

Request for Proposal

Issued By:

Piedmont Triad Airport Authority (PTAA)

1000A Ted Johnson Parkway

Greensboro, NC 27409

Date Issued: Monday, August 25, 2025

Proposal Submission Deadline: Monday, September 29, 2025

I. Introduction:

The PTAA is soliciting proposals from qualified website development firms to serve as the PTAA's website consultant. The selected firm will be responsible for a full website analysis, redesign, development, optimization, and maintenance of PTAA websites, including but not limited to **flyfrompti.com** and **landatpti.com**.

II. Background:

The Piedmont Triad Airport Authority (PTAA) is an independent entity formed by the North Carolina General Assembly in 1941. PTAA owns and operates Piedmont Triad International Airport (PTI) and functions similarly to an independent municipality. It operates with its own police force, fire department, maintenance, operations teams, parking facilities, and administrative services.

a. **Governance:** The PTAA is governed by a seven-member Board of Directors:

- 3 members appointed by the Guilford County Board of Commissioners
- 1 member appointed by the Greensboro City Council
- 1 member appointed by the High Point City Council
- 1 member appointed by the Forsyth County Board of Commissioners
- 1 member appointed by the Winston-Salem City Council

Board members serve three-year terms, with no limit on the number of terms they may serve.

b. **Airport Operations:** PTI serves nearly one million passengers annually, PTAA supports:

- Daily commercial airline traffic
- Air cargo operations
- Military flights
- General aviation

Located 10 miles from downtown Greensboro, the airport spans more than 4,000 acres, offering space for future aviation development.

III. Website Background:

The current website, flyfrompti.com and landatpti.com, uses a custom-designed WordPress template. The Content Management System (CMS) is externally hosted and managed in-house by PTAA's Marketing and Customer Relations team.

a. **Key Stats**

- Average Monthly Web Visits: 257,921
- Top 10 Webpages:
 1. Homepage
 2. Before You Buy, Check PTI
 3. Arrivals
 4. Flight Tracking
 5. Departures
 6. Parking
 7. Careers
 8. Terminal Maps
 9. Airport Tenant Jobs
 10. Real ID

b. **Third-Party Integrations**

- **FlightView** provides:
 - Real-time Arrivals and Departures data
 - The Flight Tracker Map

IV. Project Purpose:

PTI is experiencing consistent growth in passenger traffic. As more travelers visit the airport, the demand for quick access to flight information and user-friendly web services is increasing. This website redesign is a key component of PTI's strategy to enhance the overall passenger experience.

Visitors use the airport's website to:

- Check flight statuses
- Access the flight tracker
- View parking rates and (coming soon) make parking reservations
- Find answers to travel-related questions
- For other purposes as indicated above under "Top 10 Webpages"

Community business partners also use the site to explore business opportunities, access planning documents, and stay informed.

a. **The redesigned website must:**

- Be user-friendly for both travelers and business partners
- Align with current technology trends
- Support increased traffic and functionality
- Enhance user experience and engagement

V. Dates and Deadlines:

a. Proposal Submission

Each submission must include:

- One (1) original
- Five (5) copies
- All placed in a sealed envelope labeled: "Proposal: Website Redesign"
- Clearly indicate the company name on the envelope
- Ensure the proposal is complete and includes all requested information

All proposals must be submitted no later than 4:30 PM EST on Monday, September 29, 2025.
Late submissions will not be considered.

Deliver submissions by mail, overnight express service or hand-delivery to:

Piedmont Triad Airport Authority
Attn: Stephanie Freeman
Marketing and Customer Service Manager
1000A Ted Johnson Parkway
Greensboro, NC 27409

b. Questions

All questions must be submitted in writing via mail or email:

- Email: freemans@gsoair.org
- No phone calls will be accepted
- Questions must be received no later than 4:30 PM EST on **Monday, September 15, 2025**

Answers will be given by Addenda to this RFP that will be posted on the PTAA website (www.flyfrompti.com), along with other clarifications and supplements to this RFP, in the "RFP, RFQ and Bid Documents" section under the "Airport Operations" menu. Proposers are responsible for reviewing the website for any Addenda to this RFP that are posted by PTAA.

c. Tentative RFP Schedule

Date	Milestone
8/25/25	RFP issued to the public
9/15/25	Deadline for submitting written questions
9/29/25	Proposal submission deadline (4:30 PM EST)
10/29/25	Contract awarded

Note: All dates are subject to change. PTAA is not responsible for any costs or losses incurred due to schedule adjustments.

