



REQUEST FOR QUOTE (RFQ)

Website Redesign, Development, and Implementation Services

1. General Information

Issuing Agency:

Prairie Hills Transit (PHT), 2015 Tumble Weed Trail, Spearfish, South Dakota

Schedule:

RFQ Release Date:	July 2, 2026
Deadline for Written Questions:	July 10, 2026
Responses/Addenda Issued:	July 17, 2026
Quote Submission Deadline:	July 24, 2026
Anticipated Award Date:	July 31, 2026

Project Overview:

PHT seeks proposals from experienced vendors to design, develop, and implement a modern, accessible, and user-friendly website, recognizing the value of your expertise in enhancing public transit access and engagement.

The website must be scalable, mobile responsive, ADA-compliant, and capable of supporting mobile applications and fare management systems.

2. Scope of Services

The selected Vendor shall provide full website redesign and implementation services, including but not limited to the following:

- Complete redesign of the PHT website using a CMS platform (WordPress preferred or equivalent)
- Migration and restructuring of existing website content
- Conversion of PDF documents into accessible web content
- Development of a modern, user-friendly interface aligned with PHT branding
- Integration of service alerts and real-time communication tools
- Rider scheduling and trip request functionality integrated with existing systems

- Future-ready integration for reloadable fare card functionality
 - Fleet and service data visualization tools (usage, mileage, trips, etc.) and ability to update monthly.
 - Social media integration (Facebook)
 - Search functionality with categorized results
 - SEO optimization and analytics integration (e.g., Google Analytics)
 - Mobile-responsive design across all devices and browsers
 - CMS that allows non-technical staff to manage and update content
 - Hosting, licensing (if applicable), and ongoing maintenance support
 - Staff training and documentation for website administration
 - Compliance with ADA, Section 504, Section 508, and FTA Circular 4710.1 accessibility standards
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3. Accessibility and Compliance Requirements

The website must fully comply with:

- Section 504 of the Rehabilitation Act of 1973
- Section 508 Electronic and Information Technology Standards
- Title II of the Americans with Disabilities Act (ADA)
- Federal Transit Administration (FTA) Circular 4710.1
- Web Content Accessibility Guidelines (WCAG) best practices

Accessibility requirements include, but are not limited to:

- Screen reader compatibility
- Keyboard navigation functionality
- Proper ARIA labeling and semantic structure
- Alt text for all images
- Captioning for multimedia content
- High contrast and readable design standards
- Accessible documents (PDFs and web content)

Vendor must utilize accessibility validation tools such as WAVE (<https://wave.webaim.org>) or equivalent.

4. Deliverables

The selected Vendor shall provide:

- Fully functional and deployed website
 - CMS platform with administrative access for PHT staff
 - Migrated and reformatted content from existing website
 - Integrated scheduling, alert, and communication features
 - Training materials and staff training sessions
 - Maintenance and support plan
 - Documentation for system operation and updates
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5. Vendor Submission Requirements

All proposals must include the following:

5.1 Technical Proposal

- Description of proposed website platform, architecture, and hosting solution
- Project approach and implementation plan
- Project timeline with key milestones
- Accessibility compliance methodology
- Training and support plan

5.2 Cost Proposal

- Detailed itemized cost proposal including:
 - Design and development costs
 - CMS setup and configuration
 - Content migration
 - Integration services (scheduling, fare systems, analytics, etc.)

- Training costs
- Hosting and maintenance
- Optional future enhancements (if applicable)

Cost proposals must be clearly separated into base services and optional add-ons.

5.3 Required Legal and Administrative Documentation

Each vendor must include:

- Proof of Good Standing with the South Dakota Secretary of State (certificate or verification documentation must be current)
- Unique Entity Identifier (UEI) number registered in SAM.gov (System for Award Management)
- Authorized signature of proposal submitter
- Statement of ability to comply with all federal procurement requirements, including applicable FTA regulations

6. Evaluation Criteria

Proposals will be evaluated based on:

- Experience with government or transit website development
- Technical approach and system functionality
- Accessibility compliance capability
- Cost reasonableness and completeness. Separate the design, implementation, and maintenance support.
- Platform usability and scalability
- Training and support plan
- Past performance and references

PHT reserves the right to reject any or all proposals and to award a contract in the best interest of the agency.

7. Contract Terms

- Contract award will be made to the most responsive and responsible vendor

- Basic contract year 1: Design and implementation
Years 2–5: Optional annual hosting, maintenance, and support
 - PHT reserves the right to negotiate scope and cost
 - Work shall not begin without a fully executed contract
 - All federal, state, and local procurement requirements apply
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8. Submission Instructions and Schedule

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PHT reserves the right to modify the procurement schedule through written addenda.

All quotes must be received by the submission deadline. Late submissions may be considered non-responsive and may not be evaluated.

Proposals can be submitted by email to Lisa Johnson, Deputy Director,
ljohnson@prairiehillstransit.com
or mailed to

Prairie Hills Transit, ATTN: Lisa Johnson, 2015 Tumble Weed Trail, Spearfish, SD 57783

Late submissions will not be considered.

9. Questions and Clarifications

All questions must be submitted by email by July 10, 2026:

Lisa Johnson, Deputy Director
ljohnson@prairiehillstransit.com

Responses will be shared with all prospective vendors, if applicable, by July 17, 2026.