Timberland Regional LIBRARY

REQUEST FOR PROPOSALS (RFP)

TRL.ORG Website Redesign and CMS Implementation
TRL-1701

TRL is initiating this Request for Proposals (RFP) to solicit proposals from contractors to modernize and redesign the library district's TRL.org website. This is being done to enhance the usability and improve the website navigation/search features in accordance with the requirements detailed within this RFP document. This also includes implementing a web content management system (CMS) on the Drupal 8 platform hosted on Acquia Cloud, Pantheon Cloud, or similar Drupal hosting services. This system will replace the TRL website to include the migration of some content from the current site to the CMS. TRL will provide access to the hosted Drupal 8 platform under an existing subscription with complete test, stage, and production environments.

RFP Procurement Schedule

Table 1: Procurement Schedule

Schedule of Events	Date/Time
Solicitation Release	5/1/2017
Deadline for Questions	5/31/2017 5:00 PM
Deadline for Proposals	6/16/2017 5:00 PM
Interviews	June 2017 (if needed)
Selection	6/30/2017
Negotiation of Agreement	July 2017
Contract Execution	July 2017

The Timberland Regional Library reserves the right to modify this.
Changes will be posted on the TRL.org website or as otherwise stated.

RFP Contacts

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No other Timberland Regional Library employee may speak for the organization regarding this solicitation until the award process is complete. Any Proposer contacting other TRL employees does so at Proposer's own risk. TRL is not bound by such information.

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1. Purpose and Background

Background:

Timberland Regional Library serves a population of more than 485,000 residents across a five-county, 7,000 square mile service area in South Western Washington State. More than 235,000 people are TRL cardholders.

TRL operates from an Administrative Service Center in Tumwater, Washington. TRL provides library materials and services to 27 community libraries, 4 kiosks, 2 co-operative library centers and several book drops. Last year, there were over 2.3 million visits to TRL libraries and more than 3.9 million items checked out, while nearly 2,500 library programs were held across the library district with attendance exceeding 61,000 people. Patrons downloaded over 880,000 items (eBooks, movies, music, audiobooks and magazines) in 2016.

With Wi-Fi in every location and hundreds of Internet-connected computer work stations across the district, the library district provides free access to the critical technology residents need to be successful in school, work and everyday life.

TRL delivers programs and services that engage and interact with patrons. Public libraries are not just repositories of books, rather they are vibrant centers of the community, providing lifelong learning opportunities for all who use the services. TRL is embracing this trend and positioning itself to become an innovative leader for libraries nationwide.

TRL's most recent website re-design effort went live in 2010 and was fully staff designed, built and maintained. The district's public-facing website, www.TRL.org serves as TRL's primary public presence on the Internet and provides patrons vital access to TRL resources. TRL is committed to improving access to digital resources, including a website redesign that incorporates brand standards, state of the art design methodologies and user experience techniques.

TRL's service population is economically and ethnically diverse, with most of the coverage area being rural communities. TRL offers free library programs for all ages and interests, from Storytime for toddlers to Cons for teens to author talks and computer skill training classes for adults. TRL offers an immense collection of books, magazines, CDs, DVDs, eBooks, audiobooks, subscription databases and online learning services.

In addition to public computers and free Wi-Fi, TRL has Wi-Fi printing, meeting rooms that can be reserved, e-Readers patrons can checkout, online courses on hundreds of topics, and live cultural events for all ages and interests.

As TRL strives to improve and expand library services and increase visibility in the community, TRL needs a website that better represents our commitment to relevance well into the future.

Background information to be considered during the Discovery phase includes but is not limited to:

Information Architecture:
Our current website's Information Architecture (IA) is not intuitive for our patrons to navigate, making it difficult to find content within TRL.org, the catalog, and other third party resources. Through a site audit, survey results, and interviews with key Library staff, the web design consultant will develop an elegant, simplified IA that will deliver a world-class web experience that is designed from the patron perspective.

Website Searches:
TRL.org does not currently have a built-in search solution to help patrons discover content on the website. Additionally, the online catalog and library event system each have separate search mechanisms. TRL would like to offer patrons a single search box that includes catalog items, events, research articles, blog posts, reference databases, website content, etc. that delivers an easy to understand results page.

