

Chesapeake Bay Bridge-Tunnel
Website Redesign and Digital Marketing Services
RFP# F-21-001

I. Project Overview

The Chesapeake Bay Bridge-Tunnel's existing website, www.cbbt.com, is chock-full of information – from history and facts to travel information, investor relations, project information, meeting notices, employment opportunities and much more. The existing site is very templated and is in dire need of a refresh that will deliver the appropriate information to the appropriate audience in an easy-to-find and concise manner. That's where you come in! We are seeking a qualified and experienced web design and digital marketing firm to not only assist with the redesign of the existing website but to further assist with the creation and implementation of a digital marketing strategy that complements the new website and portrays a cohesive brand across all platforms.

II. About Us

The Chesapeake Bay Bridge and Tunnel District, hereafter referred to as the "District," is a political subdivision of the Commonwealth of Virginia tasked with the management and operation of the Chesapeake Bay Bridge-Tunnel, or "CBBT." This facility is a four-lane, 20-mile vehicular toll crossing that traverses the mouth of the Chesapeake Bay and connects Virginia's Eastern Shore with the Virginia Beach/Norfolk area. The facility replaced a ferry system in April 1964, and upon its opening, was deemed one of the Seven Engineering Wonders of the World. Today, the facility welcomes more than 4 million vehicles annually and the District remains committed to providing the traveling public with a safe, cost effective and unique driving experience across the Chesapeake Bay.

The CBBT does not receive any federal, state or local tax monies for its day-to-day operations. A toll is collected from all vehicles in each direction. The toll schedule features seasonal pricing, with Peak Season defined as Friday thru Sunday during the period of May 15 thru September 15. Off-Peak Season is any other time. A complete toll schedule can be viewed on the existing website at www.cbbt.com/travel-information/toll-schedule/. Vehicle statistical information can be found in the quarterly reports that are also available on the website at www.cbbt.com/investor-relations/.

III. Objectives

The District seeks a partner with a proven skillset to assist with this two-fold project:

A. The redesign of the existing website

- Strengthen online presence with a dynamic website that is complimentary to the digital marketing efforts that are being served.
- Streamline existing information and present in a comprehensive, cohesive manner
- Provide easy-to-navigate information for travelers
- Current site is WordPress, but open to other platforms if it provides better functionality and ease of use.
- Google Analytics is a must!
- Site needs to be responsive and should translate well on mobile and tablet as well as desktop. Approximately 70% of the current users access the site via a mobile device.
- Visually pleasing and compelling look, with enhanced photography, videography and graphics
- Fast-loading pages and easy navigation
- Social Media plug-ins, to include but not limited to Facebook, Instagram, Twitter, and YouTube
- Search Engine Optimization (SEO) – All web pages should have a unique SEO target with matching title and unique meta descriptions
- Unique landing pages for digital marketing campaigns
- Include a resource repository that is accessible and downloadable.
- Ability to display and house limited streaming video as well as photo library and weather feed
- Continued ability to provide employee information (log-in and password required)
- Ability to provide continued support and maintenance for the website, including technology updates, usage reports, SEO, and routine maintenance schedules.
- Willingness to work with District staff in completing updates/revisions to website information in a timely manner.
- Ability and willingness to archive superseded web pages as well as new items.
- “Turnkey” project, providing the District with full control of the site, with the ability to easily update content, add new pages and or sections as necessary.

- All templates and web-based accesses will be provided to the District to allow the ability to change/add content as necessary.
 - Technical expertise and the ability to provide ongoing support and web optimization ideas are requested on an as-needed basis.
 - The CBBT will take full responsibility for the content, general maintenance and administration of this website upon the completion of this redesign. All content, coding and graphics will become the sole property of the Chesapeake Bay Bridge and Tunnel District.
 - Web hosting will also be considered but will be negotiated separate and distinct from this RFP.
- B. A Digital Marketing Campaign that includes the creation of dynamic, flexible and informative digital strategy and media to promote travel across this facility.
- Significantly increase new and continuing usage of the CBBT by all classes and types of motor vehicles, with a focused campaign on the peak summer season, beginning in May and continuing through September and possibly into the shoulder season.
 - To promote the CBBT as the most competitive and economical highway artery between selected origins and destinations.
 - Maintain a positive image of the CBBT, realizing that this facility is not just a transportation facility but an attraction to many who visit the surrounding areas.
 - All digital marketing should have a clear “call-to-action” to a landing page on the redesigned website for ease of trackability.
 - Provide ongoing reporting regarding the performance of the campaign in relation to key performance indicators, at least monthly.

