



## **Spokane Airport Board**

(Spokane International Airport, Airport Business Park, & Felts Field)

### **Request for Proposals (RFP) for**

### **Website Design, Development and Maintenance Services**

September 2024

## **GENERAL OVERVIEW**

<b>Contact Person for this RFP</b>		
Questions should be directed only to:  <i>Alannah Toft</i> <i>Marketing and Communications Manager</i>	Telephone number: <i>(509) 455-6476</i>  Email: <i>atoft@spokaneairports.net</i>	
<b>Deadline for Submission of Questions</b>		
Questions must be submitted to the individual named above no later than:  09/24/2024 at 4 p.m. Pacific Time		
<b>Proposal Submission Place and Deadline</b>		
Email Proposals to:  Spokane International Airport Attn: Alannah Toft 9000 W. Airport Drive, Room 204 Spokane, WA 99224	Date: 09/30/2024	Time: 4 p.m. (Pacific Time)



# Spokane Airport Board

## Request for Proposals (RFP)

for

### Website Design, Development and Maintenance Services

Spokane International Airport (Airport) owns three main websites: the primary, traveler-facing Spokane International Airport website (spokaneairports.net), a business-focused website (business.spokaneairports.net) and the Felts Field website (feltsfield.spokaneairports.net). The Airport is soliciting Proposals from qualified professional firms to replace these sites with up to three new, redesigned site(s), and to provide ongoing website hosting and maintenance services for up to (5) five years with (2) two optional one-year extensions.

#### Background Information

##### ABOUT THE AIRPORT:

The Airport is jointly owned by Spokane County and the City of Spokane. The city and county operate the airports under provisions of [RCW 14.08](#), which establishes the operation of airports by more than one municipality under joint agreement. The operating authority is the Spokane Airport Board (the “Board”), consisting of seven appointees from the two governmental bodies. For more information see [“About Spokane International Airport”](#).

- **Spokane International Airport (GEG):** Situated just five miles west of downtown, GEG is the second largest commercial service airport in the state of Washington, and an important gateway to key markets and destinations across the Inland Northwest and British Columbia. It is served by seven major airlines (Alaska, Allegiant, American, Delta, Southwest, Sun Country and United) and three cargo carriers, and provides employment for over 3,000 people. The Airport’s market area includes Eastern Washington, Northern Idaho, Western Montana and portions of Southern British Columbia and Alberta. In 2023, the airport proudly welcomed a record total of more than 4.13 million passengers and handled 77,398 tons of cargo. It also generates approximately \$3 billion in economic impact across the Inland Northwest region – and does so without the use of taxpayer or City or County appropriated funds. Later this year, the Airport expects to adopt a new logo and brand identity, which will be incorporated into the new website design.
- **Felts Field (SFF)** is a 400-acre general aviation airport and designated reliever facility located approximately five miles east of downtown Spokane. It has two paved runways, a turf landing strip, as well as the ability to accommodate water landings on the adjacent Spokane River. In 2023, the airport supported 70,218 aircraft operations.
- **The Airport Business Park** is an industrial and business park development that comprises 540 acres. Strategically located adjacent to the airport Spokane International Airport and Interstate 90, it has 19 buildings and 8 tenants.

The Airport envisions the Airport Area as a world-class, aerospace-focused transportation, logistics, and advanced manufacturing center and it is the expectation the newly designed websites reflect and help advance this vision.



By 2030, more than 6.2 million passengers are expected to pass through Spokane International Airport. The Terminal Renovation and Expansion (TREX) Program is the Airport's multi-year, multi-phase initiative designed to expand and enhance its terminal facility to accommodate this demand. The first phase of the program is the Concourse C Expansion Project: a \$150 million, 144,000 square foot addition to the Airport's existing terminal building that will be completed in stages through 2025. Subject to future funding, other components of the TREX Program include a Central Hall with a consolidated security screening checkpoint and baggage claim area, as well as modernized A and B Concourses.

Over the last decade, Spokane Airports has also become increasingly involved in regional and statewide aerospace industry sector's business recruitment, retention, and expansion strategies. The Airport focuses on firms located in Asia and Europe that support aircraft interiors and/or aerostructures, and routinely participates in trade shows and air shows throughout Europe and Asia. It is also one of the founding members of the local aerospace cluster, the "Inland Northwest Aerospace Consortium (INWAC);" which has rebranded as the Northwest I90 Manufacturing Alliance; has led the State's largest aerospace trade association, the "Aerospace Futures Alliance of Washington;" were a foundational supporter that led to the Tech Hub designation for the American Aerospace Manufacturing Materials Center, and have been active in supporting a variety of workforce development initiatives at the community college level. During this time, there have been a number of successful aerospace business recruitment efforts including Associated Painters, Exotic Metals Forming Company, Absolute Aviation Services, and Aero-Flite.

