

ALLEGHENY COUNTY SANITARY AUTHORITY (ALCOSAN)

**REQUEST FOR QUALIFICATIONS
for
PROFESSIONAL SERVICES
ALCOSAN WEBSITE REDESIGN**

March 19, 2025

1.0 INTRODUCTION

The Allegheny County Sanitary Authority (“ALCOSAN”) is soliciting Letters of Interest and Statements of Qualification (collectively, “Submittals”) from firms interested in qualifying to provide professional website design services for the ALCOSAN website.

The goal of the new site is to provide clear messaging about ALCOSAN’s mission, with a strong visual focus on Pittsburgh’s three rivers. The site must also provide clear and easily accessible information about who we are and what we do, our Clean Water Plan, resources for our customers, organizational structure, and our focus on community and educational outreach.

ALCOSAN serves 83 municipalities in Allegheny County and, as a public agency, must provide pertinent information in a timely manner.

Target audiences include but are not limited to:

- Ratepayers – Individuals and municipalities
- Recreational water users
- School districts and students
- Vendors, consultants and contractors
- News Media
- General public

The website provides:

- Information for the target audience listed
- Ability to electronically submit forms directly to database(s)
- Provide both mobile and desktop access
- Integration of Authority’s social media outlets
- Analytics to extensively measure website usage
- Implementation of a CMS that is user-friendly
- Ability for Authority staff to easily update, edit and otherwise manipulate content and layout
- Provide a password-protected area for municipal customers

The selected firm will provide all services necessary to update and implement the ALCOSAN website at www.alcosan.org.

This document is intended to assist firms in preparing their Submittals for this project. All Submittals that fail to conform to requirements set forth herein will not be considered by ALCOSAN.

2.0 COMMUNICATIONS REGARDING THE REQUEST FOR QUALIFICATIONS

Questions and requests for clarification regarding this Request for Qualifications (“RFQ”) must be directed, in writing, to:

Suzanne Thomas
Chief Procurement Officer
Allegheny County Sanitary Authority
3300 Preble Avenue
Pittsburgh, PA 15233-1092
Email: Procurement@alcosan.org

Please do not contact other ALCOSAN employees regarding this procurement; this may result in your submittal being rejected. Responses to all general questions and requests for clarification will be posted on ALCOSAN’s website. ALCOSAN will provide, in writing, any clarifications, changes and/or other information deemed to be necessary as addenda to this RFQ. ALCOSAN cannot guarantee responses to any questions received after 2:00 p.m. seven (7) business days prior to the due date.

3.0 OBJECTIVE

ALCOSAN proposes to retain a highly qualified firm to provide the services described herein. Firms and team members with significant experience in projects with similar characteristics will be given prime consideration for this project. Those firms that participate in this Request for Qualification (RFQ) process will be referred to as “Proposers.” “Proposer” and its Subconsultants shall be referred to collectively as the “Team.” The successful team shall be referred to as the Consultant.

4.0 SCOPE OF SERVICES

Project Name: ALCOSAN Website Redesign
Existing Location: 3300 Preble Avenue, Pittsburgh, PA 15233
Schedule: September 2025 – April 2026

1. The Proposer shall demonstrate how they will work collaboratively with ALCOSAN on content. The Proposer demonstrate expertise in implementing website design.
2. The Proposer shall demonstrate the ability to design a website that is functional, practical and effective for the target audiences. Functionality should include, but is not limited to:

- a. Ability to electronically submit a variety of forms directly to database(s)
 - b. Addition of analytics to extensively measure website usage
 - c. Interactive portal for Municipalities
 - d. Maps
 - e. Ability to display pdf, video, audio, and photo galleries
 - f. Integration with Authority's social media outlets
 - g. Provide both mobile and desktop access
3. The Proposer shall demonstrate an ability to design a website via a user-friendly CMS, and provide training to Authority staff on updating, editing and otherwise manipulating content and layout.
4. The Proposer shall also provide copy writing of the introductory / high-level copy on the new site, conveying ALCOSAN's mission, vision, values, and commitment to the health, vitality and environmental sustainability of Pittsburgh's three rivers.

The anticipated project schedule based on the information available at this time shall be six (6) months from notice-to-proceed. The project schedule is subject to change. The official schedule will be included in the contract for professional services.

The vendor may recommend an alternate schedule; this will not impact the evaluation.

5.0 EVALUATION OF QUALIFICATIONS SUBMITTALS/SELECTION PROCESS

The Consultant will be selected based upon the following process:

Shortlist: Once the deadline for the RFQ has lapsed, ALCOSAN's Procurement Project Team shall review, discuss and independently rank all Submittals. The Procurement Project Team will evaluate Submittals based upon the following criteria:

- Familiarity with, or demonstrated understanding of, wastewater treatment or clean water initiatives
- Proposer's history and resource capability to perform required services;
- Evaluation of assigned personnel;
- Related experience, including samples of 4-5 websites recently designed and implemented
- Ability to meet schedule and project budget;
- Ability to relate to project requirements
- References
- MBE/WBE/SDV Participation

Based upon the evaluations of the Submittals, the Procurement Committee will develop a shortlist of firms which will be presented to the ALCOSAN Professional Services Committee for approval. Only information provided in this Submittal regarding this RFQ will count toward the firm's score.

