

REQUEST FOR PROPOSALS:

SJTPO WEBSITE REDEVELOPMENT

WEDNESDAY, AUGUST 26, 2015



SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION

782 South Brewster Road, Unit B6

Vineland, New Jersey 08361

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LEONARD DESIDERIO, CHAIRMAN

TIMOTHY G. CHELIUS, EXECUTIVE DIRECTOR

TABLE OF CONTENTS

- I** **[Introduction](#)**
- II** **[Scope of Work](#)**
- III** **[Consultant Selection](#)**
- IV** **[Disadvantaged Business Enterprise \(DBE\) and
Emerging Small Business Enterprise Participation \(ESBE\)](#)**
- V** **[Equal Employment Opportunity Provision](#)**
- VI** **[Insurance Requirements](#)**

EXHIBITS

- Exhibit A** **[Affirmative Action Language](#)**
- Exhibit B** **[Notice to All Bidders](#)**
- Exhibit C** **[Required Affirmative Action Evidence for Procurement,
Professional, and Services Contracts](#)**
- Exhibit D** **[Sample Staffing Plans](#)**

APPENDICES

- Appendix A** **[Integrated Content Management System \(CMS\) Components and
Web Tools](#)**
- Appendix B** **[SJTPO Sitemap and New Content](#)**

****NOTICE****

As some of our proposal requirements have changed, please read the entire Request for Proposals prior to submitting a project proposal. Proposals that have not addressed each requirement may be disqualified at SJTPO discretion.

SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION**REQUEST FOR PROPOSALS****SJTPO WEBSITE REDEVELOPMENT**

(To see a list of upcoming RFPs at SJTPO, go to www.sjtpo.org/Opportunities.html.)

I. INTRODUCTION**A. General**

The South Jersey Transportation Planning Organization (SJTPO) is soliciting proposals from qualified firms, or groups of firms, to redevelop the SJTPO website. This work is included in the SJTPO FY 2016 Unified Planning Work Program (www.sjtpo.org/UPWP.html). Technical proposals must be prepared and submitted in accordance with the goals, requirements, format, and guidelines presented in this RFP document.

The SJTPO is the designated Metropolitan Planning Organization for Atlantic, Cape May, Cumberland, and Salem Counties. As such, the SJTPO has responsibility or oversight for all federally funded surface transportation planning activities in the region.

B. Submission

Proposals are to be received no later than 5:00 P.M., prevailing time, on Wednesday, September 30, 2015. The SJTPO shall not be held responsible for timeliness of mail or messenger delivery. Submittals should be addressed to:

Alan Huff, Senior Transportation Planner
South Jersey Transportation Planning Organization
782 South Brewster Road, Unit B6
Vineland, New Jersey 08361

Elements required in submission include:

1. **Signed Cover Letter** that indicates review and acceptance of SJTPO Standard Contract Agreement boilerplate, or enumerates proposed changes thereto. (see Section I.E)
www.sjtpo.org/Documents/EmploymentandRFPs/RFPs/RFPSubcontractAgreement.pdf
2. **Technical Proposal** (*five (5) hard copies and one (1) electronic copy*)
 - a. **Narrative** that reflects the requirements of the Scope of Work (see Section II)
 - A detailed approach to completing the work program
 - List and description of deliverables
 - Any issues or problems with requirements of the Scope
 - b. **Staffing Plan (see Exhibit D)** with dollar values (a detailed description of the work team key staff and estimated hours required on the project), including:
 - Staff name (if appropriate, see Exhibit D)

- Company/organization
 - Job title
 - Person-hour requirements by task
 - Hourly rates
 - It should be clear which staff/firm(s) count towards the DBE/ESBE goal (see Section IV). In addition, the DBE/ESBE percentage should be clearly stated within this section.
- c. **Project Schedule** – Indicating project milestones, deliverables, and key meetings using a Notice to Proceed as “Day 0.” Schedule should anticipate review time by other agencies and committees, but time allotments for work under the control of the consultant will be regarded as a commitment.
- d. **Total Costs** of each task detailed in the scope of work.
- e. **Breakdown of All Other Charges**, such as fringe benefit, overhead, profit, etc., yielding a total project cost.
- f. **Organizational Chart** of firm or firms with brief description of their role in the project
- g. **Firm Profile** – Description of the firm's facilities, number of offices, employees in each office, any special equipment, and other factors, (knowledge, skills, etc.) that may affect the delivery of the required services.
- h. **Work History** – List of similar work, including name and telephone number of the clients, and a full description of the services provided by the firm.
- i. **Resumes** of key professional staff included in the Staffing Plan, organized by firm
- j. **DBE/ESBE Certificates** (see Section IV)
- k. **Equal Employment Opportunity Statement** (see Section V)

The SJTPO reserves the right to reject any submission for failure to adhere to these goals and requirements or to accept any submission, which in its judgment will best serve its interest. All submitting firms grant to the SJTPO a non-exclusive right to use, or cause others to use, the contents of the submission for any purpose. All submissions will become the sole property of SJTPO. Subconsultants, subcontractors, and joint ventures are permitted for the purposes of this submission.

C. Interpretations and Addenda

All questions, requests for interpretations and comments must be submitted in writing and received on or before Wednesday, September 16, 2015 and submitted to Alan Huff at the above address. Faxes (856-794-2549) and e-mails (ahuff@sjtpo.org) are acceptable. Interpretations or clarifications in response to questions or comments received by prospective proposers will be posted on the SJTPO website. Only written clarifications from SJTPO will be binding; oral and other interpretations or clarifications will be without legal effect.

PLEASE CHECK THE SJTPO WEBSITE DURING THE RFP RESPONSE PERIOD FOR ADDENDA TO THE RFP, AND QUESTIONS AND ANSWERS.

D. Anticipated Consultant Selection Schedule

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|---------------------------------------|---|
| 1. Questions about RFP Due | Wednesday, September 16, 2015 |
| 2. Answers about RFP Published | Friday, September 18, 2015 |
| 3. Proposal Due Date | Wednesday, September 30, 2015 by 5:00 pm |
| 4. Consultant Virtual Demonstrations* | Week of Monday, October 19, 2015 through Friday, October 23, 2015 |
| 5. Policy Board Action | Monday, November 23, 2015 |
| 6. Notice to Proceed | On or about Wednesday, December 2, 2015 |
| 7. Project Completion Due | Friday, June 10, 2016 |

* (We may need to ask proposing firms to conduct virtual demonstrations of their products during the selection process. Firms would not be expected to travel to SJTPO for these demonstrations. Please keep these days available. If a demonstration is needed, SJTPO would notify firms by Friday, October 16, 2015)

E. Contracting

The contract with SJTPO will be executed via the South Jersey Transportation Authority (SJTA), the administrative host of the SJTPO. All provisions and requirements of the SJTA pertaining to contractual matters will be in effect. This project is funded by the Federal Highway Administration of the United States Department of Transportation. All proposals must include a signed cover letter that indicates review and acceptance of SJTPO Standard Contract Agreement boilerplate, or enumerates proposed changes thereto:

www.sjtpo.org/Documents/EmploymentandRFPs/RFPs/RFPSubcontractAgreement.pdf

II. SCOPE OF WORK

Proposals should explicitly address the full scope of the project as described within this section. SJTPO cannot ask firms for clarification if questions remain prior to scoring. Proposals, however, should detail any concerns which impact successful completion of the project as described herein or if additional innovations or alternative tasks are recommend to enhance the intended project scope.

A. Background

SJTPO, as the Metropolitan Planning Organization (MPO) for the Southern New Jersey counties of Atlantic, Cape May, Cumberland, and Salem, is tasked with providing information to the public as well as opportunities to comment on matters related to regional transportation. MPO activities must be open and accessible and place a great emphasis on visualization. SJTPO's website should serve as a core component to these functions, allowing SJTPO to direct the web-accessible public to resources and opportunities to provide input via the website as often as possible. To this end, SJTPO must be able to provide the public with a modern website that provides useful information, in an interesting, accessible, attention-getting way. This website should seamlessly interface with tools that bring SJTPO content where its user public goes for information, including social media and maximize compatibility with common search tools. It should also maximize accessibility for ALL POSSIBLE USERS.

SJTPO, in addition to its core function as an MPO, has always served as a resource to advance the public's knowledge of traffic safety through a variety of public information and education campaigns. Until recently, this function was housed on a different website under a different brand, however this information is being redeveloped and will be released under the SJTPO brand to streamline and clarify SJTPO's focus and better communicate to the public how SJTPO resources are utilized. This shift is the impetus for this website redevelopment effort. In bringing this content under the SJTPO brand, SJTPO wants to ensure that users are best directed to the content that matters to them, with fresh, deliberate thought given to every technical and design decision in its web experience. For informational purposes, Appendix B illustrates SJTPO's current sitemap and notes additional content that SJTPO will be developing as a part of this effort. This will also be useful in gauging the size of this effort.

B. Required Elements

This section discusses elements that vendors must propose in order to be considered. Each element must be specifically addressed within the proposal. The ultimate goal is to maximize SJTPO's transparency and accessibility with the public as such firms are strongly encouraged to present innovative solutions to address any issues demonstrated within this RFP.

1. **Site Hosting:** This effort will include website hosting. SJTPO strongly prefers that the proposing firm will be the host of the SJTPO website. This is for administrative simplicity as well as giving SJTPO one point of contact for all matters related to the website. Firms may propose a host other than themselves, however all parties involved must be able to accept purchase orders. The selected firm will port the current SJTPO website to the selected firm's server by January 2016. Ultimately, the selected firm will be responsible to secure the SJTPO.org domain. Final details of this can be discussed upon selection, but cost proposals and ongoing costs should reflect this task. Firms should address the following hosting questions in their proposals:
 - a. What type of web server (OS) is supported?
 - b. What is the redundancy when a server goes down?
 - c. What is the cost of hosting per year? (more detail in Section F)
 - d. What type(s) of support are provided (i.e. online portal, call center, help desk ticketing, etc)?
 - e. What is the turn-around (response time) guarantee (i.e. minutes, hours, days)?
 - f. Will SJTPO be free to move the website to a different host if the hosting services are unsatisfactory or is the website proprietary and tied to the proposed host?
2. **Site update:** SJTPO staff must be able to easily update all content on the website as well as add new pages. Proposals must identify the types of efforts that will require the selected firm's involvement in the future. Staff must be able to update the website via highly accessible tools that are available online and can be accessed from anywhere. Administration and maintenance of the website should include both developer and WYSIWYG functionality. ***Firms are strongly encouraged to include a demo account with their proposal for SJTPO's selection team to use to gain access to the site update tool to assess user-friendliness.***

3. **Proprietary vs Open Source:** Firms must identify if the website is tied to proprietary design and management software or if the proposed tool is open source and would enable SJTPO to manage the website using other software if SJTPO became dissatisfied with the proposed software in the future.
4. **Simplicity:** A major impetus for this effort is the addition of new content (indicated in Appendix B). As the website grows in size, it makes it increasingly difficult to present information clearly yet completely. Firms are strongly encouraged to consider and discuss methods to simplify the website without removing content and present examples of work that demonstrate having done this in past work. This may include use of color, icons, clever organization, user customization, or any number of methods. Upon selection, firms will assist SJTPO in identifying material to rework or remove in addition to this effort.
5. **Social Media Integration:** Firms must discuss how site content can tie into social media. Web pages must include share icons to enable visitors to share information in a format they prefer (email, Twitter, Facebook, Instagram, etc.). If tools are available that, when posting an announcement, would prompt a twitter post, etc., firms are encouraged to discuss that as well.
6. **Accessibility:** SJTPO is committed to the principles of the [Americans with Disabilities Act](#). It is SJTPO's intent to provide equal access for individuals with disabilities, which includes our website. The website must be designed to comply with two different standards for website accessibility: compliance with the Priority Level One standards recommended by the [World Wide Web Consortium](#) (W3C) and compliance with the legal requirements of [Section 508](#) of the U.S. Rehabilitation Act of 1973. Popular [screen readers](#) can be used effectively by the visually impaired on this website.
 - a. **Browsers:** The website must be fully accessible and properly functional on all major browsers, including Internet Explorer (Microsoft Edge), Google Chrome, Firefox, Safari, as well as default iOS and Android browsers. Proposals are invited to demonstrate further compatibility less widely used browsers. Firms must provide support that will ensure prompt fixes when compatibility problems occur due to upgrades on major browsers. In addition, due to some state department limitations, basic functionality should be possible backwards to Internet Explorer 7.
 - b. **Efficient:** The technology that designs, manages, and hosts the website must ensure that web pages will load quickly for typical users. Firms are strongly encouraged to discuss how users with technological limitations (such as dial-up internet or on computers that cannot be easily updated to latest plug-ins) would interact with the website and if options would be available for those users – all while not limiting modern functionality for average users.
 - c. **Responsive:** The website must be fully accessible via all major platforms, including but not limited to Windows, MAC OS, and Android. This accessibility should extend to all devices including mobile devices and tablets. Mobile accessibility must be accomplished automatically using a single set of content, not a duplicate site or content to manage.

