



Request for Proposal
Website Redesign, Implementation, and Complementary Services

City of Evansville
31 South Madison Street
P.O Box 76
Evansville, WI 53536

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Overview

A. Request for Proposal (RFP) and Project Purpose

The City of Evansville (“City”) is requesting proposals to provide website redesign, implementation, and complementary services. The desired vendor must demonstrate experience working with smaller public sector clients, and superior customer service as part of the proposal.

The purpose of the website redesign is to deliver a navigationally instinctive, aesthetically appealing, content-rich, cost-effective, and responsive website to our community and visitors by August 1st, 2016. The redesigned website will serve as the official online presence of the city, providing 24/7 services to residents, businesses, and visitors. The website will maintain its existing domain at: <http://www.ci.evansville.wi.gov/>

Please submit one print and one digital copy of proposals to:

City of Evansville
Attn: Jason Sergeant
31 South Madison Street
P.O Box 76
Evansville, WI 53536
jason.sergeant@ci.evansville.wi.gov

B. Community Background

The City of Evansville is located in Southcentral Wisconsin, approximately twenty miles south of Madison and eighteen miles northwest of Janesville. Evansville has a population of 5,135 residents covering approximately 3 square miles, and is the fastest growing incorporated community in Rock County.

The City’s governing body is an elected Common Council, comprised of the mayor and eight part-time alderpersons. The City has a variety of operating departments providing an array of city services: City Administration, Community Planning and Economic Development, Municipal Court, Police Protection, Emergency Medical Services, Municipal Services (wastewater treatment, water, electric utility, street cleaning, brush pickup, and snow plowing), Public Cemetery, Parks and Recreation, and Youth Center. The City also contracts for fire protection, property assessment, legal, Engineering, and refuse collection.

C. Existing Website

The existing website was designed in 2005. Since then, the public’s expectations for online services and information have significantly changed. The 2014 City of Evansville Community Survey found that 30.9% of respondents would prefer to receive official city information on the website. In addition, the City has invested in branding and marketing efforts, which our existing website does not complement. The City does not employ a dedicated, full-time website administrator. Instead, content management and maintenance is performed by non-technical city staff through an offline content management system (CMS).

RFP Timeline, Criteria, Notifications

A. Timeline

Date	Description
February 10 th , 2016	RFP placed on City of Evansville website and press release published in local papers.
March 9 th , 2016	<p>Please submit one print and one digital copy of proposals to:</p> <p style="text-align: center;"> City of Evansville Attn: Jason Sergeant 31 South Madison Street P.O Box 76 Evansville, WI 53536 jason.sergeant@ci.evansville.wi.gov </p> <p><i>Respondents assume the risk of the method of submittal chosen. The City assumes no responsibility for delays caused by any delivery service.</i></p>
March 10 th – March 18 th , 2016	Respondent’s submissions will be evaluated and scored by a RFP evaluation team consisting of City of Evansville staff and City officials. This evaluation and score will be used to determine finalists.
March 21 st , 2016	<p>Finalists will be determined and respondents will be notified of the status of their application.</p> <p><i>Please provide a preferred email or mailing address for the point of contact with the proposal.</i></p>
March 28 th – April 1 st , 2016	(Optional) Finalist demos/ presentations at the City of Evansville. Finalists’ references may be contacted at the City of Evansville’s discretion.
April 12 th , 2016	<p>Recommendation to the City of Evansville Common Council of chosen proposal.</p> <p><i>Subject to successful negotiation of terms and conditions.</i></p>

B. Evaluation Criteria

All respondent's submissions will be evaluated and scored by the RFP evaluation team consisting of City of Evansville staff and City officials. This evaluation and score will be used to determine finalists. Finalists will be determined and respondents will be notified of the status of their application. If deemed appropriate by the RFP evaluation team, respondents will be invited to present mock ups and/or examples of completed work at the City of Evansville. A final recommendation will be made to the City of Evansville Common Council for the chosen proposal, subject to successful negotiation of terms and conditions.

