

Invitation to Propose

Miami Valley Regional Planning Commission
Website Redesign

Request For Proposal

MIAMI VALLEY REGIONAL PLANNING COMMISSION, www.mvrpc.org

December 5, 2025

Key RFP Dates (Best Case)

RFP Issued:	December 5, 2025
Consultant Questions Due:	December 19, 2025 by 4:00 p.m.
Questions Answered:	December 23, 2025
Proposal Due Date (4:00 p.m. EST):	January 14, 2026
Interviews of the top two candidates:	Week of January 19, 2026
Estimated Consultant Selection Date:	January 30, 2026
Estimated Contract Signed Date:	February 6, 2026

The Miami Valley Regional Planning Commission (MVRPC) requests a proposal for Redesign of the MVRPC website – mvrpc.org.

Proposals can be submitted electronically in PDF format by e-mail to Laura Dent at ldent@mvrpc.org until **4:00 p.m. EST on January 14, 2026**. Printed proposals will be received at the Miami Valley Regional Planning Commission office located at 6 N. Main Street, Suite 400, Dayton, Ohio 45402, until **4:00 p.m. EST on January 14, 2026**. See attachments for further instructions.

MVRPC will evaluate and rank all of the proposals to determine the most qualified firm. The ranking will be conducted using a format similar to Attachment C - Technical Proposal Rating Form. MVRPC may also contact one or more firm(s) to schedule an in-person or virtual interview. MVRPC reserves the right to reject all proposals.

Any questions from your firm regarding this request for proposal will be received by MVRPC before 4:00 p.m. EST on December 19, 2025. Questions must be received before the noted deadline via e-mail to ldent@mvrpc.org. Questions received will be answered and posted on RFP website on December 23, 2025.

RFP website link: <https://www.mvrpc.org/about/contract-solicitation>

INDEX OF ATTACHMENTS:

- A: Scope of Work
- B: Technical Proposal Format and Other Related Information
- C: Technical Proposal Rating Form
- D: Proposal Terms and Conditions
- E: Cost Summary Proposal Information

Scope of Work MVRPC Request For Proposals Website Redesign

Attachment A

Project

The Miami Valley Regional Planning Commission (MVRPC) is seeking a vendor to redesign, reorganize and reimagine current content to update mvrpc.org. Mvrpc.org is a crucial element in the agency's ability to communicate with the public and members. MVRPC is seeking a vendor who is organized and creative with a track record of successful website updates. This project will involve reviewing the existing site, recommending a new Content Management (CMS) platform and hosting options, collaborating with MVRPC staff to determine the design, developing a strategy and timeline for migrating current content, quality testing and launching the new website, and concluding with staff training.

About MVRPC

MVRPC serves as the Metropolitan Planning Organization for Montgomery, Miami, and Greene Counties, plus a portion of Northern Warren County and the Regional Transportation Planning Organization for Darke, Preble and Shelby Counties. The MVRPC Board of Directors includes 108 members ranging from local jurisdictions, other government organizations, transit agencies, park districts, utility companies and universities.

Established in 1964, the Miami Valley Regional Planning Commission promotes collaboration among communities, stakeholders, and residents to advance regional priorities. MVRPC is a forum and resource where the Board of Directors identifies priorities and develops public policy and collaborative strategies to improve the quality of life throughout the Miami Valley Region.

MVRPC performs planning and research functions for our Region that ensure livable and equitable communities; clean air and water; robust roadway, transit, and active transportation options; and strategic community plans that chart the course for member communities and partners.

mvrpc.org

MVRPC launched the current website in 2014, which is hosted on Drupal 7 on a virtual server environment. The website update at that time focused on moving the content to a mobile-friendly platform with flexibility for content management options. The website audience ranges from members of the public reacting to outreach advertisements of comment solicitation or programs, committee members searching for upcoming meeting information, other agencies or organizations in the planning field searching for data and plans, future members searching for services provided by the agency, prospective vendors or prospective employees and those looking for staff contact information.

