



Request for Qualifications (RFQ)

Re: Asphalt Paving Handbook App/Website Development

Proposal Due Date & Time: May 30, 2025 11:59 PM Eastern

Contact Name: Richard Willis

Contact Email: Engineering@asphaltpavement.org

COMPANY OVERVIEW

The National Asphalt Pavement Association (NAPA) is the only trade association that exclusively represents the interests of the asphalt producer/contractor on the national level with Congress, government agencies, and other national trade and business organizations. NAPA supports an active research program designed to improve the quality of asphalt pavements and paving techniques used in the construction of roads, streets, highways, parking lots, airports, and environmental and recreational facilities. The association provides technical, educational, and marketing materials and information to its members; supplies product information to users and specifiers of paving materials; and offers educational opportunities. The association has 1,100 companies as members and was founded in 1955.

Our mission: To *advance the asphalt pavement industry* through leadership, stewardship, and member engagement.

Our vision: Sustainable transportation infrastructure that paves the way for thriving communities and commerce.

Project Team

- Richard Willis, Vice President, Engineering, Research, & Technology
- Brett Williams, Senior Director, Engineering & Technical Services
- Bill Rowan, Vice President, Marketing & Communications
- Kate Lancaster, Marketing Specialist

BACKGROUND

NAPA and the Federal Aviation Administration (FAA) collaborate through the Airfield Asphalt Pavement Technology Program (AAPTTP). This Cooperative Agreement advances multiple focus areas involving asphalt pavements and associated asphalt materials. The AAPTTP's first awarded project was a revision of the Asphalt Paving Handbook.

PROJECT OBJECTIVES & SCOPE

The objective of this project is to transform the [Asphalt Paving Handbook](#) into an app and/or website, so the information within in the publication is easily accessible, digestible, and adaptive.

Scenario 1: App

Objective 1: Accessible

- The app should be designed to ensure that the content is easily available and useable by a wide range of users, regardless of their devices or technical expertise
- **Key aspects:** device compatibility, user-friendly interface, offline access, global reach

Objective 2: Digestible

- The agency will be responsible for transforming 500+ pages of content into an app format that allows users to understand, retain, and apply complex technical information
- **Key aspects:** content structuring/navigation, graphic elements, interactive features

Objective 3: Adaptive

- The app needs to be responsive to individual users needs
- **Key aspects:** performance-based adjustments, behavioral insights

Scenario 2: Website

Objective 1: Accessible

- The website needs to meet all federal accessibility requirements described in Section 508 of the American Rehabilitation Act.
- **Key aspects:** compliance with WCAG 2.1 AA standards, alt text for images, semantic HTML, localization capabilities

Objective 2: Digestible

- The website needs to transform large volumes of textbook content into easy-to-understand formats that support information retention
- **Key aspects:** clear page structure with headings, subheadings, and visual breaks; multimedia support; search capabilities; glossaries; learning tools

Objective 3: Adaptive

- The website should create a dynamic user experience that can be updated to meet user needs

- **Key aspects:** analytics and feedback integration; scalable CMS; potential personalization options

PROJECT REQUIREMENTS

Key features we would like to include in the website and/or app:

1. **Content accessibility:** easy navigation through textbook chapters and sections
2. **Search functionality:** robust search options for users to find specific topics or keywords quickly
3. **Bookmarking and notes (app):** ability for users to highlight sections and save progress
4. **Multimedia integration:** include videos, images, and audio clips where applicable
5. **Offline access (app):** partial or full offline functionality for specific contents
6. **Analytics:** ability to track user interaction
7. **Responsive (website):** content should translate seamlessly between website and mobile when accessing the website
8. **Clear Calls-to-Action:** visually distinct buttons, links, and/or other visual elements (supported by appropriate content language) to drive conversions.
9. **User Feedback Mechanism:** features that allow users to provide feedback, e.g. polls and surveys, rate this content (not for external display), report an error, etc.
10. **Search Engine Optimization (SEO):** built-in features for on-page SEO and App Store Optimization (APO), including editable meta tags and alt text (preference for auto-generation), and URL structure including short URL aliases
11. **Hey NAPA integration:** Hey NAPA is our asphalt-specific chatbot. Incorporating this tool would be an added bonus but a necessity

Technical requirements

App:

- The app can be native or hybrid and must be accessible on iOS and Android software
- The app should be able to handle future updates and be scalable based on user need

Website:

- **Content Management System (CMS):** The website should be built on a user-friendly CMS allowing non-technical staff to easily update and manage content. The website will need to be hosted by the provider
- **Security:** The website must use HTTPS with a valid SSL certificate for encrypted communication.

Content requirements

The agency selected will be responsible for transforming the textbook content into a format that is compatible with the website/app's design. All content must align with the brand guidelines associated with the AAPT program. The UI should be customizable so that users can adjust font sizes (app).

Testing and maintenance requirements

We expect a prolonged testing period for functionality, usability, and compatibility to ensure the app/website launch goes smoothly. Post-launch we may require support for any bug fixes, updates, and user feedback.

COMPARABLE APPS/WEBISTES

Merck Manual Professional – A medical reference app/website that provides health care practitioners and students with clear, practical explanations for thousands of conditions in all major medical and surgical specialties.

- <https://www.merckvetmanual.com/veterinary-topics>
- [Google](#) / [App Store](#)

Pavement Interactive – a free learning tool for the paving industry

- <https://pavementinteractive.org/>

PROJECT DETAILS

Contract period: 9 months

Budget: \$TBD

Proposal submission

Timeline

RFQ issued	May 12
Questions Due	May 22
Proposals Due	May 30
Review and Shortlist Decided	June 6
Vendor Presentations	Week June 9 - 13
Final Selection & Contract Negotiation	Week beginning June 16
Project Kickoff	June 23

**This schedule of events is subject to change based on the needs of the association*

Questions

Any questions should be submitted to Richard Willis at Engineering@asphaltpavement.org prior to the proposal due date.

Submission Instructions

All proposals should be submitted via email to Engineering@asphaltpavement.org in PDF format. You will receive email confirmation upon submission. Please include the "Re: Asphalt Paving Handbook Deployment Proposal" in the subject line of your email.

Proposal Format (5 page limit):

- **Cover Letter or Executive Summary:** summarizing your qualifications and interest in the project
- **Company background and experience:** your company's experience, history, and examples similar to this project
- **Approach and Timeline:** outline the proposed stages and timeline of this project. Key information includes project management, key milestones, and how you will address the requirements detailed in this RFQ. Include an estimated project completion date. This should comprise the bulk of your submission
- **Team structure:** Outline who will be involved in the project, their roles, their tenure, and their relevant qualifications
- **Budget and Cost Breakdown:** provide a detailed cost breakdown that includes design, development, testing, deployment, any ongoing maintenance, and any ancillary fees such as CMS licensing

Confidentiality

All information provided by NAPA in this RFQ, including but not limited to business plans, marketing strategies, customer data, and financial information, shall be considered confidential and may only be used by the responding agency for the sole purpose of evaluating and preparing a proposal. The agency agrees to not disclose any such confidential information to any third party without prior written consent from NAPA.