

# **REQUEST FOR PROPOSALS**

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## **Website Design, Development, and Support**

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# **TEXARKANA**

REGIONAL AIRPORT

Issued By:

**Texarkana Regional Airport Authority  
201 Airport Drive  
Texarkana, Arkansas 71854**

Dated: February 1, 2023

<b>QUESTIONS DEADLINE:</b>	<b>March 1, 2023, 5:00 PM CST</b>
<b>SUBMISSION DEADLINE:</b>	<b>April 12, 2023, 5:00 PM CST</b>
<b>POINT OF CONTACT:</b>	<b>Airport Administration</b> <a href="mailto:admin@txkairport.com">admin@txkairport.com</a> (870) 774-2171

RFP TITLE: WEBSITE DESIGN, DEVELOPMENT, AND SUPPORT FOR THE TEXARKANA REGIONAL AIRPORT

RFP SCHEDULE: Schedule stated below is the schedule for this RFP process. However, the Authority reserves the right to modify, change or amend any of these dates and to change or halt the process at its sole discretion at any time:

Issue RFP	February 1, 2023
Mandatory Pre-Response Meeting	February 15, 2023
Questions/Change Requests Deadline	March 1, 2023
Addenda Published by (if necessary)	March 8, 2023
Submission Deadline	April 12, 2023
Short-List Presentations	Week of April 17, 2023
Notice of Selection	Week of May 1, 2023

QUESTIONS: Any questions or requests for clarification/change on any matter contained in this RFP must be submitted by email to [admin@txkairport.com](mailto:admin@txkairport.com) no later than **5:00 PM CST, March 1, 2023**. Any material change, including schedule changes, or clarification of any matter contained in this RFP, will be issued in the form of written addenda. All addenda will be published at [www.flytxk.com/rfp/](http://www.flytxk.com/rfp/) no later than **5:00 PM CST, March 8, 2023**. The Authority reserves the right to respond to any questions/requests directly without publishing, or not respond at all at its sole discretion.#

**MANDATORY PRE-RESPONSE MEETING**

A **mandatory** pre-response meeting has been scheduled for **2:00 PM CST, February 15, 2023**, in the Airport Administration Conference Room, 201 Airport Dr. Texarkana, Arkansas, 71854 to discuss questions on the RFP and the Authority’s requirements/preferences for the resulting website.

If a participant wishes to attend the meeting virtually, they must request an online meeting invitation from the Authority. By submitting a proposal to the Authority, each proposer agrees and represents that it has all information necessary to complete and submit its proposal to the Authority and is waiving all claims against the Authority and its Board members, directors, council members, officers, representatives, agents, and employees. Proposer’s bear all costs, and expenses related to their attendance at the pre-response meeting, or any meeting described in this request. Proposals submitted by proposers that did not attend the mandatory pre-response meeting will not be considered. **Verbal responses from the Authority at the pre-response meeting are not formal nor binding on the Authority.**

**SUBMISSION DEADLINE: 5:00 PM CST, WEDNESDAY, APRIL 12, 2023**

Any person needing special accommodations for attendance at the pre-response meeting, or any meeting described in this RFP, should contact Airport Administration at e-mail address [admin@txkairport.com](mailto:admin@txkairport.com), or telephone (870) 774-2171 at least **3** business days before each meeting.

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## **SECTION I: OBJECTIVE**

### **1.1 General**

The Authority is seeking proposals from highly qualified, experienced website development companies to design and develop a first-class website to host at [flytxk.com](http://flytxk.com). The awarded proposer will also provide ongoing maintenance, support, and quarterly analytics information to the Authority. This will be a concept to completion project.

Copies of this RFP may be obtained by emailing [admin@txkairport.com](mailto:admin@txkairport.com), or by visiting [www.flytxk.com/rfp](http://www.flytxk.com/rfp). Sealed, hard copy proposals (**1 original and 4 copies**) shall be submitted to 201 Airport Dr. Texarkana, AR 71854 and are to be marked “Website Design, Development, and Support Proposal.” All proposals must be submitted in-person or via mail or express delivery, not electronically or faxed. Proposers are advised that the Authority will not be responsible for submission delays caused by any delivery services that may be used or for any other reason. Proposers are hereby encouraged to cause delivery of their proposals prior to the scheduled submission deadline of **5:00 PM CST, April 12, 2023**. The submission deadline will be scrupulously observed, and late proposals will not be considered.