Calendar of Events:
TRL currently uses a locally hosted event management system provided by Evanced Solutions to publish hundreds of event entries to its Event Calendar each month for the 27 libraries. It can be found at events.trlib.org. However, we anticipate moving to a new cloud-hosted version of the software called SignUp that is provided by Demco Software/Evanced Solutions. We would like TRL events to be displayed as seamlessly as possible in the new website UI, as well as integrating the events into search results if possible.

Blogging
TRL is interested in offering opportunities for library staff to blog on different pages of the website. The web design consultant will integrate blogs into the publishing platform. This might be accomplished through integrating the blog's feed into the website or customizing a solution to achieve a consistent look and feel. The web design consultant's role will encompass visual design, blog content integration with TRL.org and work with TRL's Information Technology staff on implementation.

External Search Engine Optimization
TRL.org currently has a poorly implemented approach to Search Engine Optimization (SEO). Much of the site's content lacks appropriate metadata, and the site structure leads to the proliferation of duplicate content. Additionally, significant portions of our catalog are not exposed to external search engines, severely limiting our ability to raise awareness of TRL offerings via search engine optimization. Analysis of SEO implementation and site metadata are needed. Currently TRL does not have staff or a consultant assigned to SEO strategy, and seeks guidance on best practices.

Digital Media UX
Electronic content such as e-books, audio books, streaming video, music and online magazines are continuing to become more popular. Platforms such as iPad, Kindle, Nook, other tablets and mobile phones utilize varied Digital Rights Management (DRM) and file formats for accessing content. TRL patrons currently find the process for accessing the media complex and confusing, and the site lacks easy-to-understand self-support (how-to) resources. UX redesign should prioritize digital content

consumption as a key use case. To further help solve these problems, the web design consultant will design a user-centric, easily updateable online help system for TRL's digital resources.

Content Management System
TRL currently utilizes SharePoint to make site updates by Information Technology staff. We would like to have a site built on Drupal 8, with a publishing interface that regular library staff can learn quickly to make site updates. Training provided by the web design consultant to designated TRL staff will likely be an expectation.

Third Party Service Integration
TRL's online services are provided through multiple platforms and third party solutions. This refers to more than just the catalog; it includes all of the resources accessed through TRL.org.

Within the constraints of the various APIs, the new site design should provide users with the most seamless experience possible when accessing third party content. TRL provides access to disparate products with varying API availability or completeness. Additionally, not all platforms have the ability to integrate directly into the website via API or iframe.

For example, not all platforms have content optimized for the mobile experience, which will present limitations to designing an optimal mobile experience through TRL.org. The selected Web Design Consultant shall collaborate with the TRL IT department to identify the full extent of the integration capability of all third party content available to TRL, including but not limited to the list below. Assume that other types of third party integrations may be implemented in the future.

This partial list of our online resources provides more detail:

Platforms:

- SirsiDynix Enterprise Catalog: (TRL.org's public catalog) https://timb.ent.sirsi.net/client/en_US/default/

- Overdrive: (E-book and audiobook service) https://timberland.overdrive.com/

- 360 Search: (Multiple licensed content search) http://ne5ev8gb8v.cs.serialssolutions.com

- Assorted Reference Databases and Research: (Subscription databases) http://www.trl.org/Research/Reference%20Databases/Pages/Databases.aspx

- Our calendar of events is published using Evanced, which is currently run on-premises and can be seen here: http://events.trlib.org/evanced/lib/eventcalendar.asp. We anticipate moving to the online hosted version of SignUp from Demco Software/Evanced Solutions. A demo can be seen here: http://demozonepublic.evanced.info/signup

- Various Social Media Accounts: (Including Twitter, Facebook, Instagram, Pinterest, and Tumblr)

2. Performance Schedule

The selected firm shall complete phases 1-3 of this Scope of Work within 6-7 months after a notice to proceed and project kick-off. The selected firm shall also provide a minimum of 30 days of implementation support after the site goes live.

Proposals which do not complete this scope within the timeframe must describe why their proposal's schedule will yield a superior project.

