

REQUEST FOR PROPOSAL
for
BERKSHIRE COUNTY, MA OUTDOOR RECREATION WEBSITE DISCOVERY, DESIGN, AND DEVELOPMENT

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

DATE October 17, 2022

I. General Information and Bid Submission Requirements

Berkshire Regional Planning Commission (BRPC) is seeking proposals for a new website to promote resources and information about Outdoor Recreation in Berkshire County. Proposals must be delivered to Berkshire Regional Planning Commission by 3:00 p.m. on November 14, 2022. BRPC will award the contract 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 chosen consultant.

If any changes are made to this RFP, BRPC will issue an addendum, which 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 November 1, 2022. BRPC will email written responses to all bidders on record and post responses on www.berkshireplanning.org by November 3, 2022.

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 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

County Outdoor Recreation 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 vendor must 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

Berkshire Regional Planning Commission is interested in developing a website highlighting the Outdoor Recreation resources in Berkshire County, MA, and then be able to maintain the site internally with ongoing changes and updates. The website should allow users to view outdoor recreation opportunities by location and topic. In addition, the website should have a robust mapping function, an events calendar, and links to educational resources. The website's intended users are residents and visitors interested in finding places, events, and activities to experience the wide array of outdoor activities in the county.

BRPC expects the new website to be live no later than December 31, 2023.

Task 1. Branding

The website consultant will work with BRPC and the Outdoor Recreation team to develop the following:

- Branding guidance connecting the website visually with [Berkshires.org](https://berkshires.org). The website should function and feel like a companion site to Berkshires.org
- Iconography for each recreational activity. Examples include those found on <https://berkshires.org/>, <https://www.bnrc.org/berkshire-natural-resources-council-properties/>, <https://www.nps.gov/maps/tools/symbol-library/index.html>
 - Needed icons include but are not limited to: Parking, Restroom, Accessible, Camping, Picnic, Swimming, Beach, Motorboat, Canoe/Kayak, Fishing, Hiking, Road Biking, Mountain Biking, Downhill Skiing, Cross Country Skiing, Horseback Riding, Golfing, Athletic Fields, Baseball, Track, Basketball, Tennis, Skate Park, Bike Park, Adventure Park, Mountain Bike Park, Wildlife Viewing, Scenic View, Primitive, Portable Water, Playground, Dog Park, Dogs, ATV/OHV, Snowmobile

Task 2. Database

The website consultant will work with BRPC to develop an online database modeled after BRPC's Microsoft Access database of Outdoor Recreation Assets. For reference, this database can be found online at https://berkshireplanning.org/wp-content/uploads/2022/10/outdoor_rec_database.zip. A

complete and updated version of this Access database will be provided to the chosen vendor upon award. The database needs to:

- Allow BRPC to modify outdoor recreation asset information, including name, contact information, allowed recreation, multiple website links, description, and visibility to the public through an easy-to-use interface.
- The database must be able to include a photo or photos, provided by BRPC, of each asset.
- The database, through the website, must be searchable by the public.
- The database must be able to filter based on recreation type and location.

Task 3. Map

The website consultant will work with BRPC to develop a map of outdoor recreation assets. The assets need to be linked to the database and be able to be filtered by recreation type and other criteria. Additional data on the map needs to include trails and parkland, which are GIS layers maintained by BRPC. BRPC has created a sample map in ArcGIS Online that can form the basis of the web map, which may be viewed here: <https://arcg.is/OmaeKH0>. Alternative map interfaces, such as Google maps, can be used for the final deliverable. Data can be provided to the vendor as a shapefile, geodatabase, or ArcGIS service. BRPC needs the ability to update the map over time as assets, trails, and parkland change. Visitors to the site need to be given the option to get directions to an asset. Map popups should display recreation allowed (not all recreation types) and display them as icons.

Task 4. Event Calendar (Add-on)

The website consultant will include a calendar that displays upcoming outdoor recreation events. The calendar events must be embedded in or linked to the outdoor recreation website. The calendar should allow registered/authorized users (20-30) to post events. Registered users may include a multitude of property and asset managers. Access to updating the calendar should not include access to editing other website content. Automating connections to property managers' existing online event calendars would be ideal if possible. If not possible, event submissions through a semi-automated approval process with BRPC, where an event organizer submits a website form to BRPC, which then reviews and approves it for adding to the calendar.

