



ALASKA RAILROAD CORPORATION
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May 22, 2025

Addendum Number 1

RFP 25-15-212956
Corporate Website Services

This Addendum is being issued to provide information as follows.

1. Reference Section C, Proposal Information, Conditions & Instructions, Item #8, Technical Proposal item (c). Remove and replace with the following:
 - (c) Response to Section D. Acceptable responses must be titled, numbered, and assembled in the order in which the criteria are listed in below and in Section D, so the criterion to which information applies shall be plainly evident with clearly labeled sections. Failure to respond directly to any criteria will result in an evaluation score of zero for that criterion.

Section 1 Experience and Past Performance

- Performance reference
- Examples of sites links
- Project delivery team resumes

Section 2 Experience with Rail Studio APIs

Section 3 Understanding of Project

Section 4 Compliance and Legal Considerations

Section 5 Cost Proposal (as a separate document)

2. Reference Section D, Evaluation Criteria. Remove in its entirety and replace with the attached four-page Section D.

All other terms and conditions remain unchanged.

Acknowledge receipt of this and all addenda in your firm's Service Bid Form.

Sincerely,

Michele Hope

Michele Hope
Senior Contract Administrator

SECTION D

EVALUATION CRITERIA

ARRC’s Evaluation Committee will consider the Evaluation Criteria in this section while evaluating proposals. The following Evaluation Criteria will be considered for both Phases of the evaluation process.

All submissions shall include detail to support full assessment of vendor capabilities, experience, project schedule and cost breakdown by resource/role. Further, submissions must include project delivery team resumes, performance references, and examples of sites in which they acted as the primary for site development.

PHASE I	WEIGHT
1. EXPERIENCE & PAST PERFORMANCE	30
2. EXPERIENCE WITH RAIL STUDIO APIs	10
3. UNDERSTANDING OF PROJECT	25
4. COMPLIANCE AND LEGAL CONSIDERATIONS	10
5. COST PROPOSAL	25
TOTAL	100

PHASE II	WEIGHT
1. ORAL PRESENTATIONS/WEBSITE DEMONSTRATIONS	100
TOTAL	100

PHASE I – TECHNICAL PROPOSAL	WEIGHT
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1. EXPERIENCE & PAST PERFORMANCE	30%
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- Provide a narrative which demonstrates relevant experience from previous work involving designing, developing, and deploying a website with a modern, mobile-first design.
- Offerors must showcase examples of past work, particularly projects of similar scale and complexity, this should include functionality and design that aligns with the project objectives.
- Provide a narrative describing technical expertise with modern web solutions and integration.
- Provide a representative list of clients including addresses, contact names, and phone numbers, and/or letter(s) of reference.
- Provide a minimum of three (3) site links with summary of work completed for clients in which Offeror was the primary developer. Sites with booking modules/engines or Point-of-Sales integration experience preferred.
- Provide a narrative describing team qualifications which demonstrates experience and expertise of the project team, including developers, designers, project managers, and any subcontractors.
- Resumes/curriculum vitae (CV) for project deliver team personnel.

2. EXPERIENCE WITH RAIL STUDIO APIs	10%
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Please describe your firm’s experience integrating with **Rail Studio**, our rail passenger booking system. Responses should include details on both API usage and data model understanding to support seamless booking functionality and product presentation.

Your response will be evaluated based on demonstrated experience in the following areas:

- **Rail Studio API Integration**

Describe how your team has used the Rail Studio API in past projects, including implementation of:

- Rail travel booking workflows
- Day-trip or experience add-on bookings
- Real-time availability checks and reservation confirmation
- Management of booking modifications or cancellations

- **Rail Studio Data Model and Backend Integration**

Describe your familiarity with the Rail Studio data structures, including:

- How you have integrated with Rail Studio's backend data model to support:
 - Sold-out calendars or date availability features
 - Experience with extracting and using data for reporting, personalization, or external system integrations

3. UNDERSTANDING OF PROJECT

25%

- Present information on proposed project approach and methodology
- Provide overview of Offeror's availability to allocate sufficient resources to meet the project's timeline and deliverables
- Outline discovery phase, including descriptions of proposed stakeholder interviews, user research, and understanding of requirements
- Describe the approach for creating a mobile-first, responsive website design that meets user needs and enhances functionality
- Offeror must provide a narrative for addressing potential risks (e.g.; delays, technical challenges, or budget overruns), include risk management and mitigation
- Provide a narrative for the Offeror's proposed approach to providing post-launch support, including bug fixes, updates, and ongoing maintenance
- Propose Service Level Agreements (SLAs) for response times and resolutions of issues during the support period
- Explain availability of training for staff, as well as thorough documentation for managing and maintaining the website

4. COMPLIANCE AND LEGAL CONSIDERATIONS

10%

- Demonstrate ability to comply with any legal requirements related to data protection, privacy policies, and intellectual property rights
- Describe the Offeror's approach to safeguard sensitive data, especially when it comes to user information, payments details, and site security
- Provide information about Offeror's conformance to industry standards (e.g.; PCI-DSS, WCAG for accessibility, GDPR compliance).

