

OHIO TURNPIKE COMMISSION

682 Prospect Street
Berea, Ohio 44017

ADDENDUM NO. 2

**REQUEST FOR PROPOSALS
FOR
THE REDESIGN AND REDEVELOPMENT OF
OHIO TURNPIKE COMMISSION'S WEBSITE AND
CONTENT MANAGEMENT SYSTEM**

ISSUE DATE
JANUARY 3, 2013

INQUIRY END DATE *EXTENDED TO:*
5:00 P.M. (E.S.T.), ~~JANUARY 21~~ FEBRUARY 8, 2013

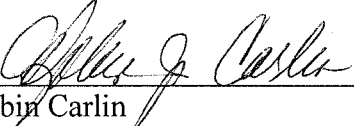
OPENING DATE *EXTENDED TO:*
2:00 P.M. (E.S.T.), FEBRUARY ~~4~~ 22, 2013

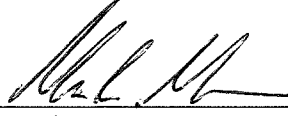
**ANSWERS TO QUESTIONS RECEIVED THROUGH
12:00 P.M. (E.S.T.), FEBRUARY 1, 2013**

MODIFICATIONS TO THE REQUEST FOR PROPOSALS

Pages 10, 11 and 30

Issued by the Ohio Turnpike Commission February 1, 2013. Issuance authorized by Robin Carlin, Deputy Executive Director and Mark Musson, Acting General Counsel.


Robin Carlin 2/1/13
Date


Mark Musson 2/1/13
Date

**REQUEST FOR PROPOSALS
FOR
THE REDESIGN AND REDEVELOPMENT OF
OHIO TURNPIKE COMMISSION'S WEBSITE AND
CONTENT MANAGEMENT SYSTEM**

**RESPONSES TO INQUIRIES RECEIVED THROUGH
THE ISSUANCE OF ADDENDUM NO. 1**

Q#11 Page 76. What constitutes proof of application to a BWC Drug Free Workplace Program or BWC approved program?

A#11 The response provided in Addendum No. 1 is revised from "~~See the response to Q#2.~~" to See the response to Q#3 provided in Addendum No. 1.

Q#13 Part II. B.3.a (Pg 10) - Will geographic construction information be managed/stored by a 3rd party, through a separate database/program or in the CMS?

A#13 Geographic information concerning construction activity will be stored on the Commission's GIS server, which may be linked and/or imported to the website via the CMS.

Q#25 Will the Commission staff provide the administration of the system and database servers for the project?

A#25 If hosted in-house, the Commission's staff will provide administration of the system. If hosted by the Selected Firm, the Firm shall be responsible for administration of the system throughout the warranty period.

Q#34 It states that the Commission want to participate in Social Media forums. Which Social Media forums is the Commission interested in using?

A#34 The Commission has recently developed a Facebook page and YouTube channel, along with establishing a Flickr account (although not-so-much a "social media" forum). The Commission is considering other social media outlets such as Twitter and others determined later, but not yet identified.

Q#36 In subsection 1.e.iv. Save Changes/Close, the Commission wants certain information tracked via a "Permit Log" - will a web interface to view, search, and archive this log file be required?

A#36 Yes, a web interface is acceptable for accessing the Permit Log.

Q#37 In subsection 1.f Permit Fee Manager, iii, does this refer only to the words describing the fees or the actual formula used to calculate the TM fee?

A#37 It refers to both the fee description and the formula to address the contingency where the definition of "special loads" is modified or the associated fees are revised.

Q#39 In subsection 1.i Permit Viewing Interface, iv - will the new column display multiple "special provisions" or just one?

A#39 The Special Provisions column must be able to display multiple Special Provisions.

Q#40 The reference to batch printing of permits by company name; should this feature print all permits from a particular company, or should the feature allow selections of specific permits at the same time?

A#40 The batch printing feature shall have the ability to print multiple permits by subset groupings that are categorized by company name and specified time frame.

Q#42 Subsection vii (the top of page 30) - states that additional "super load fees" can be applied. Are these fees individually assessed or do they follow some pre-defined guidelines? Is it the goal for a staff member to add a fee to the permit during a manual review, or arbitrarily to any permit?

A#42 Superload fees are individually assessed according to guidelines already established. The fees are based upon weight. A Commission staff member must manually review the permit before the permit is approved because a state patrol escort will have to be arranged prior to movement. The system is currently already set up to calculate the superload fees.

Q#43 subsection viii (middle of page 30) - "Ability to search based on counters." What counters is the Commission referring, is this an additional feature that should be added to the RFP?

A#43 This deliverable is deleted from the RFP via this Addendum No. 2.

Q#46 Section 4, subsection I, item 1 - Software Warranty - How will the Commission handle an incident where the problem or defect reported to the firm under the "Software Warranty" turns out to be related to user (OTC staff) error, whether intentional or unintentional? Who bears the cost for research and forensics, fixing the issue, and returning the site to normal functionality?

A#46 The Selected Firm shall be responsible for all costs to correct defects, whether intentional or unintentional, throughout the warranty period.

Q#53 Does the Commission have a requirement of how quickly this work should be completed?

A#53 The Commission has not identified a target date for Final Completion of website redesign redevelopment project. The Commission understands that the redevelopment phase involves a collaborative process, but the Commission does plan to review the Responding Firm's anticipated timeframe for performing the redesign and redevelopment services as part of the Proposal. (See Part VII – B and Part XI – B of the RFP). While this proposed schedule will not be the ultimate determining factor when selecting a Firm, it will be a component that is reviewed as part of the evaluation of each Proposal.

Q#54 Does the Commission have a requirement of how quickly this work should begin, once under contract?

A#54 While the Commission did not specify a commencement date for work to begin on this Project, it should be noted that the Commission would like for work to begin immediately upon execution of an agreement with the Selected Firm.