Task 5. Develop Site Map

The website consultant will work with BRPC and the Outdoor Recreation steering committee to develop a sitemap, including all web pages and database connections.

Task 6: Develop Website Theme

The website consultant will develop a minimum of three (3) alternate themes for the site illustrating distinct layout options that BRPC and the Outdoor Recreation steering committee can consider. This design should accurately reflect the pages and components described in the Website Outline (**VI. Website Outline**). The website consultant should develop this theme used on the homepage as either a graphic or a beta page that will 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 and photos.

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

- BRPC will provide all text for the website and its component pages as a Word file.
- BRPC and its partners will provide photography for the website.

Task 7: Finalize Theme

The website consultant will work with BRPC and the Outdoor Recreation steering committee to select, refine, and finalize a site theme. This will be an iterative process that will involve the entire team.

Task 8: Develop Beta Website

Once the website consultant has developed an approved home page with the selected theme, the consultant will begin developing the website as a beta site in accordance with the attached Website Outline. Again, BRPC will provide all text to populate the pages for the website consultant. BRPC estimates that initially, there will be around eight unique pages on the website. In addition, BRPC must be able to easily add, remove and change the order of pages with its own staff once the contract is completed.

Task 9: Refine and Launch Website

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

Task 10: Hosting and Maintenance

The consultant's submittal must include the yearly hosting fee on a separate line. The consultant should also provide a cost for three years of maintenance (software updates) and subscription to extensions.

Task 11: SEO

The consultants should ensure that this site is optimized for search and uses best practices for SEO as each page of the site is created. The consultant should work with BRPC to identify a key word dictionary for use in future page/blog creation.

Task 12: Training

The consultant will set up the website to be editable by BRPC staff using a content management system (CMS) agreed upon by the consultant and 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 BRPC on using the software to edit the website. The entire website, including style sheets, must be editable by BRPC after completing this contract, including adding new links, menus, photos, etc., all without the consultant's assistance. The choice of a CMS must take this into account. Training will be for two to three staff members (admin level permissions).

Price Considerations

The estimated budget is in the range of \$60,000-\$80,000, inclusive of three years of maintenance and hosting. Acknowledging the limitations of the budget, the event calendar (Task 4) is an add-on. This will be priced separately from the core website development. Efforts must also be made to keep ongoing costs to the website down, so the use of paid extensions to the website is to be kept to a minimum.

Design Considerations

Consider the following items 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 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 Outdoor Recreation in the region.
- Menus should be drop-down menus to minimize the number of pages and mouse clicks.
- The website must be mobile-friendly.
- The 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 Level AA compliance.
- BRPC needs to track usage of the website by pages accessed, and links followed.
- BRPC must be able to search and find dead links within the website and database 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.

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, reference 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 combined with the highest scoring bid. The evaluation criteria (X. Proposal Evaluation) will determine the responsiveness and responsibility of the bidder.

Selection Process

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

1. Understanding of the scope, by providing a detailed explanation of how the vendor will meet the requirements.
2. Depth of experience with similar projects and recent experience.
3. Strength and credibility of client references.
4. Quality and ease of navigation of example websites provided.
5. The quality of written communication.
6. The appearance of example websites provided.
7. Proposed schedule.
8. Cost.

Finalists may be asked to appear for an interview.

VI. Website Outline

The following illustrates the proposed basic structure of the Berkshire County Outdoor Recreation website:

Home Page (Page 1)

Description: This page contains the navigation menus for the website and provides a brief background on Outdoor Recreation in Berkshire County:

- About (Page 2)
- Land Acknowledgement (Page 3)
- Link to search by Recreation Type (Page 4)
- Link to search by Map (Page 5)
- Link to Resources (Page 6)
- Link to Event Calendar (Page 7)
- Link to Recreation Type Pages (Page 8+)

About (Page 2)

- Who we are

Land Acknowledgement (Page 3)

- Page acknowledging history and land

Explore by Recreation Type or Park (Page 4)

- Interface with the recreational database, allowing visitors to search by location (park) and/or activity type. Each location will have an image, a brief description, a list of available recreation activities (using icons), and a prominent link to the property owner's website (multiple links needed). Each recreation type should also have its own page (see Recreation Type Pages).
- Example user interfaces for the database that BRPC likes are:
 - Boulder CO <https://bouldercolorado.gov/locations/parks-recreation-facilities?title=&type=All&parking=All&amenities%5B164%5D=164>
 - Bend, OR <https://www.bendparksandrec.org/parks-trails/park-locator/>
 - AllTrails <https://www.alltrails.com/explore/us/massachusetts>
- Each asset needs the ability for BRPC to post a warning, e.g., closed, limited use, etc.

