

REQUEST FOR PROPOSALS FOR

**Web Site Consulting Services for a
Fully Hosted Solution, Development & Updates**

ISSUING OFFICE

**Pennsylvania Turnpike Commission
Communications & Public Relations Department**

RFP NUMBER

09-10410-2072

DATE OF ISSUANCE

July 10, 2009

**REQUEST FOR PROPOSALS FOR
Web Site Consulting Services for a Fully Hosted Solution, Development & Updates**

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PART I

GENERAL INFORMATION FOR PROPOSERS

I-1. Purpose. This request for proposals (RFP) provides interested Proposers with sufficient information to enable them to prepare and submit proposals for consideration by the Pennsylvania Turnpike Commission (Commission) to satisfy a need for web site consulting services to provide a fully hosted solution, development and updates for the Commission's public web site and web based applications, and development and updates for the Commission's intranet sites.

I-2. Issuing Office. This RFP is issued for the Commission by:

Mailing Address:

Pennsylvania Turnpike Commission
Communications & Public Relations Department
P.O. Box 67676
Harrisburg, PA 17106-7676

Physical Address:

Pennsylvania Turnpike Commission
Communications & Public Relations Department
700 South Eisenhower Blvd.
Middletown, PA 17057

Contact:

Lorie Gray, Customer Communications Manager
Phone: (717) 939-9551, ext. 2844
Fax: (717) 986-8786
E-Mail: lgray@paturnpike.com

The Issuing Office is the sole point of contact in the Commission for this RFP.

I-3. Scope. This RFP contains instructions governing the proposals to be submitted and the material to be included therein; a description of the service to be provided; requirements which must be met to be eligible for consideration; general evaluation criteria; and other requirements to be met by each proposal.

I-4. Problem Statement. The Commission is in need of a consultant to perform web site services including a fully hosted solution, development, updating and other related services for the Commission's existing public web site and web-based applications, and development and updating services for the intranet sites. A detailed work statement is provided in Part IV of this RFP.

I-5. Type of Contract. It is proposed that if a contract is entered into as a result of this RFP, it will be a fixed monthly fee for hosting, and updates for the Commission's public web site, and updates to the Commission's intranet sites. All other work will be billed hourly on a project-by-project basis. The Commission may in its sole discretion undertake negotiations with Proposers whose proposals as to price and other factors show them to be qualified, responsible, and capable of performing the work.

I-6. Rejection of Proposals. The Commission reserves the right to reject any and all proposals received as a result of this request, or to negotiate separately with competing Proposers.

I-7. Subcontracting. Any use of subcontractors by a Proposer must be identified in the proposal. During the contract period use of any subcontractors by the selected Proposer, that were not previously identified in the proposal, must be approved in advance in writing by the Commission.

A firm that responds to this solicitation as a prime may not be included as a designated subcontractor to another firm that responds to the same solicitation. **Multiple responses under any of the foregoing situations may cause the rejection of all responses of the firm or firms involved.** This does not preclude a firm from being set forth as a designated subcontractor to more than one prime contractor responding to the project advertisement.

I-8. Incurring Costs. The Commission is not liable for any costs the Proposer incurs in preparation and submission of its proposal, in participating in the RFP process or in anticipation of award of contract.

I.9. Questions and Answers. Written questions may be submitted to clarify any points in the RFP which may not have been clearly understood. Written questions should be submitted to the Issuing Office at the address indicated above to be received no later than **Monday, July 27, 2009. Questions submitted by email should include RFP 09-10410-2072 in the Subject line.** All questions and written answers will be issued as an addendum to and become part of this RFP.

I-10. Addenda to the RFP. If it becomes necessary to revise any part of this RFP before the proposal response date, addenda will be posted to the Commission's website under the original RFP document. It is the responsibility of the Proposer to periodically check the website for any new information or addenda to the RFP.

The Commission may revise a published advertisement. If the Commission revises a published advertisement less than ten days before the RFP due date, the due date will be extended to maintain the minimum ten-day advertisement duration if the revision alters the project scope or selection criteria. Firms are responsible to monitor advertisements/addenda to ensure the submitted proposal complies with any changes in the published advertisement.

I-11. Response. To be considered, proposals must be delivered to the Pennsylvania Turnpike Commission's Contracts Administration Department, Attention: Fran Furjanic, on or before **12:00 Noon on Wednesday, August 19, 2009.** The Pennsylvania Turnpike Commission is located at 700 South Eisenhower Boulevard, Middletown, PA 17057 (Street address). Our mailing Address is P. O. Box 67676, Harrisburg, PA 17106.

Please note that use of U.S. Mail delivery does not guarantee delivery to this address by the above-listed time for submission. Proposers mailing proposals should allow sufficient delivery time to ensure timely receipt of their proposals. If the Commission office location to which proposals are to be delivered is closed on the proposal response date, due to inclement weather, natural disaster, or any other cause, the deadline for submission shall be automatically extended until the next Commission business day on which the office is open. Unless the Proposers are otherwise notified by the Commission, the time for submission of proposals shall remain the same.

I-12. Proposals. To be considered, Proposers should submit a complete response to this RFP, using the format provided in PART II. Each proposal should be submitted in **six (6)** copies to the Contract Administration Department. No other distribution of proposals will be made by the Proposer. Each proposal page should be numbered for ease of reference. Proposals must be signed by an official authorized to bind the Proposer to its provisions and include the Proposer's Federal Identification Number. For this RFP, the proposal must remain valid for at least 90 days. Moreover, the contents of the proposal of the selected Proposer will become contractual obligations if a contract is entered into.

Each and every Proposer submitting a proposal specifically waives any right to withdraw or modify it, except as hereinafter provided. Proposals may be withdrawn by written or telefax notice received at the Commission's address for proposal delivery prior to the exact hour and date specified for proposal receipt. However, if the Proposer chooses to attempt to provide such written notice by telefax transmission, the Commission shall not be responsible or liable for errors in telefax transmission. A proposal may also be withdrawn in person by a Proposer or its authorized representative, provided its identity is made known and it signs a receipt for the proposal, but only if the withdrawal is made prior to the exact hour and date set for proposal receipt. A proposal may only be modified by the submission of a new sealed proposal or submission of a sealed modification which complies with the requirements of this RFP.

I-13. Economy of Preparation. Proposals should be prepared simply and economically, providing a straightforward, concise description of the Proposer's ability to meet the requirements of the RFP.

I-14. Discussions for Clarification. Proposers who submit proposals may be required to make an oral or written clarification of their proposals to the Issuing Office to ensure thorough mutual understanding and Proposer responsiveness to the solicitation requirements. The Issuing Office will initiate requests for clarification.

I-15. Best and Final Offers. The Issuing Office reserves the right to conduct discussions with Proposers for the purpose of obtaining "best and final offers." To obtain best and final offers from Proposers, the Issuing Office may do one or more of the following: a) enter into pre-selection negotiations; b) schedule oral presentations; and c) request revised proposals. The Issuing Office will limit any discussions to responsible Proposers whose proposals the Issuing Office has determined to be reasonably susceptible of being selected for award.