Additionally, the Airport has led the development of a brand-new Rail-Truck Transload Facility. Located approximately two miles west of the passenger terminal, this facility will offer multimodal freight movement services to meet the increased demand for a larger transportation network from the area's diverse commercial and industrial sectors.

**The new website(s) should reflect the unique identity and character of the Airport and the communities it serves and be easily scalable to accommodate the Airport's future growth.**

#### **CURRENT WEBSITES:**

The Airport's three main websites were designed and launched over 10 years ago:

1. <https://spokaneairports.net/>. Primary site audiences include travelers, general public and "meeters and greeters". The site has more than 50 individual webpages. Notably, it displays real-time flight information imported from third-party flight data provider OAG.
2. <https://business.spokaneairports.net/>. Primary site audiences include airport business partners and tenants, Airport employees. The site has more than 50 individual webpages. It does not include a dedicated Investors Relations section, which will be necessary to include in the redesigned website(s).
3. <https://feltsfield.spokaneairports.net/>. Primary site audiences include Airport users, general aviation enthusiasts, community members and Airport tenants. The site contains approximately 20 individual webpages.



The current, proprietary webhosting platform does not yield web traffic analytics. It also does not support the scale of high-resolution imagery and rich media assets needed to reflect the Airport's new modern look and feel.

The Airport maintains other smaller, targeted websites (<https://gegtrex.com/>; <https://spokaneaero.com/>) that are not included in this scope. However, it is crucial the newly designed sites be dynamic enough to build and expand upon these excluded website, if needed, as well as be complementary.

The Airport also has a separate "Employment" website through web-based employment service Neo-Gov. This page mirrors the appearance and theme of the Spokane Airports master site but is constructed and stored on the third-party Neo-Gov site. The selected firm will work with Airport IT, Airport Marketing and Neo-Gov to change the page formatting on this employment site to align with the redesigned master site.

## Scope of Services

### **OVERVIEW:**

The Airport is interested in working with an established firm with applicable experience working with public-sector clients, preferably in the aviation and/or transportation industries. The scope of work under this procurement includes all work needed to redesign, develop, launch and maintain the Spokane Airport websites to help the Airport achieve the following:

1. Design and maintain an intuitive, frictionless user interface that reflects the convenient, efficient and customer-focused experience travelers and community members already enjoy *inside* the airport terminal.
2. Implement a user-friendly, non-proprietary content management system that allows Airport staff to easily manage website content.
3. Ensure the new websites incorporate a scalable design and platform to accommodate the Airport's evolving needs.

### **SCOPE OF WEBSITE DESIGN, DEVELOPMENT AND MAINTENANCE ("THE PROJECT"):**

#### **1. PRE-DESIGN**

- a. Firm will analyze the Airport and its existing sites to evaluate industry best practices and make a recommendation on the new sites.
- b. Firm will define metrics for future performance and usability.
- c. Firm will provide mock layouts that include page layout, proposed graphics, text, navigation and color scheme for Airport's review and approval prior to development.

#### **2. DESIGN REQUIREMENTS**

- a. The new sites will feature a modern, rich graphical layout and frictionless navigation.
  1. Website(s) shall have responsive design so that they are functional and attractive when viewed via computer, smart phone, tablet, etc.



- 2. Website(s) will include intuitive navigation that does not require multiple clicks to reach a desired page.
- 3. Website(s) will include online payment capabilities for vendors and tenants.
- b. Website design will be easily scalable to accommodate future add-ins, such as e-commerce storefront, emergency notification system, capacity monitoring, parking rate estimator, parking reservation capability, and Investor Relations functions, etc.
- c. Firm will ensure the final website is compliant with section 508 of the Rehabilitation Act Amendments and meet Web Content Accessibility Guidelines outlined by the W3C.
- d. The website shall be compatible with all popular browsers including Edge, Firefox, Safari, and Chrome.
- e. Webpages shall auto-resize to accommodate 16:9 or 4:3 aspect ratios.
- f. The new site(s) must include social media widgets or links including any needed embedded code. Currently, the Airport maintains Facebook, Instagram, X and LinkedIn profiles.

