



**safe drivers
safe vehicles
secure identities
saving lives!**

March 1, 2019

Dear Vendors:

Reference: RFQ No. FY19-18390

Subject: Website Consulting Services

Vendors, AAMVA is hereby requesting quotes on the following services below. Please make sure that you read all instructions and provide a complete response in your submission. Exhibits A and B must be signed and included in your proposal.

Project Background

The purpose of this project is to deliver a unique interactive website experience that meets the information and content expectations of key AAMVA target audiences and advances the value of AAMVA programs, services, and products. AAMVA's website is the primary communication vehicle to members and the public. This project will address several aspects of AAMVA's website including design and usability, style, content, and supporting technology.

Statement of work:

AAMVA has initiated a request for proposal process to identify a vendor qualified to plan, execute, and deliver the redesign of AAMVA's website (www.aamva.org). AAMVA requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website design, development, and deployment. In addition, this vendor will either provide design and development resources or partner with a vendor who provides those resources.

Objectives Include:

- Create intuitive site navigation with a roadmap of offerings
- Create a visually interesting site. Consider graphics and video streaming to make the site more engaging and interactive
- Improved search functionality
- Showcase the AAMVA brand
- Restrict access to content based on member type
- Show a clear picture of AAMVA associate membership to nonmembers
- Evaluate all content and rewrite relevant content to be tailored to targeted audiences

Targeted Audiences:*Primary:*

- AAMVA members – state, territorial, and provincial motor vehicle administrators and their staffs and law enforcement personnel across North America
- AAMVA member volunteers and staff
- Associate members – companies who produce goods and services for the motor vehicle and law enforcement community
- Federal partners

Secondary:

- Media
- Consumers/the public
- Allied organizations

Project Work:

- Governance Assessment
- RFP for CMS
- Vendor Selection for CMS
- Redesign and Development
- Usability Testing
- Content Migration (including streamlining and rewriting content)
- Deployment

- Training

Governance Assessment:

- Conduct a governance assessment to determine the best staffing, roles, and workflow to keep the website up to date and relevant and to manage its extensive content.
- Vendor will need to interview the various AAMVA staff involved with content management and document the findings: who are the actors, what is working well, what is causing frustration, what bottlenecks exist, what are pain points.
- Vendor will provide a governance recommendation with a diagram visually describing a proposed workflow that leverages current strengths and would minimize and/or eliminate current bottlenecks or pain points.

Content Management System (CMS) RFP:

- Vendor will draft a CMS RFP to include functional requirements, specific AAMVA technical requirements include:
 - o Easy to use (yet robust) WYSIWYG tool
 - o Robust Content Protection – granular permissions based on Member Type
 - o Microsoft Technology Focus
 - o Robust Search Engine (SEO)/Content Relevance
 - o Microsoft Azure compatibility
 - o Self Host or Azure Host
 - o BCP/DR capabilities
 - o Robust Analytics – Content Tracking (including protected content)
 - o Web and Broken Link Analysis and Reporting
 - o Content Search Capabilities – How to avoid broken links
 - o Workflow management
 - o Reporting
 - o Method for identifying and archiving content
 - o Ability to integrate with netFORUM AMS software
 - o Synchronization of content between environments
 - o Device simulator for mobile readiness

- Support for version compare, versioning of content for audits
- Active user community
- 508 accessibility compliance
- Vendor will recommend CMS vendors to send RFP based on AAMVA requirements, experience, and research
- Vendor will assist AAMVA staff to evaluate submitted proposals and will participate in CMS vendor demonstrations.

Website Redesign and Development:

- Vendor will provide 2 distinct website redesign options.
- Vendor will provide information architecture and production of all pages and flow of content for the pilot project
- A redesign should consider the following:
 - Accessibility for all users
 - How the website could be translated to multiple languages – Internationalization – support for multilingual content
 - UX Design to address navigation, usability, appearance, graphics, mobile devices, responsive design, quick load times
 - Including wire frame diagrams
 - Social media integration
 - SEO friendly code
 - Sitemap
 - Compatibility with multiple browsers (will need to identify which set we want to support)
 - Security up front and throughout – AAMVA will provide guidelines
 - Technical requirements:
 - Microsoft Technology Focus
 - Microsoft Azure compatibility
 - Testing approach including unit testing, automation testing, code coverage
 - Automated software build using Team City – AAMVA preferred tool

- Automated software deployment using Octopus – AAMVA preferred tool
- Software maintained in AAMVA source code repository
- Software Design
- Periodic AAMVA Code Reviews

Website Redesign Implementation:

- Vendor will provide a build out of a portion of the website for a pilot
- Based on pilot outcomes and recommendations, vendor will transition work to AAMVA staff to build out remainder of the website
- Vendor will audit all content and provide recommendations for eliminating content to streamline the website
- Vendor will work with AAMVA staff to rewrite content that is website and mobile friendly appropriate
- Vendor will work with AAMVA staff to develop a style manual for the website

Considerations:

The website will be integrated with AAMVA's AMS NetForum by in house resources. This project has the support of AAMVA's Board of Directors. A website redesign group will be assembled among staff and volunteer members to help with assessment and testing of the pilot. A website audit and assessment is not needed as part of this project. An audit was conducted in 2016 and findings will be shared with the selected vendor.

Current usage/Website Statistics:

AAMVA's website has approximately 122,000 visitors, 401,000 page views between July 11, 2018 and November 28, 2018.

