



# Request for Proposal

## Roanoke Valley-Alleghany Regional Commission Web Presence Redevelopment

Date of Issue: 04/24/2023

Due Date: 06/09/2023, 4:00 PM

Direct all inquiries regarding this RFP to: Elizabeth Elmore, Public Engagement Manager  
Roanoke Valley-Alleghany Regional Commission | [eelmore@rvarc.org](mailto:eelmore@rvarc.org) | 540-343-4417

## Welcome

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The Roanoke Valley-Alleghany Regional Commission (RVARC) is issuing this Request for Proposal (RFP) to solicit proposals for a redesign of its primary web presence at [www.rvarc.org](http://www.rvarc.org). The Regional Commission provides planning, community development, and technical support to Counties of Alleghany, Botetourt, Craig, Franklin, and Roanoke; the Cities of Covington, Roanoke, and Salem; and the Towns of Clifton Forge, Rocky Mount, and Vinton.

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## I. Purpose

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The Roanoke Valley-Alleghany Regional Commission (RVARC) is issuing this Request for Proposal (RFP) to solicit proposals for a redesign of its primary web presence at [www.rvarc.org](http://www.rvarc.org), with consideration for associated program-specific websites at [www.ridesolutions.org](http://www.ridesolutions.org), [www.rvcollectiveresponse.org](http://www.rvcollectiveresponse.org), [www.roanokeriverblueway.org](http://www.roanokeriverblueway.org), and [www.upperjameswatershed.org](http://www.upperjameswatershed.org). The redesign should include an updated user experience, improved content management system, robust document library, ADA compliance, and mobile optimization with a goal of increased public engagement in the Commission's work and participation in our public input efforts.

## II. Background

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The Roanoke Valley-Alleghany Regional Commission is a Planning District Commission in the western portion of Virginia, consisting of the Counties of Alleghany, Botetourt, Craig, Franklin, and Roanoke; the Cities of Covington, Roanoke, and Salem; and the Towns of Clifton Forge, Rocky Mount, and Vinton. As one of Virginia's Planning District Commissions RVARC provides a space for collaboration at both the local and state level. RVARC provides grant application assistance, management services for program implementation and land use planning services and mapping for member governments. Additionally, RVARC plays a role in transportation planning for the region, staffing the Roanoke Valley Area Transportation Planning Organization and doing transportation demand management work.

The Roanoke Valley-Alleghany Regional Commission's website was last updated in 2013. Since that time, significant changes have taken place in user behavior and expectations, including but not limited to the promulgation of mobile phones and the need for a mobile-responsive web presence. Furthermore, from a purely technical perspective, the website's current Wordpress-based CMS has been a challenge to maintain, and a significant portion of the Commission's online document library had to be migrated to a separate hosting system that ultimately crashed. Online access to these public documents has thus been eliminated, creating challenges for transparency and public engagement.

The Commission has a staff of 15 across a variety of planning and programming content areas. IT support is provided through a third party, Blackwood Technologies, though several staff serve as informal IT support in various ways. As a general rule, staff are responsible for managing the website content in their particular project areas. Elizabeth Elmore, our Public Engagement Manager, oversees general marketing and communications efforts and adherence to brand standards.

### III. Goals

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As a public agency, robust public engagement is critical to our success. The Regional Commission's website is the gateway to the bulk of our work for project stakeholders, board members, staff, and the general public. It should maximize engagement with our work, support communications strategies and tactics to build more awareness of our role in the region, and be a flexible platform for the deployment of tools that allow visitors to interact with and engage with our projects and products in a way that helps improve communities across the region.

### IV. Scope of Services

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RVARC is primarily seeking a complete review, overhaul, and redeployment of its primary web presence at [www.rvarc.org](http://www.rvarc.org), including a robust solution to our document management and sharing needs as described below. This should include working with RVARC leadership and staff to get a full understanding of website needs, and assistance in guiding RVARC leadership and public engagement staff on the opportunities available to meet RVARC's public awareness and engagement goals through technology.

Secondarily, we are seeking guidance on redesigning/integrating several "satellite," program-based websites to present a unified, coherent, and easily-maintained overall web presence.

While technical expertise is critical, ideally the selected firm will have experience in working with clients to first establish an overall strategy for their web presence and define the design options and tools to help implement that strategy. The Commission's web presence is more than a way to share news about our work and to host project pages for our stakeholders – it should engage the public in such a way that they more actively participate in our community planning work, thus improving the results of those plans. The selected firm should be able to help us work through the elements that will make our updated web presence successful in this regard, and some sense of how to measure that success.

