

Section 5: Scope of Work (SOW)

The contractor shall provide technical assistance with professional design of the site. This will include implementation of an infrastructure which allows CENTRAL MARYLAND TRIP PROJECT, it's partner organizations, and transit riders to maintain their specific information within a common framework, as well as hosting of the CENTRAL MARYLAND TRIP PROJECT website in conjunction with CENTRAL MARYLAND TRIP PROJECT Staff so that updates can be made quickly and frequently. Also, development and ongoing maintenance and support of a custom web-based database, which will provide for the need to have four layers of security to support the following four distinct user groups: general public, partner companies, CMRT, and Administration. This database should allow CMRT, CENTRAL MARYLAND TRIP PROJECT partner organizations, potential partner organizations, CENTRAL MARYLAND TRIP PROJECT riders, and the general public to share information vital to building and maintaining relationships. Database will also include information obtained from Google trip planner function and website statistics including hits, how user arrived at site, navigation reports, last update, and audit trail of changes. Contractors may bid for all services or for either the website or the database. However, in a best case scenario, it is our intention to award the work to a team that will coordinate the work. Therefore, deference will be given to contractors who can perform all tasks or have put together a team that complete all tasks. Hosting of the website and database.

At the option of the CENTRAL MARYLAND TRIP PROJECT, and as a condition prior to selection, respondents may be required to demonstrate the functionality of the proposed system. The demonstration must be conducted with the products proposed and must be able to demonstrate the functionality as it would be implemented for CENTRAL MARYLAND TRIP PROJECT. In the event CENTRAL MARYLAND TRIP PROJECT elects to have a demonstration, the contractor may be required to do so at CENTRAL MARYLAND TRIP PROJECT facilities. Failure to agree to the demonstration will disqualify the contractor. A minimum expectation of contractors to this RFP will be web/conference call presentations to CMRT staff. It is understood that any costs for on-site or web/conference call demonstrations shall be the sole responsibility of the contractors.

5.1 Website Services

Website services will include:

- 1) Contractor who currently provides and/or is in the process of providing website services to at least 4 governmental entities (2 of which ~~must be~~ being transit agencies) is preferred, however not mandatory. In addition, it will be required the responding firm be located within a 100 mile radius of CMRT headquarters in Laurel, Maryland and/or be able to have a qualified representative of the firm on the CMRT premises within 24 hours of notification and/or request.
- 2) Public access to all of the features on the website is not dependent on specific browser, that is, the web interface is *browser agnostic* and works with commonly used browsers found on Windows, Linux and Mac operating systems.
- 3) Intuitive and consistent options for navigating the website especially moving from department to department and department to general information/home page.
- 4) Multiple level security, completely contained within the website infrastructure, and not reliant on the existing CMRT network security or peer-to-peer connectivity.
- 5) Flexibility within the portion of the site assigned to a department or function for designated staff to add, remove and update content using tools and templates that do not require extensive knowledge of web development languages or technical structure.
- 6) Pages and features compatible with limited bandwidth access by the public. In other words, CENTRAL MARYLAND TRIP PROJECT is concerned with public access being hindered by a digital divide.
- 7) Web interface options that can accommodate individuals with disabilities in accordance with the American with Disabilities Act (ADA).
Capability of the respondent, working in concert with CMRT staff, to:
 - o Control size of individual web pages.

- Control size and types of images used within the site.
 - Control publishing of links to other websites.
 - Report website maintenance activity and statistics on content type: Updates, downloadable documents, web pages, calendars.
 - Report number of visits to site generally and to each department.
- 8) Provides 128-bit encryption over Secure Socket Layer for displaying specific web pages and for information transmitted to and from the website by CENTRAL MARYLAND TRIP PROJECT staff.
 - 9) Email interfaces, if any, are not dependent on a specific email client.
 - 10) Contractors proposing to host the CENTRAL MARYLAND TRIP PROJECT website must not be on any email or website “black lists” as a source of unwanted solicitations or objectionable content.
 - 11) Contractor will need to develop the website infrastructure and specifications to support a database.
 - 12) Contractor must meet with database vendor, if not part of a team with them for the proposal or fulfilling that service as well, in order to make sure that website is compatible with the database.
 - 13) Easily searchable by all major internet search engines including Google, Yahoo, and MSN.
 - 14) A content management editor interface. This interface should be user friendly, simple, and give CMRT administrator the ability to change website design/layout and text and pictures, as well as the formatting of the text (eg. Font and size). This should be browser based and be able to be used from any location.

Total project cost for website should include maintenance, labor, development, support, and hosting for website design, development, and hosting for two years.

5.2 Database Services

Database services will include:

- 1) Contractor ~~must have~~ who has and/or in the process of having built databases for minimum of 4 governmental entities (2 of which ~~must be~~ being for transit agencies) is preferred, however, is not mandatory.
- 2) web-based database development
- 3) database and server ongoing support and maintenance
- 4) database conversion
- 5) coordination with website developer to ensure compatibility
- 6) data integrity checking and audit methodology
- 7) post-conversion clean up
- 8) creation of user friendly forms for data entry and transparent, easily understandable structures within database
- 9) code annotation for long term viability of application
- 10) coordination with staff including database training

Total project cost for database should include maintenance, labor, development, support, and hosting for two years.

5.3 Hosting Services

Hosting services will include:

- 1) 24/7 hosting of website and database.
- 2) 24/7 telephone Support for the Hosting Company.
- 3) Provide daily incremental backups.
- 4) Must support any software required by the website and the database.
- 5) Sufficient storage to support website and database.

Proposal should include two years of hosting for both the website and database.