The Authority reserves the right to reject any or all proposals; to re-advertise this RFP; to postpone or cancel this process; to waive irregularities in the RFP process or in the proposals submitted in response thereto; to accept any responsive proposal considered to be in the best interest of the Authority, and to change or modify the RFP schedule or process outlined herein at any time.

## **SECTION II: OVERVIEW**

### **2.1 Authority Background**

The Authority owns and operates the Texarkana Regional Airport, a public-use primary commercial service airport located approximately 4 nautical miles Northeast of downtown Texarkana, TX-AR. The airport is perfectly positioned to serve the communities of Southeast Oklahoma, Southwest Arkansas, Northeast Texas, and Northwest Louisiana and serves as a gateway to nearby tourist attractions, natural wonders, and historical sites and towns. With quick access to Interstate 49, Interstate 30 and U.S. Hwy 67, travelers will find that the airport's location puts the area's appealing attributes within easy driving distance. Focused on convenience and comfort in a beautiful setting, the airport is committed to being the stress-free, reliable air travel hub for those coming to/from the greater Ark-La-Tex area.

Commercial airline service is provided by American Airlines, connecting passengers to hundreds of competitive-priced domestic and international destinations via daily direct flights to a top-rate connecting hub airport – Dallas/Fort-Worth International Airport. In 2019, the airport reached record high 40,000 enplanements and has seen a remarkable recovery from the COVID-19 pandemic. With a larger passenger terminal under construction and on schedule for a Summer 2024 opening, the Authority is confident enplanements will continue to rise and eventually exceed previous records. This, combined with the Authority's aggressive stance on increasing aeronautical and non-aeronautical development, sets the stage for an exciting new future for the airport.

## 2.2 Current Website

The airport's current Word Press-based site has reached the end of its useful life, and the Authority believes the best course of action is to build a new website from the ground up. The Authority is looking for a seasoned, design/development team to deliver a robust, content management system-based solution that is consistent with the Authority's organizational vision, easily delivers airport information for passengers, markets real estate development initiatives, and fully embraces the incoming new brand and image. The Authority is open to all website hosting platforms including but not limited to Joomla, HubSpot, Wix, Drupal, Word-Press, etc. The current site recently underwent some updates, including adding new page content. In order to keep the price of the project down, a large portion of page content from the current website can be carried over during the design and development process, at the direction of the Authority.

## 2.3 Our Audience

We look to reach the immediate communities of Texarkana, TX-AR, the local and regional communities of Southeast Oklahoma, Southwest Arkansas, Northeast Texas, and Northwest Louisiana, as well as inbound travelers from around the country to educate and excite them about air travel to and from TXK and the surrounding area. Key website user groups include:

1. Business to Customer Audience
  - o Commercial aviation travelers (e.g., business, leisure, individuals, families, domestic, international, origin-destination, first-time, persons with disabilities)
  - o Private aviation travelers (e.g., FBO customers, General Aviation)
2. Business to Business Audience
  - o Current and potential tenants, vendors, contractors, and business partners
  - o Surrounding community members
  - o Current and future employees of Authority
  - o Local, State and Federal elected officials and public agencies
  - o Key stakeholders such as the Authority Board
  - o The media

It is crucial to provide our audience with a customer/passenger-focused design so they can quickly find the information they need. It will also be very important to provide easy, streamlined access to the airport's real estate development portal ([developoptxkairport.com](http://developoptxkairport.com); described more in **Section 3.10**) for those looking to do business with the Authority. This real estate portal will be developed by the awarded proposer in conjunction with the website update.

## **SECTION III: SCOPE OF SERVICES**

### **3.1 Overview**

It is the Authority's expectation to have a premiere website, designed for ease of use by the public, community stakeholders, developers, employees, and employers. The website must be creative and allow for timely delivery of content using basic technical skills, consistent with industry best practices and the principles of good task-flow, intuitive navigation, and concise messaging.