Each of these components should enhance and promote the overall CBBT brand image in a cohesive manner.

IV. Proposals

Each Offeror shall supply the following information for evaluation. This information is merely a tool in the decision process and we may utilize all or any part of it as we believe will serve the District’s best interest.

- A. Tell us about you! Submit a brief history and description of you and/or your business.

- i. Describe your abilities.
- ii. Explain how you will handle the District account and why you feel you are the best qualified candidate for this project.
- iii. Give descriptions of your experience with accounts or industries similar to the Bridge-Tunnel, specifically travel advertising.
- iv. Identify personnel who will have primary responsibility of the District account and provide their qualifications and experience.
 - 1. List all services provided internally and services provided by any outsourced consultants. If outsourced consultants are used, please provide a brief description of each, its roles and capabilities.

B. Project Approach: Tell us your approach/philosophy for providing services to the CBBT.

- i. Clearly explain all steps involved in performing the work and length of time required to complete the work for each portion of this two-fold project. Please provide a schedule/timeline for each project.
- ii. Identify digital marketing tools that will be used to target potential travelers to this region, including but not limited to social media platforms.
- iii. Identify a digital marketing plan to build upon the CBBT's brand image, and promote positive awareness to the target audiences.
- iv. Identify a data measurement and optimization plan.

C. References

- i. Provide at least three (3) client references.
- ii. Give descriptions of your experience with accounts or industries similar to the Bridge-Tunnel, specifically travel advertising.
- iii. Share any additional services that you may be able to offer the District to enhance this project.

D. Offerors may be called upon to make formal presentations to a District evaluation committee.

E. Provide one original plus five (5) copies of your proposal in response to this RFP.

V. **Budget:** The budget for this project is also two-fold. While we are looking for a cohesive proposal with complementing assets, we would like for the cost proposal to be broken down as two separate projects: website redesign and digital marketing campaign.

A. **Website:** Offerors should provide an estimate of cost and effort for redesigning the website and assume a not-to- exceed project budget of \$50,000.

- i. Proposal pricing should include all necessary development and work required to fully implement an operational website.
- ii. Provide pricing for Time and Expense detailed rates for the requested scope. Assume that monthly progress billings will be paid by the District.
- iii. Provide a list of any proposed software or licensing necessary for the rebuild and future maintenance of this site, including any that would require renewal fees for continued maintenance and usability.
- iv. Proposal should include the necessary training for a minimum of three (3) District personnel on the new website and its operating system. It is anticipated that this training can be completed within an eight-hour period and shall take place in the offices of the Chesapeake Bay Bridge-Tunnel Administration Building, located at 32386 Lankford Highway, Cape Charles, VA.
- v. Identify rates for providing additional future support as needed.

B. **Digital Marketing Campaign:** Offerors should provide an estimate of cost and effort with a not-to- exceed annual budget of \$75,000 for the initial year.

- i. **Itemized Schedule:** A detailed schedule should be provided showing an estimated allocation of the budget for the initial year of the contract. The schedule should clearly detail the allocation between digital asset creation, direct ad spend by channel, strategy development, campaign management and any other fees. The District recognizes that this is for estimation purposes only. The budget allocation will be refined on an ongoing basis as the overall project strategies are optimized throughout the project/campaign.

VI. Term of Work: Services under this RFP are expected to commence upon the award of the contract and continue until December 31, 2022 (“Initial Term”), with the option to renew for up to three (3) successive one-year periods.

VII. Evaluation Criteria

The District seeks to contract for services described herein with the responding Offeror who submits the best proposal. The written proposals and any oral presentations will be evaluated by the District based on the following criteria:

A. Compliance with Proposal Criteria/Comprehensiveness (10%)

Proposal satisfies all legal and procedural requirements of the District and this RFP.

B. Scope of Work (60%)

- Offeror’s background
- Ability to provide services
- Responsiveness and thoroughness of proposal
- Description of proposed methods of providing services
 - Proposed digital marketing plan
 - Understanding of desired market penetration
 - Identifiable target markets
- Demonstrates a knowledge and understanding of our brand in the marketplace and the shifting dynamics of how customers receive and use information today.
- Demonstrates a knowledge and understanding of the local travel and tourism market within the Outer Banks/Coastal Virginia corridor.

