

**REQUEST FOR PROPOSAL
for
BERKSHIRE BENCHMARKS WEBSITE DESIGN**

**Berkshire Regional Planning Commission
1 Fenn Street, Suite 201
Pittsfield, MA 01201
www.berkshireplanning.org**

September 13, 2021

I. General Information and Bid Submission Requirements

The Berkshire Regional Planning Commission (BRPC) is seeking proposals for a new website for the Berkshire Benchmarks program (berkshirebenchmarks.org). Proposals must be delivered to the Berkshire Regional Planning Commission by 3:00 p.m. on October 12, 2021. The contract will be awarded within thirty (30) days after the proposals are due. The time for the award may be extended for up to 45 additional days by mutual agreement between BRPC and the apparent lowest responsive and responsible bidder.

If any changes are made to this RFP, an addendum will be issued. Addenda will be available on the BRPC website www.berkshireplanning.org. Questions concerning this request for proposals must be submitted in writing to Mark Maloy at mmaloy@berkshireplanning.org before 3:00 p.m. on September 27, 2021. Written responses will be emailed to all bidders on record and posted at www.berkshireplanning.org.

A vendor may correct, modify, or withdraw a proposal by written notice received by BRPC before the time and date set for the proposal delivery. After the proposal opening, a vendor may not change any provision of the bid in a manner prejudicial to the interests of the BRPC or fair competition. Minor informalities will be waived, or the bidder will be allowed to correct them. If a mistake and the intended proposal are clearly evident on the face of the bid document, the mistake will be corrected to reflect the intended correct proposal, and the vendor will be notified in writing; the vendor may not withdraw the bid. A vendor may withdraw a proposal if a mistake is clearly evident on the face of the proposal, but the intended correct proposal is not similarly evident.

BRPC may cancel this RFP or reject in whole or in part any and all bids, if the commission determines that cancellation or rejection serves the best interests of the BRPC.

According to MGL Chapter 30B, Section 6, proposals must be submitted in hard copy, with the attached bid pricing sheet (**VII. Bid Pricing Sheet**) in a separate sealed envelope and clearly marked "Berkshire Benchmarks Website Proposal". All proposed prices submitted in response to this RFP must remain

firm for forty-five (45) days following the proposal due date. An authorized individual must sign the proposal documents. The proposal should include all costs and expenses to complete the scope of the work as defined below (**II. Scope of Services**). Included with the proposal must be references (**VIII. Reference Form**) and the Certificate of Non-Collusion (**IX. Certificate of Non-Collusion**). Upon award, the selected business will be required to provide a Certificate of Insurance.

BRPC uses the RFP process to evaluate the proposed plan's quality, functionality, responsiveness, and references (**X. Proposal Criteria**). Prices will be considered only after the non-price proposal has been evaluated.

II. Scope of Services

The Berkshire Benchmarks program, housed under the BRPC, is a collaborative regional program designed to track the region's progress. The website serves two primary purposes. One is the regional indicators, and the other is the data clearinghouse.

Berkshire Benchmarks currently has a website that no longer meets the region's needs. As a result, the BRPC is interested in procuring the services of a consultant to create a new website to replace our existing website. The website needs to be easy to use and navigate for someone unfamiliar with the program. The website needs to be easily edited by the BRPC, utilizing a content management system such as WordPress.

Berkshire Benchmarks has a marketing committee advising BRPC staff on the website's design as it gets developed. Major decisions will be under the committee's auspices, such as home page layout, indicator layout, and data clearinghouse functionality.

REGIONAL INDICATORS

The regional indicators will track progress on approximately 80 indicators, which address various issues in the region. The regional indicators portion of this program will provide the analysis and benchmarking needed to understand how the region is performing and whether our actions and choices are bringing us closer to or further away from where we want to be.

DATA CLEARINGHOUSE

Everyone uses data from school administrators to state senators, from town managers to non-profits. Having "good" data to base your decisions on is critical to making the "right" decisions. The clearinghouse will provide a central location where those who need data on the region will go for a one-stop data shop. By using a central source, the region will understand and convey a more thorough and accurate picture of itself in marketing materials, grant applications, and numerous other documents and purposes.

It is expected that the new website will be live on April 1, 2022.

Task 1. Develop Site Map

The website consultant will work with the BRPC and the Berkshire Benchmarks marketing team to develop a sitemap, including all web pages and database connections.