I-16. Prime Proposer Responsibilities. The selected Proposer will be required to assume responsibility for all services offered in its proposal whether or not it produces them. Further, the Commission will consider the selected Proposer to be the sole point of contact with regard to contractual matters.

I-17. Proposal Contents. In accordance with the Pennsylvania Right-to-Know Law (RTKL), 65 P.S. § 67.707 (Production of Certain Records), Proposers shall identify any and all portions of their Proposal that contains confidential proprietary information or is protected by a trade secret. Proposals shall include a written statement signed by a representative of the company/firm identifying the specific portion(s) of the Proposal that contains the trade secret or confidential proprietary information.

Proposers should note that "trade secrets" and "confidential proprietary information" are exempt from access under Section 708(b)(11) of the RTKL. Section 102 defines both "trade secrets" and "confidential proprietary information" as follows:

Confidential proprietary information: Commercial or financial information received by an agency: (1) which is privileged or confidential; **and** (2) the disclosure of which would cause substantial harm to the competitive position of the person that submitted the information.

Trade secret: Information, including a formula, drawing, pattern, compilation, including a customer list, program, device, method, technique or process that: (1) derives independent economic value, actual or potential, from not being generally known to and not being readily ascertainable by proper means by other persons who can obtain economic value from its disclosure or use; **and** (2) is the subject of efforts that are reasonable under the circumstances to maintain its secrecy. The term includes data processing software by an agency under a licensing agreement prohibiting disclosure.

65 P.S. §67.102 (emphasis added).

The Office of Open Records has determined that a third party must establish a trade secret based upon factors established by the appellate courts, which include the following:

- the extent to which the information is known outside of his business;
- the extent to which the information is known by employees and others in the business;
- the extent of measures taken to guard the secrecy of the information;
- the value of the information to his business and to competitors;
- the amount of effort or money expended in developing the information; and
- the ease of difficulty with which the information could be properly acquired or duplicated by others.

See Crum v. Bridgestone/Firestone North Amer. Tire., 907 A.2d 578, 585 (Pa. Super. 2006).

The Office of Open Records also notes that with regard to “confidential proprietary information the standard is equally high and may only be established when the party asserting protection shows that the information at issue is either ‘commercial’ or ‘financial’ and is privileged or confidential, and the disclosure **would** cause substantial competitive harm.” (emphasis in original).

For more information regarding the RTKL, visit the Office of Open Records’ website at www.openrecords.state.pa.us.

I-18. Debriefing Conferences. Proposers whose proposals are not selected will be notified of the name of the selected Proposer and given the opportunity to be debriefed, at the Proposer’s request. The Issuing Office will schedule the time and location of the debriefing. The Proposer will not be compared with other Proposers, other than the position of its proposal in relation to all other proposals.

I-19. News Releases. News releases pertaining to this project will not be made without prior Commission approval, and then only in coordination with the Issuing Office.

I-20. Commission Participation. Unless specifically noted in this section, Proposers must provide all services to complete the identified work. The Project Manager will provide direction, feedback and guidance throughout the project. The issuing Office will not provide office space, reproduction facilities, or other logistical support

I-21. Cost Submittal. The cost submittal shall be placed in a separately sealed envelope within the sealed proposal and kept separate from the technical submittal. **Failure to meet this requirement may result in disqualification of the proposal.**

I-22. Term of Contract. The term of the contract will commence on the Effective Date (as defined below) and will end six years from that date with options for two, two-year renewals. The Commission shall fix the Effective Date after the contract has been fully executed by the Contractor and by the Commission and all approvals required by Commission contracting procedures have been obtained.

I-23. Proposer's Representations and Authorizations. Each Proposer by submitting its proposal understands, represents, and acknowledges that:

- a. All information provided by, and representations made by, the Proposer in the proposal are material and important and will be relied upon by the Issuing Office in awarding the contract(s). Any misstatement, omission or misrepresentation shall be treated as fraudulent concealment from the Issuing Office of the true facts relating to the submission of this proposal. A misrepresentation shall be punishable under 18 Pa. C.S. 4904.
- b. The price(s) and amount of this proposal have been arrived at independently and without consultation, communication or agreement with any other Proposer or potential Proposer.
- c. Neither the price(s) nor the amount of the proposal, and neither the approximate price(s) nor the approximate amount of this proposal, have been disclosed to any other firm or person who is a Proposer or potential Proposer, and they will not be disclosed on or before the proposal submission deadline specified in the cover letter to this RFP.
- d. No attempt has been made or will be made to induce any firm or person to refrain from submitting a proposal on this contract, or to submit a proposal higher than this proposal, or to submit any intentionally high or noncompetitive proposal or other form of complementary proposal.
- e. The proposal is made in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive proposal.
- f. To the best knowledge of the person signing the proposal for the Proposer, the Proposer, its affiliates, subsidiaries, officers, directors, and employees are not currently under investigation by any governmental agency and have not in the last four (4) years been convicted or found liable for any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding or proposing on any public contract, except as disclosed by the Proposer in its proposal.
- g. To the best of the knowledge of the person signing the proposal for the Proposer and except as otherwise disclosed by the Proposer in its proposal, the Proposer has no outstanding, delinquent obligations to the Commonwealth including, but not limited to, any state tax liability not being contested on appeal or other obligation of the Proposer that is owed to the Commonwealth.
- h. The Proposer is not currently under suspension or debarment by the Commonwealth, or any other state, or the federal government, and if the Proposer cannot certify, then it shall submit along with the proposal a written explanation of why such certification cannot be made.

- i. The Proposer has not, under separate contract with the Issuing Office, made any recommendations to the Issuing Office concerning the need for the services described in the proposal or the specifications for the services described in the proposal.
- j. Each Proposer, by submitting its proposal, authorizes all Commonwealth agencies to release to the Commission information related to liabilities to the Commonwealth including, but not limited to, taxes, unemployment compensation, and workers' compensation liabilities.

PART II

INFORMATION REQUIRED FROM PROPOSERS

Proposals must be submitted in the format, including heading descriptions, outlined below. To be considered, the proposal must respond to all requirements in this part of the RFP. Any other information thought to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal. Each proposal shall consist of two (2) separately sealed submittals. The submittals are as follows: (i) Technical Submittal, in response to Sections II-1 through II-7 hereof; (ii) Cost Submittal, in response to Section II-8 hereof.

The Commission reserves the right to request additional information which, in the Commission's opinion, is necessary to assure that the Proposer's competence, number of qualified employees, business organization, and financial resources are adequate to perform according to the RFP.

The Commission may make such investigations as deemed necessary to determine the ability of the Proposer to perform the work, and the Proposer shall furnish to the Issuing Office all such information and data for this purpose as requested by the Commission. The Commission reserves the right to reject any proposal if the evidence submitted by, or investigation of, such Proposer fails to satisfy the Commission that such Proposer is properly qualified to carry out the obligations of the agreement and to complete the work specified.

