



Capitol Corridor Joint Powers Authority Capitol Corridor Website Redesign Request for Proposal

CAPITOL CORRIDOR
JOINT POWERS AUTHORITY
2150 WEBSTER STREET
3RD FLOOR
OAKLAND, CA 94612
(V) 510.464.6995
(F) 510.464.6901
www.capitolcorridor.org

Capitol Corridor Joint Powers Authority (CCJPA) is seeking proposals from experienced and qualified website design agencies or consultants to provide comprehensive website redesign services. The goal of this redesign is to enhance the overall user experience, improve website performance, modernize the digital presence, and ensure that the design reflects CCJPA's brand and business goals. We are particularly looking for a solution that focuses on intuitive navigation, mobile responsiveness, SEO optimization, and modern, appealing design. This contract is estimated run for the period of May 1, 2025, through June 30, 2026, pending secured funding.

ABOUT THE CAPITOL CORRIDOR/CCJPA

Capitol Corridor is an intercity rail service connecting the most economically vibrant urban centers in the Northern California megaregion – from the Sacramento capital to the tech hub of Silicon Valley, and includes San Francisco, Oakland, and Berkeley. With a Café Car and free Wi-Fi on board, Capitol Corridor trains provide a convenient, reliable, and comfortable alternative to the congested I-80, I-680, and I-880 freeways for both work and leisure travelers. The extensive network of bus connections further extends Capitol Corridor's reach to destinations like Reno, Lake Tahoe, Santa Cruz, and Monterey. Capitol Corridor operates fast, reliable and affordable intercity rail service to 18 stations in 8 Northern California counties: Placer, Sacramento, Yolo, Solano, Contra Costa, Alameda, San Francisco, and Santa Clara, a 170-mile rail corridor. Six local transit agencies in the eight-county service area provide the administration and management of Capitol Corridor through the CCJPA. The San Francisco Bay Area Rapid Transit District (BART) is the CCJPA's administrative managing agency and provides day-to-day management support to the CCJPA.

Project Overview

The Capitol Corridor website (capitolcorridor.org) serves both passengers and stakeholders, offering information about ticketing, fare offers, rider information, stations, schedule, service alerts, blog, CCJPA's Board of Directors, and related programs and projects.

The website redesign should address the following:

- **User Experience (UX) Design:** Redesign the website to enhance ease of navigation, intuitive flow, accessibility, and seamless interaction for all types of users.
- **User Interface (UI) Design:** Provide a modern, visually appealing design that aligns with our brand identity, is compatible with the Amtrak® booking widget, and can effectively display key items such as our service alerts, route map, schedules, FAQs,

and other calls-to-action (CTAs). This should be achieved while keeping Capitol Corridor branding guidelines.

- **Mobile Optimization:** The website must be fully responsive across all screen sizes and devices, including desktops, tablets, smartphones and must be functional with all standard web browsers.
- **Search Engine Optimization (SEO):** Ensure the website is built with SEO best practices, including clean code, optimized images, proper header tags, meta descriptions, and structured data.
- **Integrations:** Zoho, Granicus, Legistar (or similar), GTFS Realtime, and others, and be fully translated.
- **Website Performance:** Improve page load times and ensure the site performs well across all devices and internet speeds.
- **Content Management System (CMS):** A user-friendly, flexible CMS that allows our team to easily update and manage content including a blog, events calendar, document repository, etc. CMS should connect to our current Google Analytics account.
- **Security:** Ensure robust security practices, including SSL certificates, secure login protocols, and protection against common vulnerabilities.