3. Solicitation Objectives

The objective of this RFP is to contract for the work to determine how the site should look and function to meet the needs of TRL customers; determine how information should be categorized or tagged to improve information access and content maintenance; use off-the-shelf Drupal modules to configure the content management system, define taxonomy, views, content types and any other Drupal artifacts necessary to implement the CMS and site content; configure an off-the shelf, open-source or commercially available theme that delivers a responsive, accessible and visually compelling user experience; implement faceted search to deliver customized site search that enhances user experience and access to information; configure and implement the site in a manner that is optimized for search engine ranking and delivering effective results; implement the system in a manner that maintains technical manageability, updateability and extensibility by adhering to Drupal best practices and leveraging existing, well supported, actively maintained Drupal modules.

4. Minimum Required Qualifications

Proposer is responsible for the procurement of all required permits and licenses.

Proposer must provide evidence of completion of at least two Drupal implementation projects of similar scale in the last 36 months.

Proposer shall have experience:
- Designing similarly complex projects with supporting references for no less than 5 years, either as a company or as the median length of experience of team members if Web Design Consultant Company has existed for less than 5 years.
- Utilizing WC3 Priority 1 Accessibility Guidelines and Section 508 of the US Rehabilitation Act to provide optimal accessibility to users, or international equivalents.
- Delivering large-scale projects which required collaboration with a team.
- Delivering web design and front end code for CMS implementation.

5. Desired Qualifications

Proposers demonstrating the following qualifications and capabilities above and beyond minimum qualifications will be evaluated on their ability to demonstrate or provide the following:

- Web Design Consultant has on staff, all staff personnel required to complete this work, which may include:
    - Creative Director
    - Web Designer
    - Production Artist(s)
    - Front-end Web Developer(s)
    - Web Content Strategist
    - Web Producer/ Project Manager
    - Account Manager
- Web Design Consultant has experience conducting usability testing for websites
    - Web Design Consultant possesses facilities and expertise to conduct research

- o Or, Web Design Consultant has existing relationships with research firms and a proven track record of successful research outcomes
- Web Design Consultant has delivered websites for other libraries or similar institutions, which may include:
  - o Public Libraries
  - o Universities
  - o Government Agencies
- Web Design Consultant has a portfolio showcasing current excellent web design
  - o Awards or honors received for web design
  - o Work exemplifies current best practices for designing for device context, be it desktop/laptop, tablet, or other mobile device

6. Web Design Scope of Work

Review the existing site http://www.trl.org and conduct research and analysis to determine the needs of TRL's customers and internal users. TRL can provide website analytics, and existing customer and staff survey data.

Based on information gathered, determine and implement an information architecture and Drupal taxonomy that makes it easy and intuitive for customers to find the information they are looking for. TRL has numerous documents, policies, and informational pages about services provided. The resultant information architecture should make it easy to present a semantic view of information based on the document taxonomy.

Using the information gathered through analysis and stakeholder research, define and implement a home page that is visually appealing, engaging, and that highlights the work of TRL. The homepage should entice visitors to look deeper. The home page should dynamically convey current information, and make it easy to discover the programs and services offered by TRL.

Define and implement the visual and logical flow of the site such as major categories or sections of the site. This includes defining blocks of content and where those blocks appear based on the determined needs/interests of customers. This organization and flow should follow from information gathered through customer and TRL staff input.

Implement an open source or commercially available responsive theme, and provide enhancements necessary to meet site design objectives while maintaining the ability to apply updates to the Drupal core, modules, and the theme itself. The site should provide the best experience possible across a wide range of devices including accessibility devices such as screen readers.

Develop and implement a strategy to incorporate social media such as sharing TRL content via Facebook, Twitter, Instagram, Tumblr, Pinterest, etc.

Based on analysis of stakeholder and staff input, develop and implement a strategy for migrating the existing TRL site contents such as informational pages, board policies, statistics, annual reports, etc. Some existing content exists as PDF documents while website content resides on ASPX pages. Existing documents may be maintained as PDF documents and any additions after implementation of the CMS will be in the form of Drupal native content. The system should accommodate existing PDFs in a way that they take advantage of Drupal content management concepts such as tagging/taxonomy while still being easy to use.

Implement site level search and content specific search necessary to meet the needs of users, for example, the ability to search within a specific category of documents. The specific categories and needs should be derived for analysis of site usage and stakeholder input.

Implement the site in a manner compliant with Section 508 of the Rehabilitation Act of 1973 and consistent with best practices for accessibility. This includes any content created as well as implementing features to maintain accessibility as curation of the site is transitioned to TRL content authors.