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- d. **Multi-lingual:** The website must include a multi-lingual translator tool. Several site translator tools are available, proposals should discuss why the chosen tool was proposed. This may include statistics on translation accuracy or device compatibility, if available.
- e. **Visually Impaired:** The website must address accessibility for the visually impaired. Possible features include but are not limited to a tool to allow users to adjust font sizes, image tagging for blind users, color contrasting for colorblind users, etc. Firms are strongly encouraged to discuss standards for visual accessibility and how those standards will be applied to maximize the website's access.
7. **Searchable Archive:** As an MPO, SJTPO must be a highly accessible depository for certain types of public records, as such the website must include a robust documents page(s) where SJTPO documents can be searched and sorted by dates, categories, and/or other metrics. Document pages should be able to be condensed into clean-user-friendly pages with expandable boxes.
8. **Analytics:** The website must include ability for SJTPO staff to fully evaluate the effectiveness of pages within the website, the use of documents on the website, and to know important information about users relevant to web development decision making. Firms are also encouraged to propose means to evaluate content on SJTPO's current website, though no such analytical tools exist on our website at this time.
9. **Branding:** All branding on the website must be that of SJTPO, including the Address bar icon/Favicon. A modest credit to the selected firm, such as "powered by [firm name]" at the bottom of the page is acceptable, subject to approval by SJTPO.
10. **Calendar of Meetings/Events:** The website must include a calendar of events that is easy to update and highly accessible, visible, and attractive for the public. Currently SJTPO uses Google Calendar. Visitors should be able to download an event to their Google or Outlook calendars. A calendar that can be updated via Google Calendar would be desirable, though not required. If an email tool is proposed, interface with that tool would be desirable.
11. **Tool Options:** The selected firm will be one that provides a number of features that, whether used at the time of the initial website release or not, provide SJTPO with the opportunity to customize the website experience in a number of different ways, including tools to provide the public with simple, interesting ways to receive information and provide input. *Firms are strongly encouraged to create a demo account or provide links to usable examples of each major tool that will be available to SJTPO, so that SJTPO's selection team can evaluate the user-friendliness of the tools from the perspective of the public.* Proposals must include a completed copy of the table shown in Appendix A, which demonstrates available tools.
12. **Ability to embed Third-party Content:** In addition to providing a robust set of tools, firms must offer the ability to embed <iframe> content from other developers' for additional tools, such as webmaps, EPA's air quality forecast tool, widgets, videos, etc.
13. **Other Features:**

- a. **Website Search engine:** Must have the ability to search the entire SJTPO website, including the ability to search the content within searchable files (pdf, etc)
- b. **Forums:** Must have the ability to have forums, as needed, for future projects.
- c. **Sitemap:** Must have the ability to create a sitemap automatically as pages are added/removed.

C. Highly Desirable Elements

This section discussed elements that vendors are strongly encouraged to include in their proposals. However, each must be specifically addressed within the proposal. The ultimate goal is to maximize SJTPO's transparency and accessibility with the public as such firms are strongly encouraged to present innovative solutions to address any issues demonstrated within this RFP.

1. **Content Management System (CMS):** Firms should deliver a system that allows a primary administrator to assign permissions to multiple staff over specific content with primary access and approval authority given to the primary administrator. The solution should provide a means of tracking updates, with various levels of approval, and the ability to revert to an older version.
2. **“Product” Selection Page:** SJTPO does not need to make financial transactions via the website, however does offer services, such as sending traffic safety experts to local schools or community groups to present a variety of educational programs. SJTPO envisions presenting this to users as a “products page” where users can select the program they are interested, fill out basic information, and SJTPO would be contacted with that request. Firms are encouraged to discuss this or other innovative methods to present this to users in an effective way.
3. **Comments:** The website should include functionality to allow users to submit comments on content on any webpage to SJTPO (with the ability to turn this functionality on and off).
4. **Ability to interact with Outside Agency Content:** SJTPO, in addition to the number of internal roles it serves, also serves to disseminate information relevant to transportation in our region. Firms should be aware that we would like our website to interface with content on other websites. In some cases, we may link to specific content in a case-by-case basis, however it is possible that some agencies (ex: Cross County Connection, NJ Department of Transportation, NJ Department of Highway Traffic Safety, NJ 511, etc.) may create pages with regularly updated content, such as maps of data, interfaces with traveler information, feeds with updates of activities, traffic information, etc. We would like firms to discuss how their tools could help SJTPO to incorporate and direct users to these kinds of useful information in ways that are more meaningful than a static links page.
5. **Other Features:**
 - a. **Delayed Posting:** Highly desirable to have the ability to schedule delayed postings to the website (24-48+ hours).

- b. **Transportation Planning Glossary:** SJTPO has a glossary of terms and acronyms on our webpage now; however, we invite firms to propose better ways to integrate that functionality into our website. (ex: possibly a feature where when you arrow over a word on our list a definition hovers over it, linking words throughout the website to the glossary, etc.)
- c. **Interactive map of the region:** Highly desirable to have the ability to create simple map images of the region (not GIS), so visitors can click on features on the map and see additional information (such as a map of our counties, where clicking or arrowing over the map would provide the user with overview information, websites, contact info., municipalities, etc.)
- d. **“Did You Know?” Trivia:** Desirable to have the ability to add a feature to show interesting trivia facts that staff could easily update ever week, month, etc., with the option to turn on or off as desired.
- e. **Polling:** It would be highly desirable to be able to simply add and remove polls, developed by SJTPO staff from any page on the website.

D. Optional Elements

This section identifies elements that SJTPO is interested in; however, a vendor should not be discouraged from proposing if they are unable to provide such items. These items should be identified separately within the cost proposal if they represent an additional cost, in terms of either the upfront cost or the annual cost.