1. Qualification Evaluation

The qualification evaluation will be used to determine the responsibility of the RFP respondent. The following factors will be considered, any of which will suffice to determine if a respondent's qualifications meet the minimum standards for this project. Considerations include but are not limited to:

- a.** Possession of or ability to obtain a \$1,000,000 insurance liability policy
- b.** The ability, capacity and skill of the respondent to perform the contract or provide the service required
- c.** The character, integrity, reputation, judgment, experience and efficiency of the respondent
- d.** Whether the respondent can perform the contract within the time specified
- e.** The quality of performance of previous public and private contracts or services, including, but not limited to, the respondent's failure to perform satisfactorily or complete any written contract. The City's termination for default of a previous contract with a respondent shall be deemed to be such a failure
- f.** The previous and existing compliance by the respondent with laws relating to the contract or services
- g.** Evidence of collusion with any other respondent, in which case colluding respondents will be restricted from submitting further bids on the subject project or future tenders
- h.** The respondent is not qualified for the work or to the full extent of the RFP
- i.** 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
- j.** The respondent failed to settle bills for labor or materials on past or current public or private contracts
- k.** The respondent has been convicted of a crime arising from a previous public contract, excepting convictions that have been pardoned, expunged, or annulled
- l.** Such other information as may be secured having a bearing on the decision to award the contract
- m.** Any other reason deemed proper by the RFP evaluation team

2. Proposal Evaluation

The proposal evaluation will be used to determine if the proposal is in the best interest of the City of Evansville. If a proposal is chosen as a result of this RFP, it shall be awarded to the vendor whose response demonstrates the most value possible, and which most closely aligns with the City of Evansville's goals and objectives for this project. Considerations include but are not limited to:

- a. Best value for the services proposed
- b. Demonstrated technical ability and expertise
- c. Vendor financial stability
- d. References and/or recommendations
- e. Responses to the RFP questions
- f. ISO certifications and/or other memberships, certifications, licenses
- g. Range of products and services offered
- h. Any additional criteria deemed appropriate by the RFP evaluation team, which establishes the vendor's viability to perform the work outlined in this RFP
- i. Presentations to the RFP evaluation team (if applicable)

3. Notices

- a. **Single Point of Contact.** 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.*
- b. **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.
- c. **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.
- d. **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.
- e. **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 respondent.
- f. **City not Liable for Costs.** The City is not liable and will not be responsible for any costs incurred by any respondent(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.
- g. **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 respondent.
- h. **Waiver of Minor Administrative Irregularities.** The City reserves the right, at its sole discretion, to waive minor administrative irregularities contained in any proposal.

- i. 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 respondent. The release of this RFP does not compel the City to purchase. The City may elect to proceed further with this project by interviewing vendor(s) well – suited to this project, conducting site visits or proceeding with an award.
- j. 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 respondent can offer.
- k. 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 respondent’s proposal, the City will comply according to Wisconsin Public Records Laws. If any information is marked as proprietary in the proposal, such information will not be made available until the affected respondent has been given an opportunity to seek a court injunction against the requested disclosure.
- l. Errors in Proposal.** The City will not be liable for any errors in respondent proposals. Respondents 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 respondent. This type of correction or amendment will only be allowed for such errors as typing, transposition or any other obvious error. Respondents 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.

Scope of Services

A. Project Goals and Objectives

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 Evansville. The chosen respondent will provide the City with an information ready, turn-key website that City staff can immediately begin to migrate information into.

1. Short Term Goals

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

2. Long Term Goals

- a. Improve the timeliness of content published to the website
- b. Expand the services the City offers to citizens on the website
- c. Enable updating the look and feel of the website on an as-needed basis
- d. Expand the amount of information the City publishes on the website
- e. Ensure easy accessibility and navigational user experience, encouraging citizens to return
- f. Reflect the values and character of the City both visually and informationally

3. Project Objectives

- a. Redesign the information architecture of the City's website
- b. Update or Replace the website CMS software
- c. Implement electronic workflow for all proposed web postings for approval and promotion
- d. Redesign the look and feel of the website
- e. Provide for full integration with existing e-government applications and/or links (Municipal Court Payments, Eagar Free Public Library, Utility Billing: Payment Service Network, E-Notify, etc.)
- f. Improve consistency and efficiency of website features, services, and management through the expertise and recommendations within applicant proposals

B. Scope of Work

Vendors replying to this RFP will be asked to organize and itemize their proposals scope of work section into four (4) main areas for the City's consideration of their services: design; content management system (CMS); implementation, training and technical support; and additional/complementary services.

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

1. Design

a. General.

- 1. If the vendor provides different tiers of design service (template vs. custom design) submit the proposals as separate documents
- 2. The Vendor shall provide a fully-operational and working website framework ("information ready")
- 3. After approvals of website template/design, Vendor shall immediately begin updating and migrating information
- 4. Website must meet ADA / 508 standards compliance
- 5. The Vendor shall assist in addressing any URL name changes and /or URL naming conventions
- 6. The website shall integrate all existing e-government applications and shall be designed for easy integration of additional e-government applications
- 7. The proposal shall include cost for a perpetual license for the website design

b. Website Redesign. The Vendor shall design the website look and feel to support the City's vision as well as the marketing needs of specific departments/services.

