

City of Downey

Request for Proposal

for

**City Website
Design and Replacement**

Date issued: October 18, 2013

1. INTRODUCTION

1(A) Background

The City of Downey is located in Southeast Los Angeles County (Gateway Cities), approximately 15 miles southeast of Downtown Los Angeles, 15 miles northwest of Disneyland, and 15 miles from the Pacific Ocean. Downey's industry includes government offices, light manufacturing and industrial uses, major retail and entertainment, and medical uses (including three hospitals). The City of Downey has a population of 117,000 and encompasses almost twelve square miles. A council-manager form of government administers the City with five elected Council members (the Mayor's seat is rotated annually) who set City policy, which is then carried out under the direction of the City Manager. The City's approximately 370 regular full-time employees and 135 part-time employees provide an array of services including police, fire protection, emergency medical services, water distribution, sewage collection and treatment, street construction and maintenance, library services, code enforcement and business licensing services, and parks and recreational facilities including a pool, a senior center, and a golf course. The City also owns and operates the Columbia Memorial Space Center, an informal science learning center.

The City Council of the City of Downey sets policy and the City Manager directs all City operations in the implementation of the Council's policy. The City's address is 11111 Brookshire Ave., Downey CA 90241

For more information about the City of Downey, visit www.downeyca.org.

1(B) RFP Purpose

The purpose of the City Website Design and Replacement project is to update the City of Downey's website with a new design and website content information architecture that supports easy navigation to key services, content management system (CMS), updated content and online registration and bill pay.

The last major redesign of the City's website took place in 2008. Since then, much has changed in the architecture of CMS, as well as the level of expectations of services provided by local government websites and the technology to support online services.

2. RFP INSTRUCTIONS AND INFORMATION

2(A) RFP Timeline

Day/Date	Description
Friday, October 18, 2013	RFP will be placed on City of Downey website and press release sent to local papers. RFPs available to vendors via email request and downloadable directly from website (www.downeyca.org).
Monday, November 25, 2013 By 5:00 p.m.	RFP responses must be received by the City of Downey City Manager's Office, 1111 Brookshire Ave., Downey CA 90241. Respondents assume the risk of the method of dispatch chosen. The City assumes no responsibility for delays caused by any delivery service. Postmarking by the due date will not substitute for actual receipt of proposals. Proposals shall not be delivered by facsimile transmission or other telecommunication or electronic means.
Monday, December 9, 2013	Vendors' responses will be analyzed and scored by the evaluation team. The total score will factor heavily into the City's decision as to which vendors will be considered finalists.
December 10- 20, 2013	A decision is made as to which vendor(s) will be finalists. All vendors will be notified of the City's decision.
December 23, 2013 - January 8, 2014	(Optional) Finalist vendor demos/presentations at the City of Downey; finalists' references may be contacted at the City of Downey's discretion
January 10 or 28, 2014	Recommendation to City Council of award to apparent successful vendor, subject to successful negotiation of terms and conditions. Notice of award to apparent successful vendor posted on City website and on City Council agenda, posted no later than 72 hours prior to the City Council Meeting.

2(B) RFP Evaluation Criteria

An evaluation team will evaluate the RFP responses received from each vendor. Prior to the selection of the award to the apparent successful vendor, the City of Downey reserves the right to conduct on-site visits of any vendors' facilities and/or require any vendor to participate in a presentation to the evaluation team (and others) of the items contained in the RFP response and any other items deemed appropriate by the City of Downey.

If an award is made as a result of this RFP, it shall be awarded to the vendor whose proposal is most advantageous to the City with price and other factors including, but not limited to, Responses to the RFP questions; demonstrated technical ability and expertise; financial stability; reference calls and/or recommendations; memberships, licenses, ISO Certifications or any other applicable membership or certifications; presentations to the City evaluation team and others (if applicable); on-site visits at vendor's site (if applicable), product; any additional criteria deemed appropriate by the City which would lend itself to establishing the Service Provider's viability to perform the work as outlined in this RFP. Please note the vendor must purchase or possess a \$2,000,000 insurance liability policy.

