



**TRUCKEE TAHOE AIRPORT DISTRICT  
BOARD OF DIRECTOR STAFF REPORT**

**AGENDA TITLE:** Website Redesign RFP  
**MEETING DATE:** Wednesday, March 23, 2022  
**PREPARED BY:** Marc R. Lamb, Aviation & Community Services Manager

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**RECOMMENDED ACTION:** Truckee Tahoe Airport District (TTAD) staff is requesting Board approval, by consent, of the finalized version of the Website Redesign Request for Proposals (RFP).

**DISCUSSION:** District staff presented an initial draft Website Redesign RFP to the Board at their February 23, 2022, meeting. Director David Diamond subsequently worked with staff on suggested final edits which are included in the finalized version attached to this staff report.

**WEBSITE HISTORY:** Circa 2007 the TTAD Board directed staff to develop an Airport District presence online. CLM Design out of Reno was hired to design and launch a District website. CLM Design managed 100% of the content of the District’s website through late 2013 early 2014.

In March of 2014 a new TTAD website was designed and launched by New Leaders, a locally based, pilot-owned website-design company. New Leaders’ web design allowed for a more robust website, viewable across multi-media platforms and included a Content Management System which allowed airport staff full control of content around New Leaders’ website template. There have been several iterations of the current website, with significant refresh updates in 2016 and 2019. The 2019 update included a prototype e-commerce capability.

As part of its Board directed Flight Procedures outreach, TTAD hired Aviatrix Communications in 2019 to develop a small Flight Procedures “microsite” which is linked to but is not part of the District’s website. It is managed solely by Aviatrix Communications. The Flight Procedures microsite was designed to be similar in appearance as a seamless “satellite” to the District’s main website.

**WHAT’S NEXT:** If the finalized RFP is Board approved, TTAD staff will market the RFP via standard outreach techniques i.e., website, social media, eblasts and print media. Airport staff will also directly solicit at least three potential qualified vendors for bids. A 30-day deadline for responses will be incorporated into the final Website Redesign RFP with vendor responses due by 5:00 pm Friday, April 29, 2022.

**FISCAL IMPACT:** The TTAD Board has approved \$25,000 in the 2022 budget for a website redesign. The budget line item can be found under 2022 Capital Project Expenditures – Website Redesign.

**PROPOSED MOTION:** Approval of the finalized version of the Website Redesign RFP by consent.

**ATTACHMENT:**

- Website Redesign RFP (5 pgs.)

**REQUEST FOR PROPOSALS**

**FOR**

**PROFESSIONAL CONSULTING SERVICES**

**TRUCKEE TAHOE AIRPORT**

**WEBSITE REDESIGN**

**&**

**DIGITAL MEDIA MANAGEMENT SERVICES**

**Truckee Tahoe Airport District**  
**10356 Truckee Airport Road**  
**Truckee, CA 96161**  
**(530) 587-4119**

**Issued March 25, 2022**

**<https://truckeetahoeairport.com>**

# TRUCKEE TAHOE AIRPORT DISTRICT DIGITAL MEDIA MANAGEMENT SERVICES

## Request for Proposal

This document constitutes a Request for Proposals (RFP), to be received from qualified organizations to perform the Scope of Work set forth herein. Offerors are strongly encouraged to carefully read the entire request for proposals.

Responses will be accepted and confirmed until **5:00 p.m. Friday April 29, 2022**, and may be mailed, emailed, or delivered to:

Truckee Tahoe Airport District  
Attn: Hardy S. Bullock, Director of Aviation & Community Services  
10356 Truckee Airport Road  
Truckee, CA 96161  
[hardy.bullock@truckeetahoeairport.com](mailto:hardy.bullock@truckeetahoeairport.com)

## Request Overview

The Truckee Tahoe Airport District (TTAD or District) is requesting proposals from qualified and recognized website development and design firms for the purpose of securing digital media management services, primarily consisting of the District's website, located at [www.truckeetahoeairport.com](http://www.truckeetahoeairport.com), including implementation of an airport staff controlled Content Management System (CMS), along with potential ecommerce capabilities, as specified in this Request for Proposal (RFP).