II-1. Statement of the Problem. State in succinct terms your understanding of the problem presented or the service required by this RFP.

II-2. Management Summary. Include a narrative description of the proposed effort and a list of the items to be delivered or services to be provided.

II-3. Work Plan. Describe in narrative form your technical plan for accomplishing the work. Use the task descriptions in Part IV of this RFP as your reference point. **Respondents should provide at least two examples of similar work.**

- a. Provide a plan for the transition of services from the current web site provider to the Proposer, and from the Proposer to any future service provider. The plan must provide for a seamless transition with no web site downtime and include a transition timeline.

II-4. Prior Experience. Describe your experience with other projects of similar nature. Experience shown should be work done by individuals who will be assigned to this project as well as that of your company. Studies or projects referred to should be identified and the name of the customer shown, including the name, address, and telephone number of the responsible official of the customer, company, or agency who may be contacted.

II-5. Personnel. Indicate the number and names of executive and professional personnel, analysts, auditors, researchers, programmers, consultants, etc., who will be engaged in the work. Show where these personnel will be physically located during the time they are engaged in the work. Indicate the responsibilities each will have in this project and how long each has been with your company. Identify subcontractors you intend to use and the services they will perform. Include through a resume, education and experience including but not limited to the following technologies and skill-sets, which are required for this project:

Programming and Database Related

- ASP.NET 1.1, 2.0, 3.5 / Language: VB.NET
- JavaScript and DHTML
- Client and Server-Side validation using built-in ASP.NET validation controls and custom-validation using a combination of VB.NET and JavaScript
- Server-Side Includes
- Classic ASP and VBScript
- VB Process Handling
- Compiled CGI utilization
- JavaScript for custom client-side validation
- AJAX-like functionality using DHTML concepts and technologies such as JavaScript, HTML, CSS and Document Object Model
- MS SQL Server 2000
 - Stored Procedures (T-SQL)
 - Database Views
 - Database Triggers
 - SQL Jobs
- A structured three-tier development process that includes an ASP.NET Presentation Layer, Business Logic Layer encapsulated in VB.NET Classes and a distinct Data Access Layer in .NET for database interaction
- GIOS PDF.NET Library for on-the-fly PDF generation
- Automated scripts triggered through the scheduler, written in VBScript
- Excel
- Ability to program against an Excel file
- Programmatic creation of Microsoft Excel files
- Programmatic creation of PDFs using VBScript and the Persits.PDF component
- Ability to integrate with web-based charting software
- XML Handling using ASP.NET via XMLReader and XMLWriter objects
- XML Handling using VBScript, Microsoft.XMLHttp, Microsoft.XMLDOM
- XML Handling in Flash using ActionScript
- Automatic retrieval of Web Content using Msxml2.SERVERXMLHTTP
- RSS Feeds
- Flash Development using ActionScript, using top-level and complex data-types
- Asterisk PBX – including asterisk-specific call plans, configuration file syntax, installation procedures, command line syntax, and log reading for support.
- PERL Scripting – All connections for storing and retrieving information to MySQL databases currently are streamlined in PERL for peak performance. This assists in efficiently storing caller information.

- MySQL Databases – All data that is relayed or received to the phone system is stored in MySQL databases integrated with a Linux/PERL environment.
- Access Layer in .NET for database interaction
- Oracle 9i
 - Stored Procedures (PL-SQL)

Networking and Systems Related

- High Availability Solution
- Microsoft's DFSR
- BGP Failover configurations
- Juniper Netscreen Firewall Configurations
- Microsoft's clustering technologies including NLB
- Proactive monitoring technologies and reactions procedures upon notices
- patch management technologies, including evaluating patches and their ramifications
- Qmail SMTP services (for E-mail notifications)
- Foundry Networks Server Iron for Load Balancing / Failover
- Linux Operating System , Linux-based programs, Asterisk-specific software installation/debugging, and OS recovery.
- General Telecom skills including call flow, call records, VoIP processing
- Video-Reflector capabilities

Design, Layout and Graphics Related

- Master Pages
- Adobe Creative Suite 4 (Flash, Illustrator, Photoshop, Dreamweaver, Acrobat)
- Alias 3ds Max (for the creation of advanced, photo-realistic 3D rendering and animation)
- Advanced Adobe Acrobat PDF form creation and Secure FDF data submission
- Creative illustration skills
- Video presentations
- Virtual Meeting Rooms/Conference Room
- Video/audio editing
- 100% content authoring and maintenance for web, print, radio, TV
- Presentations for tradeshow/public-meetings
- PC Virtualization for systems use and for website portability for demonstration

II-7. DBE/MBE/WBE Information. The Turnpike Commission is committed to the inclusion of disadvantaged, minority, and woman firms in contracting opportunities. **The minimum participation level for DBE/MBE/WBEs in this contract will be 10% total.** Responding firms shall clearly identify DBE/MBE/WBE firms, expected to participate in this contract, in their Proposal. If the selected firm does not meet the minimum requirement for DBE/MBE/WBE participation, they will be required to demonstrate good faith efforts to achieve the required level. Proposed DBE/MBE/WBE firms must be certified at the time of the submission of the proposal. If further information is desired concerning DBE/MBE/WBE participation, direct inquiries to the Contracts Administration Department by calling (717) 939-9551 Ext. 4241. The Commission recognizes the following small, disadvantaged, woman and minority-owned business certifications for this RFP:

PA Unified Certification Program www.paucp.com

PA Department of General Services www.dgs.state.pa.us

National Minority Supplier Development Council www.nmsdcus.org

Women Business Enterprise National Council www.wbenc.org

U.S. Small Business Administration small disadvantaged businesses or 8(a) small disadvantaged business concerns

II-8. Cost Submittal. The information requested in this section shall constitute your cost submittal. **The Cost Submittal shall be placed in a separate sealed envelope within the sealed proposal, separate from the technical submittal.**

Proposers should **not** include any assumptions in their cost submittals. If the proposer includes assumptions in its cost submittal, the Issuing Office may reject the proposal. Proposers should direct in writing to the Issuing Office pursuant to Part I-9 of this RFP any questions about whether a cost or other component is included or applies. All Proposers will then have the benefit of the Issuing Office's written answer so that all proposals are submitted on the same basis.

The total cost you are proposing must be broken down into the following components:

- a. Monthly Fee.** Provide a fixed monthly fee which includes the following:
 - Fully hosted solution for the Commission's public web site and web-based applications.
 - 40 hours of development/updating services for the Commission's public web site, web-based applications, and intranet sites.

- b. Direct Labor Costs.** Itemize to show the following for each category of personnel with a different rate per hour:
 - (1) Category: e.g., graphic designer, web designer, web programmer, database programmer/developer, site maintenance technician.
 - (2) Rate per hour.

- c. Labor Overhead.** Specify what is included and rate used. If there is no labor overhead rate in your proposal, so state.