1. **Email Tool:** If firms have the ability to include an email tool, they are invited to discuss and demonstrate this tool in their proposal. Some desirable features in an email tool would include an easy to use interface, demonstrated reliability, integration with sharable staff calendars, sharable contacts among staff, accessible through a strong mobile interface or free mobile phone apps for Windows, Android, and iOS. *Firms are encouraged to include a demo account with their proposal for SJTPO’s selection team to use to gain access to the email tool to assess user-friendliness and available features.*
2. **Public Notification/Newsletter Tool:** SJTPO currently uses MailChimp to allow the public to self-subscribe to our public notification lists. It is a free service that offers functionality that is important to SJTPO’s public notification efforts, such as good contact management, the ability to create multiple lists, the ability to embed a tool on a webpage to self-subscribe, and create attractive HTML emails, complete with links to update subscriptions status. If the proposing firm has a tool with greater functionality, firms are invited to discuss such a tool. Many tools that provide this functionality are often flagged as spam by more aggressive email filters. Such a proposed tool must be able to reach our target audience without complications. If an email tool were proposed, interface with that tool would be desirable. *Firms are encouraged to include a demo account with their proposal for SJTPO’s selection team to use to gain access to the public notification tool to assess user-friendliness, available features, and success against spam filters.*

E. Firm/Staff Experience

A major component of firm selection will be based upon the demonstration of relevant experience by the firm. SJTPO will evaluate the firm's experience, qualifications, and capabilities for developing and implementing a new website that meets with SJTPO's unique needs. Firms should provide the following information to satisfy this requirement.

1. Website Design Experience

SJTPO would consider it desirable for the selected firm to have experience with constructing websites for other government agencies; however, a successful candidate must demonstrate experience developing websites with a strong emphasis on accommodating the user, especially when presented with a large quantity of potentially complex information. To that end, firms should submit 3-5 references that capture this previous experience. References should include the following information:

- a. Client name
- b. Client contact person
- c. Phone and email address
- d. Client address
- e. Website address

2. Website Hosting and Maintenance Experience

SJTPO would like firms to demonstrate references from 2-3 projects with the same hosting and maintenance entities being proposed for this project. If you are proposing the same hosting and maintenance scheme as occurred in the website design references, above, you may simply state that with those references and skip this section. However, any references should include the following information:

- a. Client name
- b. Client contact person
- c. Phone and email address
- d. Client address
- e. Website address

3. Firm Profile

- a. Number of years in business
- b. Office location(s) (Include business address)

4. Team Members/Roles (list key personnel to be assigned to this project)

- a. A resume should be included for each person listed here
- b. Each person listed here should also be reflected in the Staffing Chart (see Exhibit D)
- c. Indicate name, title, role (e.g. project management, programming, graphics, etc.)

F. Cost/Demonstrated Value

In addition to the technical proposal and firm qualifications, firms will be evaluated on their cost proposals and the value to SJTPO represented therein. This means that SJTPO will evaluate all proposals relative to one another and in addition to assessing total cost, SJTPO will determine the value of the technical proposal relative to the proposed cost and make a

determination of how that compares to all available vendors. This is another opportunity for firms to get credit for meaningful innovations as the ultimate goal of this project is for SJTPO to maximize its transparency and accessibility to the public. Proposals are not to exceed \$50,000, as defined in the FY 2016 Unified Planning Work Program (UPWP).

1. **Upfront Costs:** Upfront costs, not to exceed \$50,000, must include website design, porting the current website by November 1, 2015, as well as all maintenance, hosting, and domain costs through at least June 30, 2016, as no additional contract or additional funds will be available until after that time. The proposal of upfront costs must include details such as those described in the staffing plan as well as overhead, profit, purchases of any equipment or software, training, travel, etc.

Firms are encouraged to note additional costs if any are associated with items listed in "Optional Elements," as well as when a firm demonstrates an additional cost associated with an innovative alternative or solution to an issue demonstrated by SJTPO in this RFP. However, firms are cautioned to avoid massive a la carte menus of options.

2. **Ongoing costs:** Ongoing costs must include two specific sets of costs per year.
 - a. **Fixed Annual Costs:** A detailed accounting of all regular annual costs, such as website hosting, domain, licensing, etc. Must indicate inflation rate if costs increase each year.
 - b. **Additional Maintenance Costs:** This should discuss how the firm handles maintenance that requires the involvement of firm staff. (i.e. all maintenance included in a flat annual fee, a defined number of hours included for a flat annual fee with an hourly rate beyond that, all maintenance performed at an hourly rate(s), etc.). If this cost is variable, the firm must recommend the amount that SJTPO would need to hold in reserve each year to accommodate this maintenance.

G. Deliverables

In general, SJTPO is asking firms to propose a timeline with steps that fit the firm's experience in conducting these types of efforts. In general, SJTPO would assume the following will be part of that process:

- Meeting(s) at the onset (please specify number and in-person vs. virtual)
 - At least one should be in-person
 - Commit to timeline, deliverables, and milestones
 - Assess website needs (audience, etc),
 - Discuss what selected firm needs from SJTPO staff,
 - Possibly interview SJTPO staff to determine agency needs,
 - Etc.
- Assessment of Current Website (analytical assessment of use, navigation, etc)
 - Discuss sitemap, propose and negotiate navigation
- Present initial design concepts to SJTPO for approval/edit
- Port current SJTPO website by January 2016
- **First draft of website no later than Friday, February 26, 2016**

- Meeting(s) after release of first draft to discuss firm decisions and/or SJTPO comments/changes
- Second draft of website based on SJTPO changes to first draft
 - Meeting(s) after release of second draft to discuss firm decisions and/or SJTPO comments/changes
- Additional drafts as needed
- **Final website live by Friday, June 10, 2016**
- Regular check-ins with project manager (every 1-2 weeks at minimum)
- SJTPO staff training to use website management tool

H. Schedule

We anticipate a Notice to Proceed on or about Wednesday, December 2, 2015 and the entire project must be completed by Friday, June 10, 2016.