The District's current digital media footprint, including the website, is currently robust and multi layered. The District has taken steps to both improve and enhance its online offerings. This contract will delegate the daily operation and maintenance of the existing website and other digital media assets to the successful contractor. It is assumed that all offerors will take the necessary steps to understand the current operation of the District's mobile and desktop websites as well as interfacing systems and portals. The successful contractor will be responsible for the operation and maintenance of these assets immediately upon the award of this contract.

Questions or clarifications related to this RFP may be directed to:

Hardy S. Bullock, Director of Aviation & Community Services  
10356 Truckee Airport Road  
Truckee, CA 96161  
(530) 587-4119 X 106  
[hardy.bullock@truckeetahoeairport.com](mailto:hardy.bullock@truckeetahoeairport.com)

## ABOUT THE TRUCKEETAHOE AIRPORT DISTRICT

The website design should reflect the history, spirit and character of the Truckee Tahoe Airport and the community it serves.

### Historic Highlights

In the mid-1950s, a small Chamber of Commerce representing Truckee's business owners was eager to have a modern airport that would bring tourists to the area. By 1958, the Truckee Tahoe Airport District (TTAD) was formed. The first elected TTAD Board, a group of local businessmen, spent their own money and time to obtain federal and state funding to build a runway and terminal building and buy property

surrounding the Airport. They had a vision that air travel would become vital to a thriving community.

Over 60 years later, not only is Truckee Tahoe Airport (KTRK) a community center, but it serves as a base for law enforcement aircraft, firefighting, Civil Air Patrol, Care Flight and transient air ambulance services, military training and it hosts a vibrant general aviation community. KTRK is also a weather observation station for the National Oceanic and Atmospheric Administration, National Weather Service.

Just as the founders of Truckee Tahoe Airport District had dreamed, our local Airport is a vital transportation link for residents, visitors, and businesses, and provides critical air access for emergency and government services. Truckee Tahoe Airport is a measure of our community's prosperity and well-being and continues to be an integral part of its bright future.

### **Service Area, Services, and Customers**

The Truckee Tahoe Airport is the primary airport serving the entire north Lake Tahoe region, the Truckee area, and the Donner Lake and summit area. The Airport District is located in a prime year-round recreational area which encompasses the eastern half of Placer and Nevada Counties. The Airport District's primary customers are the residents of the District and the various local and transient users of the facility.

### **Operations**

Approximately 40,000 operations occurred last year at the Airport. An operation is counted as either one takeoff or one landing. The 2021 Annual Operations Report shows that 34% of operations were turbine or jet aircraft, 48% were piston aircraft, and 2% were helicopter. Additionally, about 15% of all operations are performed by gliders and their tow-planes between May and October. Recent operations and business analysis indicates that about 60% of all activity and business occurs between late June and late September. Though smaller, another peak due to the ski season is noticeable between Christmas and the end of March. We request that our customers not fly between the hours of 10 p.m. and 7 a.m. to minimize operational impact on our neighbors.

### **Mission Statement**

The Truckee Tahoe Airport aims to provide safe, high-quality services and facilities, reduce impact on airport neighbors and the environment, and invest in opportunities that increase community safety and provide sustained benefit to the entire Truckee Tahoe region.