When determining whether a vendor is responsible, or when evaluating a vendor's proposal, the following factors will be considered, any one of which will suffice to determine if a vendor is either not a responsible vendor or if the vendor's proposal is not the most advantageous to the City:

1. The ability, capacity and skill of the vendor to perform the contract or provide the service required.
2. The character, integrity, reputation, judgment, experience and efficiency of the vendor.
3. Whether the vendor can perform the contract within the time specified
4. The quality of performance of previous public and private contracts or services, including, but not limited to, the vendor's failure to perform satisfactorily or complete any written contract. The City's termination for default of a previous contract with a vendor shall be deemed to be such a failure.
5. The previous and existing compliance by the vendor with laws relating to the contract or services.
6. Evidence of collusion with any other vendor, in which case colluding vendors will be restricted from submitting further bids on the subject project or future tenders.
7. The vendor is not qualified for the work or to the full extent of the RFP.
8. There is uncompleted work with the City or others, or an outstanding dispute on a previous or current contract that might hinder, negatively affect or prevent the prompt completion of the work bid upon.
9. The vendor failed to settle bills for labor or materials on past or current public or private contracts.
10. The vendor has been convicted of a crime arising from a previous public contract, excepting convictions that have been pardoned, expunged, or annulled.
11. The vendor has been convicted of a crime of moral turpitude or any felony, excepting convictions that have been pardoned, expunged or annulled, whether in this state, in any other state, by the United States, or in a foreign country, province or municipality. Vendors shall affirmatively disclose to the City all such convictions, especially of management personnel or the vendor as an entity, prior to notice of award or execution of a contract, whichever comes first. Failure to make such affirmative disclosure shall be grounds, in the City's sole option and discretion, for termination for default subsequent to award or execution of the contract.
12. More likely than not, the vendor will be unable, financially or otherwise, to perform the work.
13. At the time RFP award, the apparent successful vendor must obtain a City of Downey business license. Failure to do so will constitute a determination that the vendor is not responsive and may be disqualified.
14. Such other information as may be secured having a bearing on the decision to award the contract.
15. Any other reason deemed proper by the City.

2(C) Notices and Response Criteria

2(C)1 Good Faith

This RFP has been compiled in good faith. The information contained within is selective and subject to the City's updating, expansion, revision and amendment.

2(C)2 Right to Cancel

The City reserves the right to change any aspect of, terminate, or delay this RFP, the RFP process and/or the program which is outlined within this RFP at any time, and notice shall be given in a timely manner thereafter.

2(C)3 Not an Award

Recipients of this RFP are advised that nothing stated herein, or any part thereof, or any communication during the evaluation and selection process, shall be construed as constituting, offering or awarding a contract, representation or agreement of any kind between the City and any other party, save for a formal written contract, properly executed by both parties.

2(C)4 Property of the City

Responses to this RFP will become the property of the City, and will form the basis of negotiations of an agreement between the City and the apparent successful vendor.

2(C)5 City not Liable for Costs

The City is not liable and will not be responsible for any costs incurred by any vendor(s) for the preparation and delivery of the RFP responses, nor will the City be liable for any costs incurred prior to the execution of an agreement, including but not limited to, presentations by RFP finalists to the City.

2(C)6 City's Expectations

During the review of this document, please note the City's emphasis on the expectations, qualities, and requirements necessary to be positioned as an RFP finalist and successful vendor.

2(C)7 Waiver of Minor Administrative Irregularities

The City reserves the right, at its sole discretion, to waive minor administrative irregularities contained in any proposal.

2(C)8 Proposal Rejection; No Obligation to Buy

The City reserves the right to reject any or all proposals at any time without penalty. The City reserves the right to refrain from contracting with any vendor. The release of this RFP does not compel the City to purchase. The City may elect to proceed further with this project by interviewing firm(s) well –suited to this project, conducting site visits or proceeding with an award.

2(C)9 Right to Award

The City reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially with the most favorable terms the vendor can offer.

2(C)10 Proprietary Proposal Material

Any information contained in the proposal that is proprietary must be clearly designated. Marking the entire proposal as proprietary will be neither accepted nor honored. If a request is made to view a vendor's proposal, the City will comply according to the California Public Records Act. If any information is marked as proprietary in the proposal, such information will not be made available until the affected vendor has been given an opportunity to seek a court injunction against the requested disclosure.

2(C)11 Errors in Proposal

The City will not be liable for any errors in vendor proposals. Vendors will not be allowed to alter proposal documents after the deadline for proposal submission.

The City reserves the right to make corrections or amendments due to errors identified in proposals by the City or the vendor. This type of correction or amendment will only be allowed for such errors as typing, transposition or any other obvious error. Vendors are liable for all errors or omissions contained in their proposals.

After opening and reading proposals, the City will check them for correctness of extensions of the prices per unit and the total price. If a discrepancy exists between a price per unit and the extended amount of any proposal item, the price per unit will control. The City will use the total of extensions, corrected where necessary.