#### *Required Services and Features*

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The new website should include the following features:

- A new look and user interface that encourages engagement and supports our public participation goals.
- An easily searchable and organized document management system (see Document Management section, below, for more information).
- Integrates with and maximizes the potential of our current CRM, Hubspot.
- Integrates existing surveying tools like MetroQuest and SurveyMonkey.

- Includes opportunities for GIS integration such as ARC StoryMaps or other tools.
- Meets all reasonable ADA compliance requirements.
- Ability to translate text into other languages.
- Includes a modular CMS to meet varying style requirements by project or partner.
- The CMS will implement style guidelines and brand management with minimal need to refer to external documentation or references to maintain brand consistency.
- Various levels of user accounts to control access to site content and editing features.
- Optimized for interaction on mobile devices.
- Social media integration for RVARC's primary platforms – Facebook, YouTube, LinkedIn.
- Easy to use blog/newsfeed.
- Easy to navigate calendar or other structure to post/promote our public meetings to conform to Virginia's Open Meetings laws, and access materials (such as minutes and presentations) from past meetings.
- Templates designed to easily communicate large datasets, such as census analysis; tools that allow users to interact with large tables of data by selecting, filtering, sorting contents.
- Easy-to-build forms for citizen and stakeholder information requests, project submissions, and related communications.
- Integration with Google Analytics or other performance measurement tools.

In addition, we are seeking assistance with:

- Migrating existing content to the new site.
- Identifying content gaps based on web strategy.
- Online security protocols and tools.
- Tools/documents/guidelines for brand adherence.
- Guidance on maintenance of the site.
- CMS training.

### *Document Management*

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The Commission produces and houses an incredible number of documents as the result of our many planning processes. These documents contain data, analysis, and recommendations on all the areas of work with which we support our local governments. Further, our archives contain many hundreds of additional historical studies, photographs, and media that should be made available to the public. The vast majority of these documents are in PDF form, though many of them predate OCR scanning and so are not inherently content searchable or indexable by modern search engines.

To that end, the document management feature of the new site will be of particular importance and will need to:

- Have a robust system to upload, organize, index, and share our existing library.
- Easily migrate historical media to the site as time and resources allow.
- Allow access and management by multiple users.
- Allow documents/media to be discoverable through a general “library” system as well as making it possible to embed/link to documents and media within appropriate project pages.
- Have sufficient server space to stably house and grow the media library.

### *Satellite Websites*

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In addition to its primary website, RVARC maintains a number of “satellite” websites for a handful of programs. These “satellite” sites may have come to us when previously external programs were brought in-house, through handoffs from local or state partners who no longer wished to run them, or as the result of specific grant requirements to promote independent brands. As a result, there are inconsistencies in design, interactivity, maintenance capacity, and general site quality across the sites. The four sites are:

[www.ridesolutions.org](http://www.ridesolutions.org)  
[www.roanokeriverblueway.org](http://www.roanokeriverblueway.org)  
[www.upperjameswatershed.org](http://www.upperjameswatershed.org)  
[www.rvcollectiveresponse.org](http://www.rvcollectiveresponse.org)

While the primary goal of this RFP is the update and improvement of rvarc.org, we would be interested in proposals that include opportunities for better integrating these sites into the RVARC umbrella, which could also include features within the CMS that allow for the creation of new, program-specific sites that adhere to the look and feel and user experience of the core rvarc.org website.

### *Example Projects*

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The following are websites that RVARC staff have identified as potential models for a redesigned site. These examples are provided for reference only and are not intended to be proscriptive.

PlanRVA: [www.planrva.org](http://www.planrva.org)  
Roanoke Regional Partnership: <https://roanoke.org/>  
Gohio Commute: <https://gohiocommute.com/>

## V. Procurement Schedule

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The Regional Commission expects to hold to the following procurement schedule:

- Issue Date of RFP April 25, 2023
- Deadline for receipt of questions May 19, 2023
- Deadline for receipt of Proposals June 9, 2023. 4:00 PM
- Negotiations Week of June 26, 2023 (subject to change)
- Proposed Contract Award July 14, 2023 (subject to change)

## VI. Contract Term

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The contract term shall be for the development and delivery of the final completed primary website and associated website, within a timeline agreed upon the awardee and the Roanoke Valley-Alleghany Regional Commission.