- d. **Travel and Subsistence.** The Commission will **not** reimburse for transportation, lodging and meals in this contract.
- e. **Consultant Costs.** Itemize as in (b) above. If there are no consultant costs in your proposal, so state.
- f. **Subcontract Costs.** Itemize as in (b) above. If there are no subcontract costs in your proposal, so state.
- g. **Cost of Supplies and Materials.** Itemize. If there are no supplies and materials in your proposal, so state.
- h. **Other Direct Costs.** Itemize. If there are no other direct costs in your proposal, so state.
- i. **General Overhead Costs.** Specify what is included and rate used. If there are no general overhead costs in your proposal, so state.

Additional services to be performed during the term of this engagement such as those services discussed in Section IV-4 Tasks will be compensated at the standard hourly rates set forth in b. above.

Any costs not provided in the cost proposal will be assumed as no charge to the Commission.

The selected Proposer shall only perform work on this contract after the Effective Date is affixed and the fully-executed contract sent to the selected Proposer. The selected Proposer shall not start the performance of any work prior to the date set forth in the executed contract. The Commission shall not be liable to pay the selected Proposer for any service or work performed or expenses incurred before the date set forth in the contract. No Commission employee has the authority to verbally direct the commencement of any work under this Contract.

PART III

CRITERIA FOR SELECTION

III-1. Mandatory Responsiveness Requirements. To be eligible for selection, a proposal should be (a) timely received from a Proposer; (b) properly signed by the Proposer; and (c) formatted such that all cost data is kept separate from and not included in the Technical Submittal.

III-2. Proposals will be reviewed and evaluated by a committee of qualified personnel selected by the Commission. This committee will recommend for selection the proposal that most closely meets the requirements of the RFP and satisfies Commission needs. Award will only be made to a Proposer determined to be responsive and responsible in accordance with Commonwealth Management Directive 215.9, Contractor Responsibility Program.

III-3. The following criteria will be used in evaluating each proposal:

a. Understanding the Problem. This refers to the Proposer's understanding of the Commission needs that generated the RFP, of the Commission's objectives in asking for the services or undertaking the study, and of the nature and scope of the work involved.

b. Proposer Qualifications. This refers to the ability of the Proposer to meet the terms of the RFP, especially the time constraint and the quality, relevancy, and recency of projects completed by the Proposer. This also includes the Proposer's financial ability to undertake a project of this size.

c. Personnel Qualifications. This refers to the competence of professional personnel who would be assigned to the job by the Proposer. Qualifications of professional personnel will be measured by experience and education, with particular reference to experience on services similar to that described in the RFP.

d. Soundness of Approach. Emphasis here is on the techniques for collecting and analyzing data, sequence and relationships of major steps, and methods for managing the service/project. Of equal importance is whether the technical approach is completely responsive to all written specifications and requirements contained in the RFP and if it appears to meet Commission objectives.

e. Transition Plan. This refers to the Proposer's plan for the transition of services from the current web site consultant to the Proposer, and to any future service provider.

f. Cost. While this area may be weighted heavily, it will not normally be the deciding factor in the selection process. The Commission reserves the right to select a proposal based upon all the factors listed above, and will not necessarily choose the firm offering the best price. The Commission will select the firm with the proposal that best meets its needs, at the sole discretion of the Commission.

PART IV

WORK STATEMENT

IV-1. Objectives.

a. General. The goal of this solicitation is to select a web site consultant to provide a fully hosted solution, development, and updating services for The Pennsylvania Turnpike Commission's existing public web site (www.paturndpike.com) and web-based applications, and for development and updating services for the Commission's existing intranet sites.

IV-2. Nature and Scope of the Project. The Proposer will receive the original data, graphics, text and materials constituting the Commission's web site and web-based applications. The Proposer will provide a fully hosted solution, maintenance and updating services for the Commission's public web site. Proposer will also provide updating services for the Commission's intranet sites. Other related services including, but not limited to, development and creative design will be done on a project-by-project basis for both the public and intranet sites. Proposer shall maintain the web site in good working order including customer access and response times and promptly repair defects, errors and any malfunction in a workmanlike manner. Proposer will not have direct remote access to the PTC systems. Therefore, Proposer will be required to have staff available on site when needed to update the intranet sites on an as-needed basis. Proposer shall be available twenty-four hours a day, seven days a week for emergency web site services. Proposer will respond to web site problems within one hour and promptly provide estimated repair time.

IV-3. Requirements. The information contained in this section lists current requirements. Future upgrades may be necessary to maintain current customer access and response times if customer activity increases or other conditions warrant.

Technical Requirements

General

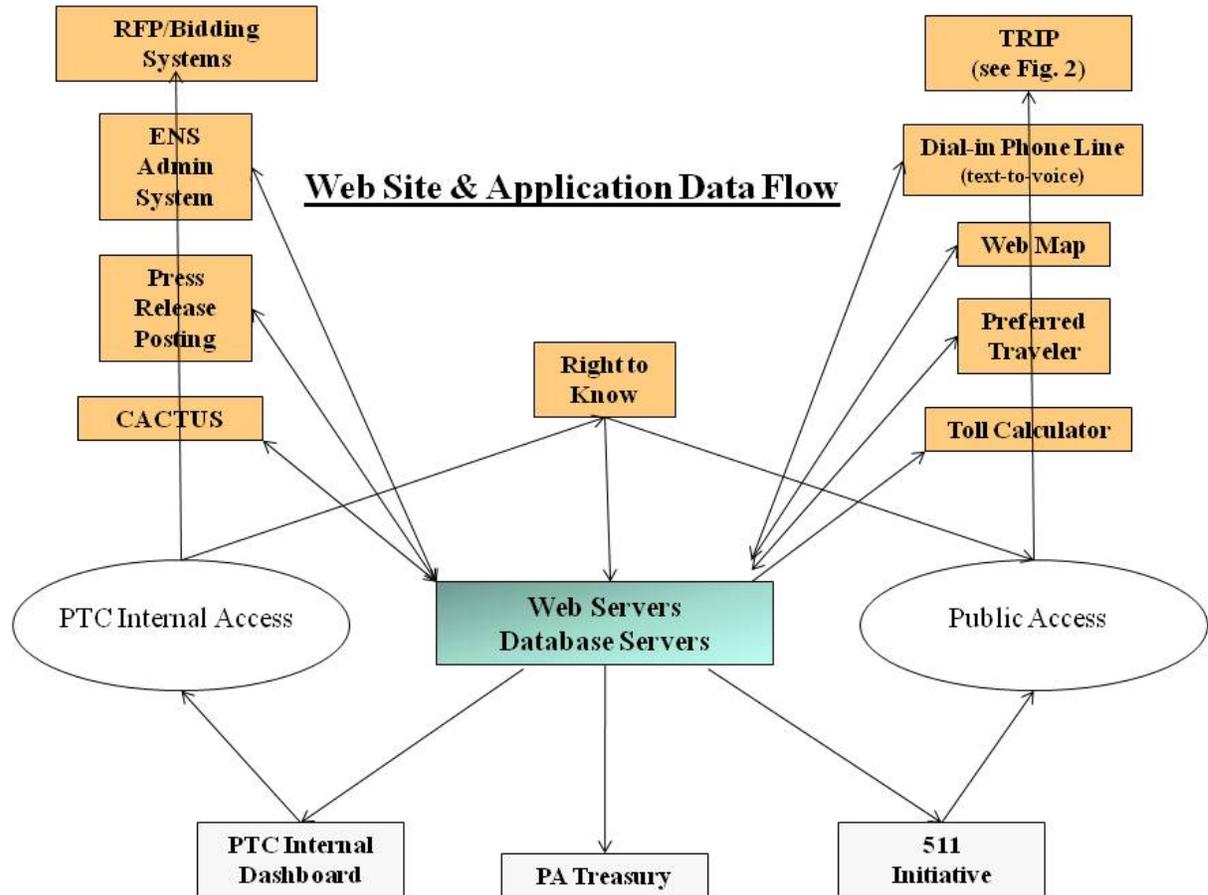
- The current master database contains information for a variety of systems including, but not limited to:
 1. Preferred Traveler Subscription Notification Service
 2. ENS Admin
 3. Webmap
 4. TRIP (Phone System)
 5. Toll Calculator
 6. Class 9 Permitting
 7. Customer Assistance Center Ticketing Utility System (CACTUS)
 - Linked to all "contact" forms on the PTC website
 8. Right-to-Know Contract repository (and PA Treasury interface)

