

# Website and Content Management System Upgrade

## Pre-Proposal Meeting

- Welcome, the meeting will begin shortly.
- We respectfully request the following:
- Please mute your microphones.
- Please enter your contact information in the chat box (Name, Firm, Email, indicate DBE/ESBE status).
- Please note that this session will be recorded for internal use only to allow staff to review questions presented at today meeting.

# NJTPA Website and Content Management System Upgrade

**Pre-Proposal Meeting**  
**January 30, 2025**



Mark Solof, Project Manager

Mark Hrywna, Project Manager

Maria A. Slump, Sr. Grants and Contracts Administrator

# NJTPA Region

**Bergen**

**Essex**

**Hudson**

**Hunterdon**

**Jersey City**

**Middlesex**

**Monmouth**

**Morris**

**Newark**

**Ocean**

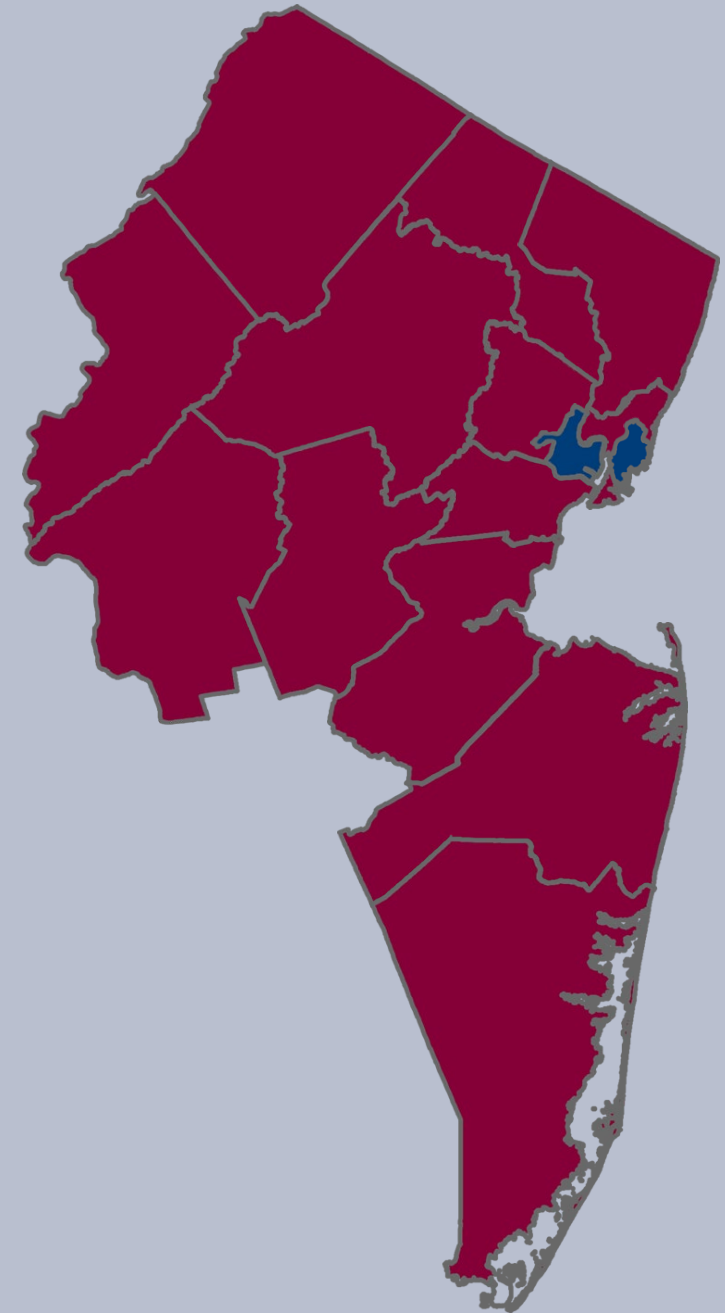
**Passaic**

**Somerset**

**Sussex**

**Union**

**Warren**



# NJTPA Board and Committees

Bergen Essex Hudson Hunterdon Jersey City Middlesex Monmouth

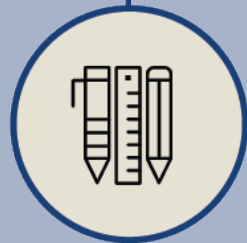
Morris Newark Ocean Passaic Somerset Sussex Union Warren

NJDOT NJ TRANSIT Port Authority Governor's Rep. Citizens' Rep.