Request for Proposals: Shortlisted firms will be emailed a Request for Proposal (“RFP”). The Project Procurement Team will evaluate the proposals after all submittals have been received. All proposals will be individually evaluated utilizing criteria clearly set forth in the RFP.

6.0 QUALIFICATIONS SUBMITTALS

An electronic copy must be received by the Procurement Officer no later than 2:00 p.m. on April 17, 2025. It is Consultant’s responsibility to ensure the documents have arrived on time.

Submittals should be addressed as follows:

STATEMENT OF QUALIFICATIONS ALCOSAN WEBSITE REDESIGN

Suzanne Thomas
Chief Procurement Officer
Allegheny County Sanitary Authority
Email: Procurement@alcosan.org

Late and/or noncompliant Submittals will not be accepted for any reason. Submittals that do not include requested information and/or do not follow the requested format will be considered non-responsive. Non-responsive Submittals will not be evaluated. To enable ALCOSAN to efficiently evaluate the Submittals, Proposers must strictly follow the required format in preparing their Submittals.

Each section (as set forth below) shall be separated by a tabbed divider. Elaborate covers, binding, dividers, and the like are not required. Electronic copies shall be submitted as a PDF document or other appropriate electronic document format.

The Proposer will submit a completed Form SF 330 Part I. (Part II is not required.)

Each Submittal shall be organized in the following order:

- A. Letter of Commitment** Provide a cover letter and company profile introducing the team. This letter shall commit the firm to the terms of this RFQ and shall be signed by an authorized signatory of the company. This letter shall also count as an Executive Summary – 2 pages.
- B. Outside Cover and/or First Page:** Shall contain the name of the RFQ, the name of the Proposer, a point-of-contact, contact information (direct telephone and email) and the submittal date.
- C. Table of Contents**
- D. Team’s Experience/References (Tabbed Section 1):** The Proposer shall select five (5) similar projects using Part I, Section F, SF 330, to highlight, as best representing the

Team's project experience. For each project, the Proposer shall prepare a brief, two-page, summary of the project including the following information:

- Project Name and Location
- Date(s) of Project
- Project Owner
- Contact Name/Address/Telephone Number/Email Address
- Description of the Project, identifying and highlighting the Proposer's involvement
- Firm Name and Role
- Key Personnel involved in the Project, including Subconsultants
- Year Completed
- Total Contract Value

- E. Team's Experience (Tabbed Section 2):** The Proposer shall attach an Organizational Chart (SF 330, Part I, Section D) of the proposed Team, not to exceed one (1) page. The organizational chart should have enough detail for ALCOSAN to understand roles and responsibilities of each person and company.

The Proposer may provide no more than five (5) resumes of key personnel for Part I, Section E, with each resume not exceeding two (2) pages. The resumes should be project based and not a chronological listing of employment.

The Proposer shall provide a matrix of the Projects identified in Section 1 and the team members, including subconsultants, participation on each project.

- F. MBE/WBE/SDV Participation (Tabbed Section 3):** ALCOSAN encourages businesses owned and operated by minorities (MBE), women (WBE), and service-disabled veteran (SDVOSB) small business enterprises to submit Submittals or to participate as subconsultants or suppliers. The Proposer shall be required to utilize MBE/WBE/SDVOSB enterprises to the fullest extent possible. The MBE/WBE participation goals are 10-25% of the total value of the Consultant's proposed services. The SDVOSB participation goals are 3% of this same total value. ALCOSAN's Supplier Diversity Business Policy Statement is available on the ALCOSAN website. At this stage of submitting qualifications, ALCOSAN is looking for more than a general commitment to the goals of the policy. ALCOSAN understands that the ability to use subconsultants will vary and depend greatly on the size and type of project. The Proposer shall describe its commitment to the policy, highlighting MBE/WBE/SDVOSB participation rates on the Proposer's past projects. The Proposer should identify potential team members, if any, proposed under this project and integrate the firms into the project.

ALCOSAN does not accept self-certification, nor certifications from other agencies who accept self-certification. SDVOSB must be certified by the Small Business Administration.

Failure to provide a clear MBE/WBE/SDVOSB team structure where the team members are integrated into the program will impact a submittal's evaluation.

- G. Right to Know (Tabbed Section 4):** ALCOSAN is a municipal authority and is therefore subject to requests through the Pennsylvania Right-To-Know Law (RTKL). Submittals may become part of a RTKL request during and after the subsequent contract. All Proposers shall clearly identify only that portion of the proposal which is considered company proprietary information and, therefore, exempt under the RTKL. A legend at the beginning of the proposal and/or on every page will not be considered sufficient. If there is no information contained in the submittal that may be exempt from the RTKL, Proposers shall make a statement to that fact in the Submittal. Please note, unless the page is specifically identified, all parts of the Submittal will be subject to a right-to-know request.

***** End of RFQ *****