SCOPE OF WORK

1. **Research & Discovery:** Conduct target audience research and focus groups to define user personas and design the site based on the preferences and behaviors of our key audience groups. Also, conduct competitor analysis to identify opportunities and areas for improvement.
2. **Design:** Create wireframes for key pages to outline the structure and layout. Provide design mockups of key pages and offer an interactive prototype for testing. Ensure that the website's visual design aligns with Capitol Corridor's current brand guidelines. Focus on intuitive user flows, easy navigation, and accessibility. Site should comply with the American Disabilities Act (ADA). Finally, develop a content prioritization and site-map method to govern the layout and hierarchy of the site. All items should incorporate feedback and approval from CCJPA.
3. **Development:** Convert approved mockups into responsive HTML, CSS, and JavaScript (and all other pertinent languages as applicable), ensuring compatibility with modern browsers. Build a secure and scalable back-end system, integrating necessary features such as Amtrak® booking widget, etc. Optimize the site structure for SEO, including metadata, schema markup, and clean code for indexing by search engines. SEO strategy to receive input and approval by CCJPA. Migrate existing content from the old site to the new platform. Integration of translations, contact forms, blog, social media, Google Analytics, etc. Ensure hosting and domain registration is established as well as the Secure Sockets Layer (SSL) certificate.

4. **Quality Assurance/Quality Control & Testing:** Test the website across a variety of devices and browsers to ensure a consistent experience. Conduct usability testing to assess user interactions and gather feedback before the final launch. Address any bugs, broken links, or technical issues discovered during testing. Conduct CMS platform training for CCJPA staff who will have editor or administration access. Launch site.
5. **Maintenance Services, Website Improvements, Customer Service:** Hosting maintenance including monthly backups, software updates, security updates and plug-in updates. Monthly reporting on site analytics. General content updates and new content development based on the needs of CCJPA and its marketing program.
6. **Budget & Administration:** The project should not exceed more than \$200,000.00 for all work. The budget should cover:
 - i. Website design and development costs
 - ii. Any third-party tools, licenses, or plugins required
 - iii. Content migration
 - iv. Post-launch support and maintenance
 - v. Ongoing costs (e.g., hosting, SSL, etc.)

Total compensation for all services (and reimbursement for expenses) shall not exceed \$200,000.00. Agency services shall be billed monthly based on deliverables outlined in the scope. Agency will submit status reports of tasks accomplished each calendar month of the contract and payment will be made within thirty (30) days of receipt of an acceptable invoice and reimbursable receipts, approved by the Project Director or a designated representative, provided a completed form W-9 is on file with the CCJPA.

All travel costs, shipping/mail, telephone/fax charges, and firm administrative costs must be included in the proposed budget. Travel costs must adhere to the State of CA travel guidelines. Any additional services requested by CCJPA that do not fall under this scope of work shall be compensated outside of this contract on a project basis as estimated by firm and as approved by CCJPA.

Final budget will be determined at the time of contract signing.

Deliverables

- Design, develop, and launch newly designed capitolcorridor.org
- Implementation and maintenance of current website security
- ADA testing and compliance
- Complete test set-up on test site
- Hosting, domain registration, SSL certificate
- Hosting maintenance that includes monthly backups, software updates, and plug-in updates and progress reports
- Website 'Playbook' with user instructions and style guide
- CMS platform training for CCJPA staff who will have editor or administration access

CCJPA will retain ownership rights to all work product created through this project in perpetuity.

PROPOSALS

The selected firm will deliver a fully optimized and modern website, incorporate Capitol Corridor's brand and style guidelines, and perform technical and administrative tasks typically associated with website services.

CCJPA requires that the firm have at least 5 years of experience with contracts valued at \$100,000 or more, preferably in the travel, leisure destination, public sector and/or transportation industries.

Proposals should consist of no more than 7-10 pages and include the following:

- Overview of firm, including brief description of each team member, including subconsultants, and experience.
- Samples of relevant work for previous/current clients (may include brief client case studies).
- Past clients and projects related to travel and/or transportation, or transferable experience. Brief client case studies should include cost breakdown.
- General website development recommendations and/or description of firm's website development strategy for this proposed website redesign project.
- Estimated cost breakdown of budget including firm fees.
- References.
- *Strong preference for account contact to be based in same time zone (Pacific Time) as client.*

JUDGING CRITERIA

Account Team Breadth of team, relevant experience, accessibility.	20%
Budget The maximum funding available for this campaign is \$200,000 and proposals should not exceed that amount.	25%
Experience with developing complex websites	30%
Experience in the travel or transportation industries, or transferable experience preferred	20%
References	5%