The website must achieve the comprehensive goal of providing easy access to airport information, serving as a public communications tool, assisting in passenger flight bookings, showcasing the attractive qualities of the Ark-La-Tex of which the airport serves, and marketing real estate development opportunities. It is essential that the website provides information in an organized, logical manner, with options to include a variety of elements to enhance its marketing function, such as travel cost calculators, "Book A Flight" features, inquiry forms, videos, photography, etc. All content must be highly compatible with a variety of browsers and platforms, including all desktops, tablets, and mobile devices. It is also important to meet usability guidelines for users with disabilities and those with low technical literacy. In addition, the Authority places great importance on its website being **fully operational 100% of the time**.

### **3.2 Minimum Required Content:** At a minimum, the below is required for the website.

- o A dynamic, user-friendly website that incorporates current trends and philosophies in electronic communication and web design
- o Design for **excellent** mobile device compatibility
- o Compatible with all major web browsers (e.g., Edge, Chrome, Safari, Opera, etc.)
- o Site architecture to serve both customers/passengers ([flytxk.com](http://flytxk.com)) and key business stakeholders ([developoptxkairport.com](http://developoptxkairport.com); **described more in Section 3.10**)
- o Easy to use content management system for Authority staff
- o Emphasize clear calls to action
- o Integration of analytics program such as Google analytics, with configuration and goals to be determined with Authority
- o Improve user experience design with streamlined, intuitive navigation and information architecture
- o Conform to all current cyber security best practices
- o Creation of a clean, focused, responsive and efficient site

- o A site that is compliant with all ADA and accessibility standards. Increased accessibility to users with disabilities and those with low technical literacy.
- o Integration of real time flight status, flight tracking, security wait times, weather conditions, and flight information display system. Pulling from APIs
- o Social media integration with owned social media and RSS feeds
- o Tools/methods to gather real-time customer input
- o Embedded coding to provide automated error detection
- o Ability to offer web-based information in more than one language
- o Incorporation of appointment-setting software and information/application submission forms for airport security badges and t-hangars
- o Excellent search engine optimization with SEO keywords
- o Applicable page content from current site, as directed by Authority
- o Ability to link to other sites with direct and embedded links
- o Creative and user-friendly travel cost calculator to compare costs with other surrounding airports – must transition to an option to “Book A Flight.”
- o Interactive terminal map with photos, links, and information from applicable software (i.e., Art of Context)
- o Creative and interactive route map showing where passengers can fly from TXK airport, including the connections from DFW airport.
- o Visually pleasing design and use of good photos and b-roll video footage. Additionally, a branding package must be included with the website.
- o Showcasing of local/regional attractions, items of interest, restaurants, tourist destinations, landmarks, historical cities/towns/sites, and natural components by way of high-quality b-roll video footage, photos, links, buttons, etc.
- o Any other requests and requirements from the Authority during the design process

### **3.3 Content Management System**

The awarded proposer shall incorporate a user-friendly content management system that will enable Authority staff to easily post and update documents, receive and respond to inquiries, upload media alerts and press releases, post announcements and banner messages, and make design changes when needed after website deployment.

### **3.4 Information Design**

The awarded proposer shall use Information Architecture (“IA”) best practices and shall support SEO keywords. Documentation of the IA via sitemap or tree diagram illustrating structure, groupings, and nomenclature must be provided to the Authority for review. The documentation shall also include a plan for URL updates and redirects. The Authority shall have final review and approval of the IA before site development begins.

### **3.5 Visual Design**

The awarded proposer shall develop creative and engaging design elements for the website. Design ideas should include the following elements: icons, colors, layouts, forms, fonts, headings, links, lists, tables, text, tone of voice, headers, footers, navigation, listings (e.g., news, events, etc.), and breadcrumbs. Use of visually pleasing photos and high-quality b-roll video footage is required. Authority shall review templates or mock-ups for key page types and designs before development.

The awarded proposer shall utilize a design review process to allow the Authority to assess and validate the direction of the conceptual design. As part of the design review process, the awarded proposer shall provide detailed scenarios, preliminary navigation models, and design concepts or schematics. The Authority targets no more than three rounds of conceptual design review.

