

REQUEST FOR PROPOSAL
Website Design & Development



DUE DATE: April 30, 2018 at 3 p.m.

City of Fife
5411 23rd Street East
Fife, WA 98424
(253) 896-8606
www.cityoffife.org

Overview

The City of Fife is seeking to update its website (www.cityoffife.org) to enhance the user experience, simplify content management, and provide better information and customer service to its community, while meeting high standards for design quality and visual appeal.

The City of Fife seeks the assistance of an experienced company that can accomplish all of the functionality identified in this RFP. The City of Fife also seeks a company that has the capability of integrating additional features and functionality that may be identified in the future. The experienced company should have a team of experts who understand local government, to help us achieve our vision.

The City of Milton and the City of Edgewood may chose, at the end of the City of Fife's selection process, to also select Fife's vendor to create a new website for them. A separate contract and negotiation process will be done directly with the selected vendor and additional City.

About Fife, Washington

With a population of just over 10,000 and a thriving business environment, Fife offers a small-town feel with big-city ideas. Fife has grown into an accessible business hub – linking people, cities, jobs and attractions. Located along Interstate 5 with close proximity to Tacoma, Sea-Tac International Airport and the Port of Tacoma, Fife is a center of industry and commerce in the Puget Sound.

Open space, vibrant parks, outdoor public art, close-knit neighborhoods and great schools make Fife an ideal place for families. There is no shortage of family-friendly events in Fife and it is located just minutes from Tacoma's renowned museum district. And, Mount Rainier really is as close as it looks.

History + Demographics

Fife was founded in 1957 and covers roughly 5.85 square miles of land between the Puyallup River and Puget Sound. There are nine parks to enjoy, with amenities that include an off-leash dog area, ponds, walking and biking trails, ball fields and sports courts.

Industrious by Nature

In Fife, we're industrious by nature. Fife's hard-working heritage, close-knit culture and convenient access to great schools, jobs and amenities make Fife ideal for families. Fife families love the city for its award-winning school district, free year-round special events, and miles of parks and trails to explore. No B+O tax, I-5 exposure, a responsive City Government and Chamber of Commerce, and its central location make Fife well-positioned to do business.

Intent

The City would like to accomplish the following tasks:

1. Evaluate the current website and provide a transition plan to implement a new website using a robust Content Management System (CMS) based application.
2. Implement modules within the CMS that deliver specialized capabilities to improve the City's support to our citizens.
3. Develop a customized, modern template for the website that includes a 100% responsive design so it can be displayed on any size device.

4. Assist the City with transition of content from the current website to the new website.
5. Provide training to administrators, department heads, and content managers.

Project Overview

To facilitate effective decision making and analysis throughout the process, a series of principles are to be used to guide the design, content and management for the development of the new website:

1. Develop an easily understood and navigable web site which combines all City services.
2. Balance design and effectiveness and while complying with ADA accessibility laws.
3. Utilize a feature rich content management system with enhance integration with interactive applications such as social media.
4. Provide ability to create a personalized experience based on the user preferences.
5. Utilize a Content management solution that can be maintained by both experienced web development staff as well as business users with no coding experience.
6. Necessary functionality includes: the creation of templates, WYSIWYG editing to facilitate content management by novice users, content approval workflows and search engine friendly URL aliasing.
7. Develop a framework that allows for regular site re-fresh cycles to maintain user interest and excitement.
8. 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.
9. Secure, responsive, and helpful tech support
10. Enhanced CMS built-in functionality (Calendar, Forms, Survey, Subscription, CRM, ...)
11. Expand the services the City offers to citizens on the website.
12. Provide a portal for citizens and customers to interact with the City staff.
13. Provide backups that are compliant with the Washington State Public Records Act.

Third Party Applications

City utilizes a number of third-party applications/services to provide added functionality via the website. These systems include but are not limited to:

- Rec1
- NeoGov
- Weblink
- Code Red
- ArcGIS Online
- Survey Monkey
- Google for site search and site analytics
- Several custom developed applications for SOAP/SODA, municipal court, Employee Directory, Customer Assistance
- Invintus
- Smartgov
- Springbrook

- LexisNexus
- Enforcer
- Socrata
- Ncourt
- Flipbook
- SMARSH
- Weblink
- Social Media: Instagram, Twitter, YouTube and Facebook

Selection and Criteria for Evaluation

Selection of a qualified contractor will be made at the discretion of the City of Fife, which reserves the right to accept or reject any and all proposals.

