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*Arkansas Democrat-Gazette*

Wednesday, October 16<sup>th</sup>, 2024

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**Build and Design A Responsive Website**

*Metroplan is seeking a highly qualified web design firm to build/design a responsive and mobile friendly website using the most up to date and stable technology available. Firms interested are invited to submit a Letter of Interest as described herein: One (1) electronic version (in PDF format) is required. Submittals are due no later than 2:00 p.m. on Tuesday, November 12, 2024:*

*Tammy Gillis [tgillis@metroplan.org](mailto:tgillis@metroplan.org)*

*Metroplan*

*501 West Markham, Suite B*

*Little Rock, AR 72201*

*501-372-3300*

*Request for Letter of Interest Information can be found at [metroplan.org](http://metroplan.org).*

Call Metroplan at 501-372-3300 for further information. Notice of Nondiscrimination is available upon request.



METROPLAN

METROPLAN  
REQUEST FOR LETTERS OF INTEREST  
BUILD AND DESIGN A RESPONSIVE WEBSITE

Notice is hereby given that Metroplan, the Metropolitan Planning Organization (MPO), is seeking a highly qualified web design firm to build/design a responsive and mobile friendly website using the most up to date and stable technology available. Firms interested are invited to submit a Letter of Interest as described herein: One(1) electronic version (in PDF format) is required. Submittals are due no later than 2:00 p.m. on Tuesday, November

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[tgillis@metroplan.org](mailto:tgillis@metroplan.org)  
Metroplan  
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Little Rock, AR 72201  
501-372-3300

**Notice of Nondiscrimination**

Metroplan complies with all civil rights provisions of federal statutes and related authorities that prohibit discrimination in programs and activities receiving federal financial assistance. Therefore, Metroplan does not discriminate on the basis of race, sex, color, age, national origin, religion, disability, or income status, in admission or access to and treatment in Metroplan's programs and activities, as well as Metroplan's hiring or employment practices. Complaints of alleged discrimination and inquiries regarding Metroplan's nondiscrimination policies may be directed to Sydney Dozier, Title VI/ADA/504 Coordinator, 501 West Markham Street, Suite B, Little Rock, AR 72201, (501) 372-3300, or the following e-mail address: [sdozier@metroplan.org](mailto:sdozier@metroplan.org). (Hearing and speech impaired may dial 711.) This notice is available upon request from the Title VI/ADA/504 Coordinator in large print, audiotape or braille

## **REQUEST FOR LETTERS OF INTEREST**

### **Build and Design a Responsive Website**

#### **A. METROPLAN BACKGROUND**

Metroplan is a council of governments and the metropolitan planning organization (MPO) for the Little Rock-North Little Rock-Conway Metropolitan Statistical Area (MSA).

#### **B. PROJECT DESCRIPTION/OBJECTIVE**

Metroplan is accepting proposals from qualified consultants for the design and construction of a website. The objective is to create a clean, user-friendly site and migrate the existing Metroplan website content into WordPress (or similar content management system), with the ability for Metroplan staff to manage and maintain the website.

The site must be responsive and mobile-friendly, using up-to-date technology that incorporates Metroplan's branding, social media and interactive data. The site must use an attractive mix of text, graphics, and colors. Text must be easy to read, and information should be easy to find.

#### **C. PROJECT SCOPE**

The website for Metroplan will be a useful marketing and information tool. A major goal of the site is to enable users to access information such as publications, data and maps.

#### **D. RESERVATION**

This request for letters of intent does not commit Metroplan to award a contract or to pay costs incurred in the preparation of the requested qualifications. Furthermore, Metroplan reserves the right to accept or reject, in part or in its entirety, any or all proposals because of this RFQ.

#### **E. WEBSITE DESIGN OBJECTIVES / REQUIREMENTS**

Metroplan encourages creativity and does not explicitly define the look of the website; however, certain design objectives and requirements are enumerated in this project.