### **3.6 Platform Support**

The website shall be compatible with the latest versions of the standard internet browsers for PC, Mac, tablet, and mobile devices (including but not limited to: Brave, Chrome, Edge, Firefox, Opera, Safari, and Vivaldi). The awarded proposer shall evaluate and recommend compatibility with distinct browser versions based on industry best practices.

### **3.7 Backup, Resiliency and Disaster Recovery**

The awarded proposer shall recommend protocols for backup, resiliency, and disaster recovery including but not limited to frequency and type of backup, up time, geographic distribution, and/or other measures to maximize up time and minimize recovery time in the event of an outage.

### **3.8 Website Monitoring and Tracking**

The awarded proposer shall ensure that Google Analytics and/or other relevant tracking tools are properly configured to track user behavior and monitor site traffic, trends, SEO, and overall website health.

### **3.9 Fly Local Messaging**

The awarded proposer must include content and messaging throughout the entire website, catered to the importance of flying local and from TXK. This can include page content, catch phrases, creative sayings, quotes, photos, statements, videos, graphics, etc. all directed at the convenience, accessibility, and connectivity TXK provides to passengers and travelers from around the country.



### **3.10 Real Estate Portal**

The Authority requires the awarded proposer develop a separate, stand-alone portal under the unique hyperlink, [developctxairport.com](http://developctxairport.com), to showcase and market the airport's real estate development opportunities. This portal must be of the same quality as the new website. The portal should contain all information needed for developers to make a uniformed decision about doing business with the Authority, such as information about the area and business environment, property maps/descriptions, leasing map, and more. The portal must be easily accessible and noticeable from the main website as well as have the ability to be accessed directly via its hyperlink.

### **3.11 Requirements and Preferences from Authority**

The awarded proposer acknowledges and understands the Authority will have further requirements and preferences throughout the website design and development process, including page types, page content, features, design, etc. The awarded proposer agrees to consider all additional requirements and preferences from the Authority, provided they do not interfere with the overall quality and functionality of the website. A detailed scope of work will be incorporated as part of the contract resulting from this RFP.

### **3.12 Support for Future Enhancements**

The Authority's website shall be flexible and scalable to support deployment of potential future functionality and/or integrations which could include but not be limited to:

- Ecommerce applications (online merchandise shop)
- Advertising and page sponsorships
- Promotional Videos

The website must be designed and constructed in such a way that staff may easily add, remove, and modify content in-house and not be dependent on the awarded proposer to perform edits.

### **3.13 Testing Plan**

The awarded proposer shall submit a "high level" testing plan for Authority approval, designed to test the performance of every functional and operational aspect of the website. Upon review of the draft testing plan, the awarded proposer shall modify the plan based on Authority feedback. The awarded proposer shall be responsible for maintaining all testing components based on discoveries made during prototyping and testing and correcting all issues identified. The testing plan shall lay out how the awarded proposer will engage a reputable agency that specializes in web accessibility to certify that the website meets the accessibility requirements documented herein. The testing plan shall also explain the tools and methods the awarded proposer will use to identify and engage non-Authority users for end user testing

### **3.14 Production Deployment, Business Continuity Plan and Training**

The awarded proposer shall develop a clear plan for deploying the new site to production and ensuring business continuity. The plan shall include all tasks necessary for smooth transition to

the new site including but not limited to: phasing, URL updates and redirects, CMS transition, and hosting transition if applicable. The Authority shall have the right to approve or reject the plan, and the awarded proposer must revise the plan based on specifics identified by the Authority during the website testing process. The awarded proposer shall also provide training for Authority employees on the use of configured website monitoring tools and on best practices of SEO analytics, website health, and campaign driven traffic.

### **3.15 Warranty**

The awarded proposer shall warranty correct operations of the website for a period of 90 days from full production deployment. For the duration of the warranty, the awarded proposer shall provide on-call support Monday through Friday 8:00am-5:00pm CST with an emergency contact available nights and weekends.

