

Request for Proposal

MO Rides program rebrand and website rebuild

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Issued by: Boonslick Regional Planning Commission

Project Representative: Cory Schmitt

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Introduction & Background

MO Rides, a program of Boonslick Regional Planning Commission (BRPC), is preparing to create a statewide mobility management plan in partnership with public and private agencies and is in need of a brand “refresh” to better reflect the services it currently provides to Missourians and the leadership role in coordinating mobility management it will soon be assuming. BRPC is accepting proposals in response to this Request for Proposal (RFP) in order to find a qualified source to provide graphic design and web development services. Our goal is to have:

1. A better understanding and awareness of MO Rides’ current brand positioning
2. An updated visual look that better reflects the service it provides to Missouri residents as well as future plans in the mobility management space
3. A website that is easily accessible and usable by a variety of users, with special consideration given to vulnerable populations such as older adults and individuals with disabilities

The objective of this RFP is to locate a source that will provide the best overall value to MO Rides. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the *Evaluation Factors* section of this RFP below.

Submission Guidelines & Requirements

Only qualified firms with prior experience on projects such as this should submit proposals in response to this RFP.

Project Description

The MO Rides brand has not been closely examined since a pilot serving a limited number of counties in Missouri fully launched as a statewide transportation referral service in 2016. As MO Rides moves into its next phase of operations by spearheading the creation of a statewide mobility management plan, a refreshed brand identity is essential to the project’s sustainability and ultimate success in expanding mobility access for Missourians.

MO Rides is seeking a partner to examine and update its brand identity for usage across a variety of mediums for a variety of purposes including but not limited to print and social media

communications, marketing materials, community presentations and a redesigned website. The redesigned website should reflect the new brand identity and be responsive in design to serve users across various devices and screen sizes.

Project Scope

The scope of the project entails:

- Research describing MO Rides' current image and positioning
- A refreshed or new logo for the MO Rides program
- A brand identity manual/package/toolkit featuring fonts, colors, etc. for application on marketing materials, social media pages, and the website.
- A re-designed website that is ADA compliant, user-friendly and designed with considerations for vulnerable populations including older adults and individuals with disabilities.
- Deliverables include:
 - A new or updated MO Rides logo
 - Brand Manual or equivalent featuring fonts, colors, logos, etc.
 - A template for a redesigned website that is ADA compliant, is responsive to both mobile and desktop users, provides an easy-to-navigate provider directory, and allows for the inclusion of advertisements
 - Additional deliverables as identified by and agreed upon by project firm and Boonslick Regional Planning Commission

RFP & Project Timelines

The RFP timeline is as follows:

Request for Proposal issued	04/08/2019
Deadline for submission of proposals	04/22/2019
Selection of vendor/Notification to unsuccessful bidders	05/06/2019

The targeted date for project completion is 07/15/2019. Bidders may propose a date earlier or later, and will be evaluated accordingly.

Budget

MO Rides' budget for the project is to be determined by qualification and evaluation factors but will likely fall between \$8,000 and \$12,000.

Evaluation Factors

MO Rides will rate proposals based on the following factors:

1. Responsiveness to the requirements set forth in this Request for Proposal and the firm's ability to complete work within the timeline agreed upon by MO Rides and partner firm.

2. Relevant past performance/experience
3. Samples of past work (websites, logos, brand manuals, etc.)
4. Cost, including an assessment of total cost of ownership
5. Technical expertise/experience of bidder and bidder's staff

Please direct any questions about this Request for Proposal to Cory Schmitt via email (cschmitt@boonslick.org) or phone (636-359-4656).