Implement the site in a manner that maintains and improves search engine rankings and accounts for potential changes in content URLs so that customers reaching the new site from search engines and external links will be connected to the content they are seeking in most cases and have a positive user experience in all cases.

If possible, TRL is interested in hosting some files on external storage such as Amazon S3 and would like this integrated into the Drupal 8 installation for certain document types and/or URL paths.

If possible, facilitate single sign-on leveraging TRL's existing AD FS infrastructure to allow TRL staff to access the Drupal administration and publishing modules with their existing TRL credentials.

Ensure that our current analytics platform (Google Analytics) can reliably provide site usage statistics for the new design.

Implement any other content necessary to meet the objectives of the site and the needs of stakeholders as determined through analysis and stakeholder engagement.

The estimated project budget for web redesign services is currently $90,000.00. Based upon the RFP responses received, TRL may elect to modify the scope of work to best meet the RFP objectives and proposed budget allocation.

The following are inclusive but not necessarily exhaustive lists of requirements and deliverables expressed as phases. If the responding Web Design Consultant follows methodologies and process which includes additional or different steps, phases, or deliverables, please include that in your proposal response.

Phase 1: **Discovery**
With key considerations expressed in this RFP, the Web Design Consultant shall collaborate closely with TRL staff to explore the existing situation and refine scope. During the Discovery Phase, the contracted Web Design Consultant shall be required to interview key stakeholders and attend meetings as needed. The consultant shall perform review, research and conduct project planning.

Phase 2: Information Architecture (IA), Design, and Development Phase

The Web Design Consultant will develop detailed documentation of IA, functional specific documentation, provide wireframes and flow charts describing information architecture to support user stories that deliver value to the personas identified in Phase I. Web Design Consultant will deliver an exceptional design for a new site which delivers an optimal User Experience (UX) for patron's device context, be it desktop, laptop, tablet or other mobile device. Brand and graphical assets required for the website design will be provided by TRL, along with a Graphic Standards Manual TRL already created. The Web Design Consultant will produce deliverables for each page type including:

- Designing, creating and delivering graphic files required for the full site implementation
- Documentation for any templates, color palettes and actions needed as additional graphic assets may be required
- Style Guide outlining the visual design specifications
- Front end code

Phase 3: Implementation and Launch Support
Working with TRL's team, the Web Design Consultant will provide the site review, functional validation and site support.

7. Procedures and Requirements

This section details TRL instructions and requirements for your submittal. TRL reserves the right in its sole discretion to reject any response that fails to comply with the instructions.

7.1 Submission of Proposals

Contractors may elect to submit proposals via email or hard copy.

Emailed proposals may be sent to the RFP Contact as noted above in PDF format directly attached to the email or using a file distribution service. All electronic submissions must include a scanned copy of all signed signature pages. The date received is the date and time the message is received by the TRL mail system. In no event is TRL responsible for a delay, failure in delivery or technical problems accessing the content of electronic submissions.

Hard copy proposals must include two (2) copies of their proposal. One copy must have original signatures and one copy may have photocopied signatures.

The proposal, whether emailed, mailed or hand delivered, must arrive at TRL no later than June 30th, 2017, 5:00PM Pacific Time. Pacific Time is defined as Pacific Time in Tumwater, WA. Proposals are to be sent to the RFP Contact at the address noted in the RFP Contact section. The envelope should be clearly marked to the attention of the RFP Contact.

Contractors mailing proposals should allow normal mail delivery time to ensure timely receipt of their proposals by the RFP Coordinator. Contractors assume the risk for the method of delivery chosen. TRL assumes no responsibility for delays caused by any delivery service. Proposals may not be transmitted using facsimile transmission.

Late proposals will not be accepted and will be automatically disqualified from further consideration. All proposals and any accompanying documentation become the property of TRL and will not be returned.

7.2 Questions.

Proposers may submit written questions to the RFP Contacts until the deadline stated on page 1. TRL prefers questions be through e-mail only. Failure to request clarification of any inadequacy, omission, or conflict will not relieve the respondent of responsibilities under in any subsequent contract. It is the responsibility of the interested respondent to assure they receive responses to Questions if any are issued. Written questions received by are interested parties by the deadline will be collectively answered and published in the form of an Addendum. It is not the standard practice of TRL to identify proposers which have submitted questions.

