RFP NO. 021-013

WEBSITE MANAGEMENT SERVICES

Pre-Proposal Meeting Presentation

March 23, 2021
AGENDA

- VRE Introductions
  - Kristin Nutter, Manager of Purchasing & Contract Administration
  - Chris Henry, Director of Rail Operations / Project Manager

- Instructions to Participants
  - Update/edit profile info to identify your name and the company represented
  - Presentation & List of Participants to be posted on VRE’s website:

- Overview of Procurement Schedule & Requirements

- Overview of Scope of Work
DISCLAIMER

The information contained in this presentation is for informational purposes only.

In the event of a discrepancy between the information contained herein and the RFP documents, the RFP documents will take precedence.
Offerors are cautioned not to contact any VRE staff (except the Purchasing Manager or other Purchasing and Contract Administration staff) regarding this RFP until such time as a contract is awarded.

All inquiries pertaining to this solicitation must be directed to the Purchasing and Contract Administration Department.
The purpose of this Request for Proposals (RFP) is to solicit proposals in order to establish a Contract with one (1) qualified and experienced Contractor to provide a full range of website management services to include development, maintenance, design, technical guidance and support as well as frontend and backend programming for VRE’s website (www.vre.org) to include subdomains. The Contractor shall also be responsible for website hosting and maintenance and for providing VRE with a Content Management System (CMS).
PROCUREMENT SCHEDULE

- **RFP Issued:** March 12, 2021
- **Optional Pre-Proposal Meeting:** March 23, 2021 at 11 a.m.
- **Submission of Written Questions:** March 25, 2021 by 11 a.m.
- **Proposals Due:** April 13, 2021 by 2 p.m.
- **Interviews (Optional):** May 7, 2021 from 9 a.m. to 2 p.m.
SUBMISSION OF PROPOSAL

- Proposals are due on **Tuesday, April 13, 2021 by 2:00 PM Eastern Time** at the address indicated in the solicitation.

- Each Offeror's Proposal shall be *clearly marked* in a sealed package.

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**SEALED PROPOSAL**

**IN RESPONSE TO:**

**RFP No.: 021-013**
**Title: Website Management Services**

**Proposals Due Date:**

**Name of Offeror:**

**Point of Contact for Offeror:**

**Email Address for Point of Contact:**
SUBMISSION OF PROPOSAL (CON’T)

- **Hard Copy**: Offerors shall submit one (1) signed original of the “Technical Proposal, Volume 1” in one (1) sealed package separate from the Cost Proposal. Offerors shall also submit one (1) signed original of the “Cost Proposal, Volume 2” in one (1) sealed package separate from the Technical Proposal.

- **Electronic Copy**: Offerors shall submit one (1) USB memory device containing one (1) continuous electronic copy of the “Technical Proposal” and “Cost Proposal” package in PDF. The electronic copy shall be labeled appropriately with the RFP number and title as well as the Offeror’s name and date.
SUBMISSION OF PROPOSAL (CON’T)

- Proposal packages shall be addressed and delivered to the following location:

  Kristin Nutter
  Manager of Purchasing and Contract Administration
  Virginia Railway Express
  1500 King Street, Suite 202
  Alexandria, VA 22314

- To ensure “contactless delivery,” packages shall be left outside the front glass door of the VRE Headquarters Office, specifically the glass door for Suite 202. If possible, Offerors are encouraged to take a photo of the package at the time of delivery.
OVERVIEW OF PROPOSAL REQUIREMENTS

- TAB 1: Table of Contents
- TAB 2: Title Page
- TAB 3: Transmittal Letter
- TAB 4 - 6: Evaluation Criteria
- TAB 7: Exceptions to the Solicitation
- TAB 8: Acknowledge Receipt of Addenda Issued
- TAB 9: Representations and Certifications
# EVALUATION CRITERIA

<table>
<thead>
<tr>
<th>Evaluation Criteria</th>
<th>Maximum Points</th>
<th>Weight</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Capability, Expertise and Past Experience of the Offeror and Key Personnel</td>
<td>10</td>
<td>45</td>
<td>450</td>
</tr>
<tr>
<td>2. Understanding of the Scope of Work and Technical Requirements</td>
<td>10</td>
<td>35</td>
<td>350</td>
</tr>
<tr>
<td>3. Cost</td>
<td>10</td>
<td>20</td>
<td>200</td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
<td></td>
<td></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>
**SELECTION AND CONTRACTING PROCESS**

- Proposals will be evaluated based on the evaluation criteria.

- Offerors will be in ranked order and a short list of the most qualified team(s) will be created. Selection shall be made of one (1) short-listed Offeror deemed to be the best for the project on the basis of the evaluation factors.

- VRE reserves the right to conduct oral interviews with short-listed firms prior to making a selection.