## VII. Evaluation Criteria

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Proposals will be evaluation on the site's ability to meet as many needs as possible, how easy the site is to maintain and price. A selection team will review all proposals and evaluate proposals on the following weighted criteria:

- Functionality of the site, ease of use, ability to meet the services and features and the number of those needs the system meets. (60 points)
- Experience and qualifications of the firms and personnel. (25 points)
- Price (15 points)

## VIII. Proposal Submission Requirements

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The Offeror ("Offeror") is the firm submitting the proposal. In order to be considered for selection, Offerors must submit a complete sealed written response to this RFP. One original of each proposal and five copies, each of which are marked "Copy," must be submitted to RVARC in addition to one electronic version on a flash drive. Proprietary information must be clearly marked as proprietary prior to submittal. If the Offeror wishes to submit a version of the proposal that has proprietary information redacted, the redacted version must be submitted in electronic format on a flash drive and must redact all proprietary information. Section numbers which are redacted must be identified as follows: Example: Section 3, paragraph B: "Redacted."



The Offeror is responsible for ensuring that the redacted version of the proposal is carefully edited, altered, and refined in order to protect and maintain complete confidentiality of protected information.

No other distribution of the written proposal shall be made by the Offeror.

The signed proposal must be returned in an envelope or package, sealed and identified with the name of the offeror, the submission date and time, the address of the offeror, and address as:

RVARC Website Redesign  
RFP Title  
Attn: Elizabeth Elmore, Public Engagement Manager

Proposals must be received at the following location by June 9, 2023 at 4:00p.m

Roanoke Valley-Alleghany Regional Commission  
313 Luck Avenue SW  
Roanoke, VA 24016

**Written Proposal Preparation:** Partnerships with other firms/vendors are acceptable and encouraged. Proposals shall be signed by an authorized representative of the Offeror. All information requested must be submitted. Failure to submit all information requested may result in RVARC requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals, which are substantially incomplete or lack key information, may be rejected by RVARC at its discretion. Proposals must be organized in the order in which the requirements are presented in the RFP. All pages of the proposal must be numbered. Each section in the proposal must reference the corresponding need cited in the RFP. The proposal must contain a table of contents which cross-references the RFP requirements. Information which the Offeror desires to present that does not fall within any of the requirements of the RFP must be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.

Proposals should be prepared simply and economically, providing straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content. Each copy of the proposal must be in a single volume where practical. Elaborate brochures and other representations beyond that sufficient to present a complete and effective proposal are neither required nor desired. No proposal, in its entirety, should exceed 100 pages one-sided.



**Specific Proposal Requirements:** Proposals must be as thorough and detailed as possible so that RVARC may properly evaluate the Offeror's capabilities to provide the required services. Offerors are required to submit the following items in order for their proposal to be considered complete. Proposals shall be binding upon the Offeror for 120 days following the proposal due date. If the proposal is not withdrawn at that time, it remains in effect until an award is made or the solicitation is canceled. Every effort will be made by RVARC to provide status information during the selection process.

**State Corporation Commission (SCC) Identification Number:** See Attachment A - Special Terms and Conditions for the SCC Identification Number reporting requirement.

**Tab 1, Services Needed:** The Offeror must provide a detailed description of if and how the proposed system meets each of the needs described in the Services Needed in this RFP. It is not enough to just state that the proposed system meets a need. An explanation of how the system functions to meet each need. If a service need is not available in the current system, but can be added, an explanation of how that service will be added.

**Tab 2, Experience and Qualifications:** The Offeror must describe the skills and qualifications it has available to perform the various types of tasks described in the Statement of Needs. The key personnel who will be assigned to this project and tasks they will perform. The Offeror shall provide all of the following information concerning its company, subcontractor and personnel qualifications.

- A. A detailed statement indicating the organizational structure under which the firm proposes to conduct business. If more than one firm is involved in this project, state the type of arrangement between the firms and the percentage of work to be performed by each.
- B. A list of the key personnel including subcontractors who could be assigned to the various tasks identified. Give the relevant experience record of each and include resumes and any certifications.
- C. A list of references to include name, address, telephone number, email address, project, and dollar amount of project.

### **Tab 3, Contact Person**

The primary Offeror must identify the name, telephone number and email address for the contact person who will be responsible for coordinating the efforts and personnel of all parties and subcontractors involved in the proposal.

### **Tab 4, Data Security and Privacy**

Data security and privacy are important to the provision of service to the public. The Offeror shall describe the security features that will keep the data secure, data ownership and privacy policy.

### **Tab 5, Pricing**

Offerors shall provide separate pricing for each of the following: Existing site analysis, stakeholder engagement, website redesign including any third-part software applications needed to build or support the site, update of “satellite” websites, ongoing maintenance support if available. Pricing shall include details of what services and functions, updates, maintenance, etc. are included in the pricing or the price of each, if priced separately.

**Tab 6, Timeline**

Offerors shall provide a detailed timeline of the set up and installation of the system and any other pertinent tasks to be completed.

