

SECTION 2.0
SCOPE OF WORK

RFP #07-02

Web Site Development

SECTION 2.0 - SCOPE OF WORK

2.01 BACKGROUND

Community Transit is a special purpose municipal corporation providing public transportation services. It was created by Snohomish County voters in 1976 with approval of a .3% sales tax. Operations began on October 4, 1976, with service provided to the communities of Brier, Edmonds, Lynnwood, Marysville, Mountlake Terrace, Snohomish and Woodway.

Through 1983, the service area boundaries increased with the annexation of various cities and areas within unincorporated Snohomish County. These include Lake Stevens and Monroe in 1977; Granite Falls, Mukilteo, Stanwood and Sultan in 1979; Arlington in 1980; Gold Bar, Index and Startup in 1981; Darrington in 1982 and Mill Creek in 1983.

In February of 1990, the voters within the Snohomish County Public Transportation Benefit Area approved a proposition to increase the level of local sales tax dedicated for public transportation from .3% to .6%, effective May 1, 1990. The additional funds were used for service increases.

Since the 1990 election, three more areas have joined Community Transit: Bothell in 1992, and Silver Firs and Tulalip in 1997.

In September 2001, voters again approved a tax increase, from .6% to .9%, effective Jan. 1, 2002. The funding replaces most of the revenue lost with the elimination of the Motor Vehicle Excise Tax and will allow Community Transit to restore Sunday service and expand other services.

The largest city in Snohomish County, Everett, is not within Community Transit's service area. Everett provides public transit service through its own municipal transit system. Community Transit, however, does provide service to and through Everett. The purpose of the service is to provide residents of Community Transit's service district with service to major activity centers inside the City of Everett.

Community Transit is a full service public transportation provider. Its services include fixed route transit, paratransit, vanpool, ridematching and Sound Transit Express services. In 2000, approximately 8,226,680 passenger trips were made throughout all services.

The PTBA encompasses approximately 1,300 square miles and contains a diversity of land uses and population/employment densities.

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2.02 SCOPE OF WORK

Community Transit seeks a consultant to develop and implement an updated web site for the Public Transportation Benefit Area. The selected consultant shall design and produce web pages for the Internet site, provide optional design documentation and training to assist select Community Transit staff in maintaining and updating information on the pages and implement the site with its host. The term of this contract is for one year from notice to proceed, including a maximum of six months to attain acceptance of the website development and implementation, and the remainder for optional maintenance of the web site as described in Section 2.06, Optional Maintenance. Four (4) one-year options for maintenance may be exercised at Community Transit's sole discretion.

Additionally, a text-only web site shall be required for our physically impaired customers.

Attached *Exhibit A* is a proposed outline for the web site design.

Community Transit has already invested resources into the use of Dreamweaver 3 for the development of its online trip-planning system's web interface. Redesign of Community Transit's web site shall be compatible with the investment Community Transit has already made in web page design (or with upgrades to this product) so that the current development efforts can retain the look and feel created by the successful Proposer. Further, any new development tools proposed shall have versions that run in both Macintosh and PC environments. Community Transit will evaluate other tools as necessary, but strong preference will be given to the products already in use by Community Transit.

Community Transit will provide:

- Site list of pages
- PDF, Word, Access, Excel, Quark Express or hard copy files for manuals and forms
- Software licenses for Community Transit staff to maintain sites
- Logo and promotional materials
- Assistance in the selection of designs and color schemes

2.03 ENVIRONMENT

Community Transit's web page is currently hosted by WhidbeyNet. Community Transit's URL is:

<http://www.commtrans.org>.

Until Community Transit chooses a different host or decides to deploy its own web server, all development shall adhere to WhidbeyNet's terms and conditions. Information on WhidbeyNet's terms and conditions can be found at this address:

<http://www.whidbey.net/servsup/terms.html>

Community Transit's current web account is limited to 100 MB of disk space, and is managed by transferring content to the web server using a file transfer protocol (FTP) application.