Explore by Map (Page 5)

- Access a web-based map that allows visitors to browse outdoor recreation locations and access information on them. Each location will have an image, a brief description, a list of available recreation activities, and a prominent link to the property owner's website.
 - An example map of what we are looking for is at <https://fwp.mt.gov/stateparks/find-a-park>.

Resources (Page 6)

- Links to reference websites
- Links to clubs
- Links to guides
- Links to retailers
- Link to blogs from other organizations

Event Calendar (Page 7) (Add-on)

- Calendar that allows website visitors to see the various outdoor recreation events hosted in the Berkshires.

Recreation Type Pages (Page 8+)

- Individual pages for each recreation type.
 - Camping, Swimming, Boating, Fishing, Hiking, Road Biking, Mountain Biking, Downhill Skiing, Cross Country Skiing, Horseback Riding, Golfing, Athletics, Skate Park, Adventure Park, Primitive, Playground, Dog Park, OHVs, Snowmobile
- Header photo of that recreation activity
- Link to database prefiltered for recreation type.
- Database search should provide results in multiple formats, including image grid, location map, and list by alphabet
- Links to additional websites used by that recreation type, such as AllTrails for Hiking, the Berkshire Natural Resources Council mobile app for hiking, TrailForks for Mountain Biking.
- Overview map showing where the assets are located. (Add-on)
- A few recreation types (notably road biking and snowmobiling) will not have links to the database or a map, but will instead link to other websites.
- Blog posts by activity (linked from other websites)

VII. Bid Pricing Sheet

RFP for Design of Berkshire County Outdoor Recreation 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 County Outdoor Recreation website, as specified in this request for quotation, for the price stated below:

Name of Company: _____

Address: _____

Telephone: _____

Name and Title of Person Submitting Quotation: _____

Signature: _____ **Date:** _____

BASE WEBSITE COST (NO ADD-ONS)

LUMP SUM PRICE FOR WEBSITE DEVELOPMENT/IMPLEMENTATION \$ _____

YEARLY HOSTING FEE \$ _____

THREE-YEAR MAINTENANCE COST \$ _____

TOTAL COST FOR THREE YEARS (DEVELOPMENT/IMPLEMENTATION, HOSTING, MAINTENANCE) \$ _____

ADD-ONS

EVENT CALENDAR \$ _____

VIII. Reference Form

Bidder: _____

RFP Title: Design of Berkshire County Outdoor Recreation 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.

_____ Date: _____

Signature of individual submitting bid or proposal

Name of Business

X. Proposal Evaluation

BRPC and the Outdoor Recreation Steering 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 in a separate document

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 Yes/No criteria. Any "Yes" will provide the bidder an extra point in the review

Is the vendor from Berkshire County?

Yes No

Does the vendor have experience with Outdoor Recreation websites?

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.

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:

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

Advantageous: The proposal references some previous work on database design and integration

Not Advantageous: The proposal references no previous work on database design and integration

Incorporation of plan to address map:

Highly Advantageous: The proposal references previous work on map design and integration.

Advantageous: The proposal references some previous work on map design and integration

Not Advantageous: The proposal references no previous work on map design and integration

Incorporation of plan to address calendar:

Highly Advantageous: The proposal references previous work on shared calendars

Advantageous: The proposal references some previous work on shared calendars

Not Advantageous: The proposal references no previous work on shared calendars

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.

Proposer's demonstrated ability to complete projects to the requirements of references

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

Advantageous: Only one of the proposer's references indicates that the project was completed with substantial delays attributable to the proposer and not to the satisfaction of the reference.

Not Advantageous: Two or more of the proposer's references indicate that the project was completed with substantial delays attributable to the proposer and not to the satisfaction of the reference.