### **3. CONTENT MIGRATION**

- a. Firm will outline and coordinate a go-live plan. This will include the creation of new content and assets as needed.
- b. Firm will obtain and maintain as needed third party service related to website hosting and maintenance.
  - 1. Firm will utilize a non-proprietary content management system to develop, deploy and maintain website(s).
  - 2. Spokaneairports.net contains real-time arrival/departure flight data from flight information server OAG. The selected firm will work with Airport IT, Airport Marketing and flight information provider OAG to ensure this content is seamlessly integrated into the new site.
- c. Websites will adhere to all current cyber security best practices.
- d. All site content must be protected from catastrophic events using off-site backup.
- e. Existing domain and page names will be maintained, whenever possible, to maintain Google and SEO rankings.

### **4. MAINTENANCE AND SUPPORT**

- a. Website(s) must be available 24/7. Firm will identify and fix broken links as needed and be available for emergency site support.
- b. The selected firm will provide training and site support for up to (10) Airport employees starting from the go-live date. Training will include site management for page additions and editing.
- c. Firm shall be capable of developing web-based applications as requested. Any new application development will be a new project and not considered maintenance.
- d. Firm will obtain and maintain technical support agreements with technology companies for sufficient technical support of their products.
- e. Firm will coordinate with Airport team to make periodic recommendations on site design, layout and content throughout contract term to ensure new sites do not become out-of-date.

<b>Schedule</b>
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The following is the schedule for this RFP process (which is subject to change):

Date	Description
09/03/2024	Issue Date of RFP
09/24/2024	Deadline for Submission of Questions
09/30/2024	Target for Airport's Posting of Addenda
09/30/2024	Proposal Submission Deadline (Due Date)
Week of 10/14/2024	Estimated Target Interviews, if requested by the Airport
Week of 10/21/2024	Estimated Target Selection of Most Preferred Firm
	Contract Negotiation
11/13/2024	Earliest Anticipated Recommendation to Airport Finance Committee for Award
11/24/2024	Earliest Anticipated Recommendation to Airport Board for Award
12/02/2024	Earliest Anticipated Commencement of Services Under the Contract

#### Funding Source(s)

The work to be performed is funded with funds from the Airport and there are no federal funds involved with the work under this RFP.

#### Evaluation Criteria

The Airport will evaluate Proposals received based on the following evaluation criteria and will score Proposals up to the maximum number of points as noted for each evaluation criterion.

The Proposer must include in its Proposal the information noted in the evaluation criteria and must demonstrate how the firm meets the evaluation criteria.

Evaluation Criteria	Weighting (Maximum Points)
1) <u>Proposal Information Form</u> : The Proposal Information Form, included in Attachment A to this RFP, must be completed, submitted, and signed as part of your Proposal. You must include the name and contact information of the individual in your firm that the Airport should contact regarding questions about your Proposal and scheduling a potential interview. The contact information should include the following: name of individual, title (Mr., Ms., etc.), firm name, address (city, state, zip code), telephone number, e-mail address.	5
2) <u>Cover Letter</u> : A cover letter expressing interest, addressing, at a minimum, the following:	25



<p>a) <u>Executive Summary</u>: A high level, executive summary of your firm's relevant qualifications and experiences as well as the relevant experiences of key staff proposed for this project in performing similar services.</p> <p>b) <u>Aviation/Transportation Industry Experience</u>: Describe your team's familiarity and experience with website design and management for aviation and transportation clients. Please also describe your team's public agency experience and familiarity with the Public Records Act and public records archiving requirements.</p> <p>c) <u>Firm Size and Workload</u>: Outline the size of your firm and discuss your capability to manage a project of this size and scope within the identified time frame, relative to your current workload.</p>	
<p>3) <u>Proposed Timeline</u>: Including project stages and typical milestones. Include all project requirements and the proposed tasks necessary to accomplish the project as defined in the Scope of Work.</p>	25
<p>4) <u>Proposed Cost</u>: To assist in evaluating a cost element, please provide an itemized budget listing one-time website design and development-related costs (including provider services fees), along with annual web hosting and website management fees.</p> <p>Proposers are required to collect and pay Washington state sales tax, if applicable. Costs for subcontractors are to be broken out separately. The Airport reserves the right to negotiate the cost with the selected firm.</p>	15
<p>5) <u>Work Samples</u>: Submit at least (5) URLs and other supporting materials from recent projects, including any the firm has previously worked on for government clients.</p>	25
<p>6) <u>Standard Contract Language</u>: The Airport intends to utilize its standard Professional Service Agreement for this project which is attached hereto in draft form. Each individual or firm must affirm in its Submittal that the terms and conditions of this agreement are acceptable, or if the firm takes exception to any of the proposed language in the agreement, the firm must specifically describe the reasons for the exceptions and propose in its Proposal alternative language for review and consideration by the Airport.</p>	5
<b>Total Points</b>	<b>100</b>

