MARC Website Request for Proposals

Background

Summary
The Mid-America Regional Council (MARC), the metropolitan planning organization for the bistate Kansas City metropolitan area, is accepting proposals from qualified firms to replace and redesign our website. We seek a new restructured site built using a content management system. Potential respondents should have experience working with nonprofit clients and developing large websites that serve a variety of audiences.

About MARC
MARC is a non-profit organization that fosters coordination among the nine counties and 119 cities in the Kansas City metro and provides a regional approach to issues crossing local boundaries. Through communication, planning, policy making, coordination, advocacy, and technical assistance, MARC serves the local governments and residents in Greater Kansas City by dealing with issues and needs that often cross city, town, county, and state boundaries.

Under the guidance of the MARC Board of Directors, and with leadership from dozens of committees, MARC works on a wide range of programs and initiatives, including:

- Efficient transportation and quality places
- Healthy environment
- Competitive economy
- Effective local government
- Safe and secure communities
- Thriving older adults and communities
- Quality early learning
- Core capacities

Visit our Programs and Initiatives page to learn more.

In addition, our core values are our guiding principles under which we work. They are integrity, innovation, collaboration, diversity and inclusion, excellence in performance and service leadership.
About the Website
The current MARC website, MARC.org, was launched in 2013 and has not undergone a significant upgrade in its lifetime. The site is not mobile responsive and relies on cumbersome menus and rigid templates that make integrating media difficult.

The site is built on the Kentico 10 content management system. Many of the core functions of Kentico 10, including blogs, media libraries, reports and online marketing, are not enabled on the current site.

While the site contains an abundance of quality content, it needs a content audit to determine what information is outdated, redundant or better suited in another content form.

MARC maintains several blogs, including the main organization blog, On the MARC, in WordPress.

Additionally, MARC manages numerous subsites that are managed in WordPress, basic HTML or using ArcGIS platforms. Many of these sites and blogs were created because the current site cannot handle the content, scope or design needs of these sites. To explore these sites, click the All MARC sites dropdown menu above the site header at MARC.org. Some of these sites and blogs may be incorporated into the new website.

Audiences
- Local government officials
- MARC committee members (including elected officials, civic leaders, community leaders, residents, etc.)
- Employees of local government agencies
- Residents of the nine-county MARC region
- Local businesses and nonprofit organizations

Traffic
The current site averages more than 15,000 users a month, with 23,000 sessions and 45,000 pageviews.

Project Requirements
It is the intent of this project to accomplish the following tasks:

1. Evaluate the current website and provide a transition plan to implement a new website using a Content Management System (CMS) based application, with preferences for Drupal, Kentico or a comparable solution.
2. Implement modules within the CMS that deliver specialized capabilities to improve the organization’s support to our audiences.
3. Develop a customized, modern look for the website that includes a 100% ADA compliant and responsive design so it can be displayed on any size device.
4. Lead a content audit in collaboration with MARC stakeholders. Assist MARC with content transition from the current site using automated and/or manual transfer
procedures. Help with any content migration clean up and optimization. Includes transfer of content from select standalone WordPress blogs.

5. Ensure the site meets all technical and other requirements specified below.
6. Provide or recommend third-party hosting and security services for the new website.
7. Provide training and/or support documentation to MARC site administrators and content managers.
8. Provide post-launch client and site technical support.

The completed website should meet the following requirements:

**General**

- Uses a responsive, mobile-friendly design.
- Simple navigation for all audiences and WCAG/ADA compliant for accessibility.
- Allows easy access to important organization information, MARC’s core initiatives and popular pages, including Jobs and RFPs.
- Built-in calendar for meetings and trainings.
- Design and style should be contemporary, engaging and in alignment with MARC’s current online presence.

**Organization Needs**

- Ability to implement different themes or microsite designs to help differentiate content among departments and initiatives.
- Implement a content management system with multiple roles that supports dozens of users.
- A content review workflow process in place for content editors.
- Ability to easily integrate current and future third-party applications (event/training calendar and registration, contact management, surveys, email marketing, resource locator using map or zip code search).
- Efficient way to upload, organize, integrate and auto-archive documents (i.e., agendas, meeting minutes) that reduces site clutter while still meeting MARC’s open records and archival requirements.
- Optimize pages for SEO and social media sharing.

**User-Centric Needs**

- Optimize search and retrieval.
- Language selection/translation tool.
- Goal of three clicks to content rule.

**Technical Needs**

- Printer-friendly pages.
- Ability to seamlessly integrate GIS mapping and data analysis applications (such as ARCGIS and Tableau)
- Latest site security protocols and ability to stay up to date with site security best practices.
- Email harvesting prevention and contact form implementation.
• Sitemap generators.
• Ability to create shortened URLs and quick links.
• Compatibility with all major browsers, including Chrome, Firefox, Safari and Edge.
• Google Tag Manager and/or Google Analytics implementation for tracking site traffic, document downloads, internal site search, outbound links and other functionality.
• Automated reporting for broken links and outdated content
• API integration with email marketing, surveys, contact database, events management and other tools as needed.
• Built-in form/survey tool or seamless integration with a third-party.
• Ability to track and generate reports for site search queries.
• Site should be hosted domestically with a reputable third-party.

Optional Features

The features below are not required by MARC within the scope of this project, however, please include information and availability of potential integration.

• Agenda management — Upload, create and manage agendas for public meetings.
• Email marketing.
• Contacts management.
• Website visitor profile — Visitors can create a user account and select which information is automatically fed to their profile upon site login.