7.3 Changes to the RFP.

TRL may make changes to this RFP if, in the sole judgment of TRL, the change will not compromise the objectives in this solicitation. Any change to this RFP will be made by formal written addendum issued by the RFP Contact and shall become part of this RFP.

TRL also reserves the right to cancel or to reissue the RFP in whole or in part, prior to execution of a contract.

7.4 Receiving Addenda and/or Question and Answers.

It is the obligation and responsibility of the Proposer to learn of addenda, responses, or notices issued by TRL. Some third-party services independently post TRL solicitations on their websites. TRL does not guarantee that such services have accurately provided all the information published by TRL.

All submittals sent to TRL may be considered compliant with or without specific confirmation from the Proposer that any and all addenda was received and incorporated into your response. However, TRL reserves the right to reject any submittal that does not fully incorporate Addenda that is critical to the project.

7.5 Proposal Submittal.

a. Proposals must be received by TRL no later than the date and time on page 1 except as revised by Addenda.
b. All pages are to be numbered sequentially, and closely follow the requested formats.

c. The Proposer has full responsibility to ensure the response arrives at TRL within the deadline. A response delivered after the deadline may be rejected unless waived as immaterial by TRL given specific fact-based circumstances.

7.6 Proposer Responsibility to Provide Full Response.

It is the Proposer's responsibility to respond in a way that does not require interpretation or clarification by TRL. The Proposer is to provide all requested materials, forms and information. The Proposer is to ensure the materials submitted properly and accurately reflects the Proposer's offering. During scoring and evaluation (prior to interviews if any), TRL will rely upon the submitted materials and shall not accept materials from the Proposer after the RFP deadline; this

does not limit TRL's right to consider additional information (such as references that are not provided by the Proposer but are known to TRL, or past experience with the Proposer), or to seek clarifications as needed.

7.7 No Guaranteed Utilization.

TRL does not guarantee utilization of any contract(s) awarded through this RFP process. The solicitation may provide estimates of utilization; such information is for Proposer convenience and not a usage guarantee. TRL reserves the right to multiple or partial awards, and/or to order work based on organization needs. TRL may turn to other appropriate contract sources or supplemental contracts, to obtain these same or similar services. TRL solely may re-solicit for comparable consultant services as required. Use of such supplemental contracts does not limit the right of TRL to terminate existing contracts for convenience or cause.

7.8 Expansion Clause.

The contract limits expansion of scope and new work not expressly provided for within the RFP.

Expansion for New Work (work not specified within the original Scope of Work Section of this Agreement, and/or not specified in the original RFP as intended work for the Agreement) must comply with the following:

(a) New Work is not reasonable to solicit separately;
(b) Is for reasonable purpose;
(c) Was not reasonably known by TRL or contracted consultant at time of solicitation or was mentioned as a possibility in the solicitation (i.e. future phases of work, or a change in law);
(d) Is not significant enough to be regarded as an independent body of work;
(e) Would not attract a different field of competition; and
(f) Does not vary the identity or purpose of the Agreement. TRL may make exceptions for immaterial changes, emergency or sole source conditions, or other situations required. Certain changes are not subject to these limitations, such as additional phases of Work anticipated during solicitation, time extensions, and Work Orders issued on an On-Call contract. Expansion must be mutually agreed and issued by TRL through written Addenda. New Work performed before an authorizing Amendment may not be eligible for payment.

7.9 Right to Award to next ranked Proposer.

If a contract is executed resulting from this solicitation and is terminated within 90-days, TRL may return to the solicitation process to award to the next highest ranked responsive Proposer by mutual agreement with such Proposer.   New awards thereafter are also extended this right.

7.10 Negotiations.

TRL may open discussions with the apparent successful Proposer, to negotiate costs and modifications to align the proposal or contract to meet organization needs within the scope sought by the solicitation.

7.11 Effective Dates of Offer.

Solicitation responses are valid until TRL completes the award process. Should any Proposer object to this condition, the Proposer must object prior to the Q&A deadline on page 1.

7.12 Cost of Preparing Proposals.

TRL is not liable for costs incurred by the Proposer to prepare, submit and present proposals, interviews and/or demonstrations.

7.13 Readability.

TRL's ability to evaluate proposals is influenced by the organization, detail, comprehensive material and readable format of the response.