Task 2: Develop Home Page

The website consultant will develop a minimum of three (3) alternate home page designs illustrating distinct layout options for the BRPC to consider. This home page design should accurately reflect the pages and components described in the Website Outline (**VI. Website Outline**). Draft home page options should be developed as either a graphic or a beta page that can be sent electronically to the client for review and comment. If graphics are created, they should accurately reflect the actual appearance proposed for the web page. At this "mock-up" stage, the website consultant may use placeholder text.

In developing a quote for the project, the website consultant should factor in the following:

- The BRPC will provide all text for the website and its component pages as a word file.
- The consultant should review public domain photography of the Berkshires for inclusion in the website.
- All colors and fonts shall conform with the Berkshire Benchmark's Branding Guide (**XI. Branding Guide**).

Task 3: Finalize Home Page

The website consultant will work with the BRPC and the Berkshire Benchmarks marketing team to select, refine, and finalize a home page design. This will be an iterative process that will involve the entire marketing team.

Task 4: Develop Beta Website

Once the website consultant has developed an approved home page, they will begin developing the website as a beta site in accordance with the attached Website Outline. Again, all text to populate the pages will be provided to the website consultant by the BRPC. It is estimated that there will be around 15 pages on the website initially. The BRPC must be able to easily add, remove and change the order of pages with its own staff once the contract is completed.

Task 5: Refine and Launch Website

The website consultant will send the beta site link to the BRPC for review and comment. The website consultant will then make modifications as requested by the BRPC and send a link to the revised beta site. Once the beta site receives final approval from the BRPC, the website consultant will launch the website.

Task 6: Hosting

Nexcess hosts the current website, and the domain is registered with dotster. The new website can either stay on Nexcess/dotster or switch to a different host/domain register. The consultant's submittal must include the yearly hosting fee on a separate line. The consultant should also provide a cost for a three-years of maintenance (software updates).

Task 7: Setup Maintenance and Training

The consultant will set up the website to be editable from a BRPC computer using a content management system (CMS) agreed upon by the consultant and the BRPC (preferably WordPress). The consultant will provide the software and any licensing for the three-year term of the contract. The consultant will provide training to the BRPC on using the software to edit the website. The entire website, including style sheets, must be editable by the BRPC after completing this contract, including adding new links, menus, photos, etc., without the vendor's assistance. The choice of a CMS must consider this.

Design Considerations

The following items should be considered when developing a proposal:

- The UX is essential. It needs to be smooth, attractive, and usable.
- An easy to use CMS, such as WordPress
- Upon completion of the contract, the website needs to be fully editable by the BRPC, including style sheets, text, layout, and design.
- The chosen designer should show creativity in meeting the requirements of this website and make it a valuable marketing tool for Berkshire Benchmarks.
- Menus should be drop-down menus to minimize the number of pages and mouse clicking.
- The home page should fit in one screen and require minimal scrolling.
- The website should be easy to read and navigate on a mobile device (cell, tablet, laptop) – including attached pdf documents.
- Website must be compliant with the Section 508 Amendment to the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and the Web Content Accessibility Guidelines 2.1.
- The site should integrate with social media and easily allow the Berkshire Benchmarks to post to social media from the website.
- Berkshire Benchmarks needs to easily track usage of the website by pages accessed and documents downloaded.
- Berkshire Benchmarks must be able to search and find dead links within the website on an ongoing basis.

III. Quality Requirements

1. Bidders must provide all of the items described in **II: Scope of Services** and comply with all **Bid Submission Requirements** listed in **I. General Information and Bid Submission Requirements**
2. Bidders must have a minimum of three (3) years of experience with website design.
3. Bidders must have developed at least three (3) different websites similar in scope and size to the proposed contract.

The selection process will include an evaluation procedure based on the criteria identified below.

1. Depth of experience with similar projects and recent experience.
2. Strength and credibility of client references.
3. Quality and ease of navigation of example websites provided
4. The quality of written communication.
5. The appearance of example websites provided
6. Proposed schedule.
7. Cost

Finalists may be asked to appear for an interview.

IV. References

Bidders must submit a list, using the attached Reference Form (**VIII. Reference Form**) of three (3) jobs performed in the past two (2) years that are similar in size and scope to this project, with website address, contact names, and telephone numbers.

V. Rule for Award

The contract will be awarded to the responsive and responsible bidder offering the lowest total price for all items. The evaluation criteria (**X. Proposal Evaluation**) will determine the responsiveness and responsibility of the bidder.

VI. Website Outline

The following illustrates the proposed basic structure of the Berkshire Benchmarks website:

Home Page (Page 1)

Description: This page contains the navigation menus for the website and provides a brief background on Berkshire Benchmarks:

- About Berkshire Benchmarks
- Link to Regional Indicators
- Link to Data Clearinghouse
- Annual Report
- Link to Report Depository
- Contain an easily updatable call-out box to highlight upcoming meetings, newly added content, or other site-related announcements.
- Pop-up surveys to gauge user engagement within site should be available.