## Standing Committees



Planning & Economic  
Development Committee



Project Prioritization  
Committee



Freight Initiatives  
Committee



Regional Transportation  
Advisory Committee



# NJTPA Board Executive Committee

*From left to right:* Morris County Commissioner **Stephen Shaw, Secretary**

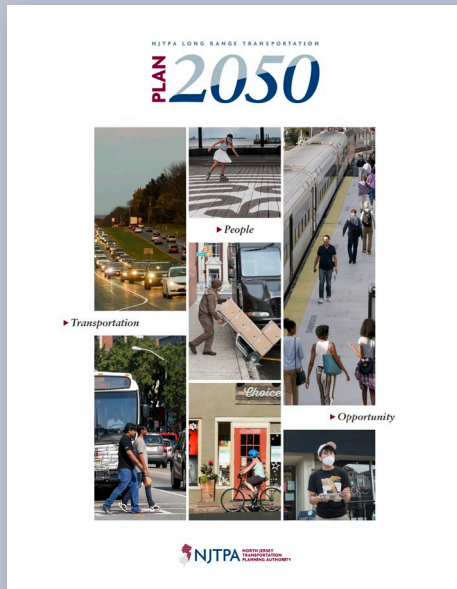
Warren County Commissioner **Jason Sarnoski, Second Vice Chair**

Ocean County Commissioner **John P. Kelly, Chair**

Middlesex County Commissioner **Charles Kenny, First Vice Chair**

Union County Commissioner **Bette Jane Kowalski, Third Vice Chair**

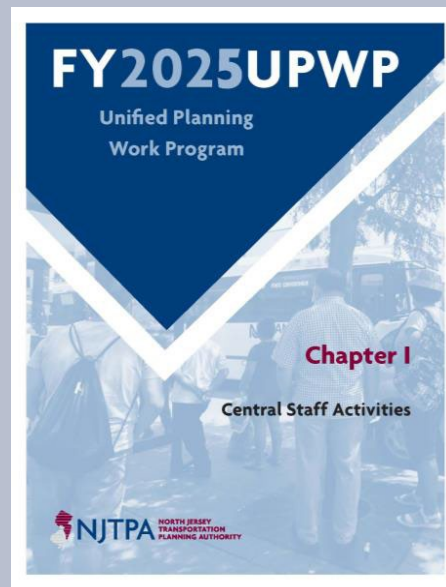
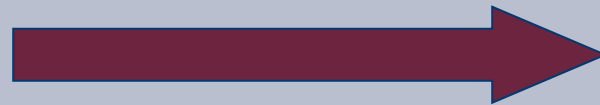
# Key Products