## Attachment A: Required General Terms and Conditions

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**A. APPLICABLE LAWS AND COURTS:** This solicitation and any resulting contract shall be governed in all respects by the laws of the Commonwealth of Virginia, without regard to its choice of law provisions, and any litigation with respect thereto shall be brought in the circuit courts of the Commonwealth. The agency and the contractor are encouraged to resolve any issues in controversy arising from the award of the contract or any contractual dispute using Alternative Dispute Resolution (ADR) procedures (Code of Virginia, § 2.2-4366). The contractor shall comply with all applicable federal, state and local laws, rules and regulations.

**B. ANTI-DISCRIMINATION:** By submitting their (bids/proposals), (bidders/offerors) certify to RVARC that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Virginia Fair Employment Contracting Act of 1975, as amended, where applicable, the Virginians With Disabilities Act, the Americans With Disabilities Act and § 2.2-4311 of the Virginia Public Procurement Act (VPPA). If the award is made to a faith-based organization, the organization shall not discriminate against any recipient of goods, services, or disbursements made pursuant to the contract on the basis of the recipient's religion, religious belief, refusal to participate in a religious practice, or on the basis of race, age, color, gender or national origin and shall be subject to the same rules as other organizations that contract with public bodies to account for the use of the funds provided; however, if the faith-based organization segregates public funds into separate accounts, only the accounts and programs funded with public funds shall be subject to audit by the public body. (Code of Virginia, § 2.2-4343.1E). In every contract over \$10,000 the provisions in 1. and 2. below apply:

- 1) During the performance of this contract, the contractor agrees as follows:
  - a) The contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the contractor. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
    - i) The contractor, in all solicitations or advertisements for employees placed by or on behalf of the contractor, will state that such contractor is an equal opportunity employer.
    - ii) Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.
- 2) The contractor will include the provisions of 1. above in every subcontract or purchase order over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

**C. ETHICS IN PUBLIC CONTRACTING:** By submitting their (bids/proposals), (bidders/offerors) certify that their (bids/proposals) are made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other (bidder/offeror), supplier, manufacturer or subcontractor in connection with their (bid/proposal), and that they have not conferred on any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.

**D. IMMIGRATION REFORM AND CONTROL ACT OF 1986:** Applicable for all contracts over \$10,000: By entering into a written contract with RVARC, the Contractor certifies that the Contractor does not, and shall not during the performance of the contract for goods and services in the Commonwealth, knowingly employ an unauthorized alien as defined in the federal Immigration Reform and Control Act of 1986.

**E. DEBARMENT STATUS:** By participating in this procurement, the vendor certifies that they are not currently debarred by the Commonwealth of Virginia from submitting a response for the type of goods and/or services covered by this solicitation. Vendor further certifies that they are not debarred from filling any order or accepting any resulting order, or that they are an agent of any person or entity that is currently debarred by the Commonwealth of Virginia. If a vendor is created or used for the purpose of circumventing a debarment decision against another vendor, the nondebarred vendor will be debarred for the same time period as the debarred vendor.

**F. ANTITRUST:** By entering into a contract, the contractor conveys, sells, assigns, and transfers to RVARC all rights, title and interest in and to all causes of action it may now have or hereafter acquire under the antitrust laws of the United States and the Commonwealth of Virginia, relating to the particular goods or services purchased or acquired by RVARC under said contract.

**G. MANDATORY USE OF FORM AND TERMS AND CONDITIONS FOR IFBs AND RFPs:**

1. (For Invitation For Bids): Failure to submit a bid on the official form provided for that purpose shall be a cause for rejection of the bid. Modification of or additions to any portion of the Invitation for Bids may be cause for rejection of the bid; however, the RVARC reserves the right to decide, on a case by case basis, in its sole discretion, whether to reject such a bid as nonresponsive. As a precondition to its acceptance, the RVARC may, in its sole discretion, request that the bidder withdraw or modify nonresponsive portions of a bid which do not affect quality, quantity, price, or delivery. No modification of or addition to the provisions of the contract shall be effective unless reduced to writing and signed by the parties.
2. (For Request For Proposals): Failure to submit a proposal on the official state form provided for that purpose may be a cause for rejection of the proposal. Modification of or additions to the General Terms and Conditions of the solicitation may be cause for rejection of the proposal; however, RVARC reserves the right to decide, on a case by case basis, in its sole discretion,

whether to reject such a proposal.

