



Invitation to Bid for Website Redesign

Posted: Friday, June 07, 2024 – 5:00 p.m. Central Standard Time

PURPOSE:

The Texas Transit Association (TTA) is seeking a vendor firm to redesign our current website: <https://txtransit.org/>

The following Invitation to Bid for TTA's website redesign includes a background of our organization and includes the context and purpose of the full website redesign, the desired website functionality, and specific requests for this bid proposal.

We understand that you are the experts and that details may change throughout the website redesign process. Upon completing your review of our bid specifications, please feel free to suggest alternatives in functionality or user interface outside of what is being suggested below.

BACKGROUND INFORMATION:

The Texas Transit Association (TTA) is a regional transit association, 501(c)6, formed in 1986 to represent transit operators and others interested in public transit issues in the state of Texas. In recent years, our primary focus has been on advocacy, professional development, and networking.

TTA has grown significantly since 1986, and is larger today than it has ever been. We currently have a membership consisting of numerous transit agencies and a growing list of business and professional members. TTA hosts several events, training sessions, and our annual conference, expo, and rodeo each year.

The Texas Transit Association has become more sophisticated, efficient, and technologically advanced and has continually increased membership services.

While the Texas Transit Association certainly embraces such standard values as integrity, excellence, honesty, accountability, diversity, and innovation, our planning process identified additional values that make TTA unique. TTA also values:

- Our regional nature and strength
- Our culture of friendliness, approachability, and enthusiastic idea-sharing
- Our ability to provide more personal and customized services to members
- Our no-frills, economical, and efficient member services

- Our ability to have fun and not always take ourselves seriously

PROJECT GOALS

This Bid Proposal aims to secure a contract with one firm for a new website redesign and annual hosting services, including the possibility of an active and integrated database, user management, and registration functions, among others. The ultimate goal of the website redesign is to enhance the user experience on the TTA website, creating an area where members can interact with one another while presenting relevant information to the end user in an aesthetically pleasing way.

The selected firm will redesign the current TTA website to create a more user-friendly site that works across all forms of access, i.e., desktop, mobile, and tablet. The new design will allow members to post jobs and RFPs on the website as needed.

There are several “pain points” with our current website, most of which are related to its construction over a decade ago. The site is not responsive, it does not accurately align with TTA’s strategic goals, and the current content management system is archaic and difficult to navigate.

Our primary website audience is transit agencies within the State of Texas, but it is accessed by vendors and business members all over the country. In addition to those properties, other transit agencies throughout the nation look to TTA as leaders in transit, advocacy, and legislation. One of TTA’s strategic goals is to engage with younger transit professionals and draw them into the industry.

The selected contractor will be expected to perform the following functions:

1. Update the TTA website with fresh design elements and modern technology to enhance use on modern devices.
2. The new design will include aesthetics and color palettes representing the TTA brand. The new site will include back-end tools to achieve the desired functionality and give TTA staff easy editing capabilities.
3. The new site design will be integrated with an updated Content Management System (CMS), including enhanced tools and user interface.
4. The aesthetic will create continuity for the site visitor and ensure seamless design integration.
5. The new website will be fully responsive, maximizing the user’s experience across all devices with content that adapts to the screen size on which it is viewed.
6. Google Search and Google Analytics will be incorporated into the site’s functionality as well.
7. The web contractor will supervise Search Engine Optimization best practices and standards.
8. The website contractor will conduct quality assurance testing and problem resolution if discovered and launch the approved new TTA website in an agreed-upon timeframe.
9. The contractor will ensure at least Tier 3 compliance and/or recommend appropriate and cost-effective professional Tier 3 or better web-hosting options that address scalability, stability, uptime, facility reputation, years in business, number of clients, backup power and data circuits, fire suppression technology, physical security, online security, backup and recovery options, business continuity planning, and time to recover from complete server destruction.
10. The Contractor will adhere to code and style standards:

- a. Ensure code and style elements added to the website are W3C compliant for cross browser compatibility with the most recent OS for Internet Explorer, Firefox, Chrome, Opera and Safari. Provide access to spiders that index and inform search engines such as Google and Yahoo, etc.
 - b. Coding standards that include the latest HTML version, Strict and XHTML Strict or Transitional. Adhere to Cascading Style Sheet (CSS) standards that include CSS1, CSS2, and CSS3.
 - c. Ensure code and style compliance with mobile version browsers, such as Android Mobile OS, Samsung, Apple iPhone Safari Opera, Apple iPad, and Microsoft CE and all other current mobile versions.
11. Design and development will be integrated with digital communication tools such as mobile apps, tablet apps, social media, and e-readers.
 12. The contractor will ensure that hosting and CMS's continued functionality are appropriate for changing technology and are standard operating systems/software.
 13. The contractor will provide training to up to two (2) TTA staff members in easy-to-understand language for maintenance and content management functions.
 14. The contractor will produce a written and electronic manual with directions for performing basic and regular maintenance items on the website and digital communication tools.
 15. The contractor will develop an INTRANET that can be securely accessed by TTA members.
 16. The contractor will ensure that the website meets Americans with Disabilities Act (ADA) requirements and conforms to Limited English Proficiency (LEP) requirements.

CONTENT MANAGEMENT SYSTEM

The current TTA website is hosted on GoDaddy and managed and updated through wordpress. We expect that the new website be run via the most recent iteration of a content management system that facilitates easy user experience. It should include similar functionality to the tools listed below:

Administration Manager – To allow administrators to provide easy access or create sub-administrators for delegating tasks or editing privileges.

Page Builder – To allow the site administrator to easily create, edit and delete general information pages. This tool is to give the user a familiar environment to create, edit and delete content, create tables, add images and format content on the site.

File Manager – To allow the site administrator to easily upload and delete files and create a storage structure for file uploads and pages.

URL Alias Tool – To allow “friendly URLs” to be created so that marketing materials can display shorter URLs that are easier to remember.

Newsroom Manager – To allow site administrators to enter articles, announcements, press releases, as well as web resources (i.e.: Word Docs, PDF’s, PowerPoint presentations, etc.). Each article can be associated with a caption, image, teaser, etc.

Forms Manager – To allow for custom forms to be developed as needed for TTA with the ability to add text fields, radio buttons, drop-down menus, checkboxes, etc. This tool should

have the ability to analyze form submissions and create CSV files of results for importing into Excel and other programs.

Calendar/event Manager – To allow site administrators to add events, workshops, trainings, etc.

Billing – Will allow invoicing of membership and the ability to easily take credit card payments for events.

Registration Platform - Will allow for registrations of training and special events.

INTRANET TOOLS/ MEMBERSHIP PORTAL

Member Directory—This tool will allow TTA or the front-end user to sign up and search for other TTA members through the password-protected TTA Intranet/ Membership portal.

E-Commerce – This tool will allow TTA members to pay for dues, conference registration, etc.

Bulletin boards/Open Forum – To allow members to post and share information with each other in certain groups or categories.

TRAINING

Your proposal response should include appropriate training and onboarding for staff users and a one-time overview session for users at TTA member agencies, either virtual or in-person. This includes access to timely online support as needed.

Evaluation Criteria:

In awarding a contract for consulting services to develop an entirely new website for the organization, TTA will examine a number of factors and criteria that will include:

1. The extent to which the proposal addresses the stated management issues and clearly describes the scope of work
2. Specific plans or methodology to be used to perform the services
3. Qualifications and experience of consultant in providing strategic planning development
4. Availability for work to be conducted and concluded no later than August 31, 2024.
5. Project cost

APPLICATION PROCESS & PROCEDURES:

Please provide a complete written response to this Bid Proposal which is double-spaced and does not exceed 15 single-sided pages. Proposals should include:

1. A brief Executive Summary
2. A description of the applicant's general approach to strategic planning consultation, including methodology, perspective, or philosophy that guides your work with organizations in this undertaking.
3. A clear explanation of how the consultant will address the management issues to be examined at TTA
4. A list of project deliverables to be created with a detailed timeline for each deliverable and overall project completion
5. A detailed budget that breaks out expenses, including annual maintenance fees and all other expenses.
6. Credentials and qualifications of key personnel who will take responsibility for working directly on this project, including three references
7. Example(s) of a finished strategic plan created by your company.

Applicants must submit one (1) electronic copy of the proposal. Printed copies will not be accepted. Please note that TTA will not return any bid proposals it receives and will not reimburse applicants for any costs they incur in developing their bid proposals.

Send completed bid proposals, by 5:00 p.m. on Friday, June 21, 2024 to Allen Hunter, Executive Director at Allen@TxTransit.org and Laura Herrera, Program Manager at Laura@TxTransit.org. Successfully-received proposals will be sent a confirmation of receipt.

Please submit any questions in response to this Bid Proposal to info@TxTransit.org by COB on June 14, 2024. Responses to all questions received will be sent out and posted on TTA's website on Wednesday, June 19, 2024.