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The following services are also available from Community Transit's current host:

- Anonymous FTP (download only)
- Microsoft FrontPage Extensions
- Microsoft Active Server Pages Support
- Microsoft Access Database File
- CGI Bin access
- Cold Fusion 4.0 Support (FrontPage only)
- RealAudio/Video Live Streaming
- Live Broadcasting w/ 100 streams
- Apache Server
- FrontPage Server
- Secure SSL Server (FrontPage or Raven)
- VeriSign or Thwate Certificate

2.04 REQUIRED TASKS

Successful bidders shall provide the following:

1. Design site layouts – develop the hypertext structure and organizing the content for ease of use
2. A cohesive graphics design (visual theme, color scheme, etc.)
3. Adapt any existing Community Transit promotional materials (logos, color schemes, etc.) to create the site's graphical design
4. Design site navigation tools - buttons, menu bars, icons, etc.
5. Create links to related Internet sites researched and approved by the Project Manager
6. Create various on-site services and features which may include links to search engines, a site index and a site map
7. Adapt forms, manuals, etc., already in use at Community Transit to the web new web site.
8. Create site help pages, guided tour, tutorials, etc.
9. Provide active content which may include animation, ensuring browser compatibility, especially with Netscape and Explorer browsers
10. Perform a limited round of use and security testing for site with representatives of the intended user group and make final adjustments
11. Develop a web site that can be easily maintained and updated by staff and provide documentation for this function
12. Develop a text only site which meets federal standards for handicapped accessibility. (Federal guidelines, Section 508) Information can be found at this web site: www.usability.gov.

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2.05 OPTIONAL TASKS

1. Develop web site Maintenance documentation that provides the information necessary to allow Community Transit staff to update and maintain the web sites, and that allows for future re-designs of the sites
2. Provide input on avenues to achieve e-commerce for the Ridestore, ticket and pass sales, etc.

2.06 OPTIONAL MAINTENANCE

Provide an hourly rate for ongoing service that may include, but are not limited to, the following:

1. Service Change (twice per year)--entails changing all maps and route schedules.
2. Monthly Riders Digest--conversion of a three-panel informational brochure to the site.
3. Posting press releases and creating a press release archive (approximately eight per month).
4. Rider Alerts (approximately 15 per month--each includes one paragraph of text and a map.
5. Twice monthly Special of the Month--each includes one paragraph and a graphic.
6. Executive Directors Report--one page of text issued approximately three times per month.
7. Special Events--three pages of text with heavy graphics approximately every other month.
8. Employment updates (vary, approximately three per month)--consists of updating job openings page.
9. Emergency situations (snow closures, accidents, etc.), as needed, on 24/7 basis--consists of approximately one paragraph of text and a headline.
10. Agenda updates for board meetings, specials board meetings and workshops (approximately 20 times per year)--consists of one page of text.
11. Procurement updates (RFPs, ITBs, quotes)--as needed

2.07 OPTIONAL TRAINING MANUAL

The successful bidder shall also prepare an update/training manual, which shall address, but not be limited to, the following:

- A. How to:
 1. Text
 - a. Set preferences
 - b. Import a word document
 - c. Ad text
 - d. Change text
 - e. Change font
 - f. Change type size
 - g. Change text kerning
 - h. Change text leading
 - i. Change paragraph specifications
 - j. Change tabs
 - k. Import tables

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2. Color
 - a. Select colors for text
 - b. Select colors for graphics
 - c. Select colors for banners
 - d. Select colors for buttons
 - e. Set color modes for imported elements

3. Objects
 - a. Import a graphic element
 - b. Graphic formats appropriate for site
 - c. Create banners
 - d. Create buttons
 - e. Make an animated object active
 - f. Create roll-over image

4. Site Layout
 - a. Add a page
 - b. Create links
 - c. Create templates
 - d. Create drop down menus
 - e. View the page
 - f. Activate the page

2.08 PRICE PROPOSAL

Provide a fixed rate price proposal for option A. Provide a fixed rate price proposal for alternate options B and/or C., if necessary. All price proposals shall be through acceptance of the web site. (Community Transit will choose from one of these three options.)

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| Option A | Shall include all required tasks from Section 2.04 completed within the boundaries of the time line in Section 1.24. |
| Option B | Shall include all required tasks from Section 2.04 completed within the Proposer's projected time line, but not to exceed six months. |
| Option C | Shall include a reduced task list (please specify) from Section 2.04 completed within the boundaries of the time line in Section 1.24. |

Provide hourly rates and estimated hours needed for each Option 1 through 5. (Community Transit reserves the right to contract for any or all of these options.)

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| Option 1 | Item 1, Section 2.05 |
| Option 2 | Item 2, Section 2.05 |
| Option 3 | Each individual item in Section 2.06 |

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Option 4 Optional Training Manual, Section 2.07

Option 5 Hourly rate for staff training