9. Web Statistics
10. On-line survey questions (periodic)
11. RFP Posting System
12. Bid Application and Posting
13. Press Releases
14. Dashboard/EIS feed
15. 511 feed

The interaction of these systems with the program, the web/application server and outside interface is seen in Figure 1.

- All coding is done according to current industry standards with a DOT Net platform.
- Code Promotion: Programming and Development are done on Development Servers; then moved to a preview server; then moved to the production server.
- Archiving: The PTC site has portions that are programmatically archived and maintained. These include press releases, historical incidents, and data associated with the old commercial credit card program, etc.

Figure 1: PTC Web Site & Application Data Flow



Systems & Hosting

- Proposer is responsible for providing the website statistics for the Internet and Intranet usage.
- All sub sites/applications/web hits are included in the bandwidth which allows bursting.
- All servers are redundant, load balanced as appropriate, and firewall protected. VPN access is managed by Proposer. The supporting network is a self-healing fiber ring with divergent egress points for high availability and high reliability (see Figures 2, 3 and 4). Backups are created and stored off-site.
- Data backups for all Proposer hosted PTC servers including all website data, databases, and system files are performed on a rotating schedule. There are three full backups stored off-site at all times, with differential backups and another full backup running throughout the week. These backup events are logged.

- The TRIP phone system can support up to 46 simultaneous talk paths and has rapid expansion capability.
- E-mail correspondences are handled with redundant Email servers. The web server sends the information to a virtual IP address that is balanced between redundant email servers. Should one email server experience trouble or fail, the full load is distributed to the other active email server. For outbound email – which is time sensitive and must be delivered quickly with few retries - the email servers cycle through a Class C of IP addresses. This effort is done to avoid being rejected or having a delayed delivery (many mail servers will restrict the number of connections per originating IP Address).
- Intranet Site Servers – The intranet sites reside on blade servers using Windows 2003 (one development and one production). The web service extensions being used are: Active Server Pages, ASP 1.1, ASP 2.0 and Perl ISAPI. A Remote Desktop Connection is used to maintain the server and manage the site statistics data. Internet Information Server 6.0 (IIS), including Index Server and Front Page Server Extensions.

