

Request for Proposals:
A/GFTC Website Redesign
November 2025 – REVISED 11/25/2025

The Adirondack/Glens Falls Transportation Council (A/GFTC) is seeking proposals for consultant services to redesign the agency's website. Currently, the website is hosted on a custom WordPress platform on a virtual private server.

A/GFTC's goals for the redesigned website include:

REQUIRED:

- Clear site navigation with functionality across devices
- Updated design which balances function and aesthetics
- Easy posting and file uploads by A/GFTC staff
- All existing publications on current site migrated to new site
- Improved contact form which minimizes spam
- Ability to filter uploaded publications by topic, keyword, and chronology
- Multiple design templates including homepage, contact us, focus area topics, blog/updates, publications archive, and calendar
- Website maintenance for a period of at least one year, with the option to renew annually
- Training to A/GFTC staff on site utilization and in-house maintenance and uploads prior to launch

OPTIONAL:

- Updated graphics suite/iconography including featured images/icons library which can be added to posts by A/GFTC staff
- New logo to match updated graphics suite (see Task 2A below)
- Functionality to push web posts to social media platforms (Facebook)
- A calendar feature that allows site users to export events to common calendar tools such as Outlook, iCalendar, and Google calendar
- Conformity to WCAG 2.1 Level AA (<https://www.ada.gov/resources/2024-03-08-web-rule/>) – 100% conformity not required

Anticipated Scope of Services

The following tasks are anticipated to complete the project. Consultants are encouraged to expand upon or propose alternative approaches as needed.

Task 1 - Discovery

The selected Consultant shall meet with A/GFTC staff either in person or virtually to review project needs and deliverables and develop a detailed work plan and schedule. Methods for communication and data and information transfer will be addressed.

Task 2 - Website Design

The Consultant shall develop two (2) distinct site designs with unique graphic features and/or layouts and will present the drafts to A/GFTC staff in a virtual or in-person meeting. A/GFTC staff will select one design for further development for Task 3.

Task 2 A – Logo Design (OPTIONAL)

The Consultant shall develop three (3) distinct logos with unique graphic features and will present the drafts to A/GFTC staff in a virtual or in-person meeting. A/GFTC staff will select one design for further development for Task 3.

Task 3 - Website Development Testing and Review

The Consultant shall use the information generated in the previous phases to build the new website and populate it with the provided content. The site shall be fully functional, with all links checked and working prior to website launch.

Task 4 - Website Launch/Training

The Consultant shall provide up to three (3) hours of training A/GFTC staff prior to the website launch.

Task 5 – Maintenance

The Consultant shall provide website maintenance including back-end updates and security for a period of at least one year and is to provide estimated costs for ongoing annual maintenance thereafter.

Assumptions

Responders should assume the following:

- the site will NOT be hosted by A/GFTC directly
- the current domain name agftc.org will be maintained
- all publications on the A/GFTC website will be migrated into the new site
- graphic design effort will be necessary to create site consistency
- Consultants should have the ability to respond to support requests within 24 hours; 24/7/365 support is not required

Proposal Content and Selection Procedures

Proposals should be submitted electronically in pdf format. Proposals should demonstrate a thorough grasp of the project intent and include detailed descriptions of the proposed approach. A summary of similar or related work completed by the firm over the previous three years should be included. Links to prior work examples are encouraged.

In addition to the firm's background, the resumes of any staff to be assigned to the project should be included. The proposed project manager should be clearly identified.

Proposals should also provide a detailed project schedule that includes key milestones toward project completion.

Firms should provide a detailed summary of their cost to complete the project. All costs that can be identified should be listed, including optional tasks. Fee and final scope of work will be negotiated with the selected consultant.

Proposing firms should be aware that completion of this study is funded by the Federal Highway Administration (FHWA) and that the awarded contractor will be required to fully comply with all requirements and certifications that are imposed by federal funding sponsorship.

Pre-Screening and Evaluation

Proposals will be screened by for responsiveness by A/GFTC staff and a preliminary assessment will be made based upon the overall project approach, relevant experience/work samples, fee, and schedule.

The following evaluation criteria will be used to score the proposals:

- quality of the proposal, including the firm's demonstrated understanding of the goals and overall approach to the project
- the relevant experience of the firm, including evidence that the team as proposed has worked together on prior projects, and that proposed team members are associated with projects used as references (collectively or individually)
- ability to commit resources within the desired timeframe of the proposal (9 months) and overall reasonableness of fee and schedule

Presentation and Consultant Selection

After pre-screening and evaluation, a preferred firm may be selected. If a firm is not selected based upon the results of the pre-screening and evaluation, the firms submitting proposals that demonstrate the best study approach and experience will be interviewed by A/GFTC staff. Staff will then complete the final evaluation and selection recommendation. Interviews are not guaranteed, and no more than three firms will be interviewed. Previous experience has shown that, in cases where interviews were required to separate competitive proposals, presentation and interview performances have strongly influenced the eventual selection. A/GFTC reserves the right to reject any and all proposals. If a low number of proposals are submitted, A/GFTC reserves the right to extend the deadline for proposal submittal. It also reserves the right to reject all proposals if determined to be in the best interest of involved parties.

Standards of Conduct and Conflicts of Interest

Questions regarding this RFP are to be directed in writing only and to designated A/GFTC staff only. No contacts to A/GFTC committee members regarding this RFP are allowed during the solicitation and selection period. A/GFTC staff will not engage in private discussions or communications regarding this RFP. All contacts to A/GFTC staff regarding this RFP may be made only to the following designated staff member, and only in writing:

Jack Mance, Senior Transportation Planner

jack@agftc.org

Those questions that generate the need for technical clarifications to the RFP will be published in an updated RFP. Prospective proposers must contact A/GFTC staff to confirm their intent to respond in order to be included on any correspondence associated with addenda to the RFP. Written questions to A/GFTC regarding this RFP will only be accepted up until ten days prior to the proposal deadline.

Potential respondents shall screen their proposed personnel teams and subconsultants carefully to ensure that no individual proposed to be assigned to this project has any potential personal or financial interest in its outcome, or any other source of external motivation that could compromise the objectivity of this analysis. A/GFTC reserves the right to terminate the contract should a conflict of interest be discovered.

Target Budget

A target budget of \$15,000 has been established for this project with an additional \$5,000 for the optional development of a new logo. A/GFTC reserves the right to eliminate from consideration any proposals that entail costs that are in excess of this target, and to re-solicit for this project in the event that no acceptable proposals are received. A/GFTC is under no obligation to award this project based upon the lowest bid.

Proposal Due Date and Schedule of Work

Please submit one (1) electronic copy of your proposal in pdf format by **3:00 p.m., December 19, 2025**. Electronic copies may be transmitted via email or ftp download to:

Jack Mance, Senior Transportation Planner
Adirondack / Glens Falls Transportation Council
Email: jack@agftc.org

Selection Timeframe and Contract Term

Consultant selection is anticipated by the end of **January 2026**. The final contract between the selected consultant and the Lake Champlain/Lake George Regional Planning Board (A/GFTC's host agency) will be drawn up at that time. Completion of the project is expected within nine (9) months of contract signature. The term of the contract will expire upon the successful and mutually agreed-upon completion of the study and will not exceed twelve (12) months barring extension.