3. SCOPE OF SERVICES

3(A)1 Project Goals

The primary goal of this project is to replace the current website with a new and improved website. The new website will be easier for users to navigate, more efficient for City staff to manage, and provide a wide variety of services to the citizens of the City of Downey. The Vendor will provide the City with an information ready, turn-key website that City staff can immediately begin to migrate information into.

Short Term Goals

1. Improve the tools that support updating the website, i.e.; content management system (CMS).
2. Improve the information architecture that supports easy navigation of the site to key City services.
3. Redesign the website with a new look and feel supporting the marketing and branding efforts of the City and reflecting the diverse make up and vision of the citizens of the City.
4. Enable access by smart phones and tablets (mobile version of the website)
5. Secure responsive, helpful tech support

Long Term Goals

1. Improve the timeliness of content published to the website.
2. Expand the services the City offers to citizens on the website.
3. Enable updating the look and feel of the website on an as-needed basis.
4. Expand the amount of information the City publishes on the website.
5. Ensure easy accessibility and navigational user experience, encouraging citizens to return.
6. Reflect the values and character of the City both visually and informationally.

3(A)2 Project Objectives

1. Redesign the information architecture of the City's website.
2. Replace the website CMS software.
3. Implement electronic workflow for all proposed web postings for approval and promotion.
4. Redesign the look and feel of the website.
5. Provide for full integration with existing e-government applications (online class registration, service request/ work order system, Library online catalog, business license payment and registration, etc.) currently in use and provide for easy integration with future e-government applications.

3(A)3 Scope of Work

Vendors replying to this RFP will be asked to organize and itemize their proposals into four (4) main areas for the City's consideration of their services: design; content management system (CMS) software; implementation of CMS software; and training.

The City reserves the right to award the entire project to a single vendor or split the award to separate vendors for specific work.

A. The Vendor(s) will be responsible for the following:

- 1) Redesign the City website look and feel that will support the City's updated brand as well as the marketing needs of specific departments/services.
 - Provide a project plan for the design phase of the website replacement project.
 - New website content information architecture that supports easy navigation to key services.
 - Determine a consistent look and feel for the website, including color schemes, graphic elements, and navigation tools that provide straightforward navigation within a unifying graphic theme as well as flexibility for the branding of different City departments/services. The look and feel should be consistent with the City's current branding initiative.
 - Provide design mock ups of primary website sections: Home page, Visiting, Business, Government/City Hall, and I Want To section.
- 2) Apply website redesign mockups to website CMS software implementation to enable information ready website.
 - Provide a website CMS software implementation project plan. This can be integrated with the overall project plan.
 - Install and configure website CMS software on City server infrastructure.
 - Consult with City staff to determine how the website CMS navigation will support the City template requirements.
 - Create website templates that meet ADA / 508 standards compliance.
- 3) Website CMS training for site administrators and content contributors.

B. The successful Vendor(s) will deliver the following:

- 1) Look and Feel Design
 - The Vendor shall provide a minimum of three (3) designs of the proposed website
 - The Vendor will work with the City to determine a new website content information architecture navigation framework to support easy navigation to key City services.
 - The Vendor may be required to work with the City branding project team and assist in design analysis and style integration fit/gap.
 - The proposal shall include cost for a perpetual license for the website design
- 2) CMS
 - The Vendor shall provide a comprehensive CMS solution.
 - The City prefers to avoid proprietary, limited release CMS solutions.
 - The CMS software proposed shall be in use in a wide variety of industries and shall not be a beta, release candidate or other early adopter technology.

- The system shall integrate smoothly and efficiently with Microsoft Products. The optimum solution would be for the CMS to integrate with the Microsoft Office Suite for ease of content creation, integration, and postings.
 - The CMS shall be accessible via external access.
 - The Vendor will provide a search engine solution that will support indexing of all contents within the CMS as well as external City website resources.
- 3) Website
- The Vendor shall provide a fully-operational and working website framework (“information ready”).
 - After approvals of website template/design, Vendor shall immediately begin updating and migrating information.
 - The Vendor shall assist in addressing any URL name changes and /or URL naming conventions.
 - The website shall integrate all existing e-government applications and shall be designed for easy integration of additional e-government applications.
- 4) Training
- The Vendor will provide full and complete training on the use of the CMS.

3(A)4 Website Content Management Software

3(A)4.1 Software Needs Summary

The City is looking for website content management software that will be adaptable to current and changing technology, enable content subject matter experts to efficiently publish and manage their content on the City website, and provide easy access of City services to website visitors.