About Berkshire Benchmarks (Page 2)

- Project background

Indicators (Page 3)

- Overview
- Links to the nine sectors (eight thematic and one general demographic sector) – See Sector section

Sectors (for each of the eight thematic sectors plus one general demographic sector) (Page 4-12)

- Overview of the sector
 - The eight thematic sectors are Economy, Education, Environment, Government, Health, Housing, Social Environment, and Transportation.
 - Each sector will have its own icon and page color aligning with the branding guide (currently being developed via another contract and will be delivered by the time this solicitation is awarded).
- Links to up to 12 indicators
 - Indicators will be presented in a Tableau Online format
- Survey results - A survey will be conducted on the region, and results will be organized by topic area. This will also feature narrative.
- Current efforts – This will be a section that will list local organizations working in this sector and what they are doing to improve the region.
- The page will have collapsable sections for the indicators, survey results, and current efforts.

Data Clearinghouse (Page 13)

- Overview of the data clearinghouse

- Dynamic web page pulling from a database. This database needs to be easily updatable and searchable. The data should be organized and searchable by topical area and geographic area. Data collection will be an ongoing activity and needs to be in an easily updatable format (new topics and new data). Historical data needs to be retained. The current Berkshire Benchmarks website (BerkshireBenchmarks.org) has a database system that shows the required level of information. Currently, there are over 100,000 data points in the current Berkshire Benchmarks database. Automation of the importing of data into the database directly from source sites, such as data.census.gov, should be included as a tool that BRPC can customize as source sites are constantly changing.
- The database must have a citation field or link
- The database should be exportable into a useable format, such as Microsoft Excel, and include citation information.
- Pop-ups should be built into the data to enable expanded definitions of terms.
- An option is to design this database around Tableau, for which BRPC has a license.
- Link to a Community Profiles, which will link to Tableau profiles for each community and the region.

Report Depository (Page 14)

- This page will allow users to find community and regional reports. The page will need an organized list of links and should be able to be sorted by agency, topic, geography, year published, etc.

VII. Bid Pricing Sheet

RFP for Design of Berkshire Regional Planning Commission Website

Having fully examined, read, and in understanding of the specifications for this work and being familiar with all of the conditions surrounding the requested work for which receipt of is acknowledged below, the undersigned proposes to design and implement a Berkshire Benchmarks website, as specified in this request for quotation, for the price stated below:

Name of Company: _____

Address: _____

Telephone/Fax: _____

Name and Title of Person Submitting Quotation:

Signature: _____

LUMP SUM PRICE FOR WEBSITE DEVELOPMENT/IMPLEMENTATION:

\$ _____

WRITTEN IN WORDS:

YEARLY HOSTING FEE:

\$ _____

THREE-YEAR MAINTENANCE COST:

\$ _____

VIII. Reference Form

Bidder: _____

RFP Title: Design of Berkshire Benchmarks Website

Bidders must submit a list of 3 jobs performed in the past two (2) years that are similar in size and scope to this project, with contact names and telephone numbers.

Reference: _____

Website URL: _____

Contact Name: _____

Email: _____

Phone: _____

Description and date(s) of website provided:

Reference: _____

Website URL: _____

Contact Name: _____

Email: _____

Phone: _____

Description and date(s) of website provided:

Reference: _____

Website URL: _____

Contact Name: _____

Email: _____

Phone: _____

Description and date(s) of website provided:

IX. Certificate of Non-Collusion

Certificate of Non-Collusion

The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals.

Signature of individual submitting bid or proposal

Name of Business

X. Proposal Evaluation

BRPC and the Berkshire Benchmarks Marketing Committee will be reviewing each proposal and ranking them based upon the submittal.

The following evaluation items are Yes/No criteria. Any "No" will exclude the bidder from receiving the award.

Bid Pricing Sheet included

Yes No

Three (3) References from the past two (2) years included

Yes No

Timeline for website development included

Yes No

The following evaluation items are based on the quality of your proposal.

Relevant experience of proposer and/or proposed project staff:

Highly Advantageous: The proposer has at least five (5) years of experience consulting on projects of similar size and scope to this project.

Advantageous: The proposer has at least three (3) years of experience consulting on projects of similar size and scope to this project.

Not Advantageous: The proposer has less than three (3) years of experience consulting on projects of similar size and scope to this project.

Proposer's demonstrated ability to complete projects on a timely basis:

Highly Advantageous: All of the proposer's references indicate that the projects were completed on schedule or with minimal, insignificant delays.