**Interviews**

Proposers may be required to participate in an interview with and/or make a presentation to the selection committee and/or other Airport personnel with the date and time to be determined but estimated above. In the event of interviews and/or presentations, the Airport will establish





evaluation criteria and weighting for each criterion that will be added to the scores received for the written Proposals as part of making a final selection decision. For this RFP, the Airport would invite Proposers selected for an interview and/or presentation to present demonstrations or examples of their proposal for the Project.

### **Submission Requirements**

**Proposal Submission Deadline:** Submittals should be emailed and must be received by the Airport no later than Monday, September 30 at 4 p.m. PDT.

**Late Proposals:** Proposals will not be accepted by the Airport after the date and time specified on page 1 of this RFP. In the event that a Proposal is delivered after the Proposal submission deadline, the Proposal will not be accepted or considered and will be returned to the Proposer unopened. The Airport will not be liable for delays in delivery of Proposals due to handling by the U.S. Postal Service, courier services, overnight carriers, or any other type of delivery service. Proposers are responsible for ensuring that the Airport receives the Proposal at the designated location by the deadline stated on page 1 of this RFP.

### **Submission Requirements:**

- Submissions should be emailed to [atoft@spokaneairports.net](mailto:atoft@spokaneairports.net) under the subject "Response to RFP for Website Design, Development and Maintenance Services".
- Email is the preferred submission method, but thumb drive responses may also be mailed to:

*Spokane International Airport  
Attn: Alannah Toft  
9000 W. Airport Drive, #204  
Spokane, WA 99224*

**Clear and Responsive Proposals:** The Airport has made every effort to include enough information within this RFP for a firm to prepare a responsive Proposal. Proposers are encouraged to submit the most comprehensive and competitive information possible. Proposals that do not respond completely or sufficiently to the evaluation criteria in this RFP may be rejected as non-responsive, or will receive correspondingly lower scores for those criteria, which may result in the Proposal not scoring high enough to be considered further.

**Questions About RFP:** Questions regarding this RFP should be addressed solely to the individual identified on page 1 of this RFP. Questions must be asked prior to the deadline indicated on page 1 of this RFP. The Airport may determine that a Proposal is non-responsive if the Proposer has had contact with any other representative of the Airport.

**Addenda:** Verbal communications and emails from the Airport, its staff, agents, Airport members, employees or outside advisor, or any other person associated with this RFP shall not be binding on the Airport and shall in no way modify any provision of the RFP. Only formally issued addenda shall modify the terms of this RFQ. Any addenda issued for this RFP will be published at the





following website address: <http://www.spokaneairports.net/RFQ.htm>. Proposers are responsible for checking the website prior to submission of Proposals for any addenda. If you are unable to download the addenda, you may contact the individual noted on page 1 of this RFP. Receipt of addenda must be acknowledged by Proposers on the Proposal Information Form that must be submitted with the Proposal.

## Selection Process

**Selection Process:** The Proposals will be reviewed by an evaluation committee and the highest rated firms may be invited to an interview and/or presentation. The selected firm will be invited to enter into negotiations with the Airport. If the Airport and the selected firm cannot agree on terms that are fair and reasonable, the Airport may terminate negotiations and enter into negotiations with the next highest rated firm.

**Rights Reserved:** The Airport reserves the following rights:

1. To waive as an informality any irregularities in Proposals and/or to reject any or all Proposals.
2. To extend the date for submittal of responses.
3. To request additional information and data from any or all Proposers.
4. To supplement, amend, or otherwise modify the RFP through addenda issued.
5. To cancel this RFP with or without the substitution of another RFP.
6. To reissue the RFP.
7. To make such reviews and investigations, as it considers necessary and appropriate for evaluation of the Proposals.
8. To not select the highest rated firm if the proposed price is more than the Airport's budget for the work.
9. To reject any Proposal in the event that the Airport's analysis of the Proposer's financial status and capacity indicates, in the Airport's judgment, that the firm is not able to successfully perform the work.
10. To cancel the RFP process in the event only one Proposal is received by the deadline.
11. To establish a revised deadline for submission of Proposals in the event only one Proposal is received by the deadline.

