



REQUEST FOR PROPOSAL

Web Blog Development and Editor

for the

Washington State Transit Insurance Pool

Proposal due by: December 20, 2010

Proposals shall be made to:

Tracey Christianson, Member Services Manager
Washington State Transit Insurance Pool
2629 12th Court SW
Olympia, WA 98502
360 586 1800, extension 213

Organizational Overview

The Washington State Transit Insurance Pool (WSTIP) is a public agency formed for the purposes of risk sharing, loss prevention, and insurance purchasing. This request for proposal (RFP) is for the procurement of an individual to develop the business process, initiate the process, and provide editing services for the Transit Portal web blog.

In early 2010, WSTIP created a new member website jointly with the Washington State Transit Association to provide a way for communities within the public transportation environment to connect to each other. Early identified communities include clerks of the authority, finance, human resources, maintenance, operations, paratransit, safety/training, and vanpool. Anticipated enhancement to this website is the delivery of timely and desirable educational content by subject matter experts. This request seeks proposals from individuals or firms to develop the business process of identifying and securing authors, following-through by securing authors for at least three communities, edit content according to agreed upon guidelines, and post content to WSTIP's web portal.

WSTIP is seeking services commencing January 15, 2011, or as soon as possible after January 15, 2011. Either party may cancel the contract with a 30 day written notice.

Request for Proposal Overview

Develop a web blog using various authors that drives traffic to the new member web page. WSTIP expects to start small (serving two, three or four of the eight member communities) and run for a short period of time (six to eight months). Success factors include: (1) timely and desirable content, and an (2) increase of traffic on the web page. Success factors will be evaluated at the end of the contract period.



WSTIP suggests this project might proceed like this:

1. Analyze criteria for blog with WSTIP.
2. Develop success measures and implementation plan with agreed upon timelines.
3. Create a list of potential authors and topics.
4. Seek authors based on approved criteria.
5. Select articles, including content, tone and length based on approved criteria.
6. Seek final approval from WSTIP for one article for each of the selected communities.
7. Submit article to WSTIP or post to web.

General Requirements

- Skills in writing, editing and project management.
- Experience in the public transportation industry.

Required Proposal Format

Consultant proposal must include the following:

- An outline of the proposer's scope of work including anticipation of how much time (hours) will be spent in the project.
- A resume of the individual that will be the primary person working on this project. This will include the individual's skill in writing, editing, and project management.
- A resume of the company (if applicable)
- Bid for project costs.
 - WSTIP expects an encompassing project cost, billable in hourly segments (example contract language is "WSTIP shall pay the CONTRACTOR \$XX per hour, but not to exceed \$XX).
- Three references from current business contacts where project management and writing services have been utilized.
- Proposals shall be submitted by email (tracey@wstip.org).

Key Decision-Making Criteria

- Consultant experience in the transportation industry
- Consultant experience in writing, editing and project management.
- Proposed scope of work and cost
- References

Other General Information

WSTIP may contact any proposer to ask questions or clarify their proposal.

Finalists may be asked to meet with WSTIP to discuss their proposal prior to final selection.

Submission Deadline

December 20, 2010

WSTIP reserves the right to reject all bids.