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## 1.0. Invitation

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Capital Region Water (CRW) is requesting proposals for the professional services and expertise from a qualified firm or project team to redesign/rebuild the current website: [capitalregionwater.com](http://capitalregionwater.com). CRW desires to provide the community with an intuitive, functional, user-friendly and attractive website. The website needs to be accessible to persons of all abilities and must be responsive to all electronic and mobile devices. CRW's website serves as platform to ensure regulatory compliance and accountability, build public trust and guarantee transparency, offer customer convenience, and educate the public at large on matters relating to drinking water, wastewater, and stormwater services. Qualified firms must be equipped to integrate additional features that may be needed or new technologies that may be developed in the future. CRW will assume ongoing maintenance of the website.

## 2.0. General Information/Project Description

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Capital Region Water is a municipal authority that improves, maintains, and operates the greater Harrisburg area's water systems and infrastructure. This includes drinking water, wastewater and stormwater services for the City of Harrisburg and portions of surrounding municipalities. CRW serves over 60,000 residents and businesses with drinking water and 130,000 with wastewater services. CRW has a shared commitment to customer satisfaction and stewardship, as well as its strategic goals to protect public health and the environment and to attract and retain a skilled workforce.

Capital Region Water's current website was designed in 2014 after the organization was reimagined and rebranded under the current name, structure, and branding. CRW is now seeking to redesign the website and revise the information architecture to provide a more intuitive user experience. The CRW hosted WordPress platform will continue to be utilized.

The following guiding principles must be considered:

- Accessible, Engaging, Inclusive
  - Easy for users (residents, businesses, visitors, regulatory partners and other interested users) to navigate and find information and services.
  - Must be ADA compliant and viewable/navigable on multiple platforms (including smart phones and tablets) and web browsers using responsive web design. Design and function should be focused on intuitive and familiar navigation mechanisms and prominently feature high-priority or targeted content for the various website user audiences.
  - Must enhance integration with interactive applications such as social media.

- Translation feature must be prominent.
- Sustainable
  - Develop an information architecture that is efficient, easily understood, and sustainable by staff in the future.
  - Implement a content management solution that can be maintained by both experienced web development staff as well as users with no coding experience. Necessary functionality includes the creation of templates, What You See Is What You Get “WYSIWYG” editing to facilitate content management by low-tech users.
  - Continue to feature well in search engine results and remain search-friendly
- Brand-centric
  - Promote CRW’s goals, identity and message more effectively. The redesigned website needs to align with CRW brand standards while reflecting our enhanced community image and professional expertise.
  - Content availability must inspire, educate, and engage users.
  - Any code changes html and css have to be in a form of a “child theme” separate of the main theme. The main theme has to be able to update from the repository.
  - Any wordpress plugins have to be actively supported and listed in the wordpress maintenance repository for security maintenance.

Focus areas should include, but not be limited to:

- Website design, interface, and navigation;
- Content migration;
- Technology to support online services and integration (e.g., online bill pay, emergency notifications, social media, submission of requests, interactive maps, meeting/community events calendar);
- Full site searchability and language translation; and
- Facilitation of post-project editing and maintenance.

Deliverable Schedule:

Capital Region Water anticipates one to two weeks to negotiate an initial contract with the selected consultant. This contract will refine the scope of services, deliverables, and timeline. CRW anticipates a three-month timeframe necessary to complete the website redesign. CRW commits to assisting the consultant in conducting and providing full and accurate information in a timely manner. Both CRW and the consultant need to acknowledge this to be an interactive process and commit to review at the 30%, 60% and 90% completion stages. Please provide any response and/or refinement to the deliverable schedule in the submitted proposal.

### 3.0. Selection Schedule

Task	Date
RFP Issued	June 22, 2020
Written Inquiries	July 6, 2020 by 3:00 PM EST
Inquiry Response/Addenda Issued	July 10, 2020
Proposals Due	July 16, 2020 by 3:00 PM EST
Interview Period	July 28-30, 2020
Award/Selection of Consultant	August 26, 2020
Commence Work	Late August/Early September 2020
Launch of Website	December 2020

### 4.0. Scope of Services/Scope of Work

Capital Region Water has outlined the scope of services below. This is the range of tasks CRW expects to be completed as part of the website (re)design project. CRW staff will assist in formally defining and articulating goals, objectives, and corresponding tracking metrics and performance indicators. Future design and maintenance services will be requested outside this project scope. Please reference, respond, and critique the scope of services within the submitted proposal.