Advantageous: Only one of the proposer's references indicates that the project was completed with substantial delays attributable to the proposer, and no current project or project completed in the last three years experienced substantial delays attributable to the proposer.

Not Advantageous: Two of the proposer's references indicate that the project was completed with substantial delays attributable to the proposer, and no current project

or project completed in the last year experienced substantial delays attributable to the proposer.

Evaluation of the proposed plan:

Highly Advantageous: The proposal contains a clear and comprehensive plan that addresses all of the project objectives stated in the RFP.

Advantageous: The proposal contains a clear plan that addresses most of the project objectives stated in the RFP.

Not Advantageous: The proposal does not contain a clear plan that addresses most of the project objectives stated in the RFP.

Incorporation of plan to address database and Tableau:

Highly Advantageous: The proposal references previous work on databases and Tableau integration

Advantageous: The proposal references some previous work on databases and Tableau integration

Not Advantageous: The proposal references no previous work on databases and Tableau integration

Evaluation of example work provided

Highly advantageous: All examples provided are easily navigable, are up-to-date, contain no broken links, and contain graphics and pictures where appropriate.

Advantageous: Most examples provided are easily navigable, are up-to-date, contain no broken links, and contain graphics and pictures where appropriate.

Not Advantageous: Some examples provided are easily navigable, are up-to-date, contain no broken links, and contain graphics and pictures where appropriate.

Appearance of the reference sites:

Highly Advantageous: The proposal references sites that are graphically pleasing to all reviewers.

Advantageous: The proposal references sites that are graphically pleasing to most of the reviewers.

Not Advantageous: The proposal references sites that are graphically pleasing to few, if any, of the reviewers.

BERKSHIRE BENCHMARKS BRANDING GUIDE 2021

PRIMARY LOGO



PRIMARY LOGO CLEAR SPACE



SECONDARY LOGOS + KNOCK-OUT (KO) WHITE TRANSPARENT USE



FONTS + TYPOGRAPHY

50%-60% black or opacity on all complementary and supporting copy.

Morton Bold is the primary font used for headlines.
Preferred use: all caps.

MORTON BOLD (ALL CAPS)
A B C D a b c d 1 2 3 4 # & +
www.fontspring.com/fonts/deltatype/morton

Morton Medium is the primary font used for sub headers.

MORTON MEDIUM
A B C D a b c d 1 2 3 4 # & +
www.fontspring.com/fonts/deltatype/morton

Roboto Medium is the secondary font used for paragraph text + copy.

Roboto Medium
A B C D a b c d 1 2 3 4 # & +
fonts.google.com/specimen/Roboto

Roboto Light is the secondary font used for paragraph text + copy.

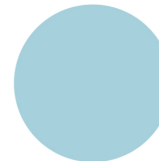
Roboto Light
A B C D a b c d 1 2 3 4 # & +
fonts.google.com/specimen/Roboto

COLOR PALETTE:

The exact color codes for print (CMYK) and digital (RGB) should be used at all times.



BERKSHIRE BENCHMARKS AQUA
PMS: 7702 C
CMYK: 70-16-20-0
RGB: 63-167-192
HEX: #3fa7c0



BERKSHIRE BENCHMARKS PALE AQUA
PMS: 7457 C
CMYK: 34-7-11-0
RGB: 165-207-219
HEX: #a5cfd9



BRIGHT BLUE
CMYK: 54-9-1-0
RGB: 105-189-231
HEX: #69bde7



TEAL
CMYK: 61-10-17-0
RGB: 91-181-202
HEX: #5bb5ca



DEEP TEAL
CMYK: 76-39-24-1
RGB: 67-132-164
HEX: #4384a4



LIME
CMYK: 38-6-80-0
RGB: 169-198-96
HEX: #a9c660



DEEP LIME
CMYK: 38-14-95-0
RGB: 171-186-64
HEX: #abba40



TANGERINE
CMYK: 0-42-73-0
RGB: 249-164-88
HEX: #f9a458



DEEP TANGERINE
CMYK: 1-56-83-0
RGB: 243-137-65
HEX: #f38941



CORAL
CMYK: 4-70-49-0
RGB: 233-112-110
HEX: #e9706e



DEEP CORAL
CMYK: 11-86-55-3
RGB: 210-72-91
HEX: #d2485b



GRAPE
CMYK: 34-80-31-14
RGB: 154-74-111
HEX: #9a4a6f



DEEP GRAPE
CMYK: 49-88-36-15
RGB: 130-58-101
HEX: #823a65