



City of West Richland, Washington Website Design & Development REQUEST FOR PROPOSAL

City of West Richland
3100 Belmont Boulevard
West Richland, WA 99353
Phone: (509) 967-3431

Submittal Requirements

The deadline for RFP responses is January 15, 2021 no later than 4:00pm PST.

Submit a PDF of the response with the subject line "Website Design & Development Submittal – [Vendor Name]" to:

Stephanie Haug, City Clerk
E-mail: shaug@westrichland.org

Inquiries

Inquiries regarding this Request for Proposal must be submitted via email and directed to:

Stephanie Haug, City Clerk
E-mail: shaug@westrichland.org

The City of West Richland is an equal opportunity employer. Qualified disadvantaged, minority, and women-owned consultants are encouraged to respond.

1. Background

The City of West Richland is a growing city where family values and community responsiveness are important. It is run by a strong mayor form of government. The major operating departments of the City are: Administrative Services, Community Development, Police, and Public Works. The City population is approximately 15,710 and it is approximately 22 square miles.

The current version of our website, can be viewed at www.westrichland.org.

The City of West Richland seeks the bid of a vendor that can accomplish all of the functionality identified in this RFP and has the flexibility of providing this functionality over time, with respect to potential budgetary constraints. Qualified applicants must be equipped to integrate additional features that may be needed or new technologies that may be developed in the future. The City seeks a site that centralizes content management to our City Clerk with the option of additional supporting users and oversight from the Mayor. Finally, the City of West Richland's website must have the capacity to meet the State of Washington's Open Meeting and Public Disclosure Law requirements.

2. Project Description

The City of West Richland is seeking to update its website to enhance the user experience, simplify content management, and provide improved citizen-centric information and customer service to its community, while meeting high standards for design quality and visual appeal. