

Request for Proposal: Web Site & Database Application Development

Introduction

The Measure J Traffic Congestion Relief Agency (TRAFFIX) is issuing a Request for Proposal (RFP) from qualified Vendors (individuals or firms) to provide the following services for the TRAFFIX student transportation program:

- Website content management system (CMS)
- Website and database hosting
- Development of web-based administrative application

Project Overview

The TRAFFIX web site, www.RideTRAFFIX.com, is the main point of access to the TRAFFIX student transportation program for customers, school administrators, elected officials and the general public. It is a full-service e-commerce web site used to register students in the program, process payments for annual and replacement bus passes, communicate directly with parents of registered students, and provide general information on TRAFFIX transportation services.

The web site database also serves as the primary database for maintaining student records, including addresses, assigned routes, parent contact information and payment history. The website and all its database functions are accessed daily by the TRAFFIX Program Manager, who generates reports and records from the data input by TRAFFIX client parents.

The TRAFFIX site displays all bus routes and schedules alongside interactive route maps that also display individual route stops. Its "Route Locator" allows a potential customer to input an address and be directed to the route and stop closest to them. E-commerce functions allow customers to purchase passes by credit cards or electronic checks (ACH) in lump sums and recurring payments. Contact and transaction data for all customers is captured in a database that can be queried to produce reports that include, but are not limited to, pass sales, route rosters, e-mail lists, and ridership.

The e-mail system allows communication through the website between the public and the TRAFFIX Program Manager. The current system includes a minimum of two email accounts, and a mass e-mailing program to enable the Program Manager to send messages to customer's email and phone accounts. The e-mailing function maintains lists of all clients by route, stop, school, grade and all searchable fields in the database. The email system is compliant with all legislation regarding mass email distribution.

Scope of Work

The existing TRAFFIX website is written in ColdFusion, HTML, CSS and JavaScript, and uses a MS Access DB as an ODBC data source. The qualified Vendor will recreate and enhance the current capabilities of the application and migrate the website to a Content Management System (CMS) in order to provide greater services, flexibility, and capabilities. The Vendor will work at the direction of the Program Manager in conjunction with the TRAFFIX Technical Advisory Committee to rebuild and enhance the existing site. Vendor will be expected to meet with the Program Manager and/or Technical Advisory Committee in-person at various times during the contract period.

1. TRAFFIX External-Facing Website

a. Content Management System (CMS)

TRAFFIX will have up to 5 editors who must have the ability to update content (text, photos and links) via web browser on a Mac or PC for all web pages managed by the CMS without the need to install software on the local machine. All existing content (up to 90 pages) must be migrated by the vendor. The site must have print version capabilities and render consistently on Internet Explorer v7+, Firefox v2+, Safari v3+, and Chrome v3+. Managed content includes: prices and price change dates for all products, promotional text on home page, route maps, video (describe storage and player options), editable slideshows, and uploading of documents for public downloads such as agendas, minutes, and RFQs.

b. Look and Feel

TRAFFIX wishes to retain the existing look and feel of the site but will consider suggested changes that may enhance the user experience or site performance. However, this contract is for content migration of up to 90 pages only with no budget for graphic design hours.

c. Current Sitemap

Tier One Pages	Tier Two Subject/ School Main Pages	Tier Three Interior Content Pages
Homepage	My TRAFFIX	
	Why Kids Love TRAFFIX	
	Why Parents Love TRAFFIX	
	Why Ride TRAFFIX	
	Site Map	
	Contact	
	Disclaimer	
	About TRAFFIX	
	Links	
	Log In	
How It Works	General Info	
	Schools	
	Fleet	
	Service Provider	
Find Your Bus	Route Locator	Find Your Route
	Los Cerros Middle School	Route Pages LC1 – LC9
		LC Bus System Map
		LC Bus Loading Zone Map
	Pine Valley Middle School	Route Pages PV11 - PV17
		PV Bus System Map
		PV Bus Loading Zone Map
	Country Club Elementary	Route Pages CC14 - CC15
		CC Bus System Map

		CC Bus Loading Zone Map
Green Valley Elementary		Route Pages GV4 - GV9
		GV Bus System Map
		GV Bus Loading Zone Map
Neil Armstrong Elementary		Route Pages NA16 – NA17
		NA Bus System Map
		NA Bus Loading Zone Map
Vista Grande Elementary		Route Pages VG1 – VG3
		VG Bus System Map
		VG Bus Loading Zone Map
Walt Disney Elementary		Route Pages WD11 – WD13
		WD Bus System Map
		WD Bus Loading Zone Map
Buy A Pass	Registration, Account Setup	Verify Service, Pass Purchase
FAQ	FAQ	
Customer Service	Contacts	
	Feedback	

2. Administrative Interface

a. Client Accounts

Clients (Parents) will need to register with a username and password in order to enroll their Riders (Children). Upon login, clients should have access to all of their contact, transaction, and routing information with the ability to update their contact details, username and password.