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| ● Wednesday, August 26, 2015 | RFP Issued |
| ● Wednesday, September 16, 2015 | Questions about RFP Due |
| ● Friday, September 18, 2015 | Answers to Questions about RFP Published |
| ● Wednesday, September 30, 2015 | Proposal Due Date |
| ● Monday, November 23, 2015 | Policy Board Action |
| ● Wednesday, December 2, 2015 | Notice to Proceed (on or about) |
| ● January 2016 | Port Current SJTPO website to New Host |
| ● Friday, February 26, 2016 | First Draft Website Due |
| ● Friday, June 10, 2016 | Anticipated Final Website Completion |
| ● Thursday, June 30, 2016 | Contract End Date |

III. CONSULTANT SELECTION

SJTPO's consultant selection is a quality-driven selection process. This is based primarily on an assessment of the technical qualifications of responding firms. However, as a project that does not relate to a direct Planning or Engineering element, we have added consideration for value and cost to ensure that public dollars are being utilized in the wisest manner possible. A review committee will evaluate each proposal and may recommend firms to present additional information and appear for interviews; or, the proposal may be the sole basis for the selection.

Upon selection, SJTPO will negotiate a final price with the selected firm. Negotiations and award of the contract will be to the firms that provide the most advantageous proposals. If we cannot negotiate an acceptable contract with the selected firm, negotiations will be terminated and SJTPO will initiate discussions with the second ranked firm.

LATE PROPOSALS WILL NOT BE EVALUATED.

The submission should be stapled or bound with no loose pages. The following criteria have been established to guide the evaluation of each consultant proposal with each criterion weighted as indicated below.

A. Technical Approach (Criterion weight: 30 percent)

1. Demonstrate a clear understanding of the effort and products required.
2. Explicit consideration of the features listed in Section II, *Scope of Work*.
3. Innovations or efficiencies to be used in completing the project with descriptions of how they add value to the project.
4. Demonstrate an ability to perform needed tasks and meet stated completion date.
5. Quality, clarity, thoroughness in addressing required tasks and submission guidelines.
6. Demonstrate the ability to complete project within the schedule stated in this document.

B. Value Given Stated Cost (Criterion weight: 30 percent)

1. Thoroughly addresses the full scope of the project as described within the RFP and includes cost.
2. Demonstrates a reasonable cost, particularly when evaluated against all of the elements included in the technical scope, demonstrating a great overall value to SJTPO.
3. Innovations proposed that add value for SJTPO or add efficiencies to the project can enhance this evaluation.

C. Firm/Staff Qualifications (Criterion weight: 30 percent)

1. Demonstrate successful experience of the firm or team (particularly recent) on similar projects.
2. Demonstrate expertise in specialized areas required for this project.
3. Firm(s) references submitted with proposal.
4. Availability of resources needed to successfully complete the project.
5. Staffing Plan demonstrates staff (particularly Project Manager) ability to successfully complete project.
6. Resumes demonstrate staff (particularly Project Manager) experience successfully implementing similar projects.

D. DBE/ESBE Utilization (Criterion weight: 10 percent)

1. DBE/ESBE firm must be explicitly identified. If a specific DBE/ESBE firm is not identified, a zero percent DBE/ESBE commitment will be assumed.
2. Staffing Plan clearly states the hours and specific tasks of DBE/ESBE staff as well as dollar figures or each and percent of total budget to be dedicated to DBE/ESBE firm(s).

Federal and State goals for DBE/ESBE participation must be addressed explicitly in the proposal. This is satisfied by stating the percentage of total project cost devoted to DBE/ESBE firm involvement in the Technical Proposal. See Section IV for definition of DBE/ESBE firms. Note: SJTPO utilizes the most recent NJDOT federally approved DBE/ESBE goal (for FY 2014), which is 12.49 percent.

The highest-ranking firms may be invited, at the option of SJTPO, to an interview to present relevant details of their proposals and introduce key staff.

The cost proposals must include a price and level of effort for the Scope of Work. All other charges, such as fringe benefit, overhead, profit, etc., must be identified, yielding a total project cost. Proposals and costs should address the full scope of the project as described within the RFP. Proposals, however, should detail any concerns which impact successful completion of the project as described herein or if additional innovations or alternative tasks are recommend to enhance the intended project scope. Cost proposals must include all tasks or alternatives discussed within the technical proposal. If applicable, multiple costs scenarios are acceptable.

IV. DISADVANTAGED BUSINESS ENTERPRISE (DBE) AND EMERGING SMALL BUSINESS PARTICIPATION (ESBE)

A. General

Regulations of the Department of Transportation relative to Non-Discrimination in Federally assisted projects of the Department of Transportation (49 CFR Part 21), is made part of the Agreement. In order to ensure The State of New Jersey Department of Transportation (NJDOT) achieves its federally mandated statewide DBE goal, SJTPO encourages the participation of Disadvantaged Business Enterprise (DBE) or Emerging Small Business Enterprise (ESBE), as defined below, in the performance of consultant contracts financed in whole or in part with federal funds.

1. Disadvantaged Business Enterprise (DBE) is defined in 49 CFR Part 26, as a small business concern (from Section 3 of the Small Business Act), which is:

- a.** At least 51 percent owned by one or more socially and economically disadvantaged' individuals, or in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more 'socially and economically disadvantaged' individuals, and
- b.** Whose management and daily business operations are controlled by one or more of the 'socially and economically disadvantaged' individuals who own it.

'Socially and economically disadvantaged' is defined as individuals who are citizens of the United States (or lawfully permanent residents) and who are: "Black Americans," "Hispanic Americans", "Native Americans," "Asian-Pacific Americans", "Asian-Indian Americans", "Women" (regardless of race, ethnicity, or origin); or "Other" disadvantaged pursuant to Section 8 of the Small Business Act).

2. Emerging Small Business Enterprise (ESBE) is defined as a firm that has met the following criteria and obtained small business certification as an ESBE by The State of New Jersey Department of Transportation:

- a.** A firm must meet the criteria for a small business as defined by the Small Business Administration in 13 CFR Part 121, which includes annual receipts from all revenues,

including affiliate receipts which equates to the annual arithmetic average over the last 3 completed tax years, or by the number of employees.

- b. The small business must be owned by individuals who do not exceed the personal net worth criteria established in 49 CFR Part 26, which is \$750,000. All appropriately certified DBEs fall into this definition due to their size.