### **The website should reflect these District attributes**

- ✓ Community-oriented in our focus; always striving to be a good neighbor
- ✓ Outreach to aviators and community to understand and balance needs and priorities
- ✓ New ways of evaluating opportunities and challenges by creating innovative solutions
- ✓ Nurture and guide employee growth and well-being
- ✓ Environmental stewardship to minimize negative impacts
- ✓ Conscious of safety and security in our operations
- ✓ Transparent environment based on integrity, trust, and respect
- ✓ Excellence in service with fair, responsive and courteous treatment of all
- ✓ District financial responsibility to utilize public funds fairly and equitably, maintain affordability for local pilots, scrutinize costs, and evaluate rates and charges

## **Samples of Current Supporting web links of importance:**

<https://truckeetahoeairport.com>

<https://flightpaths.truckeetahoeairport.com>

<https://truckeetahoeairport.com/webcam>

<https://notams.aim.faa.gov/notamSearch/>

<https://www.facebook.com/truckeetahoeairport>

<https://www.instagram.com/truckeetahoeairport>

## **PURPOSE OF THE REQUEST FOR PROPOSAL**

Truckee Tahoe Airport District is seeking an outside, independent organization to perform the activities listed below. These activities may be completed at once, separately over time, or in conjunction with similar tasks of varying size. These task orders will be at the sole discretion of District staff and will be administrated under the blanket agreement herein. The remainder of this document provides additional information that will allow a service provider to understand the scope of the effort and develop a proposal in the format desired by the Truckee Tahoe Airport District. We anticipate work will commence in June of 2022 and be an iterative process for the life of the contract. The performance period for this agreement shall be two years with an option for additional years.

## **THE GOALS OF THE NEWLY REDESIGNED WEBSITE (Order of Design Priority)**

1. A redesigned, interactive mobile-first website that engages external audiences such as our constituents, pilots, participants, policymakers, and media, and uses new and social media in a graphically appealing and engaging manner to convey the latest information about our organization.
2. A single online presence where the above audiences can access content and functionalities that are specific to each audience. This may include store front e-commerce areas where various groups may pay for goods and services.
3. Incorporate a user-friendly content management system that allows District staff to receive and respond to inquiries, post responses, post documents, post media and press release documents, manage contacts, and manage employee intranet assets.

## **DESIRED FUNCTIONALITY**

- o CMS software that is nonproprietary and able to be used by non-technical staff, and that can version control or "noindex" specific content that has become outdated or superseded by updated content.
- o Search "SEO" function for PDF, video, and other content in addition to relevant web pages.
- o Printer friendly pages
- o Navigation-friendly for users

- Password protected area for uses that include audience specific information (integrated with a CMS), calendar of events, and other interactive elements.
- Website should confirm to all current cyber security best practices
- E-newsletter capability or the ability to complement existing CMS with an external direct mail program such as Constant Contact, Magnet Mail, Mail Chimp, etc.
- ADA compliant
- Integration of analytics program such as Google analytics, with configuration and goals to be defined with staff.
- Video and audio streaming that is based on browser-native technologies that work across Google Chrome, Mozilla Firefox, Microsoft Edge, and Apple Safari.

## SELECTION CRITERIA

This solicitation will use best value acquisition standards to determine the successful offeror. This method of determination uses a combination of the below listed criteria in support of the Truckee Tahoe Airport District Procurement Policy Instruction (PI#303).

<https://www.dropbox.com/sh/xzi0dl233vdr702/AADbXzPp2E-egvV3uAy2QVdqa?dl=0&preview=PI+303++Expenditure+Authorization-Procurement.pdf>

Offerors are encouraged to read and understand the policy that outlines the procurement of the services listed herein. This procurement will be classified as a contract item and be categorized as a minor or major purchase.

## BEST VALUE RANKING

These criteria will be used in the selection of the successful offeror. The rank, relevance, and weight will be disclosed upon completion of the selection process. The selection process is final, and the District will not entertain a challenge to the process outlined here based on the best value ranking criteria.

1. Demonstration of past performance in areas of similar technical and design implementation.
2. Demonstration of timely performance. This includes projects with timelines of less than one month. Please provide a firm estimate of dedication for staff resources on a monthly or weekly basis for the contract period, i.e., minimum of 30 hours/week from the inception of a task order etc.
3. List of key personnel and associated subcontractors.
4. List of commonly used framework(s), platform(s), software, code language, database or proprietary or open-source components used by your firm in the construction of solutions, website, or deliverables.
5. Price
6. Certified Local Vendor Preference Criteria

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