Program manager shall have ability to view and/or edit any Client information including: contact data, transaction details, route information, administrative notes, username and passwords. Automated password reminder/reset system with email should be included. The option to email the client with notification of changes is desired.

The following data must be kept on each Client and subsequent Rider/s:

- Client:
 - Name and contact information including but not limited to spouse/co-guardian (may have different contact details), addresses, phone numbers, emails
 - Products purchased with transaction numbers, amounts, and dates of purchase
 - Payment/Administrative Comments
 - Riders under that client’s management
- Riders:
 - Single to Multiple riders may be assigned to a Client
 - Ability to automatically change grade and/or school as child matriculates (with option to override)

- School
- Grade
- Route, alternate route assignment (for multi-location families)
- Stop assignment, alternate stop assignment (for multi-location families)
- Route/Stop Comments (for bus driver reports)
- Pass number

Clients and Riders may be in the system for as many as nine years. As the rider matriculates, their school, grade and route information must be updated. Some automated method of archival will be necessary for Client and Rider records as families move out of the area or students move on to high school (and out of the TRAFFIX system).

b. Route Locator & Route Management

In spring, passes for the following year go on sale, and the future routes and schedules need to be displayed along with the current routes and schedules for about 3 months. TRAFFIX needs the ability to import and dynamically display route data for both the CURRENT year and the UPCOMING year including:

- Google map with stop locations, service area, and bus route
- Scheduled pickup and drop off times for:
 - Regular schedule days
 - Minimum days
 - Wednesdays
- Links to system maps for each school
- Links to buy a pass

Address data from the School District is imported into the routing software (Tyler VersaTrans) whereby the routes and service areas are established, and then imported into the web site database that contains address fields based on routes and their service areas.

Once registered the Client enters their street address and school to be provided with the specific route that is closest to the address. Routes are established by First Student, the bus system operator. TRAFFIX is supplied with a spreadsheet of addresses and corresponding routes; there must be a process to automatically integrate new data into the administrative system and Google map as it changes yearly and occasionally more frequently. The ability to add new addresses, routes and schools as the program grows is desired.

c. Reporting

Each Rider is assigned a route and stop; this data must be stored in the Client record. Some Riders will have more than one stop assignment and/or route on certain days (for multi-location families and “play dates” where the rider occasionally goes to another destination), this must be displayed on all applicable route rosters. Comments are kept on Clients and Riders and must be available to display on reports and rosters. The database must allow queries along all data fields; HTML tables should be sort-able by column and row header. Vendor shall generate the following reports (in HTML and CSV/XLS formats) and others as needed:

- i. **Transaction Data:** Sales (by product, price or time-frame), revenue, refunds, and transactions.

- ii. **Rosters for Bus Drivers:** All riders for each route by stop in chronological order including rider's name, pass number and contact information.
- iii. **Mailing Lists:** Client Name, mailing address and pass number(s) for labels and spreadsheet to ship passes.
- iv. **Contact Lists:** By route, stop, school, city, and grade, containing address, email, and phone; sortable by route, stop, school, grade, etc.
- v. **Interactive Report:** Route rosters with links to individual Client and Rider records

d. E-Commerce

i. Products

Up to three products must be available at any given time – current year pass, replacement pass for current year, next year's pass - with different price points and/or time-based discounts. Annual passes are sold at a discount in spring, regular price over the summer, then a pro-rated price throughout the school year.

ii. Payment

All payments are made online with credit cards, electronic checks (one-time ACH) or a payment plan (recurring ACH). TRAFFIX currently uses Transaction Central to process credit card payments but is open to other reputable processing institutions. TRAFFIX does not wish to store or report any credit card numbers.

e. Email System

All communication with TRAFFIX Clients must be done via email through the TRAFFIX system. Multiple automated and unique messages will need to be created and sent upon the following events:

- **Receipts:** Payment processing and transaction receipts along with an editable message.
- **Changes:** Editable and optional automated notices upon any change to the client record such as contact or route information. If the client makes the change the confirmation message is automatic; if the program manager makes the change the confirmation message is optional.
- **Announcements:** Sent to Rider and Client segments/categories, including but not limited to: school, route, stop, grade, address, and pass or transaction status.

