



Request for Proposal

WESTAR Website Update

The Western States Air Resources Council (WESTAR) is seeking contractor assistance to update and combine existing WESTAR websites.

Proposals must be received no later than March 1, 2021. An electronic copy of the proposal must be sent to Mary Uhl (maryuhl@westar.org). No late proposals will be accepted and offers shall remain effective for a period of 60 days from the date of submittal.

The response to the Request for Proposal (RFP) should include:

1. Technical proposal that describes your approach for accomplishing the activities in the Scope of Work section of this RFP. The proposal should include a draft work plan with activities, schedule and deliverables identified. Training for WESTAR staff at the completion of the project as well as recommended maintenance should be covered in the workplan.
2. Summary of your experience and examples of your work with links to at least 3 websites you have designed and developed.
3. Complete cost proposal with breakdown of expenditures, hours and other direct charges.
4. Resumes of individuals working on the activities proposed.
5. References for completed projects that WESTAR can contact.
6. MBE/WBE/DBE declaration, including whether the bidder is registered as an MBE/WBE/DBE or otherwise qualifies as an MBE/WBE/DBE.

Terms and Conditions

The contract issued by WESTAR will be managed by WESTAR's executive director. WESTAR will likely award a fixed price contract for this work but may consider other contract types. WESTAR receives federal funding from U.S. Environmental Protection Agency, so contractors to WESTAR must meet requirements associated with the use of federal funds at 2CFR 200. All deliverables under this contract will be in the public domain. WESTAR makes efforts to contract with minority business enterprises (MBE) and women's business enterprises (WBE) and disadvantaged business enterprises (DBE) whenever possible.

Inquiries regarding this RFP should be directed to Mary Uhl (maryuhl@westar.org). Written responses to inquiries will be provided to all organizations having shown interest in responding to this RFP. If your organization would like to be included in these responses, please send an email to maryuhl@westar.org with your email address and any additional contact information.

Scope of Work

The Western States Air Resources Council (WESTAR) is seeking web development services to update and combine 2 organizational websites into a single website that supports the mission of WESTAR and the Western Regional Air Partnership (WRAP), a virtual organization within WESTAR. A fundamental requirement of the new site will be a low barrier to publishing content so that WESTAR staff can maintain and update the new website with WESTAR-generated content. WESTAR provides a forum for 15 western state air agencies, as well as tribal and local air agencies, federal land management agencies and US EPA to discuss western air quality issues, exchange technical information, and conduct air quality planning analyses through committees and work groups in WESTAR and WRAP. WESTAR also coordinates a training program for the states/local and tribal air agencies in the west, which involves providing information on upcoming courses, scheduling courses, and hiring contractors to develop and teach courses.

Target Audience

WESTAR's primary audience are staff at state/local/tribal environmental agencies in the region, EPA regional staff, and federal land management agency staff. Secondary users may include university researchers, private contractors, law and public policy firms, and the general public. The most frequent visitors to the WESTAR website will be 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 WESTAR meetings, exchanges of information, technical analyses or training information. The majority of the functionality of the site will be targeted to air pollution policy and science professionals.

Objectives of the Website

1. Serve WESTAR and WRAP organizational and operational content as exists on each current website: background information, history, staff and member listing, policies and procedures, by laws, meeting notes, conference call summaries, calendars, training information and letters written by the organization.
2. Provide access to archived and current reports and documents.
3. Provide a training portal with an events calendar of past and upcoming trainings as well as an events calendar covering non-training events.
4. Events calendar listing upcoming training, phone calls, and meetings.
5. Support access and use for WESTAR-WRAP members that also allows WESTAR staff to easily manage:
 - a. Content is accessible and editable via a web browser, or similarly accessible free interface, with access privileges set by WESTAR staff. Provide One Drive file folder structure (or similar capability) through the website to upload and download large files with WESTAR approval for access.

- b. Password protected section of the site for disseminating member-only information. Provide Google file access (or similar capability) for document editing along with wiki capability to document input from WESTAR-WRAP members with WESTAR approval for access.
 - c. Context-searchable capability for terms and documents in the various sections of the website. Easy discovery of WESTAR-managed data and decision support systems ([WRAP TSS \(Technical Support System\) \(colostate.edu\)](#), [IWDW \(Intermountain West Data Warehouse\) \(colostate.edu\)](#), and sister organizations (e.g., <https://www.ladco.org>, [Mid Atlantic Regional Air Management Association - MARAMA](#)) with capability for WESTAR to add more.
 - d. Dissemination of information through various services and applications.
6. Provide a submittable form for expense claims.
7. Provide a web browser capability for WESTAR staff to easily capture and display air quality and climate change news, research, and regulatory actions cross-referenced to WESTAR-WRAP members' interests as well as tied to context search capabilities.

