SODA
SOUTHERN OKLAHOMA
DEVELOPMENT ASSOCIATION

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REQUEST FOR PRICE ESTIMATE

Website Redesign & Development

Issue Date: October 24, 2023 **Response Deadline:** December 1, 2023

Project Summary

The South-Central Regional Transportation Planning Organization (SCORTPO) is a division of the Southern Oklahoma Development Association (SODA) and the Kiamichi Economic Development District of Oklahoma (KEDDO), regional councils dedicated to improving the lives of residents in southeastern Oklahoma. SCORTPO strives to increase engagement with the citizens of southeastern Oklahoma about transportation issues and concerns. To achieve this goal, SCORTPO is seeking a contractor to redesign/develop its website to be easy to navigate, visually pleasing, allow for simple and quick updating, facilitate some level of user feedback, and convey SCORTPO's relevancy and value to southeastern Oklahoma. SCORTPO is searching for a creative, highly skilled, and collaborative consultant to develop a new website based on our existing brand identity.

Project Scope: Website Redesign & Development

Target Audiences

SCORTPO covers 17 counties with 116 municipalities in the southeastern quadrant of Oklahoma. Local government staff including municipal planners, economic development directors, and transportation officials and/or residents regions seeking transportation/transit information and assistance would be the primary users of the website. Other potential users would include partner organizations and stakeholders, including state and federal agency staff, consultants working on regional projects, and the news media.

Website Development

- SCORTPO currently utilizes WordPress and a local internet provider as its web hosting and content management platform, but we are open to other content management system recommendations.
- SCORTPO has some content that will need to be updated and potentially transferred if it is determined that there is a need to migrate to a different CMS.
- SCORTPO has some photographs and images, but stock imagery can be used but imagery that depicts the communities and people of the SCORTPO region should be favored.
- It is estimated that initially the SCORTPO website will have 10-15 web pages and 2-3 menu levels.

Website Functionality & Content Requirements

- Content Management System (CMS): The website must be built on a content management system that allows for all areas of the site (webpages, images, blogs, forms, etc.) to be easily updated by non-technical users. If migrating to a new CMS, all applicable content must be imported from the current site. User permission levels should be used to prevent accidental deletion of key modules.
- Searchable database of funding opportunities. The website must include a database of funding opportunities, using data provided by SODA, that is easily searchable by local elected officials, economic development staff, and other partners. At a minimum, the database must include the program's agency, application link, description, and deadlines. The database must be easily updated by non-technical staff.
- Content and design should be reasonably consistent with the design of the SODA website.
- Search Engine Optimization (SEO): The CMS must include the ability to alter title tags, meta descriptions, alt text, and headers. The site must be built to be easily crawled by search engines.
- Social Media Integration: The site must be optimized for web content to be shared to social media networks. Additionally, the site must integrate pixels for social media marketing and retargeting.
- The website should provide for embedding and viewing of pdf files.
- News and Events: The website must include a built-in news platform enabled to create, edit, and publish news articles, blogs, notices, and calendar events to the website.
- Website Analytics: The website must integrate SCORTPO's Google Analytics and Google Tag Manager account.

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- Compliance: The site must be compliant with ADA Section 508, including text resizing and compatibility with screen reader technology and alt text with images, as well as Title VI of the Civil Rights Act.
- Search: The site must have a reliable, comprehensive built-in search tool and/or site map.
- Compatibility: The site must display correctly in all major browsers and behave responsively according to industry best practices for use on varying sizes of screens and devices.
- Website should include pages for About SCORTPO, Editable List of Funding Opportunities, Board/Committee Members, map/picture of SCORTPO Region, News/Events Blog, Transportation Plans, SCORTPO Procedures

Proposal Requirements

The response must contain should contain:
- A cost estimate for the required functionality as described in the project scope
- Additional fee schedule for any optimizations or add-ons
- Proposed maintenance fee schedule.
- A statement for how long the consultant's offer will remain in effect.

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Inquiries
General questions regarding this RFP should be directed to Kyle Henry, in writing via e-mail at khenry@soda-ok.org.

Submission
Proposals are due December 1, 2023, by 4:00 p.m.and should be submitted electronically in PDF format to Kyle Henry, at khenry@soda-ok.org.