7.14 Changes or Corrections to Proposal Submittal.

Prior to the submittal due date, a Proposer may change its proposal, if initialed and dated by the Proposer. No changes are allowed after the closing date and time.

7.15 Errors in Proposals.

Proposers are responsible for errors and omissions in their proposals. No error or omission shall diminish the Proposer's obligations to TRL.

7.16 Withdrawal of Proposal.

A submittal may be withdrawn by written request of the Proposer.

7.17 Rejection of Proposals.

TRL may reject any or all proposals with no penalty. TRL may waive immaterial defects and minor irregularities in any submitted proposal.

7.18 Incorporation of RFP and Proposal in Contract.

This RFP and Proposer's response, including promises, warranties, commitments, and representations made in the successful proposal once accepted by TRL, are binding and incorporated by reference in TRL's contract with the Proposer.

7.19 Independent Contractor.

The contracted consultant works as an independent contractor. TRL will provide appropriate contract management, but that does not constitute a supervisory relationship to the Consultant or Consultant staff. Consultant workers are prohibited from supervising TRL employees or from direct supervision by a TRL employee. Prohibited supervision tasks include conducting a TRL Employee Performance Evaluation, preparing and/or approving a TRL timesheet, administering employee discipline, and similar supervisory actions.

TRL will not provide space in the TRL offices for performance of this work.

7.20 Women and Minority Subcontracting.

In accordance with the legislative findings and policies set forth in chapter 39.19 RCW, the state of Washington encourages participation in all of its contracts by firms certified by the Office of Minority and Women's Business Enterprises (OMWBE). Participation may be either on a direct basis in response to this solicitation or on a subcontractor basis. However, no preference will be included in the evaluation of proposals, no minimum level of MWBE participation shall be required as a condition for receiving an award, and proposals will not be rejected or considered non-responsive on that basis. Any affirmative action requirements set forth in federal regulations or statutes included or referenced in the contract documents will apply.

The established annual procurement participation goals for MBE is 8 percent and for WBE, 4 percent, for this type of project. These goals are voluntary. Bidders may contact OMWBE at (866) 208-1064 to obtain information on certified firms.

7.21 Proprietary Materials/Public Disclosure

Materials submitted in response to this competitive procurement shall become the property of TRL.

All proposals received shall remain confidential until the contract, if any, is signed by TRL and the apparent successful Contractor; thereafter, the proposals shall be deemed public records as defined in RCW 42.56, "Public Records."

Any information in the proposal that the Contractor desires to claim as proprietary and exempt from disclosure under the provisions of RCW 42.56 must be clearly designated. Under no conditions will pricing be considered confidential or proprietary. The page must be identified and the particular exception from disclosure upon which the Contractor is making the claim. Each page claimed to be exempt from disclosure must be clearly identified by the word "Confidential" printed on the lower right hand corner of the page.

TRL will consider a Contractor's request for exemption from disclosure; however, TRL will make a decision predicated upon chapter 42.56 RCW. Marking the entire proposal exempt from disclosure will not be honored and may be grounds for rejecting the proposal. The Contractor must be reasonable in designating information as confidential. If any information is marked as proprietary in the proposal, such information will not be made available until the affected proposer has been given an opportunity to seek a court injunction against the requested disclosure.

A charge will be made for copying and shipping, as outlined in RCW 42.56. No fee shall be charged for inspection of contract files, but twenty-four (24) hours' notice to the RFP Coordinator is required. All requests for information should be directed to the RFP Coordinator.

8. Response Materials and Submittal

Prepare your response as follows. Use the following format and provide all attachments. Failure to provide all information below may cause TRL to reject your response.

8.1 Letter of interest (optional)
8.2 Legal Name:

Submit a certificate, copy of web-page, or documentation from the Secretary of State in which you incorporated that shows your company legal name. Many companies use a "Doing Business As" name or nickname in daily business; TRL requires the legal name for your company. When preparing all forms below, use the proper company legal name. Your company's legal name can

be verified through the State Corporation Commission in the state in which you were established, which is often located within the Secretary of State's Office for each state. For the State of Washington, see: **http://www.secstate.wa.gov/corps/**

8.3 Technical Proposal:

Where examples are indicated, please provide any necessary artifacts such as screen prints, descriptions, etc. in a manner suitable for viewing in electronic form and not requiring any specialized software. PDF documents are preferable. In the event that the respondent provides references as URLs, TRL will use current versions of IE, Chrome, Firefox, and Safari browsers on a variety of devices. TRL is not responsible for the availability of those resources at the time of scoring.