- Following the interview process, if conducted, selection shall be made of two (2) or more Offerors deemed to be fully qualified and best suited among those submitting Proposals. Negotiations shall be conducted with each of the selected Offerors to achieve a binding price and agreement on the Contract terms.

- After negotiations, VRE will request each of the selected Offerors to submit a Best and Final Offer (BAFO).

- The BAFOs will be reviewed by VRE and a single Offeror selected for award of a contract.
CONTRACT AWARD

- **Term of Contract**: Base Period of one (1) year with the option to extend for four (4) additional one-year periods, not to exceed five (5) years. The Base Period will commence on the date set forth in the written Notice-To-Proceed. The exercise of a Contract option will be at the sole discretion of VRE.

- **Type of Contract**: VRE contemplates award of a contract with a firm fixed price for redesign, with a fixed monthly price for hosting and maintenance, and fixed hourly rates for Task Order work with yearly adjustments based on the CPI.

- VRE will post the “**Notice of Intent to Award**” on its website at [www.vre.org](http://www.vre.org), for a minimum of ten (10) calendar days.

- A “**Notice of Award**” will be posted on VRE’s website at [www.vre.org](http://www.vre.org). The successful Offeror will be notified in writing by VRE.
OVERVIEW OF THE SCOPE OF WORK
This Contract shall begin with a full assessment of the current VRE website by the Contractor. Following the assessment, the Contractor shall present a plan to enhance the look and functionality of the website utilizing the existing CMS, or by migrating to a new CMS. Whether retaining the existing CMS or migrating to a new platform, the Contractor shall develop front-end site improvements as well as implement efficiencies with hosting and maintenance.
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

Note links are included in the RFP to reference current tools.

Online Forum
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

Train status in real-time
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

Operational Calendar
(homepage)
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

Social Media Feed
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

News Feed
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

Train Talk Alerts (RSS)
(homepage)

STATUS & ALERTS
There are no alerts at this time.
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

Parking Information

Parking Availability

Backlick Road Station
6900 Hechinger Dr, Springfield, VA 22151, USA
Update Time: 2:34 pm

Broad Run Station
10637 Piper Ln, Bristow, VA 20136, USA
Update Time: 2:34 pm

Brooke Station
1721 Brooke Rd, Stafford, VA 22554, USA
Update Time: 2:34 pm

Burke Centre Station
16399 Premier Ct, Burke, VA 22015, USA
Update Time: 2:34 pm

Fredericksburg Station
Prince Edward St, Fredericksburg, VA 22401, USA
Update Time: 2:34 pm

For cash ticket purchases, you must visit an off-site vendor location.
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

Schedule Tables (to include the ability to print)
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

Social Media Links
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

Google Transit

VRE has formed a partnership with Google Transit, a public transportation trip planning feature of Google Maps. This Google Maps function permits users to plan travel using VRE and other regional transportation systems who have also partnered with Google Maps.

When viewing results, please note:

- It is important to note that not all transit systems within the DC Metro area have partnered with Google Maps.
- Google Maps also provides walking directions to and from transit stops, including VRE stations.
- You can also use the street view feature of Google Maps to become familiar with the areas in the vicinity of our stops and your final destination.
- Amtrak may show on the results, but not all Amtrak trains accept VRE Step-Up tickets.
- VRE train times reflect scheduled times, not real-time information.
- Google will first provide results from Union Station to our Spotsylvania station. You may change your starting and end locations as well as other settings in the menu accessible by clicking the three lines in the top left of the Google Maps screen.
- A “no route found” error may occur if your starting location is not within walking distance to a station or transit to a station is not easily accessible. If you see this error, consider changing your starting location to a VRE station. Many of our riders park at our stations or are dropped off.
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

Top Navigation/Mega Menu
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

*Interactive System Map*
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

Blog
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

Google Ads Pixel, Facebook Pixel
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

Forms (i.e. Lost and Found, VRE Mobile Assistance, and Station Concerns)
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

Formatting throughout, but with particular attention to the following pages: iii.
https://www.vre.org/service/fares/fare-chart/
THE MUST HAVES AT LAUNCH

Sections 1.0 – 3.5

A closer look at 2.1.2:

*Internal Search Function*
THE MUST HAVES AT LAUNCH

A closer look at projects.vre.org
THE MUST HAVES AT LAUNCH

Daily Download (automation in development now)
POTENTIAL TASK ORDERS

The Contractor shall perform subsequent work on an as needed basis through Task Orders initiated by VRE in accordance with the SPECIAL PROVISIONS – TASK ORDER REQUIREMENTS.
POTENTIAL TASK ORDERS

4.0 TASK ORDERS

A closer look at select tasks from 4.3:

1. SmartBenefits iframe until an API is available. VRE may require a true integration with SmartBenefits once the API is available.
2. Tailored Google Transit trip planner.
3. Automation of Train Utilization information.
4. Sync form data and VRE’s homegrown Customer Relationship Management tool.
QUESTIONS ?