Q#55 Page 35, under the New Permit for Radioactive Shipments. How will the Commission's Chief Engineer be "assignable" and how will the software furnished to the Commission have to provide functionality for this to happen?

A#55 The reference to "assignable" in this section of the RFP means that this function may be performed by another Ohio Turnpike Commission employee if the Chief Engineer decides to delegate the task to that individual.

Q#58 Page 38 - Subsection B - Security Minimum Requirements for OTC Web Server - Can the Commission provide more detailed information about the requirements and mechanisms involved with "personal and financial information shall be routed to a system of the Commission's Internal Network and shall not be stored or cached on the web server platform." How are financial transactions to be processed and what information about these transactions will be stored for later use or access?

A#58 The Commission currently contracts with USA EPay for permit transactions and Electronic Merchant Systems for E-ZPass transactions. The Commission does not store credit card information.

Q#60 What is the CMS used in the current website? Please specify your preference for the Content Management System in the future website.

A#60 The Commission currently utilizes Django, which has proven to be stable and easily configurable.

Q#61 Are you open to using widely used CMS like Drupal or Joomla?

A#61 The Commission prefers Django for the reasons noted in the response to Q#60, but will consider alternative content management frameworks.

Q#62 There is a mention of “onsite-response” during warranty. Does this mean that you require co-location of the vendor personnel in your premises during warranty stage?

A#62 During the three-year (3) warranty period, the Selected Firm shall provide immediate response, including on-site response as needed, to any service affecting conditions. Toll-free technical support shall be provided on a twenty-four (24) hour, seven (7) day per week basis during the warranty period.

Q#69 Please clarify if this component “Vehicle permitting system” is newly built or is a rewrite.

A#69 The Selected Firm shall provide the option to modify the existing Permitting System or replace it entirely.

Q#71 Based on Part-IV web server platform provided in the RFP, we infer that you are looking at a website developed using PHP. Is this correct?

A#71 See response to Q#1 in Addendum No. 1.

Q#72 Can you please elaborate on the requirement “some type of interactive map”? Are you looking for Google maps integration?

A#72 The current Ohio Turnpike map is produced and is maintained by a third-party vendor, Travel Boards, Inc. This map is primarily used for print production and does not have an interactive function online. The Commission desires to add a scroll-over feature or other interactive functionalities to the current map, or via another format such as Google Maps. The objective is to provide more information when the site visitor scrolls their cursor over an icon. For example, scrolling over a Service Plaza icon would provide information regarding the food and other amenities at that particular location.

Q#73 Does vendor provide hosting support services for the web server?

A#73 The Commission will evaluate all options for internal or external hosting.

Q#75 What is your preference for streaming? Can we propose to use Youtube or UStream?

A#75 While the Commission's web site currently does not provide any streaming of video, we would like the option to add this feature to our website for such possible situations as live news conferences, recorded educational videos or certain RSS feeds (yet TBD). The Commission recently developed a channel on YouTube, so this type of streaming would be considered along with other alternatives.

Q#76 Can you share the current usage statistics of the website? If the website is integrated with Google analytics or similar tool, then please share with us the report from the tool.

A#76 Yes, additional information reported from Google Analytics is provided with the Addendum No. 2. This information shows a record of past events, which may not necessarily forecast the future. Responding Firms are solely responsible for whatever significance, if any, they attach to the information contained therein.

Q#78 Will the chosen vendor be given access to the existing website's source files, in order to quickly obtain any content intended for republishing on the new site?

A#78 Yes, access will be provided to the Selected Firm upon award of a Contract.

Q#79 In what format will the Commission provide video? May the chosen vendor work with the Commission to achieve the best compression, etc, or will the chosen Firm receive uncompressed footage to work with directly?

A#79 The Commission has not determined the format for video at this time. Typical files have been .mov and MP4; however, the Commission is willing to work with the Selected Firm to choose the best and most efficient format available for streaming video on its website and any associated social media sites.

Q#80 Is there a target date for the website redesign completion?

A#80 See response to Q#53 in this Addendum No. 2.

Q#83 Will the Commission want to make revisions to website code after launch (outside of the CMS)? If so, does the Commission employ the use of version control software? May a responding firm make a recommendation?

A#83 The Commission requires deployment of version control software and is currently reviewing Apache Subversion. However, the Commission is willing to consider recommendations from the Selected Firm on the final product.

Q#84 Will the chosen Firm be given access to servers, files, etc., pertinent to the website that are behind the internal firewall, or will the chosen firm work with an internal OTC IT team?

A#84 The Selected Firm will work with the Commission's staff members of the Technology Department when accessing the necessary materials.

Q#85 As outlined in the Technical Specifications, there is a requirement for running on CentOS, Apache and MySQL - is this a required platform?

A#85 See response to Q#1 in Addendum No. 1.

Q#86 We utilize a Windows, .NET, SQL Server platform – is that acceptable?

A#86 See response to Q#1 in Addendum No. 1.

Q#88 What current CMS platform is being utilized?

A#88 See response to Q#60.

Q#89 What are the technical specifications for the E-ZPass Content Reconfiguration?

A#89 Technical specifications for the E-ZPass web site modifications are currently under development.

Q#90 Who are your key competitors and/or peers for the interactive marketing analysis?

A#90 Responding Firms should research the Ohio Turnpike's peers and contemporaries when formulating their responses pertaining to the interactive marketing analysis. Examples of peers would be other tolling authorities such as the Pennsylvania Turnpike, the New York State Thruway or the Indiana Toll Road. Potential contemporaries (which could also potentially be peers) are other transportation departments and agencies.

Q#92 We need more details on the integration database driven sources of information and document management systems

A#92 Detailed information will be provided to the Selected Firm upon award of a Contract.

Q#93 How much content is already developed and how will we receive the content? Does the content only live in the current CMS or is it available in other formats? Need more details regarding DynaForm and what it is.

A#93 The majority of the content is already developed and appears on the current website. Any additional content will be supplied to the Selected Firm upon award of Contract. PDF documents currently reside on internal drives, and all supporting content resides on the CMS. With regard to DynaForm, see response to Q#8 in Addendum No. 1.

