public domain. However, the proposers are requested to identify specifically any information contained in their proposals which they consider confidential and/or proprietary and which they believe to be exempt from disclosure, citing specifically the applicable exempting law.

All proposals received from proposers in response to this request for proposal will become the property of the OTO and will not be returned to the proposers. In the event of contract award, all documentation produced as part of the contract will become the exclusive property of the OTO.

By submitting a proposal, the proposer certifies that he has fully read and understands the proposal method and has full knowledge of the scope and nature and quality of work to be performed. The

proposer further certifies that no employee of the OTO has any direct or indirect financial interest in any resultant contract and that no gratuities will be offered or provided to OTO employees or their family members.

Each offeror shall submit information requested in order for its proposal to be adequately evaluated and considered.

The agreement resulting from this RFP shall be a non-exclusive contract, and the OTO reserves the right to purchase same or like services from other sources the OTO deems necessary and appropriate.

If the offeror desires to take exceptions to any terms, conditions, and requirements of the RFP, the offeror must clearly state those exceptions on the affidavit of compliance. Exceptions taken by the offeror may be considered in the evaluation of proposals.

Proposals received by the OTO after the time specified for receipt will not be considered. Proposers shall assume full responsibility for timely delivery of the proposals to the location designated for receipt of proposals. The OTO is not responsible for the U.S. Mail or private couriers in regards to mail being delivered by the specified time so that a proposal can be considered. All proposals will be received at the time and place specified and made available for public inspection when an award decision is made.

All information required by the request for proposal must be supplied to constitute a legitimate proposal. The OTO reserves the right to use any and all information presented in response to the request for proposal. Acceptance or rejection of the RFP does not affect this right.

The successful proposer shall, within thirty (30) calendar days after notice of award is issued by the OTO, enter into a contract with the OTO for the performance of work awarded to him and shall simultaneously provide any required bonds, indemnities, and insurance certificates. Failure to comply within the established deadline for submittal of required documents may be grounds for cancellation of the award.

## Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS and hosting options
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- References
- Any key differentiators about you
- Pricing with optional elements line-itemed and scheduled deliverables for each payment invoice
- Terms & conditions
- Submitted envelopes or email should be marked: "REQUEST FOR PROPOSAL #001-2018"

RFP Sent: August 30, 2018

Responses Due: October 1, 2018, 4 p.m. CST

Vendor(s) Selected & Contacted for Onsite or Web-Based Demonstrations: October 3-26, 2018

Final Vendor Award Selected: November 1, 2018

New Website Launch Target Date: May 1, 2019

Proposals submitted by e-mail are not to be considered received until a confirmation has been sent by the purchasing agent, Kimberly Cooper. The confirmation subject line will read, "Confirmation Receipt – OTO RFP 001-2018." It is the responsibility of all submitters to verify receipt of proposal.

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, contact Kimberly Cooper at [kcooper@ozarkstransportation.org](mailto:kcooper@ozarkstransportation.org) or at 417.865.3047 ext 100.

## Submission Evaluation Process

The evaluation of submissions will include the following:

OTO may confer with all responsible proposers who have been short-listed and may arrange, if necessary, for interviews/presentations by the short-listed firms.

OTO reserves the right to conduct pre-award discussions with any or all responsive and responsible consultants who submit proposals determined to be reasonably acceptable of being selected for award. Consultants shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of submissions; and such revisions may be permitted after submission of proposals and prior to award of contract.

## Criteria for Award

OTO will evaluate submissions. All proposals submitted in response to this RFP will be evaluated based on the following criteria:

**Compliance with RFP:** This refers to the adherence to all conditions and requirements of the RFP.

**Suitability of the Respondent:** Prior experience, types of references, years in service, primary services provided by firms/teams, etc. will be considered.

**Understanding of the OTO's Needs:** This refers to the level of understanding of the specific requirements of the OTO demonstrated throughout the proposal.

**Clarity of Explanations:** The degree to which the respondent articulates clear, concise, accurate and meaningful explanations of technical details and methodologies will have significant impact on evaluation.

**References:** References will be contacted. Respondents should contact references prior to submittal deadline and inform them that we may contact them after submittal deadline. Respondent's capability in all respects to fully perform the contract requirements, and the tenacity, perseverance, experience, integrity, reliability, facilities, equipment, and credit which will assure good faith performance will be investigated. OTO will also inquire about value of performance.

**Timeline performance:** Respondent's ability to perform this project in timely fashion will be considered.

OTO reserves the right to select the firm with the most responsible and responsive proposal which it finds to be within the best interest of the OTO.

## Questions Regarding Specifications or Submission Process

To ensure fair consideration for all proposers, OTO prohibits communication to or with any department, board, or employee during the submission process, except as provided below. Additionally, OTO prohibits communications initiated by a proposer to OTO official(s) or employee(s) evaluating or considering the submissions prior to the time an award decision is made. Any communication between proposer and OTO will be initiated by the appropriate OTO official(s) or employee(s) in order to obtain information or clarification needed to develop a proper, accurate evaluation of the submissions. Such communications initiated by a proposer may be grounds for disqualifying the offending proposer from consideration for award of the submissions and/or any future submissions(s).