Figure 2: PTC Web Site Networking Equipment Topology

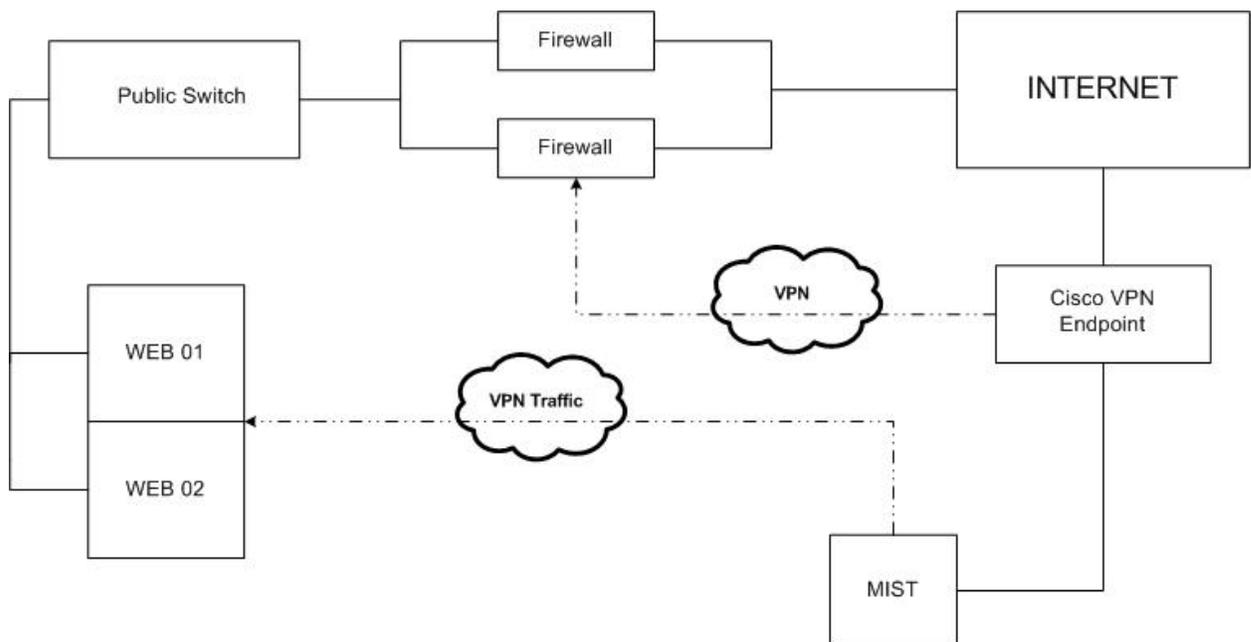


Figure 3: VPN Topology

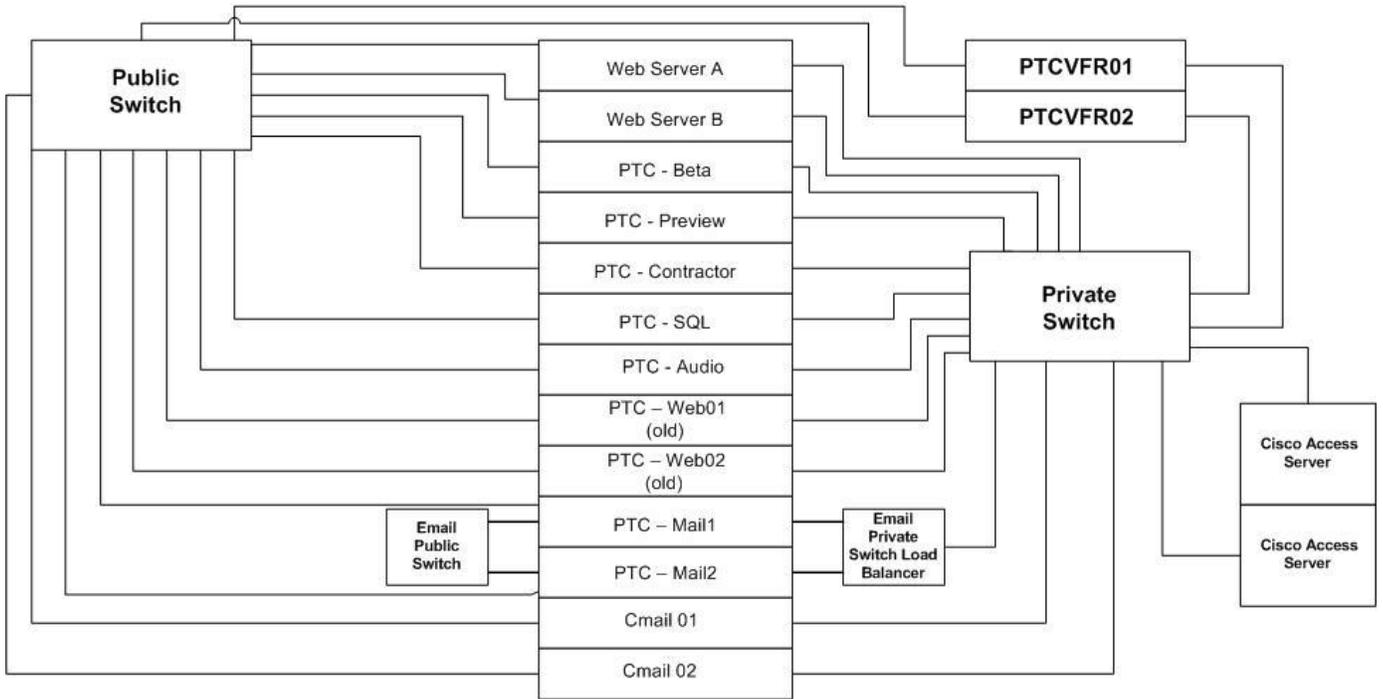
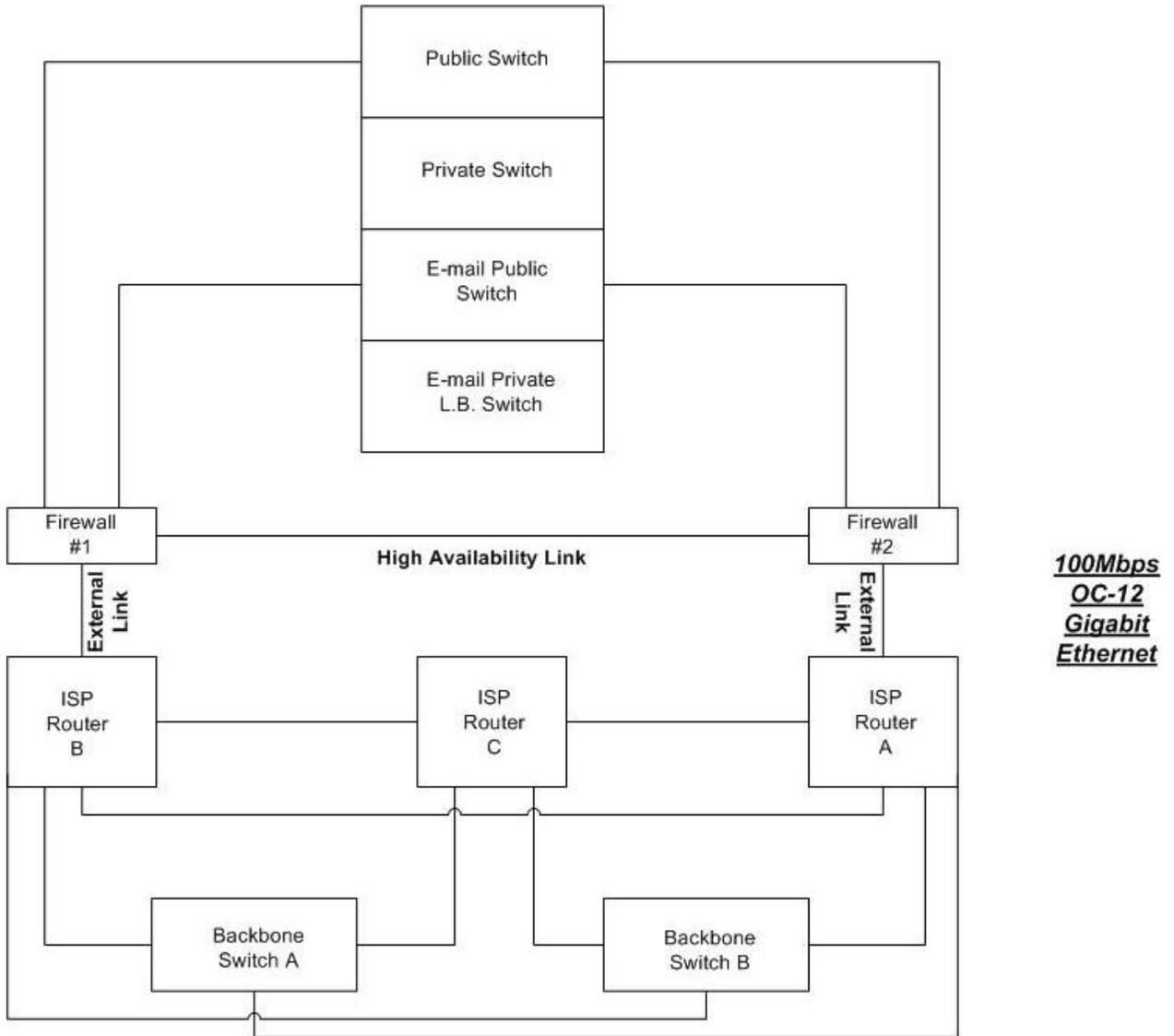


Figure 4: Server Topology



IV-4. Tasks.

- b. Provide a fully hosted solution, development, maintenance and updating services for the Commission’s existing web site and web-based applications twenty-four hours a day, seven days a week, with the exception of preplanned, scheduled maintenance.
- c. Provide development and updating services for the Commission’s intranet sites – PTC intranet, Pride and Pride University. Proposer will not have direct remote access to the PTC systems. Therefore, Proposer will be required to have staff available on site when needed to update the intranet sites on an as-needed basis.

