



Kansas City Streetcar Authority
Website Design and Development Project
Request for Proposal

June 3, 2015

The Kansas City Streetcar Authority (KCSA) is issuing this Request for Proposal (RFP) to firms or individuals interested in providing website design and development services (Proposers) to support design, development and launch of KCSA's "Ride KC Streetcar" website. To be considered for the process of designing and developing a KCSA web presence, please submit the following information to **Ebony Jackson, re: Website RFP, Kansas City Streetcar Authority, 1828 Walnut St., Suite 500, Kansas City, MO 64108** by Noon **June 30th, 2015**. Proposals received after the deadline may not be considered.

All applicants must meet the following requirements:

- Must have extensive experience building sites based on a flexible, user-friendly content management system platform.
- Must demonstrate prior experience designing, developing and implementing websites.
- Must have the resources to provide ongoing technical support and training once the website has been implemented.
- Must have experience incorporating and developing mobile web identities.

Proposers are responsible for making a careful examination of the scope of this RFP and to comply with all terms and requirements. Proposers must supply concise answers to questions within this document. Failure to address any of the requirements in this RFP could subject the Proposer's proposal to rejection.

The project budget is \$25k and the price you quote should be inclusive. The budget must encompass all design, production and software acquisitions necessary for development, launch, and maintenance of the entire web presence. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. If the execution of work to be performed by your company requires the hiring of subcontractors you must clearly state this in your proposal. Please specify the extent of the training and long term support you will provide to KCSA staff.

Please include:

- **Basic information about your company** – such as how long you've been in business, company philosophy about websites in general, typical clients with which your company works, etc. The more we know about your company, the better we'll be able to match up our needs as an organization to your services.
- Your company's **proposed process and scope of work** for designing and launching a new KCSA "Ride KC Streetcar" web presence from the ground up.
- **General services** that your company provides which will benefit the KCSA during this process.
- **Schedule** broken down from start to finish – design through implementation and training our team to manage the completed site. Target launch date is October 1st; however proposals should reflect realistic schedules based on specific activities proposed.

- **Basic cost structure/contract terms/payment schedule** if available, or possible costs to be incurred throughout the entire process (even the most minuscule) from development to monthly service to staff training. We understand that these costs can change depending on final project needs/results, but a list of the basic costs will assist us in making a decision on which company will win the business.
- **Three to five client references** with contact information.
- **Five web design samples** of sites that your company has designed. Site samples should include your most creative work, as well as any sites of organizations similar in makeup to KCSA (i.e. non-profit, local government, transit or economic development). Wherever possible, include sample for any industry with, multimedia & social media functionality, integrated databases and data collection, reservation systems, e-commerce or for multi-faceted organizations. Please specify your specific role in respect to each example.
- **Three design samples of mobile web identities.** Where possible show how the mobile versions interact and integrate with traditional online web presence.

PROPOSALS ARE DUE by NOON Tuesday, June 30th, 2015.

Purpose

The Kansas City Streetcar Authority (KCSA) is issuing this Request for Proposal (“RFP”) to firms interested in providing website design services to develop KCSA “Ride KC Streetcar” website. In addition, KCSA needs the new site to integrate seamlessly on mobile devices and be coordinated with the broader “Ride KC” regional transit branding and website development effort. KCSA must have a first-class online presence that promotes KC Streetcar, provides easily accessible rider information, engages streetcar riders, and promotes KC’s streetcar events and related downtown activities. KCSA seeks to create a dynamic website with the following general attributes:

- Reinforces and supports the adopted “Ride KC Streetcar” Brand and the underlying principles:
 - Timeless, Sophisticated, Progressive, Confident, Technologically Advanced, and Regionally Coordinated
- Acts as one stop shop and marketing tool for the Kansas City Streetcar.
- Easy to update, reconfigure and modify via a single content management system.
- Allows KCSA branded initiatives to continue to have a standalone identity, while integrating and coordinating closely with the RideKC site.

The current website www.kcstreetcar.org is currently serving as the home for construction related project information and this URL will be home to the final Ride KC Streetcar presence once developed.

We are asking proposers to propose an environment that delivers a single content management system, so the website will be able to be updated at our convenience, and as often as necessary, without the need for outside support services. KCSA content managers (non-technical) should have complete control of the website content via a web-enabled, password-protected administration application. We should be able to create, move and delete website pages to make dynamic updates to the site map and navigation as warranted.

Background

KCSA owns one domain. The website address is:

<http://www.kcstreetcar.org>

Secondary sites include:

www.Ridekc.com

Audiences

Transit Riders, Downtown Residents, Businesses, and Visitors.

Key Dates

June 3rd, 2015: RFP is released

June 30th: Proposals due to KCSA

July 8th: Short list announced

July 17th: Agency visits and presentations

July 19th: Final selection determined

What is KCSA looking for?

To best meet the needs of KCSA, it is expected that the completed website includes each of the following components:

- Professional, attractive design utilizing the latest multimedia tools that showcases the Kansas City Streetcar, while engaging KCSA stakeholders.
- Finished and fully functional state-of-the-art website and a back-end authoring tool that is accessed via the Web that allows KCSA personnel to manage 100 percent of the website content.
- Integration with social networking websites, allowing users to repost links to our site and allowing us to selectively update our Facebook, Instagram, Twitter and LinkedIn pages with the content management system as staff updates the website. Expertise with mobile user experiences and responsive sites.
- A search function that allows the user to search the whole site or subsections within the site
- A site map
- The option to have multiple navigation menus.
- The ability to navigate to pages from multiple areas of the website
- The ability to track website visitor statistics and develop reports
- The ability to download applications necessary to view information (ex: Adobe Acrobat Reader)
- The ability to view video/streaming videos that KCSA produces
- The ability for users to complete various forms online
- Functional on all platforms, and tailored specifically for smartphones
- Any additional features the respondent feels would improve KCSA website or the transition process. It is expected that the contractor work with KCSA to develop a site that best meets the needs of the KCSA.
- KCSA expects that the contractor will become an extension of the KCSA team to plan and organize the infrastructure, content and strategy.

- A user interface design that delivers universal usability (ADA and bilingual).
- Must follow design and branding guidelines.

Evaluation Factors for Award

The factors used to evaluate proposing sponsors include the follow:

- The vendor's stability, experience and record of past performance in delivering such services.
- Project Understanding and Proposed Approach
- Quality of Design on prior developed sites.
- Overall cost of the vendor's proposal, including ongoing costs for website maintenance, training or any annual costs outside of design and implementation of new website.
- Timeframe for completing the project.

Selection Process

Selection of proposals will be at the sole judgment of the KCSA. KCSA will consider all parts of the proposal collectively, but place an emphasis on evaluation factors outlined in the previous section.

The selection process may include an interview session. KCSA will select the respondent that in the sole judgment of KCSA best satisfies the requirements in the RFP and the expectations of KCSA and can do so at the best value to KCSA. Selection may not be the proposal with the lowest cost. Respondents may not contest for any reason the selection of the KCSA.

Selection does not guarantee a contract. After selection, the contractor and KCSA will discuss and agree on final scope of work and final contract amount and terms of the contract. If the contractor and KCSA fail to reach an agreement, KCSA is free to select from remaining available respondents, cancel the RFP, or issue an additional Request for Proposal.

Draft: KC Ride KC Streetcar Website Structure 04/26/15