SUBMISSION

Proposals (e-mail preferred) must be received by **3pm PT on April 7, 2025**, to:

Sabrina Dueñas, Marketing

sabrinad@capitolcorridor.org

Capitol Corridor Joint Powers Authority

2150 Webster St, 3rd Fl

Oakland CA 94612

Capitolcorridor.org

ATTACHMENT A:

Professional Services Agreement (PSA) Template

[INSERT DATE]

NAME

COMPANY NAME

STREET ADDRESS

CITY STATE ZIP

Subject: Professional Services Agreement No. XXXXXX

[INSERT PROJECT NAME HERE]

This letter is an Agreement between the CAPITOL CORRIDOR JOINT POWERS AUTHORITY ("CCJPA") and **[INSERT CONSULTANT NAME HERE]** ("CONSULTANT") for the performance of professional services in connection with **[INSERT PROJECT NAME HERE]** ("Agreement").

SCOPE OF WORK

All work shall be performed by CONSULTANT as described in Exhibit 1 of this Agreement (see attached) and as may be modified by written amendments mutually agreed to by the parties. As described in Exhibit 1, the Project Director will approve a work plan within the defined "Scope of Services" for the CONSULTANT prior to the CONSULTANT's commencement of work. This Agreement is not exclusive. CCJPA expressly reserves the right to contract for performance of services such as those described herein by and through other CONSULTANT(s).

COMPENSATION AND METHOD OF PAYMENT

CONSULTANT will be paid no more than **[INSERT TOTAL AMOUNT HERE]**, as full compensation for the satisfactory completion of all services set forth in Exhibit 1 below. This sum includes payment for taxes, insurance, and fringe benefits, as well as indirect costs, administrative costs, overhead and profit allowance, materials and supplies. Subject only to duly executed change orders, it is expressly understood and agreed that in no event will the total compensation to be paid to CONSULTANT under this Agreement exceed the sum of **[INSERT TOTAL AMOUNT HERE]**.

In no event shall CONSULTANT invoice for costs which CCJPA has disallowed or otherwise indicated that it will not recognize.

CHANGES AND EXTRA SERVICES

During the term of this Agreement CCJPA may, at its sole discretion, incorporate additional services into this Agreement on the same terms as set forth in the SCOPE OF WORK above for this Agreement. Authorization for additional services will be incorporated into this Agreement by written change order(s) executed by CCJPA and CONSULTANT, which shall specify the changes ordered and the adjustment of compensation and completion time required therefor.

Any services added to the scope of this Agreement by a change order shall be executed under all applicable conditions of this Agreement. No claim for additional compensation or extension of time shall be recognized unless contained in a duly executed change order.

INVOICES

CONSULTANT shall complete and submit an Internal Revenue Service form W-9, Request for Taxpayer Identification Number, and Certification, to CCJPA at the address shown below, indicating this Agreement name and number. CONSULTANT agrees to file such tax forms as may be reasonably requested by CCJPA to implement Internal Revenue Code Section 3406 and to accept as part of any compensation due, any payment made by CCJPA to the Internal Revenue Service pursuant to that Section. Total compensation for all services (and reimbursement for expenses) shall not exceed **[INSERT TOTAL AMOUNT HERE]**. CONSULTANT services shall be billed monthly in the manner provided for in Exhibit 1, and payment will be made within thirty (30) days of receipt of an acceptable invoice, approved by the Project Director or a designated representative, provided a completed form W-9 is on file with the CCJPA.

The completed form W-9 and all invoices, indicating this Agreement name and number, shall be delivered or mailed to CCJPA as follows:

Capitol Corridor Joint Powers Authority
300 Lakeside Drive, 14th Floor East
Oakland CA 94612

TIME OF PERFORMANCE

Performance will begin as of **[INSERT DATE HERE]** and be completed by **[INSERT DATE HERE]**, unless this Agreement is terminated earlier by either CONSULTANT or CCJPA as provided below.