### **3.16 Ongoing Maintenance**

The awarded proposer shall develop a plan for providing the Authority with ongoing maintenance and support for the website after launch, which may include regular updates and performance checks. Monthly and/or annual costs for providing ongoing maintenance and support for the website shall be provided in the “Quote for Services,” as outlined below.

## **SECTION IV: PROPOSAL SUBMISSION**

### **4.1 Proposal Format**

All responses shall adhere to the format outlined below. The proposal must address all the requirements in this RFP and provide a complete and concise description of how the proposer will perform the required project work. The proposal shall not exceed thirty (30) pages, excluding title/cover page, table of contents and any dividers.

#### Title Page

- o Table of Contents
- o Executive Summary (2-page maximum)
- o Minimum Qualifications
- o General Qualifications
- o RFP Response
  1. Project Scope and Approach
  2. Proposer’s Background
  3. Estimated Schedule
  4. Specific Experiences and References
  5. Team Qualifications
  6. Creative Portfolio of Work
  7. Quote for Services
  8. Additional Information (optional)

## 4.2 Executive Summary

The Executive Summary should present a clear and concise summary of the proposer's background, level of expertise, and direct relevant experience, and should make a case as to why the proposer and the proposed services are best suited for the project described in this RFP.

## 4.3 Minimum Qualifications

To be considered a qualified response and be included in the final selection process, proposers must meet and demonstrate in their proposal the following minimum qualifications:

1. Experience within the last ten (10) years in the complete design and development of a website for at least one (1) commercial service airport in the United States of America.
2. A statement that the proposer will meet all insurance requirements outlined in Appendix B of this RFP, and as may be reasonably required by the Authority hereafter.
3. All completed forms, provided in **Appendix A, C, & D**

## 4.4 General Qualifications

The awarded proposer must have substantial experience in the requirements outlined in this RFP. The firm should discuss its expertise and experience in performing work similar to what's outlined in **Section 3** of this RFP.

## 4.5 RFP Response

The response to this RFP shall describe the following: Proposer's specific scope of services to be provided and approach to service delivery; background or description of the proposers' organization; estimated schedule; specific experience relevant to the project; team qualifications; compensation proposal; and any other pertinent information:

1. **Project Scope & Approach:** This section shall describe the methodology that the proposer will use to ensure that the project is compliant with the requests and requirements in this RFP and shall be completed on time and within the amount of the proposed costs.
2. **Proposer's Background:** The proposer shall present an introduction that details the firm's principal business(es), company size, structure, and firm ownership. If a local office is proposing, the proposer shall describe the attributes of the local office. In particular, the proposer should describe how its firm's professional background and expertise is most suited toward meeting the Authority's requirements. The proposer must also disclose if they plan to outsource any portions of the project. In that event, the proposer shall include which portions would be outsourced and aforementioned information for the third party.

3. **Estimated Schedule:** Provide an estimated schedule of the work identifying milestones for the entire project. This schedule will be used for planning purposes only.
4. **Specific Experiences & References:** The proposer should describe two (2) projects performed by the firm within the last ten (10) years that is similar in nature to the scope described in this RFP. Please provide names and contact information for client references for those projects. The Authority is especially interested in firms who have provided similar website design services for organizations in the travel industry, and/or of the same standard as what is required under this RFP.
5. **Team Qualifications:** The proposer shall provide an organization chart identifying the personnel the proposer plans to assign to the project, their intended roles, and the experience and skills that make them appropriate for this work. Clearly identify who will be the lead person representing the firm in contract negotiations and in managing the subsequent contract with the Authority. Include brief resumes for each of the individuals identified above. Include in those resumes the specific relevant projects on which those individuals have worked or are presently working.
6. **Creative Portfolio of Work:** Provide links to websites that the proposer has created and shall highlight how each link demonstrates key design objectives documented herein.
7. **Quote for Services:** The Proposer shall provide a line-item description of all costs to the Authority for the design and implementation of the website as described in the RFP, including design, development, set-up, ongoing maintenance and subscription costs and fees.
8. **Additional Information:** Additional information which the company may deem necessary to provide relevant to a successful website redesign and development.