C. Experience and Expertise in Similar Projects (30%)

- Experience
- Qualifications of Personnel
- Certifications
- References

The District may require telephone conference(s), meeting(s), and/or an oral presentation from one or more Offerors as part of the evaluation process. Any such meetings or presentations shall take place at the District Administration Office, 32386 Lankford Highway, Cape Charles, VA. Meetings may be conducted virtually.

VIII. Format of Response

Proposals shall be prepared simply and economically, providing a straightforward, concise description of the Offeror’s (or team’s) capabilities to satisfy the requirements of this Request for Proposal. Emphasis should be on completeness and clarity of content. Responses should be organized in a manner that allows for easy identification of all required items listed under Section IV. Proposals.

IX. Schedule

The timetable for this RFP is as follows:

	Description	Date
1.	Issuance of Request for Proposals	November 3, 2021
2.	Question Period Ends	November 10, 2021
3.	Final Response to any Questions	November 15, 2021
4.	Proposal Due Date	November 23, 2021
5.	Evaluation of Proposals	November 24- December 3, 2021
6.	Interviews	December 6-10, 2021
7.	Award of Contract	December 17, 2021

X. Proposal Submission

All proposals should be submitted no later than 4:00 pm on November 23, 2021. One (1) original and five (5) copies should be mailed to the following:

Attn: Paige Addison
Marketing Specialist
Chesapeake Bay Bridge and Tunnel District
32386 Lankford Highway
Cape Charles, VA 23310

Please note “Website Redesign and Digital Marketing Proposal RFP #F-21-001” in the lower right corner of your package.

Due to our location on the lower Delmarva Peninsula, Federal Express and similar courier services do not guarantee overnight delivery to the Chesapeake Bay Bridge-Tunnel Administrative Offices; therefore, proposers should not expect one-day service. Proposals received after the designated date and time will not be considered.

Proposers may submit questions regarding this RFP by sending an email to paddison@cbbt.com with a copy to marketing@cbbt.com. All questions must be received by 4 pm (EST) on November 10, 2021. Please reference this RFP in the email subject line. The CBBT reserves the right to group similar questions when providing answers. Responses to all questions received in response to this RFP will be posted as an ADDENDUM to this RFP on the CBBT's website at www.cbbt.com/request-for-proposals/ by November 15, 2021.

XI. Clarification Process

Information from Offerors may be requested by the District for the purpose of clarifying ambiguities or questioning information presented in the proposal. Clarifications may be sought throughout the process of evaluation. It is incumbent on the Offeror to respond adequately and in a timely fashion to these requests.

The District may require telephone conference(s), meeting(s), and/or an oral presentation from one or more Offerors as part of the evaluation process. Any such meetings or presentations shall take place at the District Administration Office, 32386 Lankford Highway, Cape Charles, VA.

XII. Proposal Acceptance Period

The proposal and any modifications thereof shall be binding upon the Offeror for 90 days following the proposal due date. Any proposal on which the Offeror shortens the acceptance period may be rejected.

XIII. Rejection/Negotiation of Proposals

The District reserves the right to reject any or all proposals, to waive any informality in proposals received, and to negotiate and to accept the proposal which shall be in its best interest.

XIV. Cost Liability

The District assumes no responsibility and no liability for cost incurred by any firm prior to the issuance of an agreement or contract.

XV. Termination of Contract

The District reserves the right to terminate, without reason, any contract entered into as a result of this RFP, provided written notice is given to the firm at least thirty (30) days prior to such proposed termination date.

XVI. Ownership of Materials

Ownership of all data, material and documentation originated and prepared for the District with this Request for Proposal shall belong exclusively to the District and be subject to public disclosure under the Virginia Freedom of Information Act.

XVII. Award of Contract

The Executive Director of the Chesapeake Bay Bridge and Tunnel District will award the contract to the Offeror selected in accordance with the Virginia Public Procurement Act.

CHESAPEAKE BAY BRIDGE AND TUNNEL DISTRICT

**RETURN ONE COPY OF THIS PAGE WITH ORIGINAL
SIGNATURE TO EACH PROPOSAL AND COPY**

In compliance with the Request for Proposal (RFP#F-21-001), and subject to all conditions imposed therein, the undersigned offers and agrees to furnish the services in accordance with the attached proposal or as mutually agreed by subsequent negotiation.

Name and Address of Firm:

Telephone No. _____ Fax No. _____

Email Address of Contact: _____

Date: _____

By: _____

(Signature in Ink)

Name: _____

Title: _____