## Long Range Transportation Plan (LRTP)

*Updated every four years*

*Planning*



## Transportation Improvement Program (TIP)

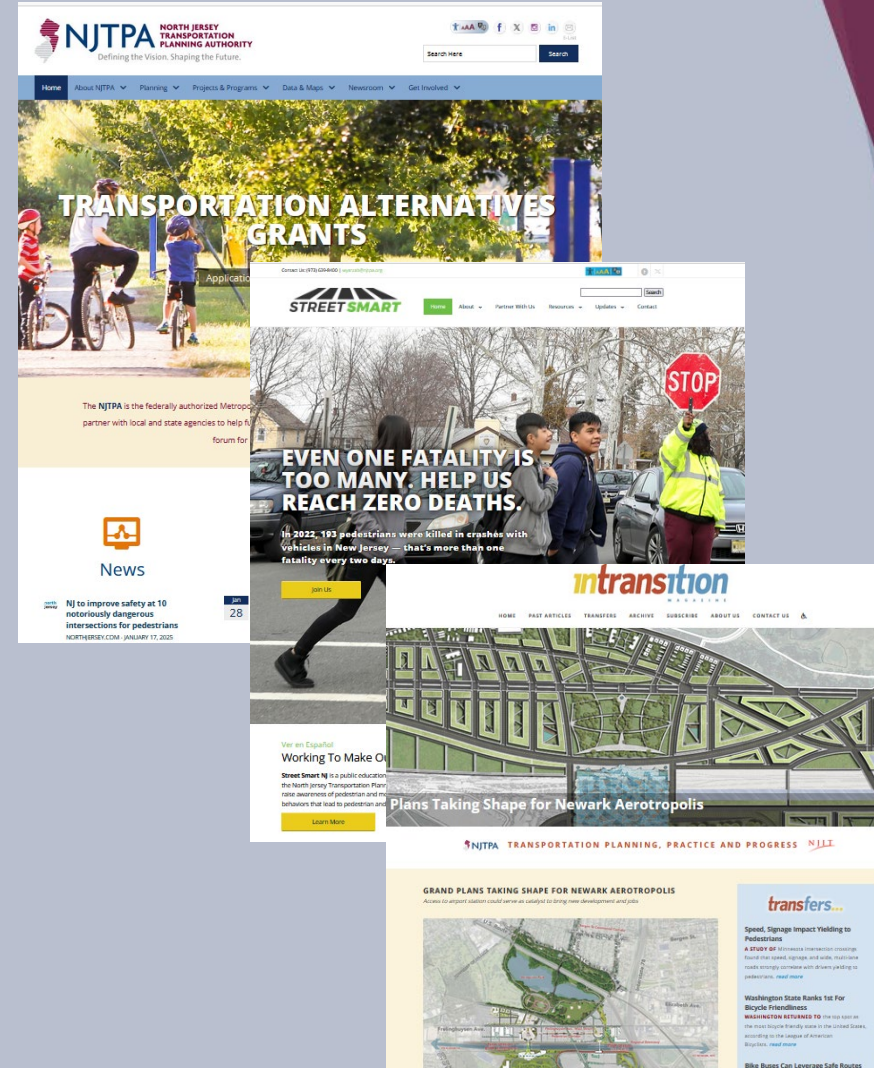
*Updated every other year*



# Current RFP

## New CMS for three sites

- [NJTPA.org](http://NJTPA.org) receives approximately 3,400 user visits per month; 250 top level pages and 1,800 or more additional; 1,700 images and pdfs
- [BeStreetSmartNJ.org](http://BeStreetSmartNJ.org) - the website of NJTPA's Street Smart NJ pedestrian safety campaign which has approximately 100 pages
- [InTransitionmag.org](http://InTransitionmag.org) - the website of InTransition magazine which has approximately 50 pages



# Project Goal

- Enhanced, cost-effective CMS (taking into account licensing and maintenance costs, hosting options, and ease of use)
- Stable, secure websites that are responsive for mobile use
- Website design and structure that is scalable and enables NJTPA to better serve and engage all users
- Customized CMS features, tools and templates to facilitate adding and updating content with a consistent look and feel by site editors.
- Documentation/training sufficient to enable NJTPA staff with programming skills to make simple changes and fix problems when needed
- Compliance with United States federal accessibility standards (Section 508 of the Workforce Rehabilitation Act)
- Maintenance, fixes and modifications on request for at least 6 months following website launch (with option for extension at NJTPA's discretion).



# Project Schedule

- **One year to complete**
  - Launch of websites within the first six months
  - Six months of technical assistance and maintenance
  - Possible option for extending contract for on-going maintenance

# Some Key points

- **NJTPA staff will suggest needed changes for NJTPA.org** - identifying possible new/revised features including updated navigation menus
- **Must replicate existing customization and programming** - Examples in Appendix I.
- **Staff can assist in migrating content**, though consultant should build-out a substantial share of pages

# Scope of Work

- *Task 1: Site Review, Assessment, and Licensing*
- *Task 2: Site mock-ups and upgrade plan*
- *Task 3: Building the beta sites; migrating content*
- *Task 4: Launch and maintenance*
- *Task 5: Project Management*

# *Task 1: Site Review, Assessment, and Licensing*

## ***Deliverables for Task 1:***

- Technical memorandum with a minimum of three recommendations of CMS platforms for upgrading the three websites, with the pros and cons and licensing costs of each proposed solution and relevant information detailing each option's features, page editing tools, services, technical requirements, security measure, contracting options, and hosting options, etc.
- Licenses for recommended CMS

## *Task 2: Site mock-ups and upgrade plan*

### ***Deliverables for Task 2:***

- Up to three (3) site mock-ups of NJTPA.org with alternative designs/features; single mock-ups of InTransitionmag.org and BeStreetSmartNJ.org replicating existing designs
- Meeting(s) with editors and senior staff to evaluate and select designs and create prototypes
- Detailed plan and schedule for upgrading the sites
- Spreadsheet inventory of pages and proposed division of labor for migrating content with instructions on migrating content

## *Task 3: Building the beta sites; migrating content*

### ***Deliverables for Task 3:***

- Templates for various page types used on the sites
- QA/QC testing of deployed beta sites
- Full site documentation and instructions

## *Task 4: Launch and maintenance*

### *Deliverables for Task 4:*

- Launched websites
- Fixes/revisions, as required
- Maintenance and training, as required
- Final report

# *Task 5: Project Management*

## ***Deliverables for Task 5:***

- A detailed project schedule to be submitted at the kick-off meeting for the NJTPA's review and approval.
- Bi-weekly update meetings between the NJTPA project manager and the consultant project manager, with follow up emails/meeting minutes summarizing agreed upon tasks.
- Support ticketing management and monthly activity reports for support services for tracking NJTPA comments, revisions, and fixes, etc.
- Monthly progress reports and progress schedules, corresponding to the invoices.
- A final progress report and invoice with a release clause, to be submitted within 30 days from the close of the project.