Q#95 What database holds your current leads that you would like to integrate with the online forms?

A#95 The Commission currently utilizes Oracle Rdb, MySQL and MS-SQL.

Q#96 Credit card transaction functionality: need more details on payment processor (Paypal, Authorize.net) along with what level of backend functionality is required

A#96 See response to Q#58.

Q#97 Private Facing Permitting System Content Management: any way we can get access to this system for estimation purposes? If not, we assume we will have access to this area during Discovery

A#97 Access will be provided to the Selected Firm upon award of a Contract.

Q#98 What systems will need to be integrated into the website? The proposal mentions different data inputs (weather, traffic, etc.) what specifically will be needed?

A#98 There are no existing Ohio Turnpike "systems" that need to be integrated with this item. The Commission desires the ability to both integrate with third party weather services and post weather information via the CMS. Currently, weather forecasting is provided by Weather Forecast Inc., and some general weather and road condition information is provided by the Commission field sites. The current Ohio Turnpike map is produced and maintained by a third-party vendor (Travel Boards, Inc.). The goal is to provide site-specific information via the current map, or another format such as Google Maps, when the site visitor scrolls their cursor over an icon representing an Ohio Turnpike facility (example: scrolling over a service plaza icon would provide information regarding the food and amenities at that particular location). Geographic information is stored on the Commission's GIS server, which may be linked and/or imported to the web site via the CMS. The Commission also subscribes to various social media outlets, which may be linked to the Commission's home page.

Q#100 What GIS system needs to be integrated? Does it currently exist?

A#100 The Commission currently utilizes ESRI ArcGIS, which is hosted in-house.

Q#101 EZ Pass section - How is data presented and received? What kind of database is provided or is there an API (Application Program Interface) providing the data to the system?

A#101 The Commission's E-ZPass server utilizes MS-SQL; API is not utilized.

Q#102 Web Streaming - What would be streamed? How long are these streamed items? Are they live? Or Recorded?

A#102 See response to Q#75

Q#103 Page 10, Section C. "Lodging Guides" The document states that the transition to www.travelboards.com/guides/OH should be seamless. The mentioned site is not part of the redesign so once the link is clicked it is out of our control. Please elaborate on what is meant by a seamless transition in this scenario.

A#103 This deliverable is deleted from the RFP via this Addendum No. 2.

Q#104 Do they currently have an analytics tool set up? What is the tool?

A#104 Yes, the Commission utilizes Google Analytics.

Q#105 Would they like auto-generated reports completed as part of implementation, and at what timeframe?

A#105 The Commission desires that the Selected Firm would have the capability to provide auto-generated reports as part of the redevelopment of the website. The timeframe can be negotiated but should be included as part of the Proposal. See Part VII – B and Part XI – B of the RFP.

Q#106 Would they be open to the creation of goal dashboards to track monthly analytics?

A#106 The Commission is interested in tracking usage on its site and will entertain various options presented in the response to the RFP. While the Commission currently utilizes Google Analytics for this type of information, it would consider other options based on the capabilities and functionality of what is presented by the Responding Firms.

Q#107 The search optimization included video content. Do they use external video channels (vimeo, youtube) that are embedded in the site?

A#107 The Commission has recently developed a YouTube channel but it is not currently embedded on the website. The Commission would like the ability to embed, where appropriate, certain videos into its site.

Q#108 Do they have an existing set of keyword targets they are using? If so, when was it completed?

A#108 No. The Commission has not utilized Search Engine Optimization with its current site. The Commission could certainly work with the Selected Firm to establish the keywords as it relates to the content on the site and target audience.

Q#109 Do they have a page count for current volume of content (all formats) and estimated content addition for the new site?

A#109 The Commission currently maintains approximately 120 dynamic web pages, which can contain up to twenty (20) .pdf documents each.

Q#110 Would they like an analysis of content duplication as part of the effort?

A#110 Yes, the Selected Firm should plan to work with the Commission to scrub the existing site to eliminate duplication of information, or otherwise assist with content editing.

Q#112 The current website has an employee login. Will the new site need to incorporate this login? The employee website is not part of this RFP – correct?

A#112 The new website must maintain the employee login function, which will redirect to the Commission's intranet/extranet web site.

Q#113 RFP mentions that the site needs to interface with additional account / document management systems. Is there is list of what the systems are and the extent of integration for each?

A#113 See response to Q#6 in Addendum No. 1.

Q#114 Your current website has special Accessibility features, are you expecting these features on the new site?

A#114 Yes, the new site must maintain the current accessibility features.

Q#115 Do you see the selected vendor as being responsible for current content inventory, content mapping to the new site, content editing / creation and content entry?

A#115 No. The Commission will provide all content for the new site, but will seek the expertise of the Selected Firm to assist with scrubbing the site to eliminate duplication of information and content mapping.

Q#116 Technical Specifications: The RFP states that the Commission will be providing an Apache server. Are you open to other suggestions / recommendations?

A#116 See response to Q#1 in Addendum No. 1.

Q#117 You request a 3 year warranty period as well as software upgrades at no additional charge. Are these terms negotiable?

A#117 The three-year warranty for all software, hardware and firmware furnished as part of the Contract is required and is not negotiable.

Q#118 You request 24x7 support via telephone for the warranty period, is this request negotiable?

A#118 The three-year warranty on a twenty-four (24) hour, seven (7) day per week basis during the warranty period telephone support is required and is not negotiable.

Q#120 About Us / Information Request – We would need more specific information concerning additional forms that may be required in order to include in the quote.

A#120 The additional forms that are to be quoted on in this section are outlined in the RFP as follows:

- i. Refund Requests*
- ii. Feedback Submissions*
- iii. Publication Request*
- iv. Public Records Request*
- v. Others (TBD in consultation with the Selected Firm).*

As stated in the RFP, the forms content can be supplied by the Commission, similarly to what is on the current site, but with some additional features, such allowing a customer the opportunity to attach a receipt or other documentation before pressing the SEND button.