#### Task 1: Research and Discovery

- a) Meet with the CRW team for project kickoff to ensure goals and objectives are understood
- b) Refine the project workplan and present the timeline
- c) Explain the data migration process

#### Task 2: Design

- a) Create the information architecture capable of meeting user and staff needs
- b) Integration of CRW branding into new site
- c) Browser-based back-end Administration
  - i. Grant CRW ability to create, edit, or delete, and template-based web pages and news updates

- d) Departmental Home Pages
  - i. Landing pages for; Capital Region Water, City Beautiful H2O & possible “Education” page (ARCGIS online maps integration included)
- e) Directories
  - i. Department facility, staff & board member contact information
- f) File/Document Repository
  - i. Upload/download capability, back-end ability to search
  - ii. Public Forum Document and Meeting notice
- g) Google Calendar Integration (or Like)
  - i. Update/publish calendars & import Google Calendar
- h) Online Payment Portal
  - i. Connect current online bill pay options to new website
- i) Notification Capabilities: Alerts, Emergencies & Current Events
  - i. Front page solution for emergency notification updates with a registration widget for Everbridge
- j) Search / Archive Center
  - i. (internal site search engine) Searchable solution for live or archived content, documents, and news updates
- k) Multi-Lingual Support
  - i. Dynamic content
- l) Printable Pages
  - i. Print-friendly functionality
- m) Social Media Interface
  - i. Facebook, Instagram and Twitter
- n) Volunteer Management & Registration software
  - i. Provide web-based software or enable third-party embeddable portal(s)

**Task 3: Support/Training (pre-launch)**

- a) With CRW assuming the role of webmaster after project completion, conduct a minimum of two training sessions
- b) Meets U.S. Federal Government ADA requirements

**Task 4: Launch**

- a) Ensure adequate testing prior to a “go-live” date
- b) Ongoing technical assistance and training opportunities if necessary

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## 5.0. Submittal/Proposal Requirements

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Consultants are expected to include clear responses to the following information in their reply for proposals. It is CRW's desire to review uniform submittals in an efficient manner.

*Work Plan (limit to 3 pages):* Provide a work plan summarizing your understanding and approach of the scope of services outlined above. The work plan should describe specific instructions for project execution including task deliverables, milestone descriptions, status (percent complete) tracking and reporting and client communication procedures. A work plan will be submitted to the CRW team for review and approval prior to commencing work. The work plan will be updated and revised as necessary during the project.

*Scope of Services (limit to 2 pages):* Please summarize the scope of services available through your firm and/or project team as well as your vision, ability and expertise in providing the required services. Describe your capability and expertise to address a range of design and integration services. Be sure to describe your service specific to government entities, utilities, or similar entities. Please also include an explanation of why your firm is better qualified to provide these services compared to a competitor.

*Experience and Qualifications (limit to 6 pages):* Describe the project team's experience, abilities, and qualifications providing similar services as required in this request. Please provide a brief history and description of the firm. Include the firm name, address and contact information, year established, and the office location from which this project would be managed. Experience that demonstrates a record of successful innovation and an integrated project approach will be well favored. In demonstrating experience, include the range of design services and capabilities offered specific to each of the tasks above. Clearly identify any subconsultants performing work outside of your firm, and include the name, scope of work, and qualifications for each subconsultant.

Please provide up to three specific projects completed by your firm within the past five to eight years that demonstrate the delivery of similar services. Provide the project name, project date, description of services provided, key personnel involved in the work, and a contact person/project owner.

*Project Management (limit to 3 pages, including a 1-page organization chart):* Please provide information regarding the proposed project team and information regarding capabilities and experience of personnel directly assigned to the project. If your firm boasts additional qualifications, please include these accolades and description of relevance. Be sure to include any additional information or special expertise that may distinguish the project team from other firms.

Project Manager – Provide the name and contact information of the proposed project manager responsible for leading the project and all associated communications. The proposed project manager should have a minimum of eight years of experience. Provide evidence of their ability, including a description of recent projects this person has managed similar in scope and scale, including relevant dates and costs. Submit a one-page resume of this person that includes years of experience, education, professional certifications and affiliations, etc.

Project Team – List key team staff and roles and responsibilities of team members. Provide a one-page resume for each identified team member in an appendix. Provide a one-page organization chart summarizing roles and clearly identifying the Project Manager. Describe how the Project Manager will lead the project. Identify who will have primary technical responsibility for specific tasks within the scope of services.

*M/W/DBE Participation:* As CRW is committed to diversity and inclusion, it is the intent of the organization to increase opportunity for minority, women and other disadvantaged business enterprise participation in professional services contracts. CRW is committed to nondiscrimination in the selection of a project team and to further ensure a level playing field on which minority, women, veteran, service-disabled veteran, and LGBT-owned business enterprises compete fairly and without barriers to participation. While CRW is not anticipating an established minimum participation level or MPL, a minimum 20% participation level is recommended. Proposals must demonstrate a commitment to minority business enterprises, women's business enterprise, and/or disadvantaged business enterprises by demonstrating the efforts made to solicit and confirm the participation of individuals and consultants in the project. An M/W/DBE plan should be submitted to complement the larger Proposal.