# Consultant Selection Criteria

- Firm's professional and technical qualifications in web design and deployment and experience with various CMS platforms
- Demonstrated understanding of the scope and technical approach to the project, including meeting project's goals and objectives
- Cost or best value
- Demonstrated ability to successfully perform work, including availability of resources, project management expertise and experience in similar projects, references\past project performance, and quality assurance/control management ability of both the consultant firm and the project manager
- Quality, clarity, content, and thoroughness of proposal in addressing the required tasks and compliance with submission guidelines, including professional presentation

# Consultant Eligibility & Documentation

- EEO/Affirmative Action
  - Letter of Federal Affirmative Action Plan Approval, or
  - Certificate of Employee Information Report issued by NJ Treasury, or
  - Copy of Employee Information Report Form AA302 submitted to NJ Treasury

*Note: A Copy of Prime's Certificate of Employee Information Report is requested to be submitted with the Technical Proposal.*

# Consultant Eligibility & Documentation

- For this study, the Federally Mandated DBE Participation Program goal has been waived.

# Consultant Eligibility & Documentation

## Insurance & Liability

- Commercial General Liability not less than \$1M and \$2M general aggregate
- Automobile Liability \$1M
- Workers Compensation \$1M
- Excess Liability \$3M
- Professional Liability/Errors & Omissions \$2M
- Cyber Liability \$2M

*Proof of insurance must be submitted by the Prime consultant with the Technical Proposal. All consultants will be required to submit proof of insurance prior to award of contract.*

# Consultant Eligibility & Documentation

## *Insurance & Liability (Other Coverage if Applicable)*

- All-Risk Property
- Pollution Liability

*Proof of insurance must be submitted by the Prime consultant with the Technical Proposal. All consultants will be required to submit proof of insurance prior to the award of the contract.*

# Consultant Eligibility & Documentation

## NJ Business Registration

- Certificate must be submitted prior to contract execution, for prime and all subconsultants

## Disclosure of Investment Activities in Iran and Certification of Non- Involvement in Prohibited Activities in Russia or Belarus

- Forms must be submitted with the proposal, for prime and all subconsultants

# Consultant Eligibility & Documentation

## Non-Disbarment for Receipt of Federal Awards

- Prime consultant and each subconsultant must have an active and publicly searchable registration in the Federal System for Award Management (SAM.gov) with a Unique Entity ID number and shall have no active exclusion records disbarring them from receiving federal awards.

# How to Respond

Deadline for Proposal is **February 26, 2025, 2:00 PM (ET)** sharp (online submission)

- All proposals and supporting documentation must be submitted electronically through the **Submit RFP Proposal Submission Form**
- Inquiries pertaining to submission of a proposal should be directed to Angellita Young at [young@njtpa.org](mailto:young@njtpa.org).



# How to Respond

## Transmittal Letter

- Identifying Prime, Project Manager, person(s) authorized to negotiate on the respondent's behalf, and any proposed subconsultants note if any subconsultants are DBE/ESBEs
- Certifying respondent's eligibility & commitment to the project
- Technical proposal in PDF Format
- Cost Proposal in both PDF and Excel Format.

# Technical Proposal Submission Requirements

- Consultant team's approach to the project
- Firms' experience/ability to complete work
- Work plan and schedule
- Organization chart, qualifications & resumes of key staff
- **Staff plan**, that includes a detailed staff plan table with the level of effort for each task and in total. (can be found in the cost proposal form template)
- Certificate of Employee Information Report
  - Prime Consultant

# Technical Proposal Submission Requirements

- New Jersey Business Registration Certificate
- Disclosure Forms: Investment Activities in Iran & Non-Involvement in Russia/Belarus Firms' commitment to quality management
- Proof of insurance- Prime Consultant

# Cost Proposal Submission Requirements

- Cost reimbursement contract subject to Federal and State Laws, Policies and Procedures
- Cost plus fixed fee contract, up to an agreed ceiling
- Summary budget and detailed budget forms for each firm on the project team using NJTPA's Sample Budget Form
  - Budget Period
  - Salary/wages, staff-hours by tasks
  - Overhead
  - Direct Expenses
  - Subconsultant Fees
  - Fixed Fee (or profit)

# RFP Inquiries

- Follow-up questions must be submitted in writing to the Project Manager, with a copy to the Senior Director of Finance and Administration
- Inquiries received after **February 6, 2025** may not be reviewed or considered
- Questions and formal responses, including those from today's meeting, to be posted on our website by **Feb 13, 2025**
- <http://www.njtpa.org/Get-Involved/RFPs.aspx>

# Important Dates

- **Deadline for Consultant Inquires:**  
February 6, 2025
- **Deadline for Submission of Proposals:**  
February 26, 2025
- **Consultant Interviews (if needed):**  
Week of Mar 24, 2025 (Tentative)
- **Contract Award Date:**  
May 2025 (Tentative)

# Questions?