3(A)4.2 Product Requirements

Product requirements are outlined below. This list is a comprehensive set of requested features based on input from Website Advisory Committee members and analysis of Communication Assets Items support requirements.

General Website Content Management System features:

1. Content Editor

- WYSIWYG rich text editor
- Spell checker
- Ability to limit certain features of WYSIWYG editor to maintain common look and feel through out the website.
- Content editors must produce ADA / 508 standards compliant content
- Content publisher control of associated meta data

2. Content Management

- Ability to organize and manage uploaded documents and images.
- Ability to optimize uploaded pictures and graphic files for quickest page loading.
- Interactive photo galleries to publish and display photo assets.

- Document galleries to organize and publish documents according to subject matter.
- List module for creation and organization of logically related items into lists that can be shared on multiple pages but managed within single list. Example list content: contacts and links.
- Ability to determine specify a publishing schedule for specific content
- Multi-lingual Content Integration with website content translation capabilities in up to five (5) languages.

3. Navigation

- MEGA Drop Down Menus
- Breadcrumb navigation
- Secondary level navigation within specific content subject matter areas
- Friendly URLs
- Addition of external pages to navigation
- Flexible navigation tools that facilitate management of common links across site.
- Ability to reorganize content to different sections of the website without manually changing content links.

4. Master Calendar Functionality

- Master calendar to share events, meetings, holidays, etc. that can be managed in a main calendar and shared across the website by content/subject matter category.
- iCal links for users to add events to desktop calendar programs such as Outlook.
- Interactive maps of event locations.
- Provide RSS feeds by calendar based on content creator defined categories.

5. Forms

- Standard contact forms
- Ability to easily add custom forms to site pages and manage content produced by the forms
- Surveys and ad hoc reporting

6. Security/Authorization

- Ability to centrally add and manage users and specify access rights
- Ability to create groups with different access rights
- Ability to limit certain group members from specific content and content management functionality
- Ability to manage logged in users
- Publishing Workflow with ability to customize by security group and user
- Audit trail and reports of changes to content within the CMS

7. Additional Functionality

- RSS consumption and display of external resources
- RSS production on frequently updated content such as news releases and calendar events.

- “Share This” social networking site links for site visitors to share content on Facebook, Twitter, etc.
- Site templates must be ADA / 508 standards compliant
- CSS template features for viewing text only, printing, and mobile access versions of the site.
- Software Development Kit - Ability for the City Information Technology Division or outside Vendor to create custom pages and content within the site’s templates to facilitate integration of other e-Gov services software such as GIS, permitting, online bill payment, etc.
- Search engine that can be directed to index both internally and externally hosted website resources.
- Ability to manage an interactive multimedia top stories section within the CMS.

3(A)4.3 Site Look and Feel

- Site must display correctly in all major browsers
- Site themes and/or style sheets that maintain common look and feel throughout website.
- Department / Service Marketability – ability to apply customized look and feel within different departments/services while maintaining global navigation and website common look and feel.

3(A)5 Technical Support

Vendor should describe:

- The availability and responsiveness of their technical support staff
- The annual cost for a technical support service
- How the City’s requests for technical support will be balanced and prioritized with the requests and projects from Vendor’s other customers

4. ADDITIONAL INFORMATION

4(A) Single Point of Responsibility/Accountability

4(A)1. The City’s expectation is to have a single point of contact, i.e. a single point of authority and a single contracting entity for this project. This is of a critical nature for this RFP; a contract will NOT be awarded to a vendor who does not have this single point of accountability. Indicate your understanding of and compliance with this requirement.

4(B) General Questions

4(B)1. Provide a brief overview of your company (furnish your business philosophy, mission statement, management structure, years in business, primary line of business etc.).

4(B)2. Provide a profile of the website team, including experience and recent/relevant websites created, and provide the key contact name, title, address, telephone and fax numbers.

4(B)3. Include names and contact information for three (3) current customers (title and phone numbers) that have had a scope of work similar to that described in this RFP.

5. PRICING

The prices proposed for website design, CMS software, implementation, training and maintenance MUST remain firm for 365 days after award. Any price adjustments through the life of this agreement must be mutually agreed upon in writing. Please provide Annual Maintenance costs. If discounts are available for multi-year support agreements, please provide this information regarding the length of term and the net discount percentage. Please also ensure that your prices below are firm for one (1) year after final written acceptance of services by the City.