1. Provide a project plan for the design phase of the website replacement project.
2. New website content information architecture that supports easy navigation to key services.
3. 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.
4. Site themes and/or style sheets that maintain common look and feel throughout website
5. The Vendor shall provide a minimum of three (3) designs/ templates of the proposed website.
6. 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.

2. Content Management System (CMS).

a. General

1. The Vendor shall provide a comprehensive CMS solution
2. The City will not accept proprietary, limited release CMS solutions

b. 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.

1. 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.
2. The system shall integrate smoothly and efficiently with Microsoft and Adobe Products. The optimal solution shall integrate with the Microsoft Office Suite and Adobe Acrobat for ease of content creation, integration, and postings.
3. The CMS shall be accessible via external access.
4. The Vendor will provide a search engine solution that will support indexing of all contents within the CMS.

c. Product Feature Requirements. Product feature requirements are outlined below. This list is not a comprehensive set of requested features. Any additional recommendations/features presented in the RFP response are encouraged based on the respondent's expertise or experience.

1. Content Editor

- What you see is what you get (WYSIWYG) rich text editor
- Spell checker

- Ability to limit certain features of WYSIWYG editor to maintain common look and feel throughout the website.
 - Content editors must produce ADA / 508 standards compliant content
 - Content publisher control of associated meta data (page title, meta description tag, meta keyword tag, H tags, URL)
 - Ability to add web analytics
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, or equivalent process to reduce multiple page edits.
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
 - 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 form content
 - 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
7. Additional Functionality
- Search Engine Optimization (SEO) integration

- RSS consumption and display of external resources
- RSS production on frequently updated content such as news releases and calendar events
- CSS template features for viewing text only, printing, and mobile access versions of the site
- Site must display correctly in all versions for major browsers (Internet Explorer, Firefox, Google Chrome, Safari, etc.)

3. Implementation, Training, and Technical Support

a. Implementation. Apply redesigned website to CMS software or provide 24/7 access to online CMS software in order to enable information ready website.

1. Provide a CMS software implementation plan. This can be integrated with project plan.
2. Install and configure website CMS software on City server infrastructure. (If applicable)
3. Consult with City staff to determine how the website CMS navigation will support the City template requirements.

b. Training.

1. Vendor will provide full and complete training on the use of the CMS.
2. Website CMS training for site administrators and content contributors.
3. Vendor will provide access to training material for continuing education/ new hire staff.

c. Technical Support. Technical Support Vendor should describe the following:

1. The availability and responsiveness of their technical support staff
2. The annual cost for a technical support service
3. 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/ Complementary Services (Describe all available)

For additional/ complementary services offered, indicate the process for adding the service after the initial website launch, or if the service is included in the RFP project quote.

- a. Webhosting.** Describe the source of and features included with webhosting services. Including security, firewall technology, backup frequency, and bandwidth/data capacity.
- b. Email Accounts.** Describe the source of and features included with email services. Including the quantity of accounts, data capacity, and service and technical support.
- c. Online Payments.** Describe the source of and features included with online payment services. Including security, access, supported payment types, etc.
- d. Interactive GIS/ Mapping integration.** Describe the source of and features included with GIS mapping services.

Vendor Profile and References

A. Vendor Profile.

1. Vendor Overview.

- a. **Provide a brief overview of your company.** Including business philosophy, mission statement, management structure, years in business, primary line of business etc.
- b. **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.
- c. **Project Development Approach.** Including average timeline, detailed explanation of project phases (consultation, design, development, training, and implementation), project phase deliverables, and expectations of the City.

2. Vendor References.

- a. Include names and contact information for a minimum of three (3) current customers (title and phone numbers) that have had a scope of work similar to that described in this RFP.
- b. Provide URLs for the above referenced websites.

Pricing

A. Project Quote.

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. The project quote must clearly itemize initial startup fees and annual maintenance/hosting 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 maintenance/hosting fees are firm for one (1) year after final written acceptance of services by the City. The proposal must clearly indicate a grand total- Not To Exceed for the features indicated in the scope of work.

B. Optional Features.

The proposal MUST indicate which features are optional/add on services, which may increase or decrease the grand total. The proposal must clearly itemize initial startup fees and annual maintenance costs associated with additional/ complimentary services provided by the vendor.