Period of Performance:

Contract Award through September 30, 2020.

Proposal Instructions and Contact information:

Please submit your quote in ***pdf format*** as soon as possible but **NLT March 15, 2019.**

Terms of the quote shall remain valid for a period of sixty (60) calendar days from the date of submission.

All quotes shall be submitted to procurement@amva.org and should request a receipt confirmation.

Vendor Expectations:

Your response should include all of the following information and should not exceed twenty (20) pages total:

Page 1: Cover Letter/Executive Summary

Page 2-11: Project Technical Approach to include:

- A description of how you will support each of the specific projects and deliverables including any additional functions not included in the RFP that could benefit the website project.
- An outline and timeline for project implementation including a transition plan from AAMVA's existing website. We would like to launch the new website by summer 2020.
- Your expectations of AAMVA recognizing that AAMVA staff (communications team and development team) will be deeply involved in this project from day 1: What skills do AAMVA staff need to have in order to facilitate the project on our end; will AAMVA staff need training on software specific to the site; what technology does AAMVA need to be able to manage the website

Page 12 -13

- One paragraph executive summaries of the project manager and any other key employees involved in the project; any subcontractors you will be working with for this project must be identified.

Page 14-15: Cost proposal: Estimated budget which includes:

- 1) Estimated cost for consulting services for this project.
- 2) Costs for redesign and creation of the website; costs for ongoing operations.

The budget should be itemized with breakdowns for all proposed project phases including any travel cost or other direct costs.

Page 16: First past performance example including reference point of contact

Page 17: Second past performance example including reference point of contact

Page 18: Third past performance example including reference point of contact

Page 19: Signed Exhibit A

Page 20: Signed Exhibit B

Past Performance and References:

Please provide three (3) professional references from sources that can address how you have successfully executed similar project – 2 of the references should be in the non-profit/association field.

Evaluation Process:

AAMVA will convene an evaluation panel comprising members chosen for their relevant expertise and experience. Quotes will be evaluated in accordance with the scoring outlined below.

- Proposed solution and services provided (40%)
- Ability to meet our deadlines (25%)
- Past performance examples and references (10%)
- Pricing (25%)

Procurement contacts:

Wesley Day | Sr. Manager Procurement | Phone: 703-908-5877 | Email: wrday@aamva.org

Siedah Ross | Procurement Specialist | Phone: 703-908-2861 | Email: sross@aamva.org

Thank you for your interest.

Sincerely,

Wesley Day

Sr. Manager, Procurement

EXHIBIT A CERTIFICATIONS AND ASSURANCES

I/we make the following certifications and assurances as a required element of the proposal to which this Exhibit A is attached, understanding that the truthfulness of the facts affirmed herein and the continuing compliance with these requirements are conditions precedent to the award or continuation of the related contract(s):

I/we declare that all answers and statements made in the proposal are true and correct.

The prices and/or cost data have been determined independently, without consultation, communication, or agreement with others for the purpose of restricting competition. However, I/we may freely join with other persons or organizations for the purpose of presenting a single proposal.

1. The attached proposal is a firm offer for a period of 90 days following the due date for receipt of proposals, and it may be accepted by AAMVA without further negotiation (except where obviously required by lack of certainty in key terms) at any time within the 60-day period.
2. In preparing this proposal, I/we have not been assisted by any current or former employee of AAMVA whose duties relate (or did relate) to this proposal or prospective contract, and who was assisting in other than his or her official capacity. Any exceptions to these assurances are described in full detail on a separate page and attached to this document.
3. I/we understand that AAMVA will not reimburse any costs incurred in the preparation of this proposal. All proposals become the property of AAMVA and I/we claim no proprietary right to the ideas, writings, items, or samples presented in the proposal, unless so stated in the proposal.
4. Unless otherwise required by law, the prices and/or cost data which have been submitted have not been knowingly disclosed by the consultant and will not knowingly be disclosed by him/her prior to opening, directly or indirectly, to any other consultant or to any competitor.
5. I/we agree that submission of the attached proposal constitutes acceptance of the solicitation contents and the attached general terms and conditions. If there are any exceptions to these terms, I/we have described those exceptions in detail on a page attached to this document.
6. No attempt has been made or will be made by the consultant to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

Signature of Offeror

Printed Name, Title and Date

EXHIBIT B- CERTIFICATION OF DEBARMENT

The prospective vendor certifies to the best of its knowledge and belief that it and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
2. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any department or agency of the Commonwealth of Virginia or any of the jurisdictions comprising the membership of the American Association of Motor Vehicle Administrators (AAMVA);
3. Have not within a three year period preceding this date been convicted of or had a civil judgment rendered against them for commission of fraud or criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
4. Are not presently indicted for or otherwise criminally or civilly charged by a government entity (Federal, State or local) with commission of any of the offenses enumerated above of this certification; and
5. Have not within a three-year period preceding this date had one or more public transactions (Federal, State or local) terminated for cause or default.

Vendor understands that a false statement on this certification may be grounds for rejection of any submitted proposal or quotation or termination of any award. In addition, under 18 USC Sec. 1001, a false statement may result in a fine of up to \$10,000 or imprisonment for up to 5 years, or both if federal funds are being used to support the procurement.

Printed Name of Vendor

Printed Name and Title of Authorized Representative

Signature of Authorized Representative