Proposed Project Timeline
MARC has identified the desired project timeline.

• Proposals due by 4 p.m. on Friday, Nov. 13, 2020.
• Finalists interviews begin the week of Nov. 30, 2020.
• Proposal selected and presented to the MARC Board of Directors at the scheduled Dec. 22, 2020, meeting.
• Initial meetings with selected firm begin in January 2021.
• The new site must launch on or before Sept. 1, 2021.

MARC reserves the right to extend RFP deadlines or reissue the RFP as needed.

Format for Proposals

Company Information
• Provide a brief overview of your company’s history.
• Explain why you feel your agency should be chosen.
• Include an overview of the agency’s history and most recent annual report or financial statement.
• Outline related services you provide or other capabilities beyond web development.

Team Members/Role
• Provide the name, title, role (e.g., project management, training, design) of the team members expected to work on this project.
• Include their experience and other relevant professional information.
Project Management and Expectations
• Explain how you will manage this project within your organization. Detail what MARC can expect from your agency and what your agency would expect of MARC.
• Describe your communications procedure for conveying information to MARC, including lines of reporting and any special tools used.

Timeline and Deliverables
• Provide a detailed explanation of all project phases including consultation, design, development, training and implementation.
• Include start and end dates (or interval of weeks) for each project phase.
• Create a schedule of deliverables. Include major milestones and proposed testing.
• Describe the timeline for resources provided by MARC, as well as issues regarding change management, communications, testing and training.

Work Samples and References
• Provide a minimum of five samples of relevant work completed by your company. For each example, include a brief case history, project specifications and information on accessing the website.
• Provide contact information for three references from past or current clients.

Technical
• Explain the process you will follow to build the website, including major milestones and evaluation, from a website development process standpoint.
• Identify the proposed CMS and any core functionality.
• Address usability standards and testing.
• Address any important technology information and specifications used in your solution, such as languages, platform, hosting recommendations, etc.

Support and Maintenance
• Detail system ownership.
• Explain any ongoing training opportunities and availability of robust, self-service documentation and technical support (videos and training manuals, etc.)
• Describe post-launch client and site support services.
  o Detail how to contact your agency in emergency and non-emergency situations.
  o Describe your bug and ticketing system, project management system and/or client portal.
  o Share costs associated with post-launch support. Outline retainer packages with number of hours and cost.

Budget
• Break down cost by production hours, tools and functionalities.
  o Maintenance and support: Identify any costs that should be assumed as part of the site and ongoing costs for future maintenance and support.
  o License fees: Identify the costs we will need to pay to develop or host the site.
    ▪ NOTE: MARC has an existing agreement with Kentico that provides an annual license for $399 in perpetuity.
  o Hosting: Provide pricing for recommended hosting options described above.
Training and support guide: Identify costs to train our staff to use site tools properly and provide a best practices and support guide.

Additional charges: Identify whether there will be other expenses, consulting fees, future work, maintenance retainer, etc. to complete this project.

- Indicate if your organization has nonprofit pricing or discounts.
- Itemize the cost for optional site features if available or included in your proposal.
- The maximum budget allocated for this project through the site launch is $75,000.

Assumptions and Agreements
- MARC must own, have full access to and have the right to customize site code and content.

Terms and Conditions
- All proposals must use the proposal format outlined in this RFP.
- Submit proposals by 4 p.m. Friday, Nov. 13.

Submission Information
- Submit proposals by 4 p.m. Friday, Nov. 13.
- Email submissions to Caroline Knecht, cknicht@marc.org.
- For additional information or clarification contact Caroline Knecht, website coordinator, at cknicht@marc.org.

Selection criteria
The contract will be awarded based on the recommendation of a Selection Committee comprised of internal stakeholders. The Selection Committee will use the evaluation criteria below during the review process. Additionally, the Selection Committee may interview none, some, or all the agencies that submit proposals.

The final contract is subject to MARC administration and Board of Directors approval.

Evaluation Criteria
All proposals will be evaluated to determine their acceptability in accordance with the criteria specified below. The award will be based on the best fit and overall value.

Proposals that do not address all criteria areas will not be considered.

Technical and Documented Project Approach
Evaluation of the recommended approach to meet the deliverables and each phase of the project. Understanding how the agency proposes to meet each specified requirement. All complexities and challenges have been considered and adequate contingencies in place to ensure timely and on-budget delivery. Clearly identified expectations and roles for the agency and MARC. Training and documentation plan provided to support MARC staff after launch.

Qualifications, Experience of Agency and Personnel
Proposal clearly identifies the project team members and describes the degree of qualifications, experience of personnel in terms of direct experience related to the project approach. Understanding the agency’s history and review of most recent annual report or financial statement.
**Past Performance**
Evaluation of examples of past work and the statements of past or current client references.

**Project Timeline**
Evaluation of the timeline for each phase of the project. All project items are clearly identified and have beginning and ending times and submission of deliverables.

**Cost Competitiveness and Value**
The agency’s ability to provide a competitive, complete, comprehensive and economical project pricing plan. The agency’s inclusion of contingencies and options to avoid potential overages.

**Additional Considerations**
The agency identifies as a local, minority-owned or women-owned business. Local businesses are defined as those headquartered within the nine-county MARC region. Minority- and women-owned businesses should be certified through NMSDC, WBENC, SBA or similar organization. These considerations are not a requirement to submit a proposal.