Mvrpc.org has 5 main page types used for content layouts. Google Translate is used for language translation services. Widgets and embedded frames are added to several pages to expand content layout options. Other content management elements used are a calendar, article lists, survey and registration forms, alert/announcement bar, and

directories. The content management system currently allows for permission levels to control access to the administrative side of the website.

Mvrpc.org top pages from Google Analytics

Homepage - mvrpc.org

Air Quality Awareness Program - mvrpc.org/environment/air-quality/miami-valley-air

Rideshare Program – mvrpc.org/transportation/miami-valley-rideshare

Staff Directory - mvrpc.org/staff-directory

Drive Less, Live More – mvrpc.org/transportation/drive-less-live-more

Bike Map – mvrpc.org/transportation/bikeways-pedestrians/bikeways-map

News – mvrpc.org/news

About – mvrpc.org/about-mvrpc

Grants and Funding – mvrpc.org/our-vision/planning-services/grant-and-funding-opportunities

Current issues with mvrpc.org

- The content management system is Drupal 7, which is out-of-date and no longer supported.
- There is a large amount of information and links on the navigation.
- The audience of visitors to the website is broad with different needs.
- The media database for the platform is not searchable, causing items to be uploaded multiple times.
- The form/survey template does not have the ability to block spam submissions and verify submissions.
- There is no option to date content for expiration to keep content up to date.
- The content management system does not allow for module options to customize page templates.
- The homepage is static and does not allow for easy content rotation to reflect current initiatives.
- The MVRPC staff does not include a website developer to customize elements.

Scope of Work

This project we see being completed in 4 phases.

Phase 1 – After the contract is signed, a vendor meeting will be scheduled with the project team to discuss the details and show examples of similar government agencies' websites. During this phase, the vendor will explore mvrpc.org and review Google metrics. MVRPC will provide the agency branding guidelines to help guide the overall look of the website. MVRPC will provide feedback from the survey collected about visitors' experiences on the website. With this information, the vendor will propose three (3) options for content management systems(CMS) and hosting options for the project team to select.

Phase 2 – Based on the selection of CMS, the vendor will develop design options for the project team, and the MVRPC Senior staff will meet to help craft the final product.

The final page layouts will be used to create a detailed schedule of the content migration and inventory of pages.

Phase 3 – This phase will follow the schedule outlined in phase 2 for full content migration. Weekly progress updates and/or meetings will be expected to ensure the project is on time. As pages are completed on the beta site, MVRPC staff will be reviewing to ensure accuracy. The vendor should provide a ticket system to address corrections.

Phase 4 – This phase will be the launch of the updated mvrpc.org by June 30, 2026. The vendor will provide recorded training and guidelines for managing the website. The project team will be trained on these initially but available for future staff training. Following the launch, the vendor will be available for technical support as bugs and issues are found. The selected vendor will provide a minimum 90-day post-launch support (“hypercare”) period to address bugs, performance issues, or small adjustments. Vendors are also encouraged to include an optional 12-month Service Level Agreement (SLA) outlining ongoing maintenance, security updates, uptime guarantees, and response times for support requests.

Expected Outcomes and Goals

The goal of the update to the mvrpc.org website will be an improved content management system for all levels of website editors. MVRPC staff have a variety of levels of experience with content management, we would like a platform that is logical, easy to update including a searchable media library. The website will have improved page layouts to allow for a variety of design options. The new website will be more user-friendly for easy navigation and searching. The website will be WCAG 2.1 AA level compliant to consider all user needs. The content management system should allow for updates to improve security and tools.

I. Proposal Preparation

a. General Instructions

- i. Each item requires a complete answer. Wherever explanations are requested, they must be given in detail. Do not provide information that is not requested in this form. Reply shall be concise.
- ii. Proposals must contain a Transmittal Letter on the firm's letterhead signed by the contractual officer.
- iii. The Technical Proposal must meet the following requirements:
 1. Proposals must be no more than 20 pages (including cover letter and divider pages). Proposals exceeding the twenty-page (20) limit will be rejected.
 2. Provide a minimum 1.5" top margin on all sheets.
 3. Center page numbers at the bottom of each page.
 4. Use 8.5" x 11" pages only with 12-point font
- iv. Technical Proposal in PDF format must be emailed or delivered to the Miami Valley Regional Planning Commission, 6 North Main Street, Suite 400, Dayton, OH 45402 by the time specified in the Invitation to Propose. Proposals shall be emailed to Laura Dent, Director of Marketing and Public Outreach, at ldent@mvrpc.org.