- d. Provide other related services on a project-by-project basis, e.g., development, creative design, and new functionalities. Proposer will provide a written proposal for each project as assigned by the Commission. Proposer will provide necessary training, source code and development documentation for newly assigned projects.
- e. Proposer will provide on-site training for new systems, create user manuals, and make presentations for management and industry organizations/trade shows.
- f. Proposer must be available to discuss current and proposed projects, as well as routine web site issues, at the discretion of the Commission.
- g. Proposer will provide monthly written status reports including site traffic statistics, project status, overview of any site problems, etc. Commission and Proposer will develop a standard report format. Other reports will be provided on an as-needed basis for general web site issues.

IV-5. Reports and Project Control. Proposer will produce the following reports as required.

a. Task Plan. A work plan for each task that identifies the work elements of each task, the resources assigned to the task, and the time allotted to each element and the deliverable items to be produced. The Proposer will produce a task plan in response to the Commission's request for services under IV-4(c) above.

b. Status Report. Monthly progress report covering activities, problems, and recommendations; the report should be keyed to the work plan developed by the Proposer in its proposal, as amended or approved by the Commission.

c. Problem Identification Report. An "as required" report, identifying problem areas. The report should describe the problem and its impact on the overall project and on each affected task. It should list possible courses of action with advantages and disadvantages of each, and include Proposer recommendations with supporting rationale.

Addendum No. 1

RFP 09-10410-2072

Web Site Consulting Services for a Fully Hosted Solution, Development and Updates

Following are the answers to questions submitted in response to the above referenced RFP as of July 27, 2009. All of the questions have been listed verbatim, as received by the Pennsylvania Turnpike Commission.

1. To be clear in the scope of work. We understand that the vendor will provide full hosting services for the public website. This includes the provision of hardware, software, internet bandwidth, tracking services and storage, back-up and network management. Please confirm.

Answer: That is correct.

2. To be clear in the scope of work, we understand that the vendor will NOT provide hosting services for the internal websites, portals, and other technology in use within the PTC today. This existing infrastructure already exists and is housed within the PTC facilities. The vendor would provide application development services within this environment and not be asked to provide any HW/SW, or other related network infrastructure. Please confirm.

Answer: That is correct.

3. How many technical presentations are required each year?

Answer: There is no set number of presentations required. It is on an as needed basis, averaging 2 times a year.

4. How frequently have there been training sessions for internal sites in 2008/2009? How many people typically attend?

Answer: This will be a new procedure for maintaining our internal sites. We expect to enhance the internal sites, which may require a need for training. However, the external site and applications (paturnpike.com) have required on-site desk-side support averaging a couple of hours once a week.

5. Please clarify the vendor's responsibility as it relates to PTC's internal e-mail system, if any? Are any references in the RFP related to sending/receiving mail from a supported application through the e-mail system?

Answer: PTC staff will handle all internal PTC email systems. The vendor is responsible for email systems to support all the external applications that are hosted by the vendor.

6. Page 9 "100% content authoring and maintenance for web, print, radio, TV". How many distinct programs, notices, advertisements and other materials did the turnpike produce in 2008/2009 for print, radio and TV? Please clarify vendor responsibilities in this area.

Answer: For consistency purposes, occasionally the vendor assists with promotional pieces as it relates to promoting the web initiatives. The TRIP program is an example of this. The TRIP logo and TRIP brochure were developed as part of the requirements for the web site. The vendor assisted with developing advertising pieces to promote this initiative using the same logo and content layout.

7. Page 9 "Presentations for trade shows/public meetings." Does this mean strictly creating materials such as graphics and electronic presentations, or does it include attending trade shows/meetings and/or participating in planning for such events?

Answer: Both.

8. Page 9 "PC Virtualization for systems use and for website portability for demonstration". Can you clarify what this means? What is being demonstrated and for whom? Is there any expectation that the contractor will need to pay for the purchase or ongoing fees for software such as Citrix or VMWare?

Answer: The site must be demonstrable at events/locations where internet access is not available. The vendor is responsible for any software/licenses to provide these services.

9. Page 13 "PA Treasury Interface" What kind of data is exchanged with the PA Treasury, and what is the frequency?

Answer: Contract information is exchanged daily. Specifications can be found on the PA Treasury website at <http://www.patreasury.org/eContractsAgencyResources.html>.

10. Will the contractor have the option to keep with the existing backup provider or establish a relationship with a new backup service provider?

Answer: The vendor is responsible for all backup of hosted systems and data.

11. Is the vendor responsible for any back-up of internal systems that are considered part of the PTC internal infrastructure?

Answer: No.

12. Page 15 "VPN access is managed by Proposer" Is the VPN service that you describe to manage the connection(s) between the public web site and its applications and the data that resides behind the PTC firewall?

Answer: The "VPN access" in the RFP refers to restricting access to administrative portions of the hosted applications to PTC staff only.

13. Can you confirm the method that data is transmitted from within the PTC network to the public website? Is this direct connection or replicated databases over the VPN tunnel?

Answer: The data transmission is done over a VPN primarily through two different methods -- 1) Manual input by PTC staff, and 2) Automated input from a data pump server which sends camera images in a jpeg format and structured HTML.

14. Storage:

- a. How much storage in aggregate for servers total including O/S, Application, and Database? Growth rate in 6 months?

Answer: Approximately 1.55 terabytes. Future growth rate is unknown.

- b. How much storage in aggregate for non production servers? Include templates, gold images, snapshots etc?

Answer: Approximately 400 GB.

15. Backup:

- a. How much backup storage in aggregate for servers total including O/S, Application, and Database for all? Growth rate in 6 months?

Answer: 750 GB standard/1095 GB compressed. Future growth is unknown.

- b. It appears that you have standardized on daily incremental and weekly full with a 3 week rolling retention period, please confirm this is for all servers.

Answer: Yes.

- c. Are non-production servers backed-up? If so, what are the aggregate storage requirements?

Answer: Non-production servers are included in the same rotation as the production servers. The aggregate above includes both production and non-production servers.

16. Servers:

- a. Please outline total qty of operating system instances in use.

Answer: Refer to page 17 of the RFP. Please note the following correction to the titles of figures 2, 3 and 4. The correct titles are:

Figure 2 - VPN TOPOLOGY (page 16)

Figure 3 – SERVER TOPOLOGY (page 17)

Figure 4 – WEB SITE NETWORK EQUIPMENT TOPOLOGY (page 18)

Of the 15 servers listed six are Linux and nine are Windows operating systems. The data base servers are running MS SQL server. Currently there are web servers, email servers, data base servers, domain controllers, voice generation systems, text translating systems, and telephony servers for call handling.

- b. What are the current specs on the active servers today and is this insufficient, meeting, or exceeding requirements? Please provide full list for in-scope servers that Vendor must replace/provide as part of this contract.

Answer: The individual server specifications are not available. The current hosted systems are meeting requirements. We expect the vendor to propose a solution that will meet or exceed requirements of the RFP.

17. Firewall:

- a. Are there any SAS70 controls or PCI security compliance services and controls required?

Answer: No.

18. Load Balancers:

- a. Please outline any advanced load balancing features required such as application level firewall, TCP offloading, SSL req/sec etc you may require.