Sample of possible form on the following page:

Ohio Turnpike Commission

HOME ABOUT US TRAVELERS E-TOLLS BUSINESS FORMS/DOWNLOADS

Reimbursement Request

To ensure proper processing of a refund/reimbursement request, it is strongly recommended that customers send, e-mail or fax additional documentation, such as a receipt or some other record to verify travel on the Ohio Turnpike.

If available, please include the information from the fields below along with copies of receipt(s) or other documentation to the Customer Service Center at one of the following:

Fax: 440-891-3523 (fax)

Mail: Ohio Turnpike Commission
Attn: Customer Service Center
682 Prospect Street
Berea, OH 44017

If a receipt is not available, fill out the online form below and provide as much information as possible regarding the incident. You may be contacted directly if more details are needed to process your request.

In all instances, please allow a few weeks for the matter to be researched and resolved. You will receive correspondence via direct mail and a reimbursement check (if applicable).

If you have any questions, contact the Ohio Turnpike Commission at: (440) 234-2081 x1075 (Representatives available Monday-Friday from 8:30 AM - 5:00 PM.)

First Name:

Last Name:

Address:

City:

State:

Zip:

Alerts

- Traffic Alerts
- Construction Zones
- Holiday/Construction Restrictions
- Weather Forecast
- Fare / Mileage Calculator

Notices

Contact Us

Ohio Turnpike Commission
682 Prospect Street
Berea, Ohio 44017-2799
(440) 234-2081
Email & Department Contacts

Job Openings

Employee Login

Accessibility

Accessibility/Usability

Q#121 Turnpike Map – how do you envision this map being maintained?

A#121 See response to Q#72.

Q#122 Fares & Mileage – ability to include payment for unpaid tolls will depend on how the information is stored and can be called back up. Not enough information to quote.

A#122 This deliverable is deleted from the RFP via this Addendum No. 2.

Q#123 Business / Design Build – Need more information on what processes you want to combine to create this section.

A#123 The design-build process is an integrated delivery system for which a single firm or joint venture would be responsible to the Commission for both the design and construction of a public improvement. The design-build method for making improvements is relatively new to public authorities in Ohio. The Commission has yet to let a contract for a project utilizing the design-build method. The process for forming a contract for a design-build project is more streamlined than the traditional, multi-step method that involves

requesting proposals, entering into a design contract, packaging and bidding the design, and contracting to build the project. The design-build process involves a single procurement event involving the Commission, and the selected "design-builder" thereafter designs the project specifications, bids the Work, selects contractors, and manages the construction.

Q#124 Additional Feature Development / Images – RFP states that vendor would be responsible for paying licensing fees for images, however, since the website becomes the property of the Commission, you would be responsible for any renewable or on-going licensing costs for images.

A#124 The Commission requires that any image (photo, clipart, etc.) used for the redesign of the web site, and which is not owned by the Commission, be purchased by the Selected Firm and furnished to the Commission "royalty-free" for its unlimited use on its site. The Commission does not wish to purchase photos or images, and the Selected Firm shall be responsible for any associated fees in the event the Firm deems it necessary to purchase said images as part of the redesign project.

Q#125 Permitting: Will vendor have access to the current system in place and the code / logic behind it?

A#125 Access will be provided to the Selected Firm upon award of a Contract.

Q#126 Where would the data be written to for the new permitting process?

A#126 All data will be entered into a web-based database and exported to the system.

Q#127 What happens if a permit modification causes the cost of the permit to decrease?

A#127 A permit modification that results in the decrease in the cost of the permit results in no additional monetary transaction (i.e., no refunds are paid).

Q#128 Permit Fee Manager – what is a TM formula?

A#128 TM is an acronym for "Tons per Mile." This fee pertains to vehicles which exceed 120,000 pounds, which are commonly known as "superloads." If the weight of the vehicle is greater than 120,000 pounds, then the amount of weight of the vehicle in excess of 120,000 is calculated and converted to tons on a marginal basis. This weight is then converted to tons and multiplied by the miles traveled, which results in the Tons per Mile ("TM") amount. The TM is then multiplied by four (4) cents to get the fee for the superload vehicle. For example, a vehicle weighing 140,000 pounds and traveling from the Westgate to Exit 218 would be ten (10) tons over the 120,000 pound limit and travel 218 miles. The TM would be 2,180 and the excess weight fee would be \$87.20, plus the normal \$135.00 permit fee, for a total of \$222.20.

Q#130 Are there currently any methods in place to pull information from the digital message signs?

A#130 Information is sent and retrieved from the message boards via a proprietary software application.

Q#131 Can you provide GPS coordinates for service areas, terminals, and digital messages signs? (used for mapping purposes)

A#131 A list of GPS coordinates will be provided to the Selected Firm upon execution of an agreement with the Commission.

Q#132 Is there currently a text messaging system in place, or are you looking for a firm to help develop this?

A#132 The Commission has a limited text messaging system in place via its Communications Center. However, the Selected Firm should plan to develop an additional process that is tied into the new website redevelopment so when emergency information, traffic alerts or other important facts are posted online, they are also converted to a simple text message to be sent directly to customers' mobile phones or other wireless devices. This will be an "opt-in" feature where individuals can self-select to receive text messages from the Commission and perhaps the types of alerts they would like to receive (i.e., road closures, delays, etc.).

Q#133 Are you looking for the mobile site to be a full copy of the full site or a streamlined version?

A#133 The Commission would accept a streamlined version of the mobile site which should include the most important travel information such as the Turnpike map, toll rates, interchanges, Service Plazas, weather conditions, etc.

Q#134 Is the vehicle permitting system a complete overhaul or just the skin/theme?

A#134 See response to Q#69.

Q#135 What type of database does the vehicle permitting system currently utilize?

A#135 The Commission's permitting system currently utilizes MySQL.