The following items will be considered in making a selection of the contractor, though they may not be equally weighed in the review process:

Item	Maximum Points
Experience, skills and qualifications	20 points
Merits of the Proposal including scope of work and approach to addressing tasks	20 points
Timeline and proposed schedule	15 points
Customer support, responsiveness, and timeliness	15 points
References and prior experience with similar work	15 points

Vendor Qualifications

The City of Fife will evaluate vendor experience, qualifications and capabilities for developing and implementing a new website. The desired qualifications are outlined below. Responders are required to submit a written narrative corresponding to each of the underlined section items:

Introduction

- Overview and summary of how your company will assist the City of Fife in reaching our website goals

Company Profile

- Company overview and history
 - How long has the company been in business
 - Number of current employees
 - Number of clients in the past 5 years
- Capabilities of company - Why should your company be chosen

Management Team

- Name, title, role (e.g., project management, training, design)
- Education, years of experience

Scope of Work

- Project phase deliverables
- What will be expected of the City
- What the City of Fife can expect from the company

Project Development Approach

- Average timeline
- Detailed explanation of all project phases including consultation, design, development, training, implementation
- Statement that website will meet Accessibility Compliance requirements
- Training options
- What role the City of Fife will play in the project

Hosting and Security (describe all available)

The City is open to on-site or off-site web hosting options for this project. The City currently has a web host server where the project can be placed, or vendors may choose to host the site on their own servers. The City will continue to own and maintain the domain name in its current location. If the site is to be hosted by the vendor, the vendor will need to meet following minimum requirements:

- 99% server uptime (Please include how many times the proposed server has required maintenance that affects services or been subject to outages in the last 12 months)
- Backups of website files kept for no less than one year, or a method of scheduling and uploading backups to the city for retention. This a Public Records Act requirement.
- Available storage space of at least 5GB for documents, forms, etc.
- A tech support email or phone number where someone can be reached in the case of an outage or problem on the site.

Vendors who wish to host the site on their servers must also be able to clarify and/or explain:

- Who owns the files, documents, databases, images, content and other information that make up the website
- A termination clause for the contract that addresses specifically what will happen if the contract is terminated before its natural end date. The clause should include how the website data will be transmitted to the city at the end of the contract and how backups will kept for the required retention. The clause should include any fees or costs associated with ending the contract if it should be become necessary.

Project Pricing Estimate/Cost for Services Outlined

Specify amounts of items below:

- First Year development fees including:
 - Days/hours of training, number of employees to be trained, on-site or webinar
 - Amount of content migration (entire website or a specific number of pages)
 - Additional products/functionality

- RFP Cost Requirements: Since the City expects to complete a “not to exceed/fixed price” contract, the budget for the proposal must not exceed the specified amount, and must be broken down as to hours, hourly rates and expenses for each task and subtask. All prices are to be in U.S. dollars. All applicable taxes to be paid by the City must be separately shown. Vendors must itemize the unit and extended price for each service proposed. In addition to the breakdown of costs described above, the City would like to have a quoted hourly rate for professional services that may be required to complete our project, but were not anticipated and included in this RFP. The quoted rate(s) is expected to be applied for the duration of the project (as described herein).

Description of Features and Functionality Included with the CMS

At minimum include:

- List of all features and functionality included in the proposed CMS. Must address all features and functionality listed in Required Features and Optional Features section of this RFP

Additional Products offered

- Give brief descriptions of other products offered by the company

Municipal Website Design Experience

- References (minimum three references, including all contact information below)
 - Client name
 - Website URL
 - Client contact person and title
 - Phone
 - Email address

Required Features

The information below represents required functional capabilities in the selected CMS. It is not all inclusive, other functionality may be recommended or added. The City's new website vendor must be able to provide at a minimum, the components shown.

- **Alerts & Emergency Notification** – Alerts posted on website and public notifications sent out through email, text message and social media
- **Approval Rights** – Allow system administrator to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website.
- **Automatic expirations** – The ability to set a date for content to automatically expire
- **Browser Based Administration** – Update, delete and create template based web pages
- **Calendar** – Update/publish calendars. Includes unlimited number of event listings, single or reoccurring. Viewable by list, week, month or type (event, meeting, closure)
- **Content Preview** – The ability to preview content before publishing live
- **Document Center** - Upload/download capability, back-end ability to search within
- **E-Notifications** – Electronic subscription, scheduled notifications for email and SMS