B. Policy

The CONTRACTOR agrees that DBE/ESBE firms shall have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part with Federal funds provided under this Agreement, the CONTRACTOR and its subcontractors shall not discriminate on the basis of race, color, national origin or sex in the award and performance of USDOT-assisted contracts in accordance with 49 CFR Part 21. DBE requirements of 49 CFR Part 23 applies to this agreement. The SJTPO strongly encourages the use of DBE/ESBEs in all of its contractual efforts.

C. Certified DBE/ESBE Firms

A list of certified ESBE firms is compiled and is effective for contracts on a per calendar year basis. Current guidance on DBE/ESBE is available on the website of the New Jersey Department of Transportation (www.state.nj.us/transportation/business/civilrights). Firms who wish to be considered for DBE/ESBE certification are encouraged to contact the NJDOT Office of Civil Rights directly for information on the certification process. Once a firm is certified, the federal portion of the dollar value of the contract or subcontract awarded to the DBE/ESBE is generally counted toward the applicable DBE/ESBE goal. If state matching and/or non-matching funds are also awarded to a DBE/ESBE, the total dollar value of the DBE/ESBE contract or subcontract may also be counted toward the applicable DBE/ESBE goal.

There are only two lists that count towards meeting this DBE/ESBE goal. Firms should check these sites PRIOR TO submitting a proposal.

1. New Jersey ESBE: http://50.62.131.238/Productions/NJDOT_ESBE/biz_esbe/
2. New Jersey DBE: <http://www.njucp.net/>

There are some certifications that have similar requirements, such as MBE, SBE, or any similar certifications in another state – THESE DO NOT COUNT for this goal.

D. Consultant Documentation

If applicable, the Consultant must demonstrate sufficient reasonable efforts to meet the DBE/ESBE contract goals. Additionally, SJTPO has a long-standing commitment to maximize business opportunities available to DBE/ESBE firms. The consultant's contract is subject to all federal, state, and local laws, rules, and regulations, including but not limited to, non-discrimination in employment and affirmative action for equal employment opportunity. The consultant's contract obligates the consultant to aggressively pursue DBE/ESBEs for participation in the performance of contracts and subcontracts financed in whole or in part with

Federal funds. The consultant cannot discriminate on the basis of race, color, national origin, or sex in the award and performance of federally assisted contracts. The consultant contract specifies the DBE/ESBE goal and the DBE/ESBE participation rate for that contract, if applicable. The prime consultant contract must document, in writing, all of the steps that led to any selection of the DBE/ESBE firm(s). Prior to the award of a consultant contract, the consultant must demonstrate sufficient reasonable efforts to utilize DBE/ESBE firms. SJTPO utilizes the most recent NJDOT federally approved DBE/ESBE goal (for FY 2014), which is 12.49 percent.

If, at any time a firm intends to subcontract or modify any portion of the work already under contract, or intends to purchase material or lease equipment not contemplated during the original preparation of the cost proposal, the firm must notify SJTPO in writing. If, as a result of any subcontract, modification, purchase order, or lease, the actual DBE/ESBE or participation rate for the consultant's contract is in danger of falling below the agreed upon DBE/ESBE participation, then a request must be made for a DBE/ESBE Goal Exemption Modification through SJTPO.

V. EQUAL EMPLOYMENT OPPORTUNITY PROVISION

- A.** Consultants and subconsultants shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of this contract.
- B.** All potential Consultants must demonstrate a commitment to the effective implementation of an affirmative action plan or policy on equal employment opportunity. The potential Consultant must insure equal employment opportunity to all persons and not discriminate against any employee or applicant for employment opportunity because of race, color, religion, sex, national origin, physical disability, mental disorder, ancestry, marital status, criminal record, or political beliefs. The Consultant must uphold and operate in compliance with Executive Order 11246 and as amended in Executive Order 11375, Titles VI and VII of the Civil Rights Act of 1964, the Equal Employment Opportunity Act of 1972, and the Fair Employment Practices Act.
- C.** In response to this Request for Qualifications/Request for Proposals, the Consultant should furnish a detailed statement relative to its Equal Employment Opportunity practices and any statistical employment information that it deems appropriate, relative to the composition of its work force or its subconsultants.

VI. INSURANCE REQUIREMENTS

- A.** The Consultant shall carry and maintain in full force and effect for the duration of this contract, and any supplement thereto, appropriate insurance. The Consultant shall submit to the SJTPO, a Certificate of Insurance indicating the existence of the coverage required. Policies shall be issued by an insurance company authorized to do business in the State of New Jersey; and approved by the SJTA.
- B.** Insurance similar to that required by the Consultant shall be provided by or on behalf of all subconsultants to cover its operation(s) performed under this contract, and include in all

subcontracts. The Consultant shall not be issued the Notice to Proceed until evidence of the insurance coverage required has been received, reviewed, and accepted by the SJTPO.

C. The insurance coverage under such policy or policies shall not be less than specified herein.

1. Worker's Compensation and Employer's Liability:
 - a. Each Accident \$ 100,000
 - b. Disease-Each Employer \$ 100,000
 - c. Disease Policy Limit \$ 500,000

2. Comprehensive General Liability:
 - a. Bodily Injury
 - Each Person \$ 250,000
 - Each Occurrence \$ 1,000,000
 - b. Property Damage
 - Each Person \$ 1,000,000
 - Aggregate \$ 2,000,000

3. Comprehensive Automobile Liability:
 - a. Bodily Injury
 - Each Person \$ 500,000
 - Each Occurrence \$ 1,000,000
 - b. Property Damage
 - Each Occurrence \$ 250,000

4. Professional Liability Insurance:
 - a. Claims made/aggregate \$ 1,000,000

EXHIBIT A**P.L. 1975, C. 127 (N.J.A.C. 17:27)
MANDATORY AFFIRMATIVE ACTION LANGUAGE****PROCUREMENT, PROFESSIONAL, AND SERVICES CONTRACTS**

During the performance of this contract, the contractor agrees as follows:

The contractor or subcontractor, where applicable, will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, sex, affectional or sexual orientation. The contractor will take affirmative action to ensure that such applicants are recruited and employed, and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, sex, affectional or sexual orientation. Such action shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting forth provisions of this nondiscrimination clause;

The contractor or subcontractor, where applicable will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, sex, affectional or sexual orientation;

The contractor or subcontractor, where applicable, will send to each labor union or representative or workers with which it has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer advising the labor union or workers' representative of the contractor's commitments under this act and shall post copies of the notice in conspicuous places available to employees and applicants for employment;