Answer: Application layer load balancing is the only requirement.

19. Bandwidth:

- a. We measure in the 95th% metric. How many Mbps per month required?

Answer: Base level of 3 Mbps burstable to 100 Mbps.

- b. Is redundant networking with 100% uptime guarantee required?

Answer: Redundant internet egress networking is required. A 99.99% uptime is required.

- c. Any cross connects or private point to point lines.

Answer: No direct cross connects or point to point lines currently exists from the vendor to the PTC. The proposer would be responsible for any cross connects or point to point lines they need to provide the services requested by the RFP.

20. Assets:

- a. Does PTC provide any software licenses for the application stack?

Answer: No. All software licenses are the responsibility of the vendor.

- b. Can you confirm that all hardware/software that is supplied to the vendor, or that is interfacing with vendor supplied hardware has appropriate licensing and support in place and current?

Answer: All software hardware/software licensing is provided by the vendor and managed by the vendor. Any software required by the vendor to update, maintain, monitor and manage the solution is the requirement of the vendor. The vendor is responsible for maintaining proper licensing and support to provide the services requested.

21. Please provide statistics around peak outbound e-mail volume used by the Notification services.

Answer: Peak volume was approximately 1.75 Million messages in a 24-hour period.

22. Please provide statistics around peak inbound e-mail volume.

Answer: Peak volume was approximately 10,000 messages in a 24-hour period.

23. Section I-5 Type of Contact: Please clarify what work may be covered under the hourly fee arrangement that is not covered under the fixed monthly fee.

Answer: Primarily programming and design work.

24. Section IV-3 Requirements: Can you provide more detailed information on functional requirements for Preferred Traveler Subscription Notification Service, ENS Admin, and TRIP?

Answer: TRIP is an integrated suite of communications from the PTC to the public. It includes a database driven set of applications that populate the PTC's interactive webmap (www.paturnpike.com/webmap), and the message boards located at Turnpike service plazas. It also includes a subscription based service. Members sign-up through the Preferred Traveler web form which populates the database with subscriber information. It also includes an administrative function (ENS) that allows PTC staff to manually populate the database with roadway incidents. This manually entered data is combined with automated data feeds. Incident information from the database is sent to subscribers via email and text messages. Incident information is also presented through the TRIP phone lines via text to speech technology. Visit the web site to explore additional functionalities.

25. Are there any sites other than the main PTC website that are to be hosted? For example, we see the site www.paturnpike.com/180 - is this website to be hosted on the same infrastructure? Are there other related sites that must be maintained by the successful bidder?

Answer: Yes there a variety of related sites that would be hosted on the same infrastructure.

26. On page 15, there is mention that statistical information is required for the Intranet. Will a way be made possible for the vendor to collect these statistics on-site at the PTC (since the vendor will not have access remote to the Intranet servers as stated on page 18)?

Answer: Web statistics for the intranet are available and a method for onsite access will be arranged.

27. What is the average amount of bandwidth utilized, and what is the required bandwidth to which we must be able to "burst"?

Answer: Base level of 3 Mbps burstable to 100 Mbps.

28. On page 16, there is mention of e-mail correspondence. Does this RFP include all e-mail hosting for paturndpike.com, or just for any e-mails associated with the various systems listed on pages 13 and 14 (e.g. Preferred Traveler notifications, CACTUS emails)?

Answer: PTC staff will handle all internal PTC email systems. The vendor is responsible for email systems to support all the external applications that are hosted by the vendor.

29. Regarding the TRIP system, does the PTC own the rights to the TRIP Hotline number? If not, can the PTC arrange for portability of the number?

Answer: The PTC will arrange for portability of the number.

30. Does the beta & preview system of promotion of changes also apply to the TRIP infrastructure?

Answer: Yes.

31. Should the cost of the phone lines for the TRIP system be included in the proposal, or are they provided by the PTC?

Answer: Yes the cost of the phone lines should be included in the proposal.

32. On page 18, Pride University sounds like online training. Is there a content management system or authoring tool at the PTC that the vendor can use to make any required changes to the University site? If you have such a tool, is it available to the vendor when working on-site for internet changes?

Answer: No.

33. The web applications mentioned (in the list of applications and systems to host) may need to be patched or updated. Will the hosting company need to have the ability to make updates to the applications, or will any updates be made through maintenance agreements with the companies that created the applications?

Answer: The hosting company is responsible for having all skill sets required for updating and modifying all hosted applications. Patches are to be included in the hosting proposal. Enhancements will be done by the vendor on an ad-hoc basis outside the monthly fee for hosted services.

34. How many intranet sites do the Commission currently have?

Answer: The PTC currently has three intranet sites: the PTC main intranet site, the Pride site, and the Pride University site.

35. Are the website and intranet sites technical architecture documented? Are there applications flowcharts, data flows, etc.? Are the source code documented?

Answer: Yes to all three questions for the external web site and the intranet site, except there are no flowcharts and data flows for the intranet sites.

36. How stable are the sites in terms of frequency of downtime?

Answer: Redundant internet egress networking is required. A 99.99% uptime is required.

37. Is there an existing Content Management System (CMS)? If no, are there plans to move the sites under CMS?

Answer: There is a customer CMS for selected portions of the internet and intranet. There is no comprehensive CMS. Currently there are no plans to move the sites under CMS.

38. "Proposer will not have direct remote access to the PTC systems. Therefore, Proposer will be required to have staff available on site when needed to update the intranet sites on an as-needed basis." How frequent would we need to have staff on-site?

Answer: This will be a new procedure for maintaining our internal sites. We expect approximately eight to ten hours weekly, or more as required, to install updates, upgrades, etc.

39. According to the RFP page number 12, section II-7. "The minimum participation level for DBE/MBE/WBEs in this contract will be 10% total. Responding firms shall clearly identify DBE/MBE/WBE firms, expected to participate in this contract, in their Proposal. If the selected firm does not meet the minimum requirement for DBE/MBE/WBE participation, they will be required to demonstrate good faith efforts to achieve the required level."

Question: We don't have any of these certificates and has in-house capabilities to execute the entire project. Please suggest weather we can also participate in the bid?

Answer: The provision for DBE/MBE/WBE inclusion is not contingent upon the firm's in-house capabilities. This provision is designed to provide for the inclusion in this RFP of 10% DBE/MBE/WBEs.

40. I represent SyferLock Technology and we've developed a solution for protecting vulnerable static passwords for web-based solutions in a device-less manner. I looked through the RFP and the old Penn Tnpk website...do you know if static ID & password will be used as a means to authenticate users?

If so, would your organization be interested in bolstering this security and protecting the users passwords and identities? As you know...unfortunately security that leverages

static, reusable passwords has proven easy for hackers to beat...our solution is the answer to this everyday growing threat.

I look forward to your reply and an opportunity to get involved in the bidding process for this security piece of the project.

Answer: Our RFP is for a fully hosted solution by the proposer.

All other terms, conditions and requirements of the original RFP dated July 10, 2009 remain unchanged unless modified by this Addendum.