Current websites

The WESTAR website is written in html format and edited in Microsoft Expressions then published to a web.com hosted server. The WRAP website is hosted by Air Resource Specialists, Inc. on an ARS on-premise Microsoft IIS web server secured behind a firewall cluster. The website is an ASP.NET application developed in Microsoft Visual Studio using a combination of vb.net program code, html, css, kml, and javascript. A small amount of data is stored in an on-premise Oracle database which the application connects to. There is a Google Custom Search plug-in, a Google Maps plug-in, and a Connect Daily calendar plug-in which stores its data in an on-premise Microsoft SQL Server database. While the WRAP website does have a search function, the WESTAR website does not. Currently 1 WESTAR staff member updates the WESTAR site with the training coordinator performing limited updates to the training page. The WRAP program manager directs ARS support of the WRAP website. WESTAR would like to be able to manage a combined new website in-house from a web browser with 5 WESTAR staff participating in editing/maintaining the website content.

Functionality Requirements

1. The site shall be built using a Content Management System (CMS). The content on the site should be editable through a web browser, or similarly accessible editor/IDE.
2. The site shall select programmatic elements of the WESTAR and WRAP websites for combination into a single website, by selecting and/or adding attributes for use on the new website. All selected elements from the existing websites must meet current web programming standards and practices. The site shall have the capability for elements to be added by WESTAR.
3. Site access (i.e., editing and restricted content) shall be administered by WESTAR through a user-friendly interface.

4. The site shall utilize images and graphics to anchor the various pages to make them pleasing to use and give users intuitive linkages to the topics on a page, as well as clear distinctions between topic pages.
5. The site shall include upcoming events listed on the homepage, as well as prominently featuring “latest news”, the calendar, and key topic areas on the homepage, and page tags.
6. The site shall provide easy-to-use permalink citation functions and copying capabilities.
7. The site shall provide a WESTAR-WRAP newsletter area, with the capability for editing and preparation by WESTAR on the site, linked with the attributes listed above under #5 of the Objectives.
8. The site shall include capabilities to include at least 3 restricted content areas that are accessible by login only, with areas and access privileges configurable by WESTAR.
9. The site shall include a web form for collecting expense claim reports and attachments needed for travel expense reimbursements. Users will enter information into fields for logging travel expenses (e.g., air travel, hotels, meals), upload receipts, and the resulting information will then be emailed to the WESTAR business manager for processing. The form should incorporate WESTAR’s current expense claim form (we need to figure out how to get manager approval on the electronic form).
10. The website should be ADA and 508 compliant to the greatest extent possible and conform to international guidance for accessibility.

Project Timeline

1. Project Kickoff conference call with WESTAR team (5 individuals)—1 week after contract issuance
2. Draft design document produced with recommendations/approaches for design and function—3 weeks after contract issuance
3. Webinar on draft design for WESTAR team and interested WESTAR members—3 weeks after contract issuance
4. Final design document incorporating input from WESTAR team and members—5 weeks after contract issuance
5. WESTAR website draft with site functions and layout for WESTAR team review—9 weeks after contract issuance
6. Beta version of WESTAR website with at least 90% functionality—13 weeks after contract issuance
7. Webinar on beta version for WESTAR team and interested members—13 weeks after contract issuance
8. Final version of WESTAR website with full function incorporating any input from beta webinar—17 weeks after contract issuance
9. Training and maintenance documentation with WESTAR staff—20 weeks after contract issuance

Evaluation Criteria

The criteria for evaluating responses will be as follows. The WESTAR team will form the review panel and score each of the factors from 1 (least responsive) to 5 (most responsive). The proposal with the highest weighted score will be selected for the contract.

1. Technical proposal: 35%
2. Cost proposal: 20%
3. Qualifications/references: 15%
4. MBE/WBE: 5%
5. Examples of prior work: 15%
6. Best overall proposal in the interests of the WESTAR-WRAP membership: 10%