



Request for Quotes | Website Design

Issued: Monday, January 26, 2015

TRORC Description:

TRORC's staff provides technical services to local, state and federal levels of government and to the region's non-profits and businesses. Technical services include:

- All Hazard Planning
- Community Development Services
- Economic Development Services
- Energy Planning Services
- Environmental Planning
- GIS Mapping
- Land Use Planning
- Training and Workshops
- Transportation Planning

TRORC's primary goals are to advocate for the needs of our member towns, and to articulate a vision for building a thriving regional economy while enhancing the region's quality of life.

Website: <http://trorc.org>

Project Overview, Goals, and Objectives:

We've just adopted a new, updated logo and would like to update our website to reflect a more current look and feel. While we like whitespace, the current site is overwhelmingly white, information is not easy to find, and events, even past events appear to be the "meat" of the site. We are in a beautiful area here and represent 30 beautiful towns, so space to feature photographs of the region is a must.

Another issue with the current site is that all 30 towns in our region are right under the oversized logo, and when you view it via phone, you see a long list of towns. We're proud of our towns, and will need to have them featured on the main page, but are certain there is a better way to feature them. While all towns must somehow be included on the main page, we're considering the possibility of highlighting one of our towns each month.

We would like a more responsive design that integrates seamlessly with mobile devices. We also want to more readily support, facilitate, and utilize social media, including blogs.



While we're open to suggestions, there is specific information we must include on the site and all the information needed we have in-house, so this will be strictly a design project. We do not expect the designer to "reinvent the wheel," we just want you to make the wheel look a whole lot better and to create an extremely user-friendly site.

We do not want an "off-the-rack" template.

Technical Parameters

While we are currently a WordPress site and that works well for day-to-day maintenance and content management, remaining a WordPress site would be convenient; however, we are open to suggestions.

Our site currently averages a long delay time (approximately 8 seconds) before loading; therefore, we are open to any suggestions that would improve on this.

We would like a layout for the main page as well as a design layout for sub-pages that tie back to the main page design.

Usability Requirements

Our users are citizens, elected and appointed town officials, town staff, state government agencies, media, chambers of commerce, regional development corporations, various non-profits, the legislature, the business community, and our own in-house staff.

We are in one of the most rural areas of Vermont (East Central Vermont). While most of our audience is web-savvy, social media has not really caught on yet, but it became a very important tool to some towns during Tropical Storm Irene in 2011 and other climate issues since then and we would like to build on that momentum.

This area is predominately Caucasian, with slightly more women than men. We have a disproportionally larger share of middle-aged adults (45-64) when compared to the rest of the country. Many residents are highly educated and our unemployment rate is low. The largest employers in the area are Dartmouth College and Dartmouth-Hitchcock Hospital, located just over the Connecticut River in New Hampshire.

Functional Parameters

On the current website, finding what a user wants can be a bit laborious. We want to optimize the user experience for each of our user types. Most importantly users should be able to get to the information for which they are looking with as few clicks and as little searching as possible. We'll need the following, but they are already available to us through WordPress, and we expect them to remain so.



- Newsletter opt-in with auto-response
- Blog and micro-blog capabilities
- Upcoming news and events section, prominent on the main page
- Towns somehow identified on the main page (perhaps a small, creative roll-over map?)

The winning designer's most important contribution to us, besides designing a great new look, will be to help us with our user flow.

Requirements

- Describe your experience
- Provide links to samples of current work
- Provide an outline of the process plan for the project, including a timeline
- Provide bios of key personnel who will be working on the project
- Provide name of project lead
- Provide references of clients contracting for similar services.

This RFQ does not obligate TRORC to award the contract.

Contact Information:

Project Leader: Lorelee Morrow | lmorrow@trorc.org

Billing: Dee Gish | dgish@trorc.org

128 King Farm Rd.
Woodstock, VT 05091
802-457-3188

Guidelines and Requirements

Both email and posted proposals are acceptable.

Quotes received after 12:00 pm/noon EST, February 9, 2015 will not be considered and will be discarded.

The quote must contain the signature of a duly authorized officer or agent of the company submitting the quote.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.



If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your quote. Sub-contractors must be identified and the work they will perform must be defined. In your quote please provide the name, address, and EIN of the sub-contractor. TRORC will not refuse a quote based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFQ and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Timeframe:

- This RFQ is dated January 26, 2015. Proposers may also request a copy be sent via email by contacting Dee Gish at dgish@trorc.org.
- Quotes are due no later than 12:00pm/noon EST, February 9, 2015.
- Quotes will be evaluated immediately thereafter. TRORC may contact proposers with questions if necessary before making a final decision.
- The name of the proposer who has been selected will be decided on or about February 11, 2015.
- Detailed discussions regarding the final document will begin immediately with the successful proposer and should conclude no later than February 20, 2015.
- All other candidates will be notified on or about February 23, 2015.
- The project must be completed and delivered by June 30, 2015. (However, through discussions with successful proposer and the design process, this date is negotiable.)

Budget:

\$10,000

Selection Criteria:

Your quote must include the outline of the process plan and proposed timelines as mentioned above and must be received no later than 12:00pm/noon EST, February 9, 2015.

Deliver quotes to the attention of:

Dee Gish, Finance Manager | dgish@trorc.org
Two Rivers-Ottauquechee Regional Commission
128 King Farm Road
Woodstock, VT 05091



Quotes that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

| Item | Max. Points |
|--|-------------|
| Addressing the Scope of Work | 25 |
| Prior Experience | 30 |
| Price | 20 |
| Proposed plan process and timeline | 20 |
| DBE: Proposer qualifies as a DBE (Disadvantaged Business Enterprise) | 5 |

Once the quote is discussed and ranked, TRORC will notify the selected proposer.

If any consultant is aggrieved by the proposed award of the contract, the consultant may appeal in writing to the TRORC. The appeal must be postmarked within seven (7) calendar days following the date of the written notice of intent to award the contract.