5. COST PROPOSAL

25%

- As a separate PDF and in a separate envelope labeled "Cost/Fee Proposal," provide a Cost Proposal to specify the costs that will be charged under the proposed contract.
- Provide a detailed description of how your firm is to be compensated for the services requested services.
- Provide a detailed, itemized cost breakdown for each phase of the project. This can include, but

is not limited to, design, development, testing, training, post-launch support, and any other costs to complete the project.

Category	Description	Cost
1. Project Planning & Discovery	Initial meetings, requirements gathering, user research, project management setup	[\$[Insert Amount]]
2. Website Design	Creation of wireframes, mockups, and design prototypes	[\$[Insert Amount]]
3. Website Development	Frontend and backend development, CMS setup, coding, integration	[\$[Insert Amount]]
4. Content Migration	Migrating content from the old site to the new one	[\$[Insert Amount]]
5. Quality Assurance & Testing	Cross-device, cross-browser, and load testing	[\$[Insert Amount]]
6. Training & Knowledge Transfer	Training staff to manage content and perform administrative tasks	[\$[Insert Amount]]
7. Launch & Post-Launch Support	Deployment, monitoring, and support for [Insert Duration]	[\$[Insert Amount]]
8. Hosting & Maintenance	Hosting, ongoing maintenance, and updates	[\$[Insert Amount]]
9. Other Costs	Any other costs firm may charge for services (insert description of services)	[\$[Insert Amount]]
	Total Proposed Cost	[\$[Insert Amount]]

Response will be scored as follows: $(\text{Lowest Total Proposed Price}) \times (\text{MPP}^*) = \text{Criterion Score}$
 $(\text{Offeror's Total Proposed Price})$

*MPP = Maximum Possible Points = (5) x (Number of Evaluators) x (Weight)

Per ARRC Procurement Rule 1500.1, for the purposes of evaluating price, the proposed price of an offeror who qualifies as an Alaska bidder under Rule 1500.1 (and designates preferences on their cover letter) shall be reduced by 5%.

Provide estimated cost outline of Delivery Team Functions

This information is for informational purposes only and will not be evaluated as part of the cost proposal.

Resource	Functional Responsibility	Hours	Rate	Estimated Fee
			[\$[Insert Amount]]	[\$[Insert Amount]]
			[\$[Insert Amount]]	[\$[Insert Amount]]
			[\$[Insert Amount]]	[\$[Insert Amount]]
			[\$[Insert Amount]]	[\$[Insert Amount]]

PHASE II – ORAL PRESENTATIONS/WEBSITE DEMONSTRATIONS

100%

At the sole discretion of ARRC Contract Administrator, ARRC may schedule presentations to provide firms the opportunity to elaborate on their written proposals, expand on their capabilities and experience, demonstrate their proposed approach and work plan, and answer questions from the Evaluation Committee.

Once the scoring is established for the initial phase, ARRC will determine the top firms susceptible for award to go into presentations. These firms will be **required** to make a presentation to the Evaluation Committee. Scores obtained in the initial phase will not carry over to the presentation phase. The Evaluation Committee will submit new evaluations for phase II based on what is presented.

If selected to provide a demonstration, ARRC will schedule with the Offeror for the time and date the demonstration will occur and the proposed technology required for the demonstration. ARRC anticipates giving, at a minimum, one week notice of demonstration date and time. The presentation will include, at a minimum, a website demonstration for consideration. Presentation scoring and requirements will be provided when firms are selected for demonstrations.

ARRC will not provide data for product demonstrations. Offeror shall use data that is currently available on ARRC's existing website.

Duration: Each firm will have no more than two hours to provide a presentation to include fifteen minutes to answer questions from the Evaluation Committee.

Location: At the sole discretion of the ARRC Contract Administrator, discussions and demonstrations will be held in person or via remote technology. In-person discussions and demonstrations will be scheduled at ARRC's corporate office building located at 327 West Ship Creek Avenue, Anchorage, Alaska. It is important the primary individual(s) servicing the contract and the ARRC Evaluation Committee be present for any discussion.