RESPONSES TO QUESTIONS RECEIVED THROUGH 12:00 P.M. (E.S.T.), FEBRUARY 1, 2013

Q#136 Can you send me the list of respondents for potential partnering?

A#136 The mailing list for distributing the RFP is attached to this Addendum No. 1.

Q#137 Is this 25 page document it? Is it intended to answer all of the questions marked "will be addressed in addendum #2?"

A#137 This Addendum No. 2 is intended to provide substantive responses to the questions that were identified in Addendum No. 1 to "be addressed in Addendum No. 2."

MODIFICATIONS VIA ADDENDUM NO. 2 TO THE CONTRACT DOCUMENTS

Deletions are shown with ~~strikethrough~~ text.

Changes/Additions are shown with *bold italicized* text.

Page 10 of the RFP

Division (c) of Subsection (3) of Section (B) of PART II of the RFP is modified as follows:

"Lodging Guide. This menu shall remain and automatically links to the Travel Board website at: <http://www.travelboards.com/guides/OH/>, ~~but any transition to another website should appear seamless."~~

Page 11 of the RFP

The last sentence of Division (g) of Subsection (3) of Section (B) of PART II of the RFP is deleted as follows: ~~"If feasible, implement secure credit card transaction functionality to allow customers the ability to pay for unpaid tolls online."~~

Page 30 of the RFP

The last bullet point below Subdivision (viii) of Division (i) of Subsection (1) of Section (C) of PART II of the RFP is deleted as follows: ~~"Ability to search based on counters."~~

(RESPONDING FIRMS ARE ADVISED TO UTILIZE THE ATTACHED REPLACEMENT PAGES).

ATTACHMENTS:

Pages 10, 11 and 30

Receipt of Addendum No. 2 to RFP is hereby acknowledged:

(Firm Name)

(Signature)

(Printed Name)

Date: _____

a. Construction. The map currently displayed in this area is a basic static image. The Selected Firm must create a more comprehensive and interactive construction map where individuals can view the type of work being performed and location within their travels. This should be made part of the Turnpike Map described below.

b. Turnpike Map. The Selected Firm shall perform services that completely redesign the online Turnpike Map using some type of interactive map with the ability to have a scroll over (or mouse over) option for important information such as interchanges, Service Plazas, construction, weather, etc. The Turnpike Map shall include the following embedded information:

- i. Zooming capabilities which can be accessed from the Home Page showing interchanges, Service Plazas, construction, and connecting routes. This map will allow people to route trips and will replace the current map online.
- ii. Automatically display the toll fare charges at each Interchanges when an individual routes a trip from interchange to interchange.
- iii. Accessible Service Plaza information including the following:
 - Lost & Found (DynaForm);
 - Fuel pricing at all locations;
 - Link to restaurant menus;
 - Expanded information on RV Lots and other services/amenities;
 - Possibly panoramic views or video of the Plazas.

c. Lodging Guide. This menu shall remain and automatically links to the Travel Board website at: <http://www.travelboards.com/guides/OH/>, ~~but any transition to another website should appear seamless.~~

d. Attractions. The Commission's Marketing/Communications Department has advertising opportunities using this area of the website. Companies or locations pay for their logo to be featured in this section. All other locations that are listed by name only

are participants in the part of the Literature Display Program at the Service Plazas, but opted not to pay for a logo on the website. The Selected Firm shall retain this area of the website in its redevelopment services, but the appearance should be enhanced and redesigned to become more visually appealing. Additionally, it should be more prominently displayed on the website, with perhaps a logo with location information featured on the interactive Turnpike Map.

e. **General FAQ.** The Selected Firm shall make this area more visually appealing and easier to locate on the website.

f. **Truckers.** The Selected Firm shall redesign and redevelop the “Truckers” page to include easy identification and navigation to everything related to commercial travel on the Turnpike (i.e., permits, restricted travel schedules, services and accommodations, Answers to Frequently Asked Questions, travel requirements, load restrictions, etc.).

g. **Fares & Mileage.** The Selected Firm shall enhance all areas within this section, including the online Fare/Mileage calculator. The Authorized Admin shall have the ability to update toll rates as needed. ~~If feasible, implement secure credit card transaction functionality to allow customers the ability to pay for unpaid tolls online.~~

h. **Links.** The Selected Firm shall provide services improving the layout and design of this section and using higher quality logos and images.

i. **Customer Survey.** The Selected Firm shall redesign this section to allow for better opportunity for a customer to share his/her experience on the Ohio Turnpike through this online survey. If the customer opts to fill in his/her name or address, then this information should automatically be added to a database for future reference.

j. **Safe Driving Tips.** The Selected Firm shall create more options for advanced layout design through the CMS within this section, such as adding photos, interactive options and possibly video.

4. **BUSINESS.** The Business area of the Commission’s website is where individuals and firms that are doing business or seeking to do business with the Commission can easily access information and necessary forms or documentation. The current information should remain intact, which is accessible from the following dropdown menus: Advertising Opportunities; Bid Invitations; Construction Projects; Design/Build Projects; Professional

- Once permit is revised, permit will be resubmitted via a “Resubmit” button. If permit is modified or resubmitted, the system shall recalculate the fees and add resubmittal fees, which shall also apply to any permit applicaitons that were previously “Denied” for any reason.
 - Include ability to add additional Super Load fees.
 - Allow for revisions after permit has been paid and calculate the difference between prior payment and include revision fees, if applicable. Display balance due as Total Due less Previous Payment equals Amount Due Now.
- viii.** Provide functionality to search by Company Name, Permit Number, and/or Date Ranges to see all applicable permits. Using the current Search Function, if no results are found, the page freezes and causes page to become non-responsive, forcing Commission staff to reload page manually, or close window and login to site again.
- Date range searches by Company will show all permits contained within date range specified.
 - Search Function will have a “Return to Portal” button.
 - After opening a permit, add a “Close” button that returns the user to the search results, not the main table.
 - Ability to search based on the following criteria: all for Company, Specific Permit Number or all between specified dates, Manual Review, Overweight, Overheight, Overwidth, Overlength, and Rear-overhang.
 - ~~Ability to search based on counters.~~
- ix.** Records Management functionality with capacity to examine, select, and archive/off-line historic records, and