**Reference Checks:** The Airport reserves the right to conduct reference checks for firms submitting Proposals, either before or after Proposals have been evaluated, and/or after interviews have been held. In the event that information obtained from the reference checks reveals concerns about a firm's past performance or their ability to successfully perform the contract to be executed based on this RFP, the Airport may, at its sole discretion, select a different firm whose reference checks validate the ability of the firm to successfully perform the contract to be executed based on this RFP. In conducting reference checks, the Airport may include itself as a reference if the firm has performed work for the Airport, even if the firm did not identify the Airport as a reference and may conduct reference checks with others not identified by the Proposer.

## Administrative Requirements



**Cost of the Proposal:** The Airport shall not, under any circumstances, be responsible for any costs or expenses associated with the Proposal submitted including, but not limited to, research, investigation, development, preparation, duplication, production, collation, packaging, delivery, transmittal, or presentation of the Proposal or any other related information, data, documentation, and material. All costs and expenses incurred by the Proposer in connection with the Proposal submitted shall be the sole responsibility of (borne solely by) the Proposer.

**Public Disclosure:**

1. **Property of Airport:** Proposals submitted to the Airport shall become the property of the Airport and shall not be returned to the Proposer.
2. **Proposals are Public Records:** Pursuant to Chapter 42.56 RCW, Proposals submitted under this RFP shall be considered public records and with limited exceptions will be available for inspection and copying by the public. Except to the extent protected by state and/or federal laws (as determined by the Airport a court of competent jurisdiction), Proposals shall be considered public documents and available for review and copying by the public after an award of contract is made by the Airport Board.

**Basic Eligibility:** The successful Proposer must be licensed to do business in the State of Washington and must have a state Unified Business Identifier (UBI) number. In addition, the successful Proposer must not be debarred, suspended, or otherwise ineligible to contract with the Airport, and must not be on the federal government's list of firms suspended or debarred from working on federally funded projects.

**Non-Discrimination:** All Proposers will be afforded the full opportunity to submit Proposals in response to this RFP, and no person or firm shall be discriminated against on the grounds of race, color, age, sex, or national origin in consideration for an award issued pursuant to this RFP.

**Approval of Sub-Consultants:** The Airport retains the right of final approval of any sub-consultant of the selected Proposer who must inform all sub-consultants of this provision.

**Other Contracts:** During the original term and all subsequent renewal terms of the contract resulting from this RFP, the Airport expressly reserves the right, through any other sources available, to pursue and implement alternative means of soliciting and awarding similar or related services as described in this RFP.

**Funding Availability:** By responding to this RFP, the Proposer acknowledges that for any contract signed as a result of this RFP, the authority to proceed with the work is contingent upon the availability of funding.

**Prohibition Against Lobbying:** The Proposer shall not lobby, either on an individual or collective basis, the Airport Board (its associated City and County employees, or outside advisors) or any federal, state, or local elected or public officials or staff regarding this RFP or its written Proposal. Proposers, the Proposer's acquaintances, friends, family, outside advisors, agents, or other representatives shall not contact the Airport Board (its associated City and County employees, or outside advisors) or any federal, state, or local elected or public officials or Airport staff to arrange meetings, visits, or presentations to influence the outcome of the selection process. Violation of



this provision, by or on behalf of a Proposer, intentionally or unintentionally, will result in disqualification of the Proposer and/or rejection of a written Proposal.

**Insurance:** Prior to execution of a Contract for services under this RFP, the successful Proposer will be required to provide acceptable evidence of insurance coverage consistent with the insurance requirements outlined in the Airport's standard Consultant or Service Contract and referenced on the Airport's website as applying to this RFP.



## **SUBMISSION CHECKLIST**

- Proposal Information Form (included in Attachment A)
- Cover Letter
- Proposed Project Timeline
- Proposed Project Costs
- Work Samples (at least 5)



**Attachment A**

**Spokane International Airport  
Request for Proposals for  
Website Design, Development and Maintenance Services**

**PROPOSAL INFORMATION FORM**

Name of Proposing Firm:	Contact Individual's Name:
Address of Contact Individual:	
Phone Number of Contact Individual:	E-mail Address of Contact Individual:
State of Washington UBI Number:	
Receipt is hereby acknowledged of Addenda No(s): _____	

**OFFICIAL AUTHORIZED TO SIGN FOR PROPOSER:**

"I certify (or declare) under penalty of perjury under the laws of the State of Washington that the foregoing is true and correct":	
Signature:	Date:
Print Name and Title	Location or Place Executed: (City, State)

Note: This Proposal Information Form must be completed and submitted as part of your Proposal.