- Any questions relative to interpretation of specifications or the submissions process shall be addressed to the Executive Director in writing, in ample time before the period set for the receipt and opening of submissions. Any interpretation made to prospective proposers will be expressed in the form of an amendment to the RFP which, if issued, will be conveyed in writing to all prospective proposers not later than five (5) days prior to the date set for receipt of submissions.
- It will be the responsibility of the proposer to contact OTO prior to submitting a proposal to ascertain if any amendments have been issued, to obtain all such amendments, and to acknowledge amendment with the submissions.

## Amendments

If it becomes necessary to revise or amend any part of the request for proposal, OTO will furnish the revision by posting to the OTO website

<http://www.ozarkstransportation.org/requestforproposals/requestforproposals.html> not later than five (5) days prior to the date set for receipt of submissions. Questions regarding the RFP process and/or OTO's needs will not be considered an amendment to the RFP unless the response is warranted by OTO staff to change the intent of the request for proposals.

It will be the responsibility of the proposer to contact OTO prior to submitting a proposal to ascertain if any amendments have been issued, to obtain all such amendments, and to acknowledge amendment with the submissions.

## Public Records

All proposals submitted in response to this RFP become the property of OTO and public records, as such, may be subject to public review.

## OTO Policies and Procedures

This RFP does not commit OTO to award a contract, to defray any costs incurred in the preparation of the proposal, cost proposal, or technical proposal pursuant to this RFP, or to procure or contract for work. OTO may reject proposals without providing the reason(s) underlying the declination. A failure to award a contract to the lowest bidder will not result in a cause of action against OTO.

OTO reserves the right to the following:

- To reject any and all proposals
- To consider alternatives
- To wave irregularities
- To re-solicit proposals
- Accept any proposals deemed most advantageous to OTO
- To accept or reject any or all submissions received as a result of the RFP
- To obtain information concerning any or all consultants from any source
- To request additional information and/or clarification from any or all proposers to this RFP, but is under no obligation to do so
- To approve any substitute personnel or terminate services at OTO's sole discretion if the selected consultant undergoes a change of key personnel
- To seek new submissions when such a procedure is reasonable and within the best interests of OTO

## Federal Contracting Requirements

OTO requires all contractors to adhere to federal contracting requirements and the clauses will be added to all contracts. A list of required contract language can be found on the OTO website:

<http://www.ozarkstransportation.org/requestforproposals/requestforproposals.html>.

## Equal Employment Opportunity

OTO does not discriminate in any of its programs and activities. The consultant awarded the contract for work will be required to assure that no person shall be denied employment or fair treatment, or in any way discriminated against, on the basis of race, sex, religion, age, national origin, or disability. In addition to these requirements, since federal funds will be used to finance this project, the successful consultant shall comply with all civil rights requirements applicable to transportation-related projects.

## Additional Information

Proposals submitted on time become property of the OTO.

Proposals shall be submitted at the time, place, and date specified.



The OTO is not responsible for lateness or non-delivery of mail, carrier, etc., and the date/time stamp of the receptionist shall be the official time of receipt.

The proposal shall constitute an offer to perform the services indicated.

OTO makes no guarantees to any firm until such time the OTO approves the negotiated contract.

OTO will not discriminate against any firm submitting a proposal because of race, creed, color, national origin, religion, or disability.

This RFP may also be found electronically at:

<http://www.ozarkstransportation.org/requestforproposals/requestforproposals.html>

For persons with disabilities needing reasonable accommodations please contact OTO at 417-865-3042 at least 48 hours in advance of the question deadline. If you need relay services please call the following numbers: 711 - Nationwide Relay Service; 1-800-735-2966 - Missouri TTY Service; 1-800-735-0135 - Missouri Voice Carry-Over Service.



**Statement of No Proposal  
Request for Proposal #001-2018**

If you do not intend to bid on this requirement, please complete and return this form prior to date shown for receipt of proposals to: Ozarks Transportation, 2208 W Chesterfield Blvd, Ste 101, Springfield, MO 65807 or Fax 417-862-6013 or Email kcooper@ozarkstransportation.org.

We the undersigned have declined to bid on your **RFP #001-2018** for the following reason(s):

- \_\_\_\_\_ Specifications are too "tight," i.e. Geared toward one brand or manufacturer only  
(please explain reason below)
  
- \_\_\_\_\_ Insufficient time to respond to invitation for bid
  
- \_\_\_\_\_ We do not offer this service(s) or equivalent
  
- \_\_\_\_\_ Remove us from your bidders' list for this commodity or service
  
- \_\_\_\_\_ Our product schedule would not permit us to perform
  
- \_\_\_\_\_ Unable to meet specifications
  
- \_\_\_\_\_ Unable to meet insurance requirements
  
- \_\_\_\_\_ Specifications unclear (please explain below)
  
- \_\_\_\_\_ Other (please specify below)

Remarks: \_\_\_\_\_  
\_\_\_\_\_

We understand that if this "no bid" letter is not executed and returned, our name may be deleted from the list of qualified bidders for Ozarks Transportation for future products or services.

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Signature and Title \_\_\_\_\_

Telephone number \_\_\_\_\_ Date \_\_\_\_\_

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