Draft

05600004 - WEBSITE DESIGN,
MULTIMEDIA
WEBSITE DESIGN 2013

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55 ERIEVIEW PLAZA
SUITE 305
CLEVELAND, OH 44114
ATTN: ANDRE BRYAN

BLIND ACRE INC.
77 E. NATIONWIDE BLVD.
SUITE 100
COLUMBUS, OH 43215
ATTN: RYAN SEARLE

BUSH INTEGRATED
15901 INDUSTRIAL PKWY.
CLEVELAND, OH 44135
ATTN: MARTIN KING

CPACINC.COM
22700 SAVI RANCH PARKWAY
YORBA LINDA, CA 92887
ATTN: STEVEN MACGILFREY

CURRAN & CONNORS, INC.
6100 OAKTREE BLVD.
SUITE 200
INDEPENDENCE, OH 44131
ATTN: JEFFREY GOLDSMITH

DAR PUBLIC RELATIONS, INC.
P.O. BOX 391232
OLON, OH 44139
ATTN: DANNETTE A. RENDER

DESIMONI GRAPHIC DESIGN LLC
207 CHESTNUT AVENUE
NORTHFIELD, OH 44067
ATTN: ANN MARIE MCNEELEY

DIGIZOOM MEDIA
3383 E. FAIRFAX
CLEVELAND HEIGHTS, OH 44118
ATTN: RICHARD STEWART

ERS DIGITAL DBA eBLUEPRINT
3666 CARNEGIE AVENUE
CLEVELAND, OH 44115
ATTN: MIKE KENIK

DUO DESIGN + DEVELOPMENT
184 BRACE AVENUE
ELYRIA, OH 44035
ATTN: CHRIS SCHNEIDER

GRAPHIC EXPRESSIONS SIGNS
8540 ST. RT. 14
SUITE D
STREETSBORO, OH 44241
ATTN: ERIN WENRICH

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1422 EUCLID AVENUE - #730
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1915 INDIAN WOOD CIRCLE
MAUMEE, OH 43537
ATTN: MIKE HART

MODERN TECHNIQUE
1050 LEAR INDUSTRIAL PARKWAY
AVON, OH 44011
ATTN: KRISTI BLOSSER

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3561 DAYTON AVENUE
KENT, OH 44240
ATTN: JAKE TIJERINA

KUNO CREATIVE
36901 AMERICAN WAY
SUITE 2A
AVON, OH 44011
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20088 CENTER RIDGE, SUITE 202
ROCKY RIVER, OH 44116
ATTN: PETER TOOMEY

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CONTROL
4708 ANGOLA ROAD
TOLEDO, OH 43615
ATTN: DALE BRUHL

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6001 COCHRAN ROAD
SUITE 100
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ATTN: MICHELLE ADAMS

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CLEVELAND, OH 44115
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WILLOUGHBY, OH 44094
ATTN: DEAN STERLING

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6350 PRESIDENTIAL GATEWAY
COLUMBUS, OH 43231
ATTN: MARCIA LAMPMAN

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1419 EAST 40TH STREET
CLEVELAND, OH 44103

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DOVER OH 44622
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ATTN: HILARIE FRANKENBERRY

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SUITE C
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ATTN: VIJAYA SABBINENI

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CLEVELAND, OH 44115
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137 S. MAIN ST SUITE 202
AKRON, OH 44308
ATTN: BEN HARRIS

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500 WOLF LEDGES PKWY
AKRON, OH 44311
ATTN: KEITH BUSCH

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TWINSBURG, OH 44087
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COLUMBUS, OHIO 43215
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● Visits

12,000

6,000

August 2012 September 2012 October 2012 November 2012 December 2012 January 2013

Visits

464,294

% of Total: 100.00% (464,294)

Pages / Visit

2.47

Site Avg: 2.47 (0.00%)

Avg. Visit Duration

00:02:23

Site Avg: 00:02:23 (0.00%)

% New Visits

61.53%

Site Avg: 61.53% (0.00%)

Bounce Rate

49.86%

Site Avg: 49.86% (0.00%)

Primary Dimension: [Source / Medium](#) [Source](#) [Medium](#) [Other](#)[Edit Report](#)

Secondary dimension

Sort Type: [Default](#) [advanced](#)[Table](#) [Line](#) [Area](#) [Bar](#) [Pie](#) [Table](#)

<input type="checkbox"/>	Source / Medium	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input type="checkbox"/>	1. google / organic	187,614		2.66	00:02:22	67.46%	44.10%
<input type="checkbox"/>	2. (direct) / (none)	171,082		2.15	00:02:24	51.68%	58.07%
<input type="checkbox"/>	3. bing / organic	28,293		2.77	00:02:34	62.55%	43.18%
<input type="checkbox"/>	4. yahoo / organic	27,291		2.68	00:02:20	65.66%	44.59%
<input type="checkbox"/>	5. aol / organic	3,890		2.67	00:02:28	60.00%	44.96%
<input type="checkbox"/>	6. freewebs.com / referral	3,764		3.56	00:02:37	91.74%	33.48%
<input type="checkbox"/>	7. ask / organic	3,506		2.69	00:02:17	63.55%	45.12%
<input type="checkbox"/>	8. 36ohk6dgmcd1n-c.c.yom.mail.yahoo.net / referral	2,872		1.45	00:01:10	62.33%	76.81%
<input type="checkbox"/>	9. google.com / referral	2,791		2.13	00:01:54	78.32%	52.20%
<input type="checkbox"/>	10. wwwcf.fhwa.dot.gov / referral	2,608		2.40	00:01:29	89.80%	47.09%