PROGRESS REPORTS

CONSULTANT shall submit to the Project Director a periodic progress report concerning the Scope of Services performed. The Project Director shall define the frequency and form of the progress reports to be submitted.

RECORDS

CONSULTANT shall maintain full and adequate records to show the actual time devoted and the cost incurred by CONSULTANT with respect to the performance of services under this Agreement.

FINANCIAL ADMINISTRATION

CONSULTANT shall establish and maintain records pertaining to fiscal activities arising from this Agreement. CONSULTANT's accounting system shall conform to generally accepted accounting principles and all records shall provide a breakdown of total costs arising from this Agreement, including properly executed payrolls, time records, invoices and voucher

TERMINATION

Either CONSULTANT or CCJPA may terminate this Agreement without cause upon 15 days prior written notice. Consultant may invoice the CCJPA for the pro rata portion of the fee for services actually performed subsequent to the issuance of the written notice when such services provide a satisfactory return to the District. Any amendment to this Agreement must be in writing and signed by both CONSULTANT and CCJPA. Upon CCJPA's termination of this Agreement for default by CONSULTANT or any portion thereof, CCJPA reserves the right to complete the work by whatever means it deems expedient and the expense of completing such work as well as any and all damages proximately caused by the default shall be charged to CONSULTANT. If CONSULTANT should be in default and fails

to remedy this default within five days from receipt from CCJPA of notice of such default, CCJPA may in its discretion terminate this Agreement or such portion thereof as CCJPA determines is most directly affected by the default.

FORCE MAJEURE

The performance of work under this Agreement may be terminated by CCJPA, in its discretion, upon application therefor by CONSULTANT for unforeseen causes beyond the control and without the fault or negligence of CONSULTANT, including acts of God, acts of the public enemy, governmental acts, fires and epidemics if such causes irrecoverably disrupt or render impossible CONSULTANT's performance hereunder. An "act of God" shall mean an earthquake, flood, cyclone, or other cataclysmic phenomenon of nature beyond the power of CONSULTANT to foresee or make preparation in defense against.

MATTERS CONFIDENTIAL AND PRIVILEGED

CONSULTANT agrees to treat as confidential and return to CCJPA all data, specifications, reports, drawings, and other materials made available by CCJPA for CONSULTANT's use in performing its services under this Agreement. At no time shall CONSULTANT use or disclose or make available, other than in the performance of CONSULTANT's services for CCJPA, confidential information gained in the course of or by reason of CONSULTANT's retention by CCJPA and/or performance of services for CCJPA, nor shall CONSULTANT permit such use or disclosure, without prior written approval by CCJPA. It is the intention of CCJPA to preserve and make use of all applicable legal privileges, and CONSULTANT shall make all reasonable efforts to cooperate with CCJPA in this regard.

OWNERSHIP OF WORK PRODUCTS

All drawings, designs, specifications, manuals, reports, studies, surveys, models, software (including source code), and any other documents, materials, data and products ("Work Products") prepared or assembled by CONSULTANT or obtained from others ("Subconsultants") by CONSULTANT in connection with the services under this Agreement shall be the property of CCJPA; and copies shall be delivered to CCJPA promptly upon the completion of the work or upon an earlier termination of the Agreement. CONSULTANT shall be responsible for the preservation of any and all Work Products prior to transmittal to CCJPA; and CONSULTANT shall replace any such Work Products as are lost, destroyed or damaged while in CONSULTANT's possession without additional cost to CCJPA.

DATA TO BE FURNISHED BY CCJPA

All data, reports, surveys, studies, drawings, and any other documents and materials made available to CONSULTANT by CCJPA for use by CONSULTANT in the performance of its services under this Agreement shall be made available for information only and shall be returned to CCJPA at the completion or termination of this Agreement.

ASSIGNMENT OF RIGHTS

CONSULTANT hereby assigns to CCJPA all right, title and interest including, but not limited to, copyright, patent, trademark and trade dress rights, in and to the Work Products. CONSULTANT acknowledges CCJPA's exclusive rights to reproduce, publish, display, create derivative works from, sell, transfer or otherwise exploit ("Use"), and permit others to Use all or any part of the Work Products, and to obtain and hold in its own name patents, copyright and/or trademark registrations for the Work Products. CONSULTANT shall provide all documentation, information and assistance reasonably required by CCJPA to obtain such registrations or patents, or with respect to claims that third parties have infringed the Work Products.

