

RFQ: Website Design for the Little Rock Port Authority

Background Information

The Port of Little Rock is home to more than fifty businesses and makes up one of Arkansas' largest manufacturing bases. Under the management of the Little Rock Port Authority (LRPA) the Port brings opportunity and rich resources to industry throughout the South and beyond.

The LRPA was organized in 1959 to oversee the Port of Little Rock and provide intermodal transportation services connecting U.S. markets and the deep-water ports of the Gulf of Mexico. Opened in 1971, the Port is part of the McClellan-Kerr Arkansas River Navigation System, our nation's farthest west inland waterway, which runs from the Mississippi River northwest to just east of Tulsa, OK.

Arkansas is one of only 24 states to have the unique resource of inland waterways and ranks third in the number of navigable waterway miles. The 448-mile system includes 18 locks and carries 12 million tons annually with a cargo value of \$3.9 billion.

The Port's website address is portoflittlerock.com

Scope of the RFQ

The LRPA is requesting firms to submit a List of Qualifications to re-develop a website for the Port of Little Rock. The purpose of this RFQ is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The scope of this project is to develop and launch the Port of Little Rock's redesigned website. A firm that can handle all website planning, interface design and production is required. The site must include a technology solution that allows the in-house LRPA staff to easily and cost-effectively update content.

The principal objectives for re-design are: a) increase qualified potential tenant traffic to the website, b) enhance visibility of the Port of Little Rock to key industry audiences, c) increase utilization of the site's resources once a user is on the website, d) provide an update to the current user experience on the web in order to better support the Port's brand and e) to make available the use of the website as a communications platform for existing and future tenants, including changing employment opportunities at the Port.

Ultimately, the goal is to drive traffic to get qualified business tenant inquiries to help our business development efforts.

WEBSITE DESIGN OBJECTIVES / REQUIREMENTS

Responding firms should provide the following List of Qualifications in printed form.

- Convey at least five years of experience in website development for commercial, business or economic entities.
- Submit at least three, but no more than five, fully developed and currently online websites as the best examples of your work.
- Provide a description of your firm's organizational capacity to produce our website. If the execution of work to be performed by your company requires the hiring of sub-contractors, you must clearly state this in your List of Qualifications. If selected, we will require additional information on sub-contractors.
- Provide current reference information for three current or former clients.
- Provide your company's web address.
- Delineate your ability to provide training and all necessary support to permit easy use and updates by selected Port staff person(s).
- Show ability to provide ongoing and on-call webmaster functions after the site is launched.
- Provide a description of your website crisis management plan for potential security and technical down-time recovery.
- Tell us your favorite website that you did not design and why do you like it?

The website designed by the successful candidate must meet the following criteria:

- About the Port – defining and presenting the Port's history, reach, mission and community, including integral relationships with local business development organizations.
- Services at the Port – available tenant services including river terminals, rail system, motor freight and airport.
- Opportunities at the Port – highlighting properties for sale or lease, linked to or part of:
- Interactive Map – showing national, regional and port site views, including overlays that toggle illustrating river terminals, rail services, interstate access, airport and other points of interest. The interface will allow prospects to view layers showing available property acreage size, all utilities, infrastructure, existing industries, future development plans, etc. Selected views will be exportable by the user as PDF documents.

- Contact Us – including address, contact forms and directions.
- Board of Director and staff bio pages with photographs.
- Port Partners – external links to participating tenants.
- Social media and blog links.

The Little Rock Port Authority encourages creativity and does not explicitly define the look of the website; however, certain design objectives and requirements are enumerated in this project.

- The Little Rock Port Authority will provide official logo, graphics standards, and navigation outline. The logo should link to the home page throughout the site.
- The site must be functional and responsive for all devices and browsers.
- The site should be attractive and cohesive, with simple, easy-to-locate information and layout. Links should be quick and widely available, to allow multiple browsing/searching options.
- Rotating banner on home page with updatable info box to showcase the most recent information or event.
- The Search icon should be clearly visible at the top of screen(s) and provide accurate results
- Some current website content will be incorporated into the new website. The Little Rock Port Authority will provide guidance of content migration to new site, as well as content retirement or replacement.
- The site will be maintained by the Little Rock Port Authority, and content must be easily updatable in the WordPress (or similar) content management system (CMS) provided by the web developer.
- Audio and Video Media – website should have the ability to include these if/when desired.
- The CMS page layouts should have pre-set options but still provide flexibility.
- Provider must be willing to train Little Rock Port Authority staff in site maintenance and update methods.
- The site should include automatic updates to keep the CMS files functioning properly.
- The site must include detailed visitor statistics (hits, views, files, etc.).
- The site must comply with Americans with Disabilities Act (ADA) and include a translation link or application.