The participation plan must include the following:

- 1) Letters of Intent for all M/W/DBEs within the Proposal. Letters of Intent must be on appropriate letterhead and include:
  - a) The scope of services or supplies the M/W/DBE will provide;
  - b) The name, address, and telephone number of the primary consultant point of contact responsible for integrity in M/W/DBE participation;
  - c) The name, address, and telephone number of the primary contact person for the M/W/DBE; and
  - d) The signature of both the primary consultant and M/W/DBE primary contact person.
- 2) The appropriate certification for the M/W/DBE. Please review CRW's certification requirements at <http://capitalregionwater.com/mwdbe>. In summary, CRW accepts valid certifications from the following entities:
  - a) Unified Certification Program (UCP);

- b) Woman's Business Enterprise National Council (WBENC);
  - c) National Minority Supplier Development Council (NMSDC);
  - d) United States Small Business Administration (SBA) 8(a) Program;
  - e) Vets First Verification Program at [vetbiz.gov](http://vetbiz.gov);
  - f) US Business Leadership Network (USBLN);
  - g) National Gay & Lesbian Chamber of Commerce (NGLCC); and/or
  - h) Pennsylvania Department of General Services (DGS).
- 3) M/W/DBE Solicitation and Commitment Statement that is referred to as Exhibit 1 in CRW's M/W/DBE Plan at <http://capitalregionwater.com/mwdbe>. Please disregard bidding language that does not apply.

If the Proposal does not contain an M/W/DBE participation plan, then the Proposal must contain an explanation as to why it is not feasible to commit to M/W/DBE participation on the project. This explanation must also demonstrate that the consultant did not engage in discriminatory practices throughout the process of soliciting participation in the project.

At present, CRW's M/W/DBE policy applies to construction-related contracts; however, as stated, CRW is committed to assisting in the development of M/W/DBE enterprises to compete successfully in the marketplace outside of CRW's existing program.

*Cost Proposal:* Provide a not-to-exceed fee, including all expenses for each task within the Scope of Services. In addition to the fee, provide a fee schedule of hourly rates for all personnel identified as part of the project team. Also provide an expected distribution of time (by percentage) that personnel are expected to contribute to the work. This must include the dollar value of the commitment by participating M/W/DBEs and the associated percent allocation of the total cost.

This Cost Proposal should be submitted as a separate document from the Proposal document and clearly identified as the "Cost Proposal". The Cost Proposal will be opened after the initial technical evaluation but will be considered in a final selection.

## **6.0. References**

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Provide three reference letters from entities with whom work was performed similar in scope to the requirements of this RFP. Please include current contact information for inquiries.

## **7.0. Selection Criteria**

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An evaluation committee will review and score Proposals based on the response to content requirements. It is the intent of CRW to review Proposals within two weeks of receipt. After review of Proposals, three to four firms will be invited to interview. CRW anticipates conducting one-hour interviews (30-min presentation, 30-minute question/answer period) with firms prior to recommending award to CRW's Board. Firms should be prepared to interview July 28-30, 2020.

Final selection will consider Proposals and the presentation/responses provided during the interview. Consultant teams will be evaluated based on the following criteria and weighting relevance:

<i>Evaluation Criteria</i>	<i>Weight</i>
Understanding/Approach	20
Scope of Services/Experience	25
Project Management/Team	20
M/W/DBE Participation/Plan	20
Value	15

*Please note: Proposals will be evaluated first and then consideration of M/W/DBE participation and total value, including cost.*

## 8.0. Budget

Capital Region Water has a budget between \$35,000 - \$40,000 to complete this scope of work in 2020. Please consider recommendation to invest these limited resources in the most productive manner.

## 9.0. General Terms and Conditions

- CRW reserves the right to reject any and all Proposals and to select the Proposal that it determines to be in the best interest of CRW.
- CRW reserves the right to require any firm to submit additional information deemed necessary for evaluation of the Proposal.
- All submittals shall become property of CRW and will not be returned. Late submittals will not be evaluated.
- Proposals will remain in effect for CRW review and approval for 60 days from corresponding deadline.



- CRW reserves the right to negotiate any associated contracts and associated scope of work. The actual extent of services under any contract as a result of this RFP is to be determined and subject to the approval of CRW's Board of Directors and is effective only upon their approval. The scope of work may be reduced or the work conducted in phases.
- Consultants are encouraged to add to, modify, and/or clarify tasks as appropriate to deliver a high quality product at the most reasonable expense. Any and all changes must be communicated in writing and are subject to CRW approval.
- If consultant incorporates CRW branding into the Proposal response, brand standards should be met. Please see <http://capitalregionwater.com/media-kit/> for additional information.

## 10.0. Resources

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For additional insight, please review CRW's website at <https://capitalregionwater.com/>.

If there are any questions regarding this Request for Proposals, please contact Rebecca Laufer via email at [rebecca.laufer@capitalregionwater.com](mailto:rebecca.laufer@capitalregionwater.com) by July 2, 2020 by 3:00 PM EST. Phone calls will not be accepted.

## 11.0. Submission of Proposals

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- Please provide a summary in response to the request above. Please follow the format of this RFP when submitting Proposals. One-page resumes should be attached in an appendix.
- Only electronic submittals will be accepted via email to Rebecca Laufer at [rebecca.laufer@capitalregionwater.com](mailto:rebecca.laufer@capitalregionwater.com).
- Submit Proposals with the email Subject line of "Proposal Enclosed – Professional Services for Website Redesign" by 3:00 PM EST on Thursday, July 16, 2020.
- Cost Proposals are to be included as a separate attachment.