## **SECTION V: SELECTION PROCESS**

All proposals received will be evaluated by a selection committee comprised of up to four (4) members from the Authority's Board of Directors. The committee will evaluate each proposal using the weighted criteria listed below. The Authority reserves the right to make such additional investigations as it deems necessary and may require the submission of additional information. Each proposal will be equally assessed using the following evaluation criteria:

### **5.1 Minimum Qualifications (Pass/Fail Phase)**

The selection committee will screen all proposals to ensure compliance with the minimum qualifications, identified in **Section 4.3** of this RFP. A proposal will be deemed non-responsive and will be rejected without further evaluation if it does not meet the minimum qualifications.

### **5.2 Evaluation Criteria (Scoring Phase)**

The selection committee will score proposals using the criteria outlined on the following page:

Item	Element	Weighting Factor	Raw Score	Weighted Overall Score
1	<b><u>Experience</u></b> <ul style="list-style-type: none"> <li>Firm qualifications and relevant experience</li> <li>Recent projects of similar nature and scope</li> <li>Ability to work within a team framework – this project requires close coordination with the Authority</li> <li>Qualifications and experience of personnel</li> </ul>	8	(1-5)	Max (40)
2	<b><u>Design &amp; Concepts</u></b> <ul style="list-style-type: none"> <li>Quality of proposer’s recommendations for improving, upgrading, and developing a new website</li> <li>Execution plan for proposed services</li> <li>Estimated schedule</li> </ul>	6	(1-5)	Max (30)
3	<b><u>Responsiveness to the RFP</u></b> <ul style="list-style-type: none"> <li>Requested information was provided in a clear &amp; concise manner; Proposer provided enough information as required/requested in this RFP</li> <li>Overall quality of written proposal</li> </ul>	4	(1-5)	Max (20)
4	<b><u>Proposed Fee for Services</u></b> <ul style="list-style-type: none"> <li>Detailed, line-item breakdown of all services, software, and maintenance costs. Price will play a role in the decision-making process but will not be the ultimate determination of the awarded proposer</li> </ul>	2	(1-5)	Max (10)
<b>Raw Scoring</b>				(Max 100)
5 = Outstanding, 4 = Very Good, 3 = Satisfactory, 2 = Barely Acceptable, 1 = Unacceptable				

### 5.3 Proposer Evaluation

The selection committee shall review the submitted proposals, using the weighted criteria in **Section 5.2**. After reviewing all submitted proposals, the selection committee may “shortlist” the two-to-three most qualified proposers based upon the RFP responses and extend invitations for presentations. Each invited proposer will have an opportunity to make a brief presentation about its proposal and answer questions from the selection committee. Shortlist presentations will begin the week of **April 17, 2023**, in the Airport Administration Conference Room or virtually via Zoom or Microsoft Teams. Short-listed proposers will receive their interview invitations by COB **Friday, April 14, 2023**. The final scores will be determined by combining the initial scores of the proposals (using the weighted criteria in **Section 5.2**) with the scores of the interviews (using the weighted criteria in **Section 5.2**). The selection committee will then rank the short-listed proposer(s) based on the combined scores, and the selection committee chair will make a selection recommendation to the Authority’s full Board of Directors (“Board”) based on the highest ranked short-listed proposer. Should there be any final, combined scores that are the same, the selection committee chair will present to the Board the top shortlisted proposer(s) and the Board shall have the final selection. The final selection and subsequent contract approval rests solely with the Board. Costs for travel expenses, proposal preparation, presentation preparation and presentation time shall be borne by the proposer.

## **5.4 Contract Award**

Once the awarded proposer(s) has(have) been determined, the Authority will start negotiating the contract(s) with the awarded proposer(s). If the negotiations are not successful, negotiations will be terminated, and the next highest ranked proposer(s) may be asked to negotiate a contract with the Authority.

The Authority reserves the right to award more than one contract at its sole discretion, to the most qualified proposer(s).

## **SECTION VI: GENERAL CONDITIONS**

### **6.1 Binding Offer**

Each responding proposer's submittal will be considered a binding offer to perform the required services contained herein, assuming the terms of a contract are negotiated satisfactorily. The submission of a proposal shall be taken as prima facie evidence that the responding proposer has familiarized itself with and agrees to the contents of this RFP. Proposals may be withdrawn by written request, e-mail, fax by the responding proposer and re-delivered prior to the time fixed for the submission deadline of proposals.