Cost Proposal in MS Excel format (Attachment E) shall be emailed separately from the project proposal to Mike Lucas, Director of Agency Operations, at mlucas@mvrpc.org.

The Technical Proposal and Cost Proposal have the same due date.

If mailed (on a flash drive, for example), each Proposer must mark the outside of the envelopes with "Cost Proposal MVRPC website redesign" respectively. If not delivered personally, the sealed envelope containing the Proposal must be mailed to the following address, preferably by certified mail:

MIAMI VALLEY REGIONAL PLANNING COMMISSION
6 North Main Street
Suite 400
DAYTON, OH 45402

The U.S. Post Office or other delivery service selected by the Proposer will be considered agent of the Proposer in delivering the Proposal. MVRPC will not be responsible for late deliveries. Any Proposals received after the time specified will be returned unopened. FAXES WILL NOT BE ACCEPTED.

- b. Technical Approach:** Omitting this section shall result in a score of zero (0). Please explain your method for the project development. In addition, please explain any aspect of your method that is unique or innovative, and specify the economic benefits to MVRPC and/or the project if such an approach is utilized. Consider any impact on the efficiency and effectiveness of accomplishing the required work.
- c. Key Personnel:** Omitting this section shall result in a score of zero (0). Indicate key personnel, along with their work experience, who will be assigned to the project, including any specialist outside the consultant's firm who will be employed for the project:
- i. Project Manager (attach resume)
 - ii. Other key personnel (attach resumes)
- Identify who will be primarily responsible for the work and how much time each person assigned to the project will be spending.
- d. Availability and Capacity:** Omitting this section shall result in a score of zero (0). Identify the location of the office(s) where the majority of the work is to be performed. Discuss your staff's availability and capacity in the required skill classes necessary to accomplish the work contemplated in the work elements as outlined in your technical approach. Specifically, break the staffing down by the number of technicians and/or other specialists and indicate the number of each available for assignment to this project. Provide a list of the firm's present workload relative to capacity and availability to provide the requested services.
- e. Prior Experience:** Omitting this section shall result in a score of zero (0). Identify the experience of the firm's personnel on similar projects and provide a brief description of past experience of the firm's personnel. Provide a representative listing of projects similar to the proposed project performed by the firm. Include referenced firm's name, address, telephone number, and contact person.
- f. Subcontracts:** Omitting this section shall result in a score of zero (0). List any items of work that are proposed to be subcontracted for this project, the proposed utilization of the subcontractors and the percent of work expected to be performed by each subcontractor. Discuss their qualifications and the basis for their selection.
- g. Project Advancement Schedule:** Omitting this section shall result in a score of zero (0). Considering MVRPC's proposed project schedule and the time needed for the project development, provide and discuss your firm's schedule for the various elements of the project to meet the proposed completion date.
- h. List of Customer References:** Omitting this section shall result in a score of zero (0). The Proposer will provide MVRPC with a list of at least three customers (preferably in Ohio) who have contracted with the Proposer for comparable services. The following information should be included for each customer:
- Company name, address, phone number, and company contact

- (name and position)
Brief description of service performed

i. Pre-qualifications

Indicate the types of work for which the Ohio Department of Transportation pre-qualifies the firm, if applicable.

OTHER RELATED INFORMATION

I. Evaluation of Technical Proposals

MVRPC will evaluate and rank all of the technical proposals to determine the most qualified firm. The rankings will be made using a format similar to the enclosed Attachment C.

If necessary, MVRPC will contact one or more firms to schedule an interview. Following the interviews, MVRPC will evaluate, select and rank the firms interviewed to determine the most qualified.

II. Cost Proposal

The detailed cost proposal from the highest ranked proposer will be opened and reviewed with respect to the project budget.

The proposal shall be broken down by work items using a format specified by MVRPC; the Cost Summary form is available to [download as a MS Excel worksheet from the MVRPC website](#). The Cost Summary package shall include a detailed price proposal for all consultants and sub-consultants. Complete a form for the lead firm and for each sub-consulting firm (if any). **If the price proposal is not received when due or if the proposal does not include requested information, that proposal may be dropped from further consideration.**

III. Scope of Services Meeting

The highest ranked firm will be invited to the Scope of Services Meeting. Attendees at the Scope of Services Meeting shall include:

- a. Representatives of the selected consulting firm and subconsultants
- b. MVRPC

The Scope of Services meeting will be an opportunity for MVRPC and the firm to confirm they have a mutual understanding of the project scope, activities, deliverables, milestones, and deadlines. It will be mutually determined at the Scope of Services meeting if the Cost Proposal requires any revision based on this mutual understanding. If a revised Cost Proposal is needed, a deadline for such submission will be determined at the Scope of Services meeting

If negotiation with the highest ranked proposer fails to result in a mutually agreed-upon fee, MVRPC will notify that firm in writing of the termination of negotiations. The next highest ranked proposer, as determined by the earlier technical proposal evaluation, will then be invited to a Scope of Services Meeting. If negotiations again fail, the same procedure shall be followed, with each next most qualified firm until a contract has been negotiated. If the remaining proposals are considered not to be qualified, the notification and selection processes will be repeated.

MVRPC

Attachment C

Selection Rating Form
for
Selection of Most Qualified Firm
From
Technical Proposals / Interviews
(Revised 11-2025)

Firm: _____
City, State, Zip: _____
Evaluator's Name: _____
Agency Department: _____

	VALUE	RATING		WEIGHT	SCORE			
		T.P.	I.		T.P.	I.		
A. MANAGER & TEAM	Organization	1- 5			1	0	0	
	Project Manager	1- 5			2	0	0	
	Key Staff Assignment	1- 5			1.5	0	0	
	Quality Control	1- 5			1	0	0	
	RE SUBS: In the event the firm does not need subs, the subcontractor score will match the score of the Prime	Qualification of Subs	1- 5			1	0	0
		Amt. Subcontracted <20% Amt. Subcontracted 50% or>	5 0			0.5	0	0
		Prior Experience w/Prime	0-5			0.5	0	0
B. TECHNICAL APPROACH	Understanding of Project	1- 5			3	0	0	
	Complete Task Defined	1- 5			3	0	0	
	Innovative Approach	1- 5			1	0	0	
	Proposed Schedule	1- 5			3	0	0	
C. CONSULTANT'S PAST AND CURRENT PERFORMANCE	Previous Performance w/agency or other Clients	0-5			2	0	0	
					0	0		
FINAL SCORE (Average the above two totals)								

NOTES:

- 1 Separate score to be given for evaluation of Technical Proposal (TP) and the Interview (I), if held.
- 2 Maximum possible score is 100.

1. Tax Exemption

The Miami Valley Regional Planning Commission is exempt from the payment of federal excise and transportation taxes levied under the provisions of the Internal Revenue Code. They are also exempt from Ohio State Gross Retail (sales tax). The successful Proposers will be furnished with any certificates of exemption required.

2. Modification and/or Withdrawal Of Proposals

Modifications of a submitted Proposal must be received by the designated due date specified. Withdrawal of Proposals will be allowed only in those cases in which a written request to withdraw a Proposal is received by the Miami Valley Regional Planning Commission prior to the date and hour for receiving and opening Proposals. In such case, same will be returned to Proposer unopened.

3. Evaluation of Proposal Compliance With Specifications

Understanding that no Proposer may completely meet all requirements of the specifications, MVRPC reserves the sole right to: determine whether a Proposal substantially complies with the specifications; accept, negotiate modifications to, or reject the terms of any Proposal; and waive the right to accept a part, or parts, of a Proposal, unless otherwise restricted in the Proposal.

MVRPC may make use of materials submitted in the Proposals, including any idea contained therein, for such purposes as it may deem appropriate.

4. Proposer Qualifications

The Miami Valley Regional Planning Commission may require all Proposers to submit evidence of qualifications, and may consider any evidence of the financial, technical, and other qualifications and abilities of the Proposer. The Miami Valley Regional Planning Commission will not award a Contract to a Proposer who, in its opinion, is not fully qualified on the basis of financial resources and responsibility, possession of adequate equipment, personnel, experience, and past record of performance to perform the obligation to be undertaken competently and without delay. The Miami Valley Regional Planning Commission will not award a Contract to any entity or individuals that have been declared ineligible to receive federal or state contracts as listed on the System for Award Management (SAM) and/or the Ohio Auditor of State.

4. Inspection of Goods

The Miami Valley Regional Planning Commission reserves the right to inspect all products after delivery for compliance with the specifications. Notice of latent defects that would make the product unfit for the purpose for which it is required may be given at any time within thirty (30) days after delivery.

5. Equal Opportunity

The Contractor agrees that it will not discriminate against any employee or applicant for employment because of race, color, religious creed, ancestry, physical handicap, sex or political affiliation, and that it will take affirmative action to ensure that applicants are employed and that employees are treated equally during employment without regard to race, color, religious creed, physical handicap, ancestry, sex or political affiliation.

6. Deviation Clause

The Proposer's attention is called to the condition that, if awarded a contract, the Proposers will be required to furnish the particular item referred to in strict accordance with the specifications or descriptions as proposed, unless a departure or substitution is clearly noted and described in the Proposal, along with the reasons therefore.

7. Award of Contract

The Miami Valley Regional Planning Commission will award a contract, if any awards are made, within thirty (30) calendar days after the opening of Proposals. Each Proposer acknowledges that MVRPC will use its discretion and judgment in making the final decision and further acknowledges that no claim by the Proposer will arise in any way relating to the exercise of that judgment by MVRPC. MVRPC reserves the right to accept the Proposal deemed to be in the best interest of MVRPC or to reject any and all Proposals.

MVRPC's Executive Director is the only individual who may legally commit MVRPC to the expenditure of public funds. No cost chargeable to the proposed contract may be incurred before receipt of either a fully executed contract or a specific, written authorization to proceed.

10. Cancellation

The Miami Valley Regional Planning Commission reserves the right to cancel any contract for failure or refusal of performance, fraud, deceit, misrepresentation, collusion, or any other misconduct on the part of the Contractor.

Miami Valley Regional Planning Commission
COST OR PRICE SUMMARY FORMAT FOR AGREEMENTS (ATTACHMENT E)
 (See accompanying instructions before completing this form)

PART 1 - GENERAL

1. Name of Contractor or Subcontractor	2. Date of Proposal
3. Address & Phone Number of Contractor or Subcontractor	4. Type of Service to be furnished

PART II - COST SUMMARY

5. DIRECT LABOR (Specify labor categories)	Estimated Hours	Hourly Rate	Estimated Cost	Totals	
DIRECT LABOR TOTAL:					
6. INDIRECT COSTS (Specify indirect cost pools)	Rate	X Base =	Estimated Cost	Totals	
INDIRECT COSTS TOTAL					
7. OTHER DIRECT COSTS			Estimated Cost	Totals	
a. TRAVEL					
(1) Transportation					
(2) Per Diem					
TRAVEL SUBTOTAL					
b. MATERIALS AND SUPPLIES (Specify category)		QUANTITY	COST		Estimated Cost
MATERIALS AND SUPPLIES SUBTOTALS:					
c. SUBCONTRACTS			Estimated Cost		
SUBCONTRACTS SUBTOTAL:					
d. OTHER (Specify categories)			Estimated Cost		
OTHER SUBTOTAL:					
e. OTHER DIRECT COSTS TOTAL:					
8. TOTAL ESTIMATED COST					
9. PROFIT					
10. TOTAL PRICE					

11. This proposal is submitted for use in connection with and in response to _____
 _____. This is to certify to the best of my knowledge and belief that the cost and pricing data summarized herein are complete, current, and accurate as of this date and that a financial management capability exists to fully and accurately account for the financial transactions under this project.

 DATE OF EXECUTION

 SIGNATURE OF PROPOSER

 TITLE OF PROPOSER