



**Request for Proposals
Website Redesign**

Due Date: Friday - May 9th, 2025, at 2:00pm

Receipt SouthWest Transit
Location: Attn: Erica Schulte King
14405 W 62nd St.
Eden Prairie, MN 55346

Email: website@swtransit.org

Contents

1 - Project Overview	2
2 - Background	2
3 - Project Scope.....	3
4 – Schedule	4
5 - Proposal Requirements	4
6 - Proposal Submission	5
<i>6.1 Scoring.....</i>	<i>5</i>
<i>6.2 Submission Details</i>	<i>6</i>
<i>6.3 Postponement, Amendment and Withdrawal.....</i>	<i>6</i>
<i>6.5 Data Practices Act</i>	<i>7</i>



1 - Project Overview

SouthWest Transit (SWT) is an award-winning transit agency serving the Southwest Twin Cities area through fixed-route bus, on-demand rideshare, and shuttle services. We are seeking a proposal for the re-design, development, and deployment of our website.

Current Website: <https://swtransit.org>

SWT is seeking a vendor or agency to provide the following services:

- Site map and wire frames
- Design and development
- Hosting recommendations
- Content integration and management system
 - SWT would own, maintain, and update the website when needed using the CMS.
- Technology integrations via APIs with transit-related technologies
- Quality assurance
- Deployment
- Training
- Site maintenance and support
 - Break/fix support
 - Routine maintenance – version updates and security updates
 - Annual Cost/Support Cost

2 - Background

SouthWest Transit (SWT) is committed to serving the needs of our customers through diverse and innovative transit solutions that build our community and connect our customers from where they are to where they want to go.

Our Vision: SouthWest Transit is the leading provider of innovative transit solutions that improve livability and enhance economic opportunity in the communities we serve.

Our Mission: We provide a premium experience for the southwest Twin Cities through safe, reliable and cost-effective transit that builds community and connects our customers from where they are to where they want to go.

SouthWest Transit is seeking proposals from qualified firms or agencies with experience in user experience, design, and web site development.

The firm or agency (“proposer”) will be under contract with SouthWest Transit and report directly to SWT’s IT Project manager and/or his designee.



3 - Project Scope

Our current website needs a complete redesign to better reflect our brand identity, improve the user experience and enhance functionality.

User Experience and Navigation

- Improve user experience and navigation to better highlight our service offerings and support as well as simplify how visitors can find information.
- Simplify access to resources ensuring users never have to click more than twice to find information.
- Enhance visual design to create a modern, professional, and visually appealing website that reflects our brand identity and engages our audience.

Content Management

- Refresh content copy and imagery as they are outdated.
- Implement an easy-to-use Content Management System allowing SWT to dynamically add, edit, and maintain all content.
- Improve how content is managed between our website and our app(s).
- Recommend hosting options.

Analytics and Insights

- Gain a better understanding of who is visiting our site and how they are interacting with it.
- Implement best practices for search engine optimization and integration with Google Analytics.

Real-Time Information

- Provide real-time route schedules and occupancy data to be displayed on TV monitors at our three bus station locations using API connections to our real-time GTFS feed and our Automatic Passenger Counting systems.
- Implement the ability for riders to review route information in real-time from the website.

Mobile and Accessibility

- Ensure the website is mobile-friendly and responsive across all devices and web browsers.
- Align the website with ADA and Section 508 requirements.

Integration and Technology

- Implement a Trip Planner page in coordination with our mobile app development partner.
- Integrate transit-related technologies as they become accessible.
- Contact Us and Form integrations with CRM.

SEO Optimization

- SEO optimization.



Support and Maintenance

- Ensure appropriate staff is trained to maintain the website at launch.
- Provide an option for ongoing support and maintenance post-launch.
 - Break/fix
 - Version Updates
 - Security Updates
 - Routine Maintenance
 - Recurring costs / support costs

4 – Schedule

All references in this RFP to a time of day are references to the legal local time in Eden Prairie, Minnesota.

Table 1- Schedule

Activity	Date/Time
RFP Advertisement	April 18, 2025
Deadline for questions or request for clarifications	April 25, 2025, at 2pm
Response to Questions Released	May 2, 2025, at 2pm
Proposal Due Date and Time	May 9, 2025, at 2pm
SWT Commission Approval	May 15, 2025
Notice of Award	May 20, 2025

5 - Proposal Requirements

All proposals must include the following:

1. Company Overview
 - a. Introduce your company, its mission, and relevant experience.
2. Methodology/Design Approach
 - a. Describe the approach and methods you will use to complete the project.
3. Technical Specifications
 - a. Outline technical aspects such as the platform and tools you will use. Include information on responsiveness, accessibility, and SEO optimization.
4. Team and Qualifications
 - a. Provide an overview of the project team members highlighting their qualifications, experience, roles.
5. Estimated Budget and Pricing



- a. Initial costs as well as any ongoing cost for maintenance, security, updates, and break/fix support.
6. Proposed Timeline and Scope of Work
 - a. Detail the tasks and deliverables you will provide, including timelines and milestones.
7. Previous Work Examples
 - a. Provide at least three examples of similar websites you have redesigned,
8. References
 - a. Provide at least two references from previous clients with similar projects.

6 - Proposal Submission

6.1 Scoring

All proposals will be evaluated using the scoring criteria below:

Table 2- Scoring Grid

Area	Points	Weighting	Weighted Points
1 – Business Overview	5	5	25
2 – References	5	10	50
3 – Scope of Work	5	25	125
4 – Cost of Proposal	5	20	100
5 - Overall	5	5	25
Total Possible Points			325

Each proposal will be evaluated using the matrix outlined below. Reviewers will assign a score for each criterion using the following scale:

Table 3 - Scoring Matrix

Score	Quality Indicator	Description
5	Exceeding Expectations	The response is specific and comprehensive. There is complete, detailed, and clearly articulated information as to how the criteria are met. The ideas presented are innovative, well-conceived, and thoroughly developed.
4	Highly Meeting Expectations	The response is reasonably comprehensive and includes sufficient detail. It contains many characteristics of a very good response, though it may require additional specificity, support, or elaboration in certain areas.



3	Moderately Meeting Expectations	The response is non-specific, and lacks focus and detail. It addresses some of the selection criteria but not all. Some ideas presented are sound, but others do not fully align with the RFP's purpose. Additional information is needed for a comprehensive response.
2	Somewhat Meeting Expectations	The response does not meet many criteria; it provides inaccurate information or requires substantial clarification on how the criteria are met. It lacks meaningful detail, demonstrates inadequate preparation, or raises concerns about the applicant's understanding and ability to meet the requirements.
0-1	Not Meeting Expectations	The response does not address the criteria or merely restates the criteria without providing substantive information.

6.2 Submission Details

Proposals Due Date and Time is **May 9th, 2025, at 2pm** and should be sent to:

Subject: Website Redesign – Proposal

Erica Schulte King
Director of Brand Management
SouthWest Transit
website@swtransit.org

Please send your proposal as a .pdf file with the subject line provided above. Proposals will not be opened/read until after the due date and time have elapsed.

6.3 Postponement, Amendment and Withdrawal

SWT may postpone the deadline for submitting proposals and the opening of proposals and may revise or amend the RFP at any time up to the deadline for submitting proposals. Such changes, revisions, and amendments, if any, shall be announced to each prospective applicant by written addenda to this RFP. Applicants are requested to contact SWT if, upon review, material errors are found. Errors must be pointed out before the deadline for submitting proposals to allow time for review and subsequent clarifications by SWT. In any case, the deadline for submitting proposals shall be at least seven (7) calendar days after the last addendum, and any addendum shall include an announcement, if applicable, of the new deadline for submitting proposals.

6.4 Request for Additional Information

Please submit requests for additional information or clarifications by April 25, 2025, at 2pm to:



Subject: Website Redesign – Questions and Clarifications

Erica Schulte King
Director of Brand Management
SouthWest Transit
website@swtransit.org

SWT will send all requests for information and responses in writing to all known interested firms so that all parties have the same information. Any spoken communication given is not binding upon SWT unless and until it is communicated in written form. All inquiries regarding this proposal must be directed to the designated contact listed above. Approval of any contract resulting from this RFP will be made by the SWT Commission. The decision of the SWT Commission will be final. Proposers who fail to follow this directive are subject to disqualification.

6.5 Data Practices Act

The Minnesota Government Data Practices Act provides that the names of proposers are public on the date and time that proposals are due. With the exception of trade secret information as defined in Minnesota Statutes, section 13.37, all other information submitted by a proposer in response to this RFP becomes public at the times specified in the act and is then available to any person upon request. Trade secret information is defined in section 13.37 as data, including a formula, pattern, compilation, program, device, method, technique, or process, (1) that was supplied by the proposer; (2) that is the subject of efforts by the proposer that are reasonable under the circumstances to maintain its secrecy; and (3) that derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.

Any information in its response to this RFP for which the proposer claims protection as trade secret information in accordance with the above provisions must be limited and set apart in the RFP response on separate pages, with a heading that identifies the information as trade secret information. SWT will make the ultimate determination whether the information meets the applicable definition. Any information submitted in response to this RFP which does not meet the legal definition will be considered public information, regardless of the proposer's identification of it as trade secret information. Proposers are advised that blanket-type identification by designating whole pages or sections as containing trade secret information will not assure protection. The specific information for which the proposer claims trade secret protection must be clearly identified.

Submitted proposals shall not be copyrighted. A statement by the proposer that submitted information is copyrighted or otherwise protected does not prevent public access to the information contained in the RFP response.