

Mobile Transit Management d/b/a/ The Wave Transit System
Website Upgrade-Pre Bid Conference
Project No: WTS-08-21A-17
Wednesday, August 30, 2017, 10:00a.m. (CST)

Agenda

Welcome

Gerald Alfred
Director of Planning & Capital Projects
The Wave Transit System

Introductions

Guidelines / Requirements

Gerald E. Alfred

1. Project Overview
2. Project Guidelines
3. Project Schedule
4. Federal Requirements

Project Overview and Scope of Work

Jason Thompson, I.T. Manager
The Wave Transit System

Question's / Answers

Adjournment

Other

Please address all questions via email to Gerald E. Alfred
at galfred@thewavetransit.com

Note

All Revisions will be issued in an Addendum

Scope of Work

Overview

Mobile Transit Management d/b/a The Wave Transit System (The Wave) is the public transportation provider for the City of Mobile. The Wave's website, www.thewavetransit.com, plays a vital role in communicating with current and potential riders, the general public, the business community, stakeholders, and employees (both current and future). It provides useful and timely information to those requiring information on the system. The Wave is seeking a dedicated website developer dedicated to working with the agency.

Currently, the site is hosted with a third-party provider. The Wave is seeking a brand "Refresh" similar to a rebranding that will have a positive impact on the website.

The Wave is seeking a web development agency to update the website's navigation and functionalities. This will be a **three (3) year contract with two (2) one year options.**

The Wave will choose top competitive range of candidates to be invited for an interview and presentation.

Agency Requirements

- Expertise in creating websites
- Expertise in creating responsive design websites that dynamically adapt to different screen sizes.
- Experience with web development for medium to large organizations.
- Expertise in designing and implementing websites for dynamic content, such as video and maps.
- In-house team of web developers.
- Proven ability to synthesize web development and excellent web design.

Project Requirements

The selected contractor will provide web development, design and Implementation services to develop and launch a redesigned website, meeting the following requirements:

- Apply the refreshed brand to all aspects of the website.
- User friendly updates
- Create intuitive menu navigation.
- Incorporate the company trip planner and mobile app system
- Incorporate scalable, branded maps, using to-be-decided software.
- Integrate social media, including, but not limited to, Facebook, Twitter and YouTube. Offer consultation and direction for integration of Twitter feeds and the ability to share frequently updated pages, such as news and service advisories.

- Advise on inclusion of RSS feed.
- Integrate content scheduling functions to allow pages or content to display for a limited duration.
- Integrate “The Waves” messaging service software for service advisories, which allows user to choose a communication option (text, automated voice message or email) and sign up to receive alerts for specific routes.
- Improve “The Waves” personnel administration interface by providing more page editing tools, including the ability to post and edit unfiltered HTML pages or sections.
- Incorporate Google Analytics code on all pages, and provide access to web server analytics.
- Emphasize open-source technology with well-documented custom code (to allow for in-house web maintenance).
- Comply with the Federal Transit Administration Circular 4710.1, Section 2.8. (1,2,3), Include and service and / or maintenance plan option (Minimum of four 4 hrs. per month)

The completed website will:

- Be visually appealing to visitors.
- Provide a positive and engaging user experience.
- Be easy and intuitive for users to navigate on mobile devices and Laptops, using browsers such as Firefox, Chrome, Safari, Internet Explorer 8+ and Microsoft Edge.
- Be quick to load and connect.
- Be easy for Wave Transit personnel to update.
- Provide an audit trail, with the ability to revert changes.
- Have a site search capability.
- Provide route options for weekday and Saturday service.
- Provide a dynamic system that would allow detours to simultaneously be posted to the front page and individual route pages for affected routes.
- Provide information in English and Spanish.
- Allow viewers to change font size.
- Allow The Wave Transit to easily provide or restrict page authorization at various levels.
- Provide the capability for designated Wave Transit staff to build custom forms and manage the related data; and simplify the development and utilization of online forms.
- Provide online ticket sales purchase capability
- Provide online registration forms to be determined by The Wave
- Integration with email subscriber enrollment.

Project Management

The contractor shall:

- Host the test website on their public test server. (Website will be migrated to our third-party server when it goes live)
- Develop a procedure to test changes to the website, and have them approved by The Wave before they go live. These tests include testing individual components of the software for all possible inputs both reasonable and unreasonable (this would mainly be performed where a user is expected to input information into the website); load testing to simulate real-world activity on the website before final product implementation; and testing of the system with common browsers, tablets and cell phones.
- Attend an in-person kick off meeting, with The Wave Transit staff, including web developers and programmers, in attendance.
- Participate in bi-weekly progress reviews with The Wave Transit designated project Manager(s) Note: These meetings can be held via online conferencing. Web developers and programmers need to be available to participate in these meetings to discuss technical issues in detail. The Wave reserves the right to approve the design, development and implementation of work at each phase of the project before the contractor proceeds with work on subsequent tasks or phases. If The Wave determines the contractor must correct any technical or design work before moving ahead with subsequent tasks, the contractor shall correct the work to the satisfaction of The Wave. Creation and implementation of the website will be considered complete when The Wave conducts a final review of the site to ensure that all project objectives are adequately implemented or addressed.

Service Level Agreement

The contractor shall respond to all website issues within four business hours.

Payment Terms

Contractor may invoice The Wave at the completion of milestones.

Milestones and Deliverables

Milestone 1: (20% Completion)

- Provide a clear statement of The Wave Transits staff and contractor's roles in each phase of the work.
- Review and provide full assessment of current website.
- Attend an in-person kick off meeting, with Wave Transit System staff and lead staff, including web developers and programmers, in attendance.
- Provide three distinct options for menu navigation for THE WAVE staff to consider. THE WAVE will choose one option to proceed with development.

- Provide three distinct options for applying the refreshed brand to the look and feel of the website for THE WAVE staff to consider. THE WAVE will choose one option to proceed with development.
- Provide three distinct options for route page functionality and content, including maps and schedules, based on industry best practices and current examples of successful transit websites. THE WAVE will choose one option to proceed with development.

Milestone 2: (40% Completion)

- Create a new version of our website.

Milestone 3: (10% Completion)

- Migrate all data and content and make sure dynamic content is working correctly.
- Test individual components of the software for all possible inputs both reasonable and unreasonable (this would mainly be performed where a user is expected to input information into the website); load testing to simulate real-world activity on the website before final product implementation; and testing of the system with common browsers, tablets and cell phones.
- Provide documentation for all code written (specifically Technical, Architectural / Design and end user docs) and any modifications made to third party code

This documentation should include:

1. Entity relationship diagrams of any custom databases developed as part of this effort.
 2. All original source code of any custom coded widgets or pages.
 3. Documentation at the beginning of each function, procedure or object, with in-line comments. Documentation shall explain what the code accepts and what it returns.
- Provide end user training for THE WAVE staff, including Planning and IT staff training on both the public-facing and technical sides of the website. THE WAVE shall be the sole judge of whether the training provided is adequate, but it will be no less than 8 hours.
 - Be present at a future THE WAVE Senior Management level Staff meeting for support in introducing the new website.

Milestone 4: 30%

- Site goes live
- Any issues are resolved
- The website is live 30 days with no unresolved problems.

Total Completion: 100%