Email editor window should allow for rich text and/or HTML editing (as seen in Outlook or Gmail). Email system must allow for message archiving, copying and/or resending archived messages, and the ability to schedule an email for future delivery.

f. Training

Vendor must provide in-person CMS and admin interface training for up to 5 users over 1 or 2 days. Supporting written materials shall be provided as necessary. Please provide a base service and optional extended support.

g. Hosting

TRAFFIX is looking for viable external hosting options. Please provide details for hosting the site and database including:

- Cost
- Uptime
- Bandwidth and Disk space information Disaster Recovery (DR): Please provide all levels of DR and associated costs
- Application and data backup and recovery information
- Security - physical and logical
- Support and Maintenance

Schedule

Release RFP	July 13, 2010
Written Questions Due	July 30, 2010
Pre-Proposal Meeting & Conference Call (optional) <i>City of San Ramon, Planning Conference Rm. 2226 Camino Ramon, San Ramon, CA 94583, or by conference call at 219.509.8222, access code: 341614</i>	August 4, 2010 at 3:30 p.m.
Proposal Submission Deadline	August 18, 2010
Interviews	September 8, 2010
Final Selection	September 21, 2010

Proposal Format

Proposals may contain up to 20 pages to include the cover letter, qualifications, response to scope of work, schedule, and budget. Resumes, samples and supporting documentation may be gathered in appendices with no page limit. Proposals shall be submitted electronically in PDF format. Submissions over 5 megabytes should be sent via FTP or other alternate file sending mechanism (CD or DVD is acceptable). All submittals shall include the following information:

- 1. Cover Letter**
 - a. Applicant Information and location
 - b. Executive summary of proposal
- 2. Table of Contents**
- 3. Qualifications**
 - a. Summary of firm background, work experience, years in business, and staff qualifications. Please provide a single page resume for each staff member and sub-consultant in an appendix.
 - b. Provide contact information and qualifications of any sub-consultants to be used. No additional sub-consultants may be used without notifying TRAFFIX.
 - c. Summary of your experience and technologies utilized.
 - d. Office, staff, and sub-consultant locations.
- 4. Work Experience:** Provide three to five website projects with similar capabilities including:
 - a. A brief description.
 - b. Web addresses of active sites built or maintained by you or your firm, dummy account information if applicable.
 - c. Dates of work and staff involved.
 - d. Also include any work done in public transportation, education, or government service sectors.
- 5. Project Approach**
 - a. Describe the stages, milestones, and/or deliverables involved.

- b. Describe your expectations from TRAFFIX.
 - c. Provide a timeline/schedule.
 - d. Address each item in the Scope of Work.
6. **References:** Please provide at least three professional references (past clients or employers) relevant to this type of service. Include name, title, email, phone, and address.
7. **Budget:** The price summary must include:
 - a. Cost per phase
 - b. Product costs
 - c. Expenses
 - d. Additional Tasks
 - i. Site Hosting
 - ii. Yearly site maintenance, troubleshooting, and consulting
 - iii. Hourly rate for development of additional site functionality

Deadline and Delivery

All proposals must be submitted via e-mail in a single PDF file (preferred method to save resources) or postal mail to the TRAFFIX Program Manager as follows:

Aram Boyd, Program Manager
aram@RideTRAFFIX.com
Measure J Traffic Congestion Relief Agency (TRAFFIX)
P.O. Box 1130
Danville, CA 94526

The deadline for the submittal is August 16, 2010 at 5:00 p.m., Pacific Time. Submittals received after the deadline will not be accepted.

Selection Criteria

The selected qualified Vendor shall possess a minimum of five (5) years experience building and maintaining websites with e-commerce functionality. The successful Vendor or Firm shall be selected based on a combination of relevant past experience, qualifications, project plan, and cost.

Terms

Payment for Services

Payment is fixed fee for the delivery of the fully functional product/application and website within a budget range of \$40,000 - \$65,000. The Vendor shall be paid for services by task or milestone, unless otherwise agreed upon between TRAFFIX and the vendor. Please provide hourly rates, cost per task/milestone, software costs, travel costs, and any other expenses.

Term of Contract

The contract will be valid for one year, with the ability to allow for two (2) one-year extensions upon mutual agreement of TRAFFIX and the vendor.

Insurance Coverage

The selected Vendor shall be required to procure and maintain automobile liability of \$300,000 or greater for each occurrence and \$100,000 or greater per person for bodily injury and property damage. If the Vendor hires any employees, Worker's Compensation as required by the State of California, and Employers' Liability Insurance, one million dollars (\$1,000,000) per accident for bodily injury or disease.

Ownership

All proposals become the property of TRAFFIX. The resulting website and administrative application will be the sole property of TRAFFIX.