**H. CLARIFICATION OF TERMS:** If any prospective (bidder/offeror) has questions about the specifications or other solicitation documents, the prospective (bidder/offeror) should contact the buyer whose name appears on the face of the solicitation no later than five working days before the due date. Any revisions to the solicitation will be made only by addendum issued by the buyer.

**I. ASSIGNMENT OF CONTRACT:** A contract shall not be assignable by the contractor in whole or in part without the written consent of RVARC.

**J. DEFAULT:** In case of failure to deliver goods or services in accordance with the contract terms and conditions, RVARC, after due oral or written notice, may procure them from other sources and hold the contractor responsible for any resulting additional purchase and administrative costs. This remedy shall be in addition to any other remedies which RVARC may have.

**K. TAXES:** Sales to RVARC are normally exempt from State sales tax. State sales and use tax certificates of exemption will be issued upon request. Deliveries against this contract shall usually be free of Federal excise and transportation taxes.

**L. DRUG-FREE WORKPLACE:** Applicable for all contracts over \$10,000: During the performance of this contract, the contractor agrees to (i) provide a drug-free workplace for the contractor's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or on behalf of the contractor that the contractor maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor. For the purposes of this section, "drug-free workplace" means a site for the performance of work done in connection with a specific contract awarded to a contractor, the employees of whom are prohibited from engaging in the unlawful manufacture, sale, distribution, dispensation, possession or use of any controlled substance or marijuana during the performance of the contract.

**M. NONDISCRIMINATION OF CONTRACTORS:** A bidder, offeror, or contractor shall not be discriminated against in the solicitation or award of this contract because of race, religion, color, sex, national origin, age, disability, faith-based organizational status, any other basis prohibited by state law relating to discrimination in employment or because the bidder or offeror employs ex-offenders unless the state agency, department or institution has made a written determination that employing ex-offenders on the specific contract is not in its best interest. If the award of this contract is made to a faith-based organization and an individual,

who applies for or receives goods, services, or disbursements provided pursuant to this contract objects to the religious character of the faith-based organization from which the individual receives or would receive the goods, services, or disbursements, the public body shall offer the individual, within a reasonable period of time after the date of his objection, access to equivalent goods, services, or disbursements from an alternative provider.

**N. AVAILABILITY OF FUNDS:** It is understood and agreed between the parties herein that the RVARC shall be bound hereunder only to the extent that funding is available or may hereafter become legally available for the purpose of this contract.

**O. BID PRICE CURRENCY:** Unless stated otherwise in the solicitation, bidders/offerors shall state bid/offer prices in US dollars.

**P. AUTHORIZATION TO CONDUCT BUSINESS IN THE COMMONWEALTH:** A contractor organized as a stock or nonstock corporation, limited liability company, business trust, or limited partnership or registered as a registered limited liability partnership shall be authorized to transact business in the Commonwealth as a domestic or foreign business entity if so required by Title 13.1 or Title 50 of the Code of Virginia or as otherwise required by law. Any business entity described above that enters into a contract with a public body pursuant to the Virginia Public Procurement Act shall not allow its existence to lapse or its certificate of authority or registration to transact business in the Commonwealth, if so required under Title 13.1 or Title 50, to be revoked or cancelled at any time during the term of the contract. A public body may void any contract with a business entity if the business entity fails to remain in compliance with the provisions of this section.

## Attachment B: State Corporation Commission Form

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### State Corporation Commission Form

Virginia State Corporation Commission (SCC) registration information. The Offeror:

Is a corporation or other business entity with the following SCC identification number:

\_\_\_\_\_ -OR

is not a corporation, limited liability company, limited partnership, registered limited liability partnership, or business trust business trust -OR is an out-of-state business entity that does not regularly and continuously maintain as part of its ordinary and customary business any employees, agents, offices, facilities, or inventories in Virginia (not counting any employees or agents in Virginia who merely solicit orders that require acceptance outside Virginia before they become contracts, and not counting any incidental presence of the Offeror in Virginia that is needed in order to assemble, maintain, and repair goods in accordance with the contracts by which such goods were sold and shipped into Virginia from Offeror's out-of-state location) -OR

is an out-of-state business entity that is including with this proposal an opinion of legal counsel which accurately and completely discloses the undersigned Offeror's current contacts with Virginia and describes why those contacts do not constitute the transaction of business in Virginia within the meaning of § 13.1- 757 or other similar provisions in Titles 13.1 or 50 of the Code of Virginia.

Check this box if you have not completed any of the foregoing options but currently have pending before the SCC an application for authority to transact business in the Commonwealth of Virginia and wish to be considered for a waiver to allow you to submit the SCC identification number after the due date for proposals. The Commonwealth reserves the right to determine in its sole discretion whether to allow such a waiver.