VI. Project Scope:

The selected consultant will guide the PTAA through the following key phases of the website redesign and update:

a. Discovery

- Define project goals, objectives, and audience needs
- Identify opportunities for improvement and potential challenges
- PTAA will provide reference websites to highlight desired features and styles (as well as features to avoid)

b. Content Analysis

- Conduct a strategic review of existing content
- Recommend content structure and information hierarchy
- Provide a preliminary homepage layout and potential parent page categories

c. Definition

- Define technical and functional requirements
- Establish a detailed project timeline and deliverables
- Finalize budget, milestones, and performance benchmarks

d. Design and Development

- Present at least **three (3)** interactive and unique design concepts
 - Each concept must include:
 - Homepage design
 - At least four (4) sample interior page designs
 - Functional navigation, layouts, graphics, and branding
- Designs must reflect the airport's brand identity and align with previously discussed goals
- Create a new platform based on the selected design.

e. Content Migration

- Migrate content from the existing website to the new platform
- Airport staff will create new content where needed
- The consultant must ensure:
 - SEO best practices are followed (e.g., metadata, mobile-first indexing, fast page loads)
 - No loss of search engine rankings
 - A clearly defined migration strategy is provided and approved

f. Launch

- The consultant will recommend hosting options and provide estimates
- Responsible for full launch and functionality testing
- Hosting must include:
 - SSL/TLS encryption
 - Firewall protection

- Regular security audits
 - Compliance with relevant data privacy laws
- Specify whether PTAA's current hosting provider will be used or if a new host is recommended

g. CMS Training & Customer Service Assistance

- Provide training materials and conduct sessions for airport staff
- Ensure the staff is comfortable with routine updates and urgent changes
- Offer ongoing customer support for 3 months after installation of the website with:
 - Timely response to issues
 - Easy access to a dedicated support contact

h. Evaluation

- Analyze post-launch website performance and user behavior
- Consultant must offer:
 - A post-launch support plan
 - Regular CMS/plugin/security updates
 - Troubleshooting and bug fixes
 - Metrics-based performance monitoring (Google Analytics 4 preferred)

VII. Performance Standards:

- Page load time: under 3 seconds
- Uptime guarantee: 99.9%
- Continuous SEO optimization and performance improvements

VIII. Technical Requirements:

The new website must include (but is not limited to) the following capabilities:

- Compatibility with all major browsers (Chrome, Safari, Firefox, Edge)
- Mobile responsiveness and touch-friendly design
- ADA (Americans with Disabilities Act) compliance
- Easy-to-use CMS allowing in-house updates and edits
- Integration of existing images, maps, and media from the old site
- Live social media feeds
- Interactive forms (contact forms, surveys, email sign-up)
- Rotating imagery and embedded video support
- Integration with third-party tools for:
 - Flight tracking and maps
 - TSA wait times
 - Parking occupancy
- HTTPS/SSL certification
- Emergency pop-up alert system with redirect capabilities
- Hosting and domain support
- E-commerce support (e.g., parking reservations)
- Google Analytics integration (preferably GA4)
- SEO optimization during site coding

IX. Proposal Content:

All proposals must include the following components to be considered:

a. Cover Letter

- Must be signed and dated by an individual authorized to bind the proposer legally
- Must include:
 - Company name
 - Legal entity status
 - Principal place of business
 - Mailing address
 - Telephone number
 - Email address
 - Names and details of any proposed subcontractors
- Briefly state:
 - Why your company is interested in this project
 - Why your company is the best fit
 - Highlight relevant qualifications and experience

b. Company Overview

- Company size and structure
- Team introductions and roles
- Office locations
- Number of years in business

c. Approach and Methodology

- Description of your web development process
- Key phases and deliverables
- Milestones and evaluation points
- Any parts of the project to be outsourced or subcontracted and to whom

d. Portfolio

- At least four (4) sample websites your company has redesigned
 - Include URLs and brief descriptions
 - Examples of airport or transportation industry are preferred

e. References

- List three (3) references from past clients
 - Include:
 - Organization name
 - Website link
 - Contact name, title, phone, and email
 - Airport-related references preferred

f. Project Plan and Timeline

- Outline all tasks required to complete the project
- Estimated timeframes for each phase
- Key milestones, review periods, and final delivery date

g. Quality Control and Training

- Description of:
 - Usability standards
 - QA processes
 - CMS training plan for PTAA staff

h. Budget and Pricing

Provide a line-item budget that includes:

- Lump sum website redesign fee (start to finish)
- Compensation for support services
- Software licensing (if required)
- CMS training costs
- Pricing for future additions or redesign phases

i. Sample Homepage Design

- A rough concept or wireframe of a redesigned homepage for **flyfrompti.com** and **landatpti.com**

j. User Data

Outline how user data will be collected, stored, used, and protected

X. Evaluation of Proposals:

Proposals will be reviewed and scored by a Selection Committee comprised of PTAA staff. Finalists may be invited to present their proposals in person.

Note: PTAA reserves the right to award the contract based solely on the written proposal.

a. Evaluation Criteria

Proposals will be evaluated based on the following:

1. Responsiveness to the RFP
2. Relevant Experience (particularly with airports or complex/high-traffic environments)
3. Quality and Creativity of the Proposal
4. Cost and Value

XI. Award of Contract:

This RFP process, including any presentations, does not oblige PTAA to award a contract.

The contract will be awarded to the consultant whose proposal is most advantageous to PTAA, based on the evaluation criteria, as determined by PTAA in its sole discretion. All proposers will be notified of the final decision via email.

Once a selection is made:

- PTAA will begin contract negotiations with the Chosen Consultant
- The contract may include services that best meet PTAA's strategic goals—even if beyond the original scope
- PTAA will not have any obligation to the selected proposer until a written agreement has been negotiated and signed by PTAA and the selected proposer.

a. PTAA Reserves the Right To:

- Reject any or all proposals
- Accept proposals in part or in full
- Waive formalities
- Cancel or delay the award at its sole discretion
- Disqualify proposers for:
 - Incomplete submissions
 - Missed deadlines
 - Lack of qualifications
 - Pending claims or litigation involving PTAA
- Terminate negotiations with the selected proposer and enter into negotiations with another proposer
- Terminate the selection process
- Readvertise for the requested services using this RFP or a different RFP

XII. Additional Information:

a. Confidentiality

All Proposals and supplementary material provided as part of this process will become the property of PTAA and will not be returned. All submittals will be subject to public disclosure after the proposal submission deadline, consistent with Chapter 132, North Carolina General Statutes. Proposers may designate information that is considered a trade secret or confidential under the North Carolina General Statutes; however, PTAA reserves the right to make the final determination as to whether the material that has been marked confidential does in fact meet the statutory requirements. In submitting a Proposal, each Proposer agrees that PTAA may reveal any trade secrets or confidential information to its Board of Directors, employees, consultants or third parties assisting with this RFP and resulting Contract. Due to open records laws, PTAA cannot agree to any confidentiality provisions in any resulting agreement.

b. Legal Compliance:

The selected consultant must agree to comply with:

- Civil Rights requirements
 - All applicable FAA regulations
- These will be incorporated into the final agreement.

- The consultant must comply with all applicable state, federal, and international data privacy laws, including (but not limited to):
 - GDPR (if applicable)
 - CCPA
 - Other aviation industry-specific security standards

c. Ownership of Work Product

All designs, content, code, and deliverables will become the sole property of PTAA.

XIII. Proposer Qualifications:

All proposers must demonstrate a proven track record in:

- Website development for **airports** or similarly complex, high-traffic organizations
- Incorporating:
 - Real-time flight data (if the proposer has developed airport websites)
 - Interactive maps
 - ADA-compliant accessibility features
 - System integrations for operations and customer service

Proposals from proposers without relevant experience may not be considered.

Title VI Solicitation Notice

PTAA, 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 applicable regulations, hereby notifies all firms that it will affirmatively ensure that for any contract entered into pursuant to this RFP, disadvantaged business enterprises will be afforded full and fair opportunity to submit proposals in response to this RFP, and no businesses will be discriminated against on the grounds of race, color, national origin, including limited English proficiency, creed, sex, age or disability in consideration for an award.