Contractor must respond to each of the following questions.

i) Provide at least one example of how information collected through stakeholder (end users of the site) engagement directly influenced the functional and visual design of a site that you have implemented in the prior 36 months.

ii) Provide a least two examples of sites that you have implemented in Drupal 7 or 8 that have a similar scale and function as the TRL website at http://www.trl.org. Explain how the visual and functional design of the sites support the organizational objectives of the sites. Provide an additional 2 examples of sites that you have implemented but not necessarily on Drupal.

iii) Provide 2 examples of your work (URLs preferred) that you feel are a good representation of the type of visual and functional design that would be a good fit for TRL. What is the basis/aspects of these sites that make the approach a good fit?

iv) Provide two examples of your experience implementing sites (URLs preferred) that demonstrate your ability to implement a responsive design on Drupal 7. Please indicate if the theme in use is off-the-shelf (commercial/open source), COTS or custom. How have you ensured that themes are easily maintained across Drupal upgrades (within the same major version)?

v) Describe your approach for developing an information architecture for the site and how will you take advantage of core concepts in Drupal such as content types and taxonomy to deliver a site that is dynamic, easy to use and informative.

vi) Describe or provide an example of how search functions within the site can be utilized to make it easy to find specific information across the many types of documents available on the site.

vii) Provide at least one example of a site of similar scope/scale you have implemented in Drupal that is fully Section 508 ADA compliant. How was the site implemented and tested to meet this requirement? What aspects of the implementation contribute to maintaining compliance as content is added/updated by content authors?

viii) Describe how you will accommodate existing links returned by search will continue to work after the transition to the new site and that search engine rankings will not be negatively impacted by content potentially being entirely reorganized?

ix) Describe how you will ensure a positive user experience for TRL customers arriving at the site using links that no longer exist under the new site.

x) Describe how you will iteratively solicit internal stakeholder feedback during the entire project lifecycle.

xi) Describe your project management practices regarding iterative development and demonstration of incremental working product during the project.

xii) Provide itemized costs for each phase of the work plan, as well as anticipated costs for any ongoing future maintenance if that is an option.

9. Selection Process

9.1   Initial Screening:
TRL will review responses for responsiveness and completeness. Those found to include all required items will move on to the scoring phase.

9.2   Proposal Evaluation:
TRL will evaluate proposals using the criteria below. Responses will be evaluated and ranked or scored.

Evaluation Criteria:

Background and References	10
Demonstration of Experience	20
Project Plan	40
Additional Capabilities	10
Cost Proposal	20
Total Points	**100**

9.3   Interviews:
TRL may interview top ranked firms that are most competitive. If interviews are conducted, rankings of firms shall be determined by TRL, using the combined results of interviews and proposal submittals. Proposers invited to interview are to bring the assigned Project Manager named by the Proposer in the Proposal, and may bring other key personnel named in the Proposal. The Proposer shall not bring individuals who do not work for the Consultant or are not on the project team without advance authorization by TRL.

9.4   References:
TRL will contact one or more references and may also use references named or not named by the Proposer.

9.5   Selection:
TRL will select the highest ranked Proposer(s) for award including the interview (If applicable) and written proposal.

9.6   Contract Negotiations:
TRL may negotiate elements of the proposal as required to best meet the needs of the organization, with the apparent successful Proposer. TRL may negotiate any aspect of the proposal or the solicitation.

9.7   Repeat of Evaluation:

If no Consultant is selected at the conclusion of all the steps, TRL may return to any step in the process to repeat the evaluation with those proposals active at that step. TRL shall then sequentially step through all remaining steps as if conducting a new evaluation process. TRL reserves the right to terminate the process if no proposals meet its requirements.

10. Award and Contract Execution

TRL will provide timely notice of an intent to award to all Proposers responding to the RFP.

Debriefs.

There will be no formal debrief for this RFP.

Instructions to the Apparently Successful Proposer(s).

The apparently successful Proposer(s) will receive an Intent to Award Letter from TRL after award decisions are made. The letter will include instructions for final submittals due prior to execution of the contract.