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Site Usage [Ecommerce](#)Visits [VS.](#) [Select a metric](#)[Day](#) [Week](#) [Month](#) [Line](#) [Bar](#)

● Visits

12,000

Friday, August 3, 2012
Visits: 3,013

August 2012 September 2012 October 2012 November 2012 December 2012 January 2013

Visits

464,294

% of Total: 100.00% (464,294)

Pages / Visit

2.47

Site Avg: 2.47 (0.00%)

Avg. Visit Duration

00:02:23

Site Avg: 00:02:23 (0.00%)

% New Visits

61.53%

Site Avg: 61.53% (0.00%)

Bounce Rate

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Site Avg: 49.86% (0.00%)

Primary Dimension: [Browser](#) [Operating System](#) [Screen Resolution](#) [Screen Colors](#) [Flash Version](#) [Other](#)

Secondary dimension

Sort Type

Default

advanced

Browser

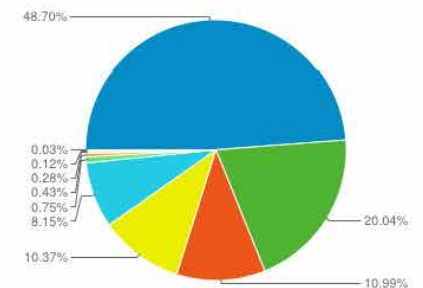
Visits



Visits

Contribution to total: Visits

1. Internet Explorer	226,123	48.70%
2. Safari	93,027	20.04%
3. Firefox	51,006	10.99%
4. Chrome	48,143	10.37%
5. Android Browser	37,840	8.15%
6. Safari (in-app)	3,492	0.75%
7. Mozilla Compatible Agent	1,989	0.43%
8. IE with Chrome Frame	1,323	0.28%
9. Opera	570	0.12%
10. Opera Mini	148	0.03%



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% of pageviews: 100.00%

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Pageviews

40,000

20,000

August 2012 September 2012 October 2012 November 2012 December 2012 January 2013

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Pageviews: 1,147,165

Unique Pageviews: 907,785

Avg. Time on Page: 00:01:37

Bounce Rate: 49.86%

% Exit: 40.47%

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2. /travelers/fares/fare_calculator_axle_class_12/		108,137	9.43%
3. /travelers/faq/ezpass/		87,627	7.64%
4. /travelers/ezpass/		55,174	4.81%
5. /alerts/		49,804	4.34%
6. /about/career/job_openings/		46,789	4.08%
7. /travelers/service_plaza/		42,808	3.73%
8. /travelers/map/		35,697	3.11%
9. /travelers/map/service_plazas/		31,090	2.71%
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Devices

Jul 1, 2012 - Jan 31, 2013

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📶 % of visits: 24.56%

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Visits

5,000

2,500

August 2012 September 2012 October 2012 November 2012 December 2012 January 2013

Visits

114,015

% of Total: 24.56% (464,294)

Pages / Visit

2.14

Site Avg: 2.47 (-13.50%)

Avg. Visit Duration

00:01:55

Site Avg: 00:02:23 (-19.94%)

% New Visits

67.00%

Site Avg: 61.53% (8.89%)

Bounce Rate

55.34%

Site Avg: 49.86% (10.98%)

Primary Dimension: [Mobile Device Info](#) [Mobile Device Branding](#) [Service Provider](#) [Mobile Input Selector](#) [Operating System](#) [Other](#)[Plot Rows](#) Secondary dimension Sort Type: [Default](#)[advanced](#) [📊](#) [📈](#) [📉](#) [📊](#) [📈](#) [📉](#)

	Mobile Device Info	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1.	Apple iPhone	48,542	1.88	00:01:33	70.41%	59.70%
2.	Apple iPad	22,079	2.43	00:02:10	67.55%	47.93%
3.	SonyEricsson LT15i Xperia Arc	3,961	2.27	00:02:03	65.08%	54.33%
4.	(not set)	3,297	2.35	00:02:19	66.82%	53.32%
5.	Motorola MOTXT912B Droid Razr 4G	2,414	2.42	00:02:31	57.33%	53.65%
6.	Motorola DroidX	1,627	2.10	00:02:09	59.62%	58.57%
7.	Motorola xt875 Droid Bionic	1,401	2.22	00:02:12	59.96%	52.46%
8.	HTC ADR6350 Droid Incredible 2	1,303	1.97	00:01:34	54.72%	60.86%
9.	Motorola Droid X2	1,003	2.25	00:02:23	55.73%	47.36%
10.	HTC ADR6400L Thunderbolt 4G	961	2.29	00:02:11	61.71%	53.49%

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Direct Traffic

Jul 1, 2012 - Jan 31, 2013

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Explorer

[Site Usage](#) [Ecommerce](#)[Visits](#) VS. [Select a metric](#)[Day](#) [Week](#) [Month](#) [Line](#) [Bar](#)[Visits](#)

4,000



Visits

171,082

% of Total: 36.85% (464,294)

Pages / Visit

2.15

Site Avg: 2.47 (-12.97%)

Avg. Visit Duration

00:02:24

Site Avg: 00:02:23 (0.22%)

% New Visits

51.68%

Site Avg: 61.53% (-16.01%)

Bounce Rate

58.07%

Site Avg: 49.86% (16.46%)

Primary Dimension: [Landing Page](#) [Other](#)[Plot Rows](#)

Secondary dimension

Sort Type:

[Default](#)[advanced](#)[Table](#)[Bar](#)[Line](#)[Pie](#)[Map](#)[Funnel](#)[Treemap](#)