The contractor or subcontractor; where applicable, agrees to comply with the regulations promulgated by the Treasurer pursuant to P.L. 1975, c. 127, as amended and supplemented from time to time and the Americans with Disabilities Act;

The contractor or subcontractor agrees to attempt in good faith to employ minority and female workers consistent with the applicable county employment goals prescribed by N.J.A.C. 17:27-5.2 promulgated by the Treasurer pursuant to P.L. 1975, c. 127, as amended and supplemented from time to time or in accordance with a binding determination of the applicable county employment goals determined by the Affirmative Action Office pursuant to N.J.A.C. 17:27-5.2 promulgated by the Treasurer pursuant to P.L. 1975, c. 127, as amended and supplemented from time to time;

The contractor or subcontractor agrees to inform in writing appropriate recruitment agencies in the area, including employment agencies, placement bureaus, colleges, universities, labor unions, that it does not discriminate on the basis of age, creed, color, national origin, ancestry, marital status, sex,

affectional or sexual orientation, and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices;

The contractor or subcontractor agrees to revise any of its testing procedures, if necessary, to assure that all personnel testing conforms with the principles of job-related testing, as established by the statutes and court decisions of the State of New Jersey and as established by applicable Federal law and applicable Federal court decisions;

The contractor or subcontractor agrees to review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, creed, color, national origin, ancestry, marital status, sex, affectional or sexual orientation, and conform with the applicable employment goals, consistent with the statutes and court decisions of the State of New Jersey, and applicable Federal law and applicable Federal court decisions; and

The contractor and its subcontractors shall furnish such reports or other documents to the Affirmative Action Office as may be requested by the office from time to time in order to carry out the purpose of these regulations, and public agencies shall furnish such information as may be requested by the Affirmative Action Office for conducting a compliance investigation pursuant to **Subchapter 10 of the Administrative Code (NJAC 17:27)**.

EXHIBIT B**NOTICE TO ALL BIDDERS
SET-OFF FOR STATE TAX**

Please be advised that, pursuant to P.L. 1995, c.159, effective January 1, 1996, and notwithstanding any provision of the law to the contrary, whenever any taxpayer, partnership or S corporation under contract to provide goods or services or construction projects to the State of New Jersey or its agencies or instrumentalities, including the legislative and judicial branches of State government, is entitled to payment for those goods or services at the same time a taxpayer, partner or shareholder of that entity is indebted for any State tax, the Director of the Division of Taxation shall seek to set off that taxpayer's or shareholder's share of the payment due the taxpayer, partnership or S corporation. The amount set off shall not allow for the deduction of any expenses or other deductions, which might be attributable to the taxpayer, partner, or shareholder subject to set-off under this act.

The Director of the Division of Taxation shall give notice of the set-off to the taxpayer and provide an opportunity for a hearing within 30 days of such notice under the procedures for protests established under R.S. 54:49-18. No requests for conference, protest, or subsequent appeal to the Tax Court from any protest under this section shall stay the collection of the indebtedness. Interest that may be payable by the State, pursuant to P.L. 1987, c.184 (c.52:32-32 et seq.), to the taxpayer shall be stayed.

EXHIBIT C

**REQUIRED AFFIRMATIVE ACTION EVIDENCE FOR
PROCUREMENT, PROFESSIONAL AND SERVICES CONTRACTS**

All successful vendors must submit one of the following within seven (7) days of the notice of intent to award:

- 1. A photocopy of their Federal Letter of Affirmative Action Plan Approval; OR
- 2. A photocopy of their Certificate of Employee Information Report; OR
- 3. A completed Affirmative Action Employee Information Report (AA302).

PLEASE COMPLETE THE FOLLOWING QUESTIONNAIRE AS PART OF THE BID PACKAGE IN THE EVENT THAT YOU OR YOUR FIRM IS AWARDED THIS CONTRACT.

- 1. Our company has a Federal Letter of Affirmative Action Plan Approval.
Yes _____ No _____
- 2. Our company has a Certificate of Employee Information Report.
Yes _____ No _____
- 3. Our company has neither of the above. Please send Form #AA302
(AFFIRMATIVE ACTION EMPLOYEE INFORMATION REPORT)
_____ Check here

NOTE: This form will be sent only if your company is awarded the bid.

I certify that the above information is correct to the best of my knowledge.

NAME: _____
(Please type or print)

SIGNATURE: _____

TITLE: _____

DATE: _____

PHONE: _____

FAX: _____

EXHIBIT D

SAMPLE STAFFING PLAN IN PROPOSAL

Staff Name	Title	Hours per Task								Billable Rate	Total Hours	Total Cost
		First task	Second task	Third task	Fourth task	Fifth task	Sixth task	Seventh task	Eighth task			
		1	2	3	4	5	6	7	8			
Company 1												
[Name]*	Project Manager	25	0	20	0	15	0	41	0	\$100	70	\$7,000
[Name]*	Planner 1	5	0	4	0	2	3	1	4	\$50	19	\$950
Company 1 Subtotal		30	0	24	0	17	3	42	4		89	\$7,950
Company 2 (DBE Firm)												
[Name]*	Technician 1	0	8	0	2	0	0	0	0	\$75	10	\$750
[Name]*	Technician 2	0	6	0	4	0	0	0	0	\$75	10	\$750
Company 2 Subtotal		0	14	0	6	0	0	0	0		20	\$1,500
Sub-Total Hours		30	14	24	6	17	3	42	4		119	\$9,450

* Staff Name should generally be included; however, staff title may be substituted, where appropriate

Note: All titles, numbers, number of companies, etc. used in this table are illustrative only. The table is only used to show the types of information required in each Staffing Plan. Format may differ from the table shown above as long as it includes, at a minimum, the information shown above.

APPENDIX A

INTEGRATED CONTENT MANAGEMENT SYSTEM (CMS) COMPONENTS AND WEBSITE TOOLS

The listing below represents functional categories and is not comprehensive; vendors are strongly encouraged to add components/tools, which they provide that, are not listed below. The selected website vendor will be able to provide the desired components shown. All items included below should be considered essential, except those designated as optional (marked with an asterisk) under the module “Function” section. Vendors are asked to respond to all module functions.

Number/Module Name		Function (functions marked with * are optional)	Offered by Vendor (Yes/No)	Vendor Comment
1	Agenda Management	Upload, manage agendas*		
2	Audience based navigation	Intuitive design navigation features*		
3	Automatic expirations	Expiration dating and dated posting		
4	Breadcrumbs	Or comparable navigation tool		
5	Browser based administration	Update, delete, and create template-based web pages		
6	Calendar	Update/publish calendars		
7	Calendar subscription	Download ics/web cal file*		
8	Contact Us	Dynamic content		
9	Cascading Style Sheet (CSS)	Customizable templates		
10	Citizen request tracker	Self-serve request tracking*		
11	Directories, listings	Dynamic content		
12	Document repository	Portal to upload, store, and retrieve documents in PDF and Word format.		
13	E-subscriptions	User managed electronic subscription for communications		
14	Emergency Notification	Global site notification*		
15	Exit Page	Notice of leaving site		
16	Frequently Asked Questions	Dynamic content		
17	Hit Tracking	Analytics and site audit reports		
18	Hyperlink utility	Link function and notification utility		
19	Intranet/Extranet	User restricted pages		
20	Maps	Dynamic location function*		
21	Multi-lingual/Translator	Dynamic content		

Number/Module Name		Function (functions marked with * are optional)	Offered by Vendor (Yes/No)	Vendor Comment
22	News & Announcements	Dynamic content		
23	News Releases	Online publishing		
24	Newsletters	Subscription and online publishing*		
25	Online forms	Online fillable forms/ publishing/ tracking		
26	Photo Gallery	Dynamic content*		
27	Printable pages	Print friendly function		
28	Public Notices	Dynamic content		
29	Rotating Photos/Banner Ads	Dynamic image display		
30	RSS feeds out	Registration by function		
31	Shortcuts	Web editor ability to redirect truncate URLs		
32	Site search	Internal site search engine with maximized third-party software inclusion		
33	Social media interface	Scalable interface with Twitter and other social media sites.		
34	Survey/polling capability	Poll/question/answer tracking		
35	Site Index	Automated index		
36	Third party vendor software interface/integration	Interface with current third party systems such as: ArcGIS Online, MailChimp, YouTube, Google Apps, iFrame compatibility		
37	Video hosting	Server storage		

APPENDIX B**SJTPO SITEMAP AND NEW CONTENT****Current Sitemap**

This current sitemap is included for informational purposes only, organization and content will be discussed with the selected firm and SJTPO will make a decision as to what content will be kept, updated, removed. Applicants should familiarize themselves with SJTPO and our website prior to submitting a proposal (www.sjtpo.org).

- 1. About SJTPO**
 - a. About the MPO Process
 - b. About the Region
 - c. Policy Board
 - d. Technical Advisory Committee (TAC)
 - e. Citizens Advisory Committee (CAC)
 - f. Join our Mailing List

- 2. Funding Opportunities**
 - a. Jobs and RFPs
 - b. Congestion Mitigation and Air Quality (CMAQ)
 - c. Highway Safety Improvement Program (HSIP)
 - d. Safe Routes to School (SRTS)
 - e. Transportation Alternatives Program (TAP)
 - f. Projects and Programs
 - g. Transportation Improvement Program (TIP)
 - h. Safety
 - i. Travel Demand Model (SJTDM)
 - j. Environment and Air Quality

- 3. Documents and Reports**
 - a. Regional Transportation Plan (RTP)
 - b. Transportation Improvement Program (TIP)
 - c. Unified Planning Work Program (UPWP)
 - d. Public Involvement Plan (PIP)
 - e. Regional Planning Studies
 - f. Local Planning Studies
 - g. Statewide Plans
 - h. On the Go Newsletter

- 4. Data and Maps**
 - a. Maps
 - b. Data for Download

- 5. Get Involved**
 - a. Get Involved in the Planning Process
 - b. About the MPO Process
 - c. Citizens Advisory Committee (CAC)
 - d. Join Our Email List
 - e. Contact Your Jurisdiction
 - f. Feedback and Surveys
 - g. Public Involvement Plan (PIP)
 - h. Follow SJTPO on Twitter

- 6. [Direct Links on all pages]**
 - a. Follow SJTPO on Twitter
 - b. Join Our Email List
 - c. Feedback and Surveys
 - d. Glossary
 - e. Staff and Directions
 - f. Jobs and RFPs
 - g. Useful Links
 - h. Conditions of Use

- 7. [Quick Links on the Home Page]**
 - a. Learn About Traffic Safety
 - b. Policy Board Information
 - c. Technical Advisory Committee (TAC)
 - d. Citizens Advisory Committee (CAC)
 - e. Jobs and RFPs
 - f. Transportation Improvement Program (TIP)
 - g. Unified Planning Work Program (UPWP)
 - h. SJTPO On the Go
 - i. Join Our Email List

New Pages to the Website

Also included for informational purposes, the following indicates the content that SJTPO intends to add to the website. The need to add these large sections of content in a clear, meaningful way was largely the impetus for this project.

- 1. Traffic Safety Programs:** Menu of our programs, quick information on each, users can select the program(s) they are interested in, and submit their information to request a presentation. Programs listed will link to a more descriptive page for each. Very brief descriptions of each are shown at www.sjtpo.org/TrafficSafety.html however this will be enhanced to create content for each of the pages shown below.
 - a. Car-Fit for Seniors
 - b. Child Passenger Safety
 - c. Teen Program
 - d. Belts on Bones
 - e. Belts, Bones, and Buses
 - f. Most Dangerous Place on Earth
 - g. Car Crashes, It's Just Physics
 - h. Share the Keys
 - i. Other Programs in the Region
 - j. Community Events

- 2. Safety Topics:** We will have conversations with the selected firm regarding these pages. This section will include the following series of informational pages on each of the safety topics based on New Jersey's Strategic Highway Safety Plan (Currently in final development).
 - a. Drowsy and Distracted Driving
 - b. Aggressive Driving
 - c. Impaired Driving
 - d. Mature Drivers
 - e. Teen Drivers
 - f. Unbelted Occupants (Seatbelts)
 - g. Unlicensed Drivers
 - h. Pedestrians
 - i. Bicycles
 - j. Motorcycles
 - k. Heavy Vehicles
 - l. Lane Departures
 - m. Intersections
 - n. Work Zone Safety
 - o. Vehicle-Train Safety