- **Forward To a Friend** - E-Mail extension
- **Frequently Asked Questions** – Dynamic content
- **GIS Mapping** – Ability to integrate GIS mapping applications
- **HTML Code** – Capability to view and edit the HTML code of any page
- **Live Edit** – Create and edit pages live from the front end
- **Mobile Friendly** – For smart phones and tablets
- **Multi-Lingual Support** – Using a widely accepted translate service with Spanish and Russian options at a minimum
- **News & Announcements** – Ability to post press releases, what’s happening, feature stories, and announcements, as well as emergency messages
- **Online Forms** - Forms/publishing/tracking
- **Photo Center** - Display community photos in a central location on website
- **Printable Pages** - Print-friendly function
- **Responsive Design** - fully mobile responsive design - site adjusts to the screen size of all devices its being view on, includes forms, calendars, etc.
- **Revision System** – The CMS will need to have the ability to roll back any page, at any time, to a previous version. The previous version of the page should include any comments or other data that may have been removed. Previous versions of pages should kept for a minimum of one year in compliance with our archiving policy.
- **RFP/RFQ/Bid Posting** – Allow for easy posting of bids to the site, along with amendments and updates. Schedulable with ability to set auto-expire date
- **Rotating Photos/Banners** - Dynamic image display
- **Quick Links** - Links can be placed directly on the pages
- **Service Directory** – List of services by function. Allow users to search by keyword
- **Site Search** – Internal site search engine, site search log
- **Site Statistics** - Analytics and site audit reports
- **Sitemap & Breadcrumbs** – Dynamically generated
- **Social Media Interface** – Ability to integrate Facebook, Twitter, YouTube and Instagram
- **Spell-check** – The ability to spell-check content via the editor
- **Spotlight** - Ability to highlight important text on one or more pages
- **Third Party Integration** – Ability to integrate third-party applications
- **Unique Department Home Page** – Ability to for departments, associated organizations to have a unique separate design and URL
- **Video Center** – Live streaming video capabilities

Optional Features

The features below are not required by the City at this time, however, please include information and availability of integration in the future.

- **E-Communication platform** - Integrated within the centralized CMS for creating visually rich, fully responsive, non-emergency e-communication. Create unlimited

subscriber lists, and communicate over multiple channels – e-mail, text and social media from a single point of access.

- **Custom Mobile App** – Mobile app for Apple® iOS and Android® devices

Format for Proposal

The response should address all items in the Vendor Qualifications section, and be formatted to follow the Selection and Criteria for Evaluation.

Submittal Requirements

The deadline for RFP responses is April 30, 2018 at 3:00 p.m. PDT.

Submit five (5) hardcopies of the proposal, plus a thumb drive which includes the PDF, to the address shown below, no later than 3 p.m. Pacific Time on April 30, 2018. Proposers are solely responsible for ensuring that proposals are delivered on time.

City of Fife
Attn: Laurel McQuade

Website Design RFP
5411 23rd Street East
Fife, WA 98424

Submittals that are not received on or before the specified deadline will not be accepted (no exceptions). The City of Fife reserves the right to request follow-up information or clarification from vendors in consideration. Vendor is responsible to ensure delivery by the date and time included.

The City of Fife reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which will best serve the interests of the City.

Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the City of Fife for reimbursement will be accepted.

All materials submitted in response to this RFP will become the property of the City upon delivery.

Selection Process

The selection process will involve the following phases:

Phase 1: A City of Fife review team will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. Review will include the vendor's acceptance of RFP terms and completeness of submissions.

- Phase 2: Interview of most qualified applicants. Firms interviewed may elect to prepare a presentation of up to one half hour in length.
- Phase 3: Review team will check references given, and the selected firm will be invited to submit a draft scope of work to accomplish the tasks identified. This draft scope of work will form the basis of further contract negotiation with the selected firm.
- Phase 4: Once the contract has been agreed with the selected firm, it will be presented to the City Manager for approval and a Notice to Proceed issued soon thereafter. Please note that Fife requires contractors to use the City's standard contract language. If negotiations between the City and the selected firm fail to produce a contract agreeable to both parties, the City reserves the right to cease further negotiation and commence negotiations with another firm.

Schedule

The approximate RFP schedule is summarized below:

- Issuance of RFP: April 2, 2018
- Vendor submittals due: April 30, 2018 at City Hall via U.S. mail or delivery
- Vendor interviews, reference checks, draft scope of work: May 2018
- Contract agreement, Vendor approval, Notice to Proceed: May 2018
- Project Kick Off: May 2018
- Project Complete: End of 2018

Dates may be subject to change

Inquiries

Inquiries about this Request for Proposal must be in writing and directed to:

Laurel McQuade
Communications & Marketing Program Manager
(253) 896-8606
Lmcquade@cityoffife.org