

**Allegheny County Sanitary Authority**  
**REQUEST FOR QUALIFICATIONS**  
**for**  
**ALCOSAN WEBSITE DESIGN**  
**July 2018**

**1.0 INTRODUCTION**

Allegheny County Sanitary Authority (“ALCOSAN”) is soliciting Letters of Interest and Statements of Qualifications (collectively, “Submittals”) from firms interested in providing professional website design services for the ALCOSAN corporate website

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 new website should provide

- Information for the target audiences 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 design and implement a new website at [www.alcosan.org](http://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**

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

Suzanne Thomas  
Procurement Officer  
Allegheny County Sanitary Authority  
3300 Preble Avenue  
Pittsburgh, PA 15233-1092  
Email: [suzanne.thomas@alcosan.org](mailto:suzanne.thomas@alcosan.org)

ALCOSAN will provide, in writing, any clarifications, changes, answers to general questions and/or other information deemed to be necessary as addenda to this RFQ and post on ALCOSAN’s website. ALCOSAN will not provide responses to any questions received after COB on August 1, 2018.

An informational meeting will be held at 1:00pm, July 24, 2018 at the ALCOSAN Auditorium at 3300 Preble Ave., Pittsburgh, PA 15233 to clarify the goals and purpose of this Request for Qualifications. All interested parties are strongly encouraged to attend.

## **3.0 OBJECTIVE**

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

## **4.0 SCOPE OF SERVICES**

Project: ALCOSAN Website Design  
Location: [www.alcosan.org](http://www.alcosan.org) and 3300 Preble Avenue, Pittsburgh, PA 15233  
Term: Twelve (12) months from notice-to-proceed

1. The proposer shall demonstrate how they will work collaboratively with ALCOSAN on content. Proposer shall demonstrate expertise in implementing website design.
2. 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. Consultant 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.

## 5.0 EVALUATION OF QUALIFICATIONS SUBMITTALS/SELECTION PROCESS

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

- 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 Board of Directors for approval.

**Request for Proposals:** Shortlisted firms will be emailed a Request for Proposals ("RFP"). Following proposal submission, Proposers will be interviewed by ALCOSAN's Project Procurement Team. The Project Procurement Team will evaluate Proposer's performance in the interview when evaluating the proposals.

After completion of the interviews, all proposals will be individually evaluated and scored utilizing criteria clearly set forth in the RFP.

## 6.0 QUALIFICATIONS SUBMITTALS

Ten (10) hard copies of sealed Submittals and one (1) electronic copy (Compact Disc) are required. Submittals must be received by the ALCOSAN Contracts Department no later than 2:00pm on August 8, 2018. Please allow time to be processed by security. If the documents are sent via courier, it is Consultant's responsibility to ensure the documents have been received on time.

Submittals should be addressed as follows:

**STATEMENT OF QUALIFICATIONS FOR  
ALCOSAN WEBSITE DESIGN**

Allegheny County Sanitary Authority  
3300 Preble Avenue  
Pittsburgh, PA 15233-1092

Attention: Suzanne Thomas, Procurement Officer

Late and/or noncompliant Submittals will not be accepted for any reason. To enable ALCOSAN to efficiently evaluate the Submittals, Proposers must strictly follow the required format in preparing their Submittals.

Each hard copy of the Submittals shall be bound using GBC or other semi-permanent binding to ensure that pages are not lost. Pages shall be no larger than standard letter size 8 ½” x 11” or folded to that dimension. 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. ALCOSAN encourages double-sided submittals to preserve paper products.

Each Submittal shall be organized in the following order:

- A. **Letter of Commitment:** Provide a cover letter and company profile introducing the firm. This letter shall commit the firm to the terms of this RFQ and shall be signed by a person authorized to bind the company.
- B. **Outside Cover and/or First Page:** Shall contain the name of the RFQ, the name of Proposer, point of contact information (telephone and email) and the submittal date.
- C. **Table of Contents**
- D. **Firm’s Experience / Past Performance / References (Tabbed Section 1):** Proposer shall select up to five (5) similar projects to highlight as best representing the Proposer’s project experience similar to this RFQ’s scope of work. For each project, Proposer shall prepare a brief, one-page, single-sided summary of the project including the following information:
  - Project Name and Location, including website address
  - Date(s) of Project
  - Project Owner
  - Client Name and Address
  - Client Contact Name/Telephone Number/Email Address
  - Team Member’s Role
  - Team Roster
  - Year Completed

- Total Fees
- Brief Description of the Project, highlighting the involvement of the Proposer

ALCOSAN may use these projects as references for the Firm as part of the past performance review so Proposers should notify the client(s) that they may be contacted.

In a separate two (2) page summary, Proposer shall further identify those stages of the process, as outlined herein it considers most critical to the success of the ALCOSAN Website Design.

**E. Team’s Experience (Tabbed Section 2):**

Proposer may provide up to ten (10) resumes of key personnel, with each resume not to exceed two (2) pages.

The Firm shall attach an 11x17 Organizational Chart of the proposed Team, not to exceed one (1) page, folded to accommodate an 8 ½ x 11 formatted booklet.

Proposer may provide two-page qualifications summaries for each team member who may provide services for this project.

**F. Commitment to MBE/WBE/SDV Participation Goals (Tabbed Section 3):**

ALCOSAN encourages businesses owned and operated by minorities, disadvantaged, women, and/or service disabled veterans to provide a Submittal or participate as Subconsultants or suppliers. The Consultant shall be required to utilize minority, disadvantaged, women and service disabled veteran business 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 SDV participation goals are 3% of this same total value. A copy of ALCOSAN’s Diversity Business Policy Statement is available at [www.alcosan.org](http://www.alcosan.org). 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 Firm shall submit a description of its commitment to the policy, not exceeding one (1) page, highlighting MBE/WBE/SDV participation rates on the Firm’s past projects. The Proposer should identify potential team members, if any, proposed under this project.

**G. Potential Conflict of Interest (Tabbed Section 4):**

The Consultant is required to immediately notify ALCOSAN of potential conflict of interest situations, with ALCOSAN reserving the right of termination of the “Agreement for Professional Services” and any related service authorization if, in ALCOSAN’s view, a conflict of interest is possible. Each Proposer shall submit in its Technical Proposal a Certificate of Conflict of Interest (See Appendix A) and show appropriate information to support its belief that its business activities do not and will not create a conflict of interest situation. This information could include detailed descriptions of existing contractual relationships, corporate policy statements related to the conflict of interest issue, and

certified statements by authorized corporate officials related to present and future courses of action. The Proposer should pay particular attention to affiliate activities.

**H. Non-Collusion Affidavit (Tabbed Section 5):** A copy of ALCOSAN's Non-Collusion Affidavit is attached hereto in Appendix B. Proposer must execute the Non-Collusion Affidavit and include the form in the Technical Proposal for the proposal to be considered responsive.

**I. Right to Know (Tabbed Section 6)**

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.