Negligence on the part of the responding proposer in preparing the proposal confers no right of withdrawal or modification after it has been opened at the appointed time and place by the Authority. Any such withdrawn proposal shall not be resubmitted.

### **6.2 Confidentiality**

The proposal, and all documentation submitted along with it, will become the property of the Authority. During the selection process, all proposals shall remain confidential unless disclosure is required by law. However, following a final selection, the entire selection process file shall be available to the public upon request and as provided by law. Confidential data, if identified as such by the proposer, will be kept confidential upon request, if the request is made as part of the proposal and if the Authority determines that the data meets the requirements for confidentiality treatment under Arkansas State Law. Proposers should self-evaluate what information may be exempt and should mark such information "Confidential." Proposers claiming confidentiality must state in their proposal:

*The proposer agrees to indemnify and hold harmless the Authority, the Airport and their respective officers, officials, directors, employees, agents, and volunteers, from any claims, liability or damages, including reasonable attorney's fees and court costs, against the Authority to defend the Authority against any challenge to such confidentiality claims.*

### **6.3 Disadvantaged Business Enterprise (DBE)**

The Authority is committed to effectively implementing DBE participation. DBE goals will be established on a task-by-task basis after award of the contract based on funding, availability of workforce, specialization of required services, etc.

It is the policy of the Authority that DBEs will have full and fair opportunities to compete for and participate in the performance of contracts on federally funded and non-federally funded Authority projects including the provision of services, materials and supplies. The Authority will encourage all current and prospective tenants, contractors, consultants, subcontractors, and subconsultants to assist in implementing this policy by taking the necessary measures to ensure meaningful and equitable participation by DBEs and to encourage the development of existing and new DBEs.

#### **6.4 Indemnification**

The awarded proposer shall protect, defend, indemnify, and hold harmless the Texarkana Regional Airport Authority, and its respective Board of Directors, councils, representatives, officers, volunteers, agents and employees, to the extent allowed by general law, from and against any and all claims, demands, damages, liability, losses, payments, suits, actions, proceedings, or judgments and costs of every nature and description, including attorney's and consultants fees and other litigation expenses, that may hereafter at any time be made or brought by anyone on account of personal injury, property damage, loss of monies, or other loss, allegedly caused or incidental to the negligence, recklessness or intentional wrongful misconduct of the proposer, performance or act required of the proposer in connection with performance of this RFP or the contract awarded pursuant to this RFP, or for any other cause, except where such claims, or damages result from the gross negligence, or willful, wanton, or intentional misconduct of the Texarkana Regional Airport Authority, and its respective Board of Directors, councils, representatives, officers, volunteers, agents and employees. These obligations shall survive acceptance of any goods, services, and/or performance and payment therefore by the Authority.

#### **6.5 No Lobbying**

All proposers are hereby placed on notice that the Authority's Board of Directors, and all Authority officers, representatives, agents, volunteers, and employees are not to be lobbied, either individually or collectively, regarding this RFP and any proposers in violation of this warning shall be automatically disqualified from further consideration for this RFP. During the entire procurement process, all proposers and their subcontractors, subconsultants, or agents are placed on notice that they are not to contact any persons associated with the Authority for such purposes as holding meetings for introductions, dinners, etc., if they intend to submit or have submitted proposals for this request. All proposers and their subcontractors, subconsultants, and any agents and employees must submit individual affidavits (via Appendix D) with their proposals, stating that they have not engaged in lobbying activities or prohibited contacts in order to be considered for this RFP.

#### **6.6 Non-Discrimination Clause**

Pursuant to Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally Assisted Programs of the Department of Transportation-Effectuation of Title VI the Civil Rights Act of 1964;

the Restoration Action of 1987, and as said regulations may be amended, the proposer(s) must assure that “no person in the United States shall on the basis of race, color, national origin, sex, creed or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity,” and in the selection and retention of employees, agents, subcontractors or subconsultants, including procurements of services, materials and supplies. The proper(s) will not participate directly or indirectly in the discrimination prohibited by the Acts and the Regulations, including employment practices when the contract covers any activity, project, or program set forth in Appendix B of 49 CFR Part 21, as amended.