- Metroplan will provide official Metroplan logo, graphics standards, and navigation outline. The logo should link to the home page throughout the site.
- The site will be approximately 50-60 pages.
- The site must be functional and responsive for all devices and browsers.
- The site must interact with Metroplan's social media and video feeds.
- The site must incorporate Metroplan's branding. The developer will utilize Metroplan staff expertise regarding mission, content, and functionality.
- The site should be attractive and cohesive, with simple, easy-to-locate information and layout. Links should be quick and widely available, to allow multiple browsing/searching options.
- Rotating banner on home page with updatable info box to showcase the most recent information or event. Examples include <https://lvpc.org>; <https://wfrc.org>;

<https://centralpinesnc.gov>;

- The site must be able to embed interactive content using Metroplan data and ArcGIS and Google base maps.
- The site should work with Tableau or similar software for high-quality graphics interface, with easy updates for basic data tables.
- The site should allow easy user download of data in PDF and .csv formats.
- The Search icon should be clearly visible at the top of screen(s) and provide accurate results
- The Home page will include an online calendar and posts for advance scheduling. The calendar should allow sharing to users' calendars (Google, iCalendar, Outlook 365, etc.).
- Some current website content will be incorporated into the new website. Metroplan will provide guidance of content migration to new site, as well as content retirement or replacement.
- The site will be maintained by Metroplan, and content must be easily updatable in the WordPress (or similar) content management system (CMS) provided by the web developer.
- The CMS page layouts should have pre-set options but still provide flexibility.
- The CMS should have differing levels of user permission (editor, admin, etc.) for Metroplan staff.
- The website will be hosted at GoDaddy.
- The site shall be prepared by a company in the U.S., and all consultant staff interacting with Metroplan shall have clear, precise and easily audible English language skills.
- Provider must be willing to train Metroplan staff in site maintenance and update methods.
- The site should include automatic updates to keep the CMS files functioning properly.
- The site must include detailed visitor statistics (hits, views, files, etc.).
- The site must comply with Americans with Disabilities Act (ADA), and include a translation link or application.
- Production graphics such as layered images or graphics files and databases must be provided to Metroplan after the site is completed.
- The site must be completed within 5 months from the notice to proceed.

## **F. CONTENTS OF RESPONDENT SUBMITTALS**

Each respondent must submit the following documents:

A **Letter of Interest** is required and should display a clear understanding of the project and briefly summarize why the respondent should be selected. Submittals should be single-sided on standard letter-size paper (8.5"x11") and have a minimum font size of 11 points with single to 1.15 line spacing. A letter of interest and qualifications is limited to a maximum of four (4) single-sided pages. Resumes and examples are not included in the four (4) page maximum.

**Qualifications, Experience and Competence of Firm:** Respondent submittals must include a statement of qualifications. Information must be included summarizing and documenting the qualifications, experience, and competence of the firm in relation to the contractual services anticipated. Respondents are required to include the names and telephone numbers of at least three (3) client references for which the responding firm has produced similar work.

**Personnel Qualifications and Availability:** Respondents must identify and summarize the relevant experience of personnel that will perform the anticipated work. Resumes should be included as an appendix.

**Examples:** A minimum of two examples of successful websites exhibiting the vendors capabilities.

Submittals should be addressed to:

**Tammy Gillis  
Administrator  
Metroplan  
501 West Markham  
Suite B  
Little Rock, AR 72201**

One (1) electronic version in pdf format must be received no later than 2:00 p.m., CDT, Wednesday, November (in PDF format) is required. Submittals are due no later than 2:00 p.m. on **Tuesday, November 12, 2024:**

**Clarification:** Requested for clarification must be provided by 11:00 am Monday, November 4<sup>th</sup>. Responses will be posted by Wednesday, November 6<sup>th</sup>.

## **G. SELECTION CRITERIA AND PROCEDURE**

Metroplan's objective is to select the highest qualified firms for the services to be rendered, at compensation determined as fair and reason to Metroplan and its governing board. To accomplish this objective, response will be evaluated in a two-phase process. In the first phase the Letters of Interest will be evaluated to determine firms deem to be most highly qualified, responsive, and responsible to provide the service. In the second has (FRP), these short-listed firms will be provided a scope of work from which to prepare a proposal.

