Request for Proposals

American Public Transportation Association

1300 I Street NW
Suite 1200 East
Washington, D.C. 20005

The American Public Transportation Association (APTA) is a trade association representing the public transportation industry. Its more than 1,400 member organizations include bus, rail transit, commuter rail systems, and intercity passenger rail, as well as organizations responsible for planning, designing, constructing, financing, and operating transit systems. APTA members also include business organizations which supply products and services to the transit industry, academic institutions, and public interest groups.

Statement of Purpose

APTA seeks an agency for the redesign and development of its website (to include APTF site, staff intranet, APTAconnect) to reimagine our online presence, improve accessibility and increase member engagement. The project scope includes user research to review the effectiveness of the current website; development of revised architecture, design and templates; content migration; and recommendations for new service-based functionality.

Proposals should address each of the stated objectives below. The information received in response to this RFP will help determine the approach taken for a website redesign.

Scope of Work

While functional, the apta.com website often results in user frustration and confusion.

The objectives of this project include:

- Improving the overall website experience and user flow.
- Improving navigation/content organization – i.e., "Finding Your Way Around Our Site"
- Retooling the search functionality
- Creating a sustainable workflow to manage content contributions and editorial calendar.
- Determining an appropriate structure and architecture.
- Separating design from content so the content contributors only make text edits.
- Refreshing the design.
- Providing training, support and setting a schedule for maintenance activities.

Deliverables:

The scope of this project includes the elements below required to launch a redesigned website for apta.com. We look to the selected agency to propose attainable areas for improvements based on user need during the redesign and prioritized recommendations for future enhancements.

The anticipated scope includes:

- Research and Discovery
- User Testing
- Content Audit
- Design
- Development
- Content revisions/recommendations of top identified pages
- Analytics integration and setup using Google Analytics (or other recommended provider)
- Quality Assurance
- Launch
- Training and Documentation
- Future Enhancements (hardware, software, personnel)

Functionality Requirements

The following is a list of existing and/or potential features, functionality and integrations. Recommendations to any of these items are welcome. The following list is in no order of priority.

- Mobile-first design. Our current site is fully responsive, but we would like to explore a mobile-first approach for the redesign.
- Search. Currently, we use Google Custom Search. We have received complaints from both members and staff that our search results are often inadequate.
- Calendar. We would like the ability to have a filterable calendar with select categories.
- Media. We need embedded videos and galleries/slideshows.
- Forms. We need forms capable of conditional logic and custom submission messages.
- News. We would like the ability to categorize news. News articles should be able to include date, read time, blurb, multimedia and related articles.
- Email marketing integration. We use both MagnetMail and ConstantContact as our email clients currently.
- Analytics Integration. We use Google Analytics.
- Social Integration. We would like to explore the ability to create shareable content across all major social media platforms.
- API Integration. We would like the ability to pull/return from databases via defined API.

Preferred, not required:

- Related Content. We would like the ability to easily link related news articles to relevant pages.
- Editorial Reminders. To easily manage content, we'd like the ability to set reminder notifications for pages and documents.
- Searchable Archive. We would like the ability to have documents located in a searchable document library archive.
- Broken Link Checker.

Timeline

RFI proposals are due to APTA by COB on Friday, December 30, 2022. APTA may request further information in writing and/or one or more virtual meetings prior to award of a contract.

APTA anticipates awarding this contract by April 1, 2023 with a goal to launch the new website just prior to its 2023 TRANSform & EXPO, which begins on October 8, 2023.

Proposals should include a rough timeline to meet this goal. If the respondent does not believe this is a realistic launch date, that should be stated in the proposal along with a rough timeline including your proposed launch date.

Requirements for Proposal Preparation

Responses to this RFI should be no more than 25 pages, excluding resumes. The response should address the following:

- Understanding of the issues
- Qualifications of key staff
- Examples and outcomes of prior experience working with associations on similar type issues
- Price for the work

Evaluation and Award Process

In accordance with the provisions of this RFI, APTA may award a contract, which in the discretion of APTA, is the lowest price technically acceptable offer that best meets the requirements set forth in this RFI.

Proposals will be rated based on the following criteria:

- Value of recommended solution.
- Alignment with stated objectives.
- Experience, prior results, and portfolio.
- Strength of references and past work product.
- Pricing and payment terms.

Point of Contact

TJ Doyle, APTA VP of Communications and Marketing, shall be the point of contact and manager for this contract. All correspondence, including submission of proposals, shall be addressed to him.

TJ Doyle
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