- The site must be completed within six months from the notice to proceed.

Materials Required

To be considered, four copies of the List of Qualifications shall be received by the date and time set and noted herein. It shall be packaged in such a manner that the sealed envelope clearly reflects the project name and the applicant's name and address.

All materials submitted become the property of the Little Rock Port Authority and will not be returned unless a self-addressed and stamped envelope, with sufficient postage, is provided. The LRPA will make every effort to protect submitted materials; however, it will not be responsible for any loss or damage.

The Little Rock Port Authority reserves the right to reject any and all proposals.

Selection Process

Proposal Review

A Review Committee composed of representatives from the Port and outside organizations shall conduct a comprehensive, fair, and impartial review of List of Qualifications received in response to the RFQ.

Selection of Responsive Proposals

The Review Committee will determine if each bidder is responsible and if each proposal is sufficiently responsive to the RFQ to permit a complete review. Proposals will be reviewed to determine if they are complete and whether they comply with the specific instructions listed in the RFQ. Failure to comply with the instructions or to submit a complete proposal will be deemed a non-responsive proposal.

Interview

If, after the initial evaluation of any proposals received has been completed, the Review Committee deems it necessary or desirable to conduct in-person interviews with any individual(s), or firm(s), submitting a proposal in response to this RFQ, the committee shall have the right to set up such interviews. The Review Committee shall make every effort to arrange a mutually convenient time for such interviews. However, once the time for such an interview has been set, whether to reschedule the time, for any reason whatsoever, shall be determined in the sole and exclusive discretion of the Review Committee.

Timeline (LRPA reserves the right to change the project timeline)

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| October 2025 | Request for Qualifications (RFQ) due and accepted |
| November 2025 | Selection Committee meets to review RFQs and choose finalists |
| November 2025 | Finalists interviewed if appropriate; Applicant selected |
| December 2025 | Contract agreement prepared and submitted for LRPA Board of Directors' approval |
| December 2025 | Notice to Proceed issued |

Individuals / Firms interested in being considered for the project shall submit the noted materials by Noon CST October 10, 2025.

If you have questions or need additional information, please contact:

Bryan Day, Executive Director
 Little Rock Port Authority
 10600 Industrial Harbor Drive
 Little Rock, AR 72206
 501-490-1468
bryan.day@portofliottlerock.com

Notice of Nondiscrimination

The Little Rock Port Authority complies with all civil rights provisions of federal statutes and related authorities that prohibit discrimination in programs and activities receiving federal financial assistance, including Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975 and U.S. Department of Homeland Security regulation 6 C.F.R. Part 19. Furthermore, the Little Rock Port Authority complies with the City of Little Rock Civil Rights Ordinance. Therefore, the Little Rock Port Authority does not discriminate, in any of its activities, whether federally funded or not, on the basis of race, color, creed, religion, sex, national origin, age, disability, marital status, sexual orientation, gender identity, genetic information, political opinions or affiliation.

LRPA will take reasonable measures to provide access to LRPA services to individuals with limited ability to speak, write or understand English and/or to those with disabilities.

Complaints of alleged discrimination and inquiries regarding the nondiscrimination policies of the Little Rock Port Authority may be addressed to: Jean Pulliam, Civil Rights Coordinator, 10600 Industrial Harbor Drive, Little Rock, AR 72206, jpulliam@portoflittlerock.com or telephone (501) 490-1468. Hearing and speech impaired may dial 711. This notice is available from the Civil Rights Coordinator in large print, or on audiotape.

The Little Rock Port Authority will not tolerate intimidation, threats, coercion, or discrimination against any individual or group for the purpose of interfering with any right or privilege guaranteed under law or regulations, or because the individual has filed a complaint or has testified, assisted, or participated in any way in an investigation, proceeding, or hearing or has opposed any LRPA action or decision.

A copy of the RFQ in its entirety is available at <https://arbid.net/>.