WARRANTY OF WORK PRODUCT

CONSULTANT warrants and represents that the Work Products are original to CONSULTANT or CONSULTANT's Subconsultants and shall not infringe the copyright, trademark, trade secret, privacy, publicity, patent or other intellectual property or proprietary rights of any third party; CONSULTANT shall not attempt to license or transfer to any person or entity any interest in the Work Products; and CONSULTANT shall obtain from all Subconsultants written assignment of all right, title and interest, including copyright and other intellectual property rights, in their contributions to the Work Products.

INDEPENDENT CONSULTANT

In performing services under this Agreement, CONSULTANT shall act as an independent contractor and not as an agent or employee of CCJPA. CONSULTANT shall have no authority to contract in the name of CCJPA and CONSULTANT shall be responsible for its own acts and those of its agents and employees. CONSULTANT has, and hereby retains, full control over the employment, direction, compensation and discharge of all persons employed by CONSULTANT who are assisting in the performance of services under this Agreement. CONSULTANT shall be fully responsible for all matters relating to the payment of its employees, including compliance with social security, withholding tax and all other laws and regulations governing such matters.

CONSULTANT shall comply with all CCJPA operating rules and procedures that relate to any performance of services on CCJPA property.

INSURANCE

The insurance requirements under this Agreement are set forth in Attachment A, incorporated herein and by this reference made a part hereof.

INDEMNIFICATION

CONSULTANT agrees to indemnify and hold harmless the CCJPA and the San Francisco Bay Area Rapid Transit District (BART) as CCJPA's managing agency, their directors, officers, agents and employees from all liability, damages and expenses resulting from CONSULTANT's acts or omissions and that of its agents, employees or Subconsultants in the performance of its services and CONSULTANT agrees to defend at its expense all legal proceedings brought against CCJPA and BART as managing agency, as a consequence of CONSULTANT's services and to pay any resulting judgments (including costs and attorney's fees). Such indemnification includes without limitation any violation of proprietary rights, copyrights, rights of privacy, arising out of the publication, translation, reproduction, delivery, use or disposition of any data furnished under this Agreement.

FAIR EMPLOYMENT PRACTICES

In connection with the performance of services provided for under this Agreement, CONSULTANT agrees that it shall not, on the grounds of race, religion, color, national origin, ancestry, disability, medical condition, Veteran's status, marital status, sex, sexual orientation, age, or family care leave, discriminate or permit discrimination against any person or group of persons in any manner prohibited by Federal, State or local laws. For purposes of this Agreement, "sexual orientation" shall mean a preference for heterosexuality, homosexuality or bisexuality; or having a history of, or being identified with, any such preference.

LAWS AND REGULATIONS

CONSULTANT shall comply with any and all laws, statutes, ordinances, rules, regulations, and procedural requirements of any national, state or local government, and of any agency of such government, including CCJPA, which relate to or in any manner affect the performance of this Agreement. In addition, this Agreement and any documents supplied hereunder are subject to public inspection under the California Public Records Act, California Government Code Section 6250 et seq., unless exempted by law.

CHOICE OF LAW

All questions pertaining to the validity and interpretation of this Agreement shall be determined in accordance with the laws of the State of California applicable to agreements made and to be performed within the State without reference to conflicts of law principles. The Parties agree that the jurisdiction and venue of any dispute between the Parties to this AGREEMENT shall be exclusively vested in the Superior Court of California, County of Alameda or, if federal jurisdiction is appropriate, exclusively in the United States District Court for the Northern District of California, in Oakland, California.