## BASIS OF EVALUATION:

1. Qualifications (15 points) - the qualifications of the consultant and personnel providing this service and their proven knowledge of comparable computer and networking (internet/intranet) systems.
2. Quality of service and availability (15 points) - the contractor's demonstrated competence and capability in providing the service proposed.
3. Examples and References (10 points) - the contractors' understanding of the service to be provided.

Each member of the Committee will assign up to the maximum points noted above to each criterion based on responses received. Respondents will then be ranked according to their total cumulative points. From the top ranked firms, a minimum of three (3) and up to a maximum of five (5) firms deemed to be qualified, responsive, and responsible, and responsible to provide to provide the services required will be short-listed.

## PART 2: SCOPE OF WORK AND PROPOSAL

In the second phase the short-listed firms will be provided with a scope of work and requested to provide a proposal. Proposals will include interviews and cost, and a consultant selected based on the scores from the letters of interest and proposals.

All responses received as a result of this request for Letters of Intent are subject to an evaluation for the purpose of selecting the vendor with whom a contract will be finalized. No information will be given out as to the opinions concerning the ultimate outcome while consideration of the award is in progress.

## H. ADDITIONAL EVALUATION CONSIDERATIONS

1. The Proposals will be evaluated to ensure that all mandatory requirements have been met. Failure to meet all of these requirements will result in rejection of the entire bid without further consideration.
2. Metroplan reserves the right to reject any or all Proposals, to waive minor formalities and technicalities in any Proposal, to solicit new Proposals, or to accept any Proposals which are deemed to be more advantageous to Metroplan.
3. In the process of evaluations, Metroplan may acquire and utilize, to the extent deemed necessary, information obtained from the following sources:
  - a) Respondents, including representations and other data contained in the, or other written statements or commitments, such as subcontracting, and references.
  - b) Other existing information available to Metroplan concerning the Respondent's performance.
  - c) Background investigations of Respondents submitting Proposals may be made to verify information furnished or to secure additional information Metroplan may deem necessary or desirable

## I. GENERAL PROVISIONS

1. Metroplan's consultant selection and contracting process is subject to all applicable provisions of federal, state and local laws and ordinances.
2. The selected vendor will be required to comply with all applicable Equal Employment Opportunity (EEOC) laws and regulations, including assurance of nondiscrimination under Title VI of the Civil Rights Act.
3. It is Metroplan's policy to contract with Disadvantaged Business Enterprises (DBEs) whenever possible. Non-DBEs are requested to use DBE firms whenever appropriate and to inform Metroplan of said use.
4. Vendors that are on the U.S. Comptroller General's list of ineligible contractors should not respond to this solicitation. Metroplan will not contract with said firms.
5. Metroplan will not be liable for any costs incurred in preparing, submitting, or presenting a respondent's submittals or any associated travel costs.
6. Although discussions may be conducted with respondents submitting acceptable proposals, consultant selection may be made without any discussion.
7. Metroplan reserves the right to postpone the opening and/or review of respondent submittals for cause or convenience. Metroplan also reserves the right to reject any and all proposals, in whole or in part, and to waive and information thereon.
8. If only one qualified respondent responds by the due date, Metroplan may enter into contract negotiations with that firm.
9. Although the contract will be fixed-fee/lump sum, Metroplan shall make partial payments for work completed under the contract and satisfactorily detailed in each valid invoice with accompanying progress report.
10. The contract will include a liquidated damage clause, in the event that consultant services are not satisfactorily completed by the contractual deadline.
11. The selected contractor will be required to adhere to standard FTA assurances. [FY2024 Annual List of Certifications and Assurances for FTA Grants and Cooperative Agreements | FTA \(dot.gov\)](#)
12. FREEDOM OF INFORMATION ACCESS -- All documents submitted in connection with this Letter of Interest will remain in the property of Metroplan. The Respondent(s) must identify, in writing, all copyrighted material, trade secrets or other proprietary information that the Respondent(s) claim are exempt from disclosure pursuant to the Arkansas Freedom of Information Act.

501 West Markham St., Suite B Little Rock, AR 72201 501-372-3300  
[Metroplan.org](http://Metroplan.org)