	Landing Page	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1.	/	102,442	2.28	00:02:43	48.35%	53.48%
2.	/travelers/faq/ezpass/	13,887	1.79	00:01:45	74.73%	68.81%
3.	/about/career/job_openings/	9,509	1.26	00:00:26	29.72%	88.87%
4.	/travelers/service_plaza/	6,164	1.86	00:01:52	71.28%	64.26%
5.	/travelers/fares/fare_calculator_axle_class_12/	4,935	2.74	00:02:38	64.56%	21.03%
6.	/travelers/ezpass/	4,925	1.93	00:01:51	61.62%	65.66%
7.	/alerts/	3,775	2.10	00:05:20	44.19%	56.19%
8.	/travelers/map/	2,359	1.72	00:01:23	70.58%	70.88%
9.	/travelers/map/service_plazas/	2,259	1.50	00:01:25	61.09%	76.36%
10.	/travelers/weather/	2,156	1.94	00:01:51	66.19%	59.37%

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Shortcut **BETA**

100.00% of visits

Distribution

Visit Duration

Page Depth

Visits

464,294

% of Total: 100.00% (464,294)

Pageviews

1,147,165

% of Total: 100.00% (1,147,165)

Visit Duration	Visits	Pageviews	Percentage of total
			Visits Pageviews
0-10 seconds	255,031	281,012	54.93% 24.50%
11-30 seconds	35,282	85,532	7.60% 7.46%
31-60 seconds	33,782	97,293	7.28% 8.48%
61-180 seconds	60,598	231,131	13.05% 20.15%
181-600 seconds	49,013	255,339	10.56% 22.26%
601-1800 seconds	25,743	147,761	5.54% 12.88%
1801+ seconds	4,845	49,097	1.04% 4.28%

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Frequency & Recency

Jul 1, 2012 - Jan 31, 2013

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Distribution

[Count of Visits](#) [Days Since Last Visit](#)

Visits

464,294

% of Total: 100.00% (464,294)

Pageviews

1,147,165

% of Total: 100.00% (1,147,165)

Count of Visits	Visits	Pageviews	Percentage of total	
			Visits	Pageviews
1	285,907	749,593	61.58%	65.34%
2	65,055	143,578	14.01%	12.52%
3	24,936	53,144	5.37%	4.63%
4	12,904	26,829	2.78%	2.34%
5	7,860	16,164	1.69%	1.41%
6	5,343	11,268	1.15%	0.98%
7	3,988	8,381	0.86%	0.73%
8	3,078	6,349	0.66%	0.55%
9-14	10,774	22,637	2.32%	1.97%
15-25	9,747	21,511	2.10%	1.88%
26-50	10,693	25,249	2.30%	2.20%
51-100	9,838	25,398	2.12%	2.21%
101-200	7,920	21,928	1.71%	1.91%
201+	6,251	15,136	1.35%	1.32%

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Jul 1, 2012 - Jan 31, 2013

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Shortcut **BETA**

100% of visits: 100.00%

Explorer

Site Usage Ecommerce

Visits vs. Select a metric

Day

Week

Month

Visits

12,000



Visits

464,294

% of Total: 100.00% (464,294)

Pages / Visit

2.47

Site Avg: 2.47 (0.00%)

Avg. Visit Duration

00:02:23

Site Avg: 00:02:23 (0.00%)

Bounce Rate

49.86%

Site Avg: 49.86% (0.00%)

Primary Dimension: Visitor Type

Secondary dimension

Sort Type: Default

Q

advanced

Table

Graph

List

Pivot

Pivot Table

Visitor Type

Visits

↓

Visits

Contribution to total: Visits

1. New Visitor

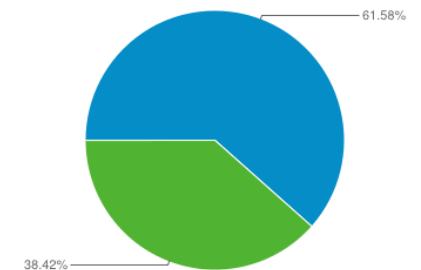
285,907

61.58%

2. Returning Visitor

178,387

38.42%



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Advanced Segments Customize Email Export Add to Dashboard Shortcut **BETA**

% of visits: 8.71%

Explorer

Site Usage Ecommerce

Visits VS. Select a metric

Day Week Month

Visits

2,000

1,000

August 2012 September 2012 October 2012 November 2012 December 2012 January 2013

Visits

40,422

% of Total: 8.71% (464,294)

Pages / Visit

2.51

Site Avg: 2.47 (1.68%)

Avg. Visit Duration

00:02:24

Site Avg: 00:02:23 (0.22%)

% New Visits

72.00%

Site Avg: 61.53% (17.00%)

Bounce Rate

51.64%

Site Avg: 49.86% (3.56%)

Primary Dimension: Source Landing Page Other

Add Rows Secondary dimension Sort Type: Default

advanced

Table View

	Source	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input type="checkbox"/>	1. freewebs.com	3,764	3.56	00:02:37	91.74%	33.48%
<input type="checkbox"/>	2. 36ohk8dgmcd1n-c.c.yom.mail.yahoo.net	2,872	1.45	00:01:10	62.33%	76.81%
<input type="checkbox"/>	3. google.com	2,791	2.13	00:01:54	78.32%	52.20%
<input type="checkbox"/>	4. wwwcf.fhwa.dot.gov	2,608	2.40	00:01:29	89.80%	47.09%
<input type="checkbox"/>	5. costoftolls.com	1,409	4.52	00:02:46	92.26%	13.91%
<input type="checkbox"/>	6. answers.yahoo.com	1,267	3.91	00:02:46	91.71%	28.81%
<input type="checkbox"/>	7. highwayconditions.com	1,201	2.77	00:01:44	82.35%	26.81%
<input type="checkbox"/>	8. intranet.ad.nateq.com	1,108	2.27	00:13:59	17.96%	61.10%
<input type="checkbox"/>	9. us.mg205.mail.yahoo.com	772	1.40	00:01:08	53.76%	79.53%
<input type="checkbox"/>	10. search.mywebsearch.com	758	3.28	00:03:05	59.89%	37.47%

Show rows: 10 Go to: 1 1 - 10 of 1121

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Jul 1, 2012 - Jan 31, 2013

Select a Segment Level of Detail Export

This report is based on 99.9K visits (21.7% of visits). Learn more



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