CONFLICTS OF INTEREST

CONSULTANT, its Subconsultants and suppliers shall perform all work under this Agreement in conformance with all applicable statutes and regulations pertaining to conflicts of interest, including but not limited to, the financial reporting requirements and the conflict prohibitions of federal law and California law (see, e.g., Government Code Section 1090 et seq., Government Code Section 87100 et seq. and Title 2, Division 6 of the California Code of Regulations). When, in the judgment of CCJPA, it is necessary in order to avoid any potential conflicts of interest, CONSULTANT, its Subconsultants and suppliers may be precluded from subsequently participating as a vendor or consultant on projects for which they are providing services under this Agreement.

SITE SECURITY AND ACCESS

Prior to commencement of work, CONSULTANT shall comply with CCJPA's site security requirements which include, but are not limited to, requiring photographic identification badges, submitting names and dates of birth of all personnel, including Subconsultants and suppliers of any tier, working on CCJPA property or facilities. All badges shall be returned to CCJPA at the completion of work hereunder. In the event CONSULTANT fails to comply with CCJPA's site security requirements, CONSULTANT's personnel, including Subconsultants and suppliers, may not be allowed on the jobsite. No extension of time for completion of work or additional compensation for delay claims shall be granted in the event such personnel are excluded from CCJPA property or facilities.

ASSIGNMENT OF AGREEMENT

CONSULTANT will not assign or subcontract any part of this Agreement without the prior consent of CCJPA, and any attempt to do so will be void and unenforceable. In the event that CONSULTANT enters into one or more subcontracts pursuant to this Article, it is understood and agreed that any participating subconsultants shall be solely and directly responsible to CONSULTANT, and CCJPA shall have no obligation to them.

AUDIT

CONSULTANT will permit CCJPA and its authorized representatives to inspect, examine, make excerpts from, transcribe and copy CONSULTANT's books, work, documents, papers, materials, payrolls, records, accounts, and any and all data relevant to this Agreement at any reasonable time for purposes of auditing and verifying statements, invoices or bills submitted by CONSULTANT pursuant to this Agreement. CCJPA's right to inspect and audit shall continue for a period of three years after final payment under this Agreement, and CONSULTANT shall not dispose of or destroy relevant records for that period of time, or until all pending matters are closed, whichever is later.

Pursuant to California Government Code Section 8546.7, the parties to this Agreement shall be subject to the examination and audit of the State Auditor, at the request of CCJPA or as part of any audit of CCJPA by the State Auditor, for a period of three years after final payment under this Agreement. The examination and audit shall be confined to those matters connected with the performance of this Agreement, including, but not limited to, the cost of administering the Agreement.

NOTICES

Except for invoices submitted by CONSULTANT pursuant to COMPENSATION AND PAYMENT, and INSURANCE provisions above, all notices required hereunder or other communications to either party by the other may be given by personal delivery, U.S. Mail, courier service (such as Federal Express) or facsimile transmission. Notices shall be effective upon receipt at the following addresses:

To CCJPA by US Mail: Capitol Corridor Joint Powers Authority
300 Lakeside Drive, 14th Floor East
Oakland CA 94612

To CONSULTANT: NAME

COMPANY NAME

STREET ADDRESS

CITY STATE ZIP

Either party may change its address for notices by giving written notice of the new address as provided above.

SEVERABILITY

If any provision of this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remaining provisions shall nevertheless continue in full force without being impaired or invalidated in any way.

BENEFIT OF AGREEMENT

This Agreement shall bind and benefit the parties hereto and their assignees, successors and permitted assigns.

ENTIRE AGREEMENT

This Agreement is the entire agreement of the parties, and supersedes and replaces all prior communications, written and oral, regarding the subject matter hereof. CONSULTANT represents that in entering into this Agreement, it has not relied on any previous representations, inducements, or understandings, written or oral, of any kind or nature.

If CONSULTANT agrees, please sign both originals of this Agreement and return them to us. One original of the fully executed Agreement will be returned to CONSULTANT for its files.

Accepted and agreed to on _____.

(Date)

CAPITOL CORRIDOR JOINT POWERS AUTHORITY

[INSERT CONSULTANT NAME]

INSERT NAME

INSERT TITLE

INSERT NAME

INSERT TITLE