## **6.7 General Civil Rights Clause**

The Authority, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies all proposers that it will ensure any contract entered pursuant to this RFP solicitation shall ensure no person, on the grounds of race, color, creed, sex, age, national origin or handicap, shall be excluded from participation, denied the benefits of or be otherwise subjected to discrimination in the performance of services. Disadvantaged business enterprises will be afforded full and fair opportunity to submit proposals in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

**(REMAINDER OF PAGE INTENTIONALLY LEFT BLANK)**



**APPENDIX A**  
**ACKNOWLEDGEMENT**

The undersigned, having carefully read and considered the Request for Proposals for Website Design, Development, and Support for the Texarkana Regional Airport, does hereby offer to perform such services on behalf of the Texarkana Regional Airport Authority (“Authority”), in the manner described and subject to the terms and conditions set forth in the attached Request for Proposals. The undersigned agrees to consider, cooperate, and work with, in good faith, the Authority on any further requests and requirements during the design, development, and support process for the website resulting from this RFP during the contract period.

The undersigned gives permission for the Authority to contact business references provided in this proposal, and any others for whom the undersigned has performed work

The undersigned further states that this proposal is made in good faith and is not founded on, or in consequence of, any collusion, anti-competitive agreement, or other type of anti-competitive activities between themselves and any other interested party, in restraint of free competition.

Proposer Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Print Name: \_\_\_\_\_ Email: \_\_\_\_\_ Phone #: \_\_\_\_\_

**Proposer Representative**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

**THIS FORM MUST BE RETURNED WITH YOUR PROPOSAL**



**APPENDIX C**  
**ACKNOWLEDGEMENT OF ADDENDA**

The following form shall be completed and included in the proposer's proposal if any Addenda are issued. Failure to acknowledge receipt of all addenda, if any, may cause the proposal to be considered non-responsive.

**The undersigned acknowledges receipt of the following addenda to the RFP:**

Addendum No. \_\_\_\_\_, Dated: \_\_\_\_\_

Addendum No. \_\_\_\_\_, Dated: \_\_\_\_\_

Addendum No. \_\_\_\_\_, Dated: \_\_\_\_\_

**Proposer Information**

Proposer Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

Phone #: \_\_\_\_\_

Fax #: \_\_\_\_\_

Email: \_\_\_\_\_

**Proposer Representative**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**THIS FORM MUST BE RETURNED WITH YOUR PROPOSAL**

**APPENDIX D**  
**NO-LOBBYING AFFIDAVIT**

I, \_\_\_\_\_ (name), of \_\_\_\_\_ (City),  
\_\_\_\_\_ (State), in \_\_\_\_\_ County, MAKE OATH AND SAY

THAT:

- A. As the/a \_\_\_\_\_ (title) of \_\_\_\_\_ (company name), I have not colluded, conspired, or agreed with the Authority (including its agents and/or employees) or any other person, official, proposer, or corporation having connection with the Authority, on editing, altering, changing or creating the content or the terms or conditions of this request for proposals
- B. As the/a \_\_\_\_\_ (title) of \_\_\_\_\_ (company name), I have not paid, or agreed to pay the Authority (including its agents and/or employees) or any other person, official, proposer, or corporation having connection to the Authority, any money, or anything of value in return for assistance in procuring or attempting to procure a contract as a result of this request for proposals.

**Notary Public**

STATE OF \_\_\_\_\_

COUNTY OF \_\_\_\_\_

SUSCRIBED & SWORN TO BEFORE ME,

on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_

(Signature of notarial officer)

\_\_\_\_\_

(Printed name of notarial officer)

**Title:**

**My Commission Expires:**

\_\_\_\_\_

(PROPOSER PRINTED NAME)

\_\_\_\_\_

(PROPOSER SIGNATURE)

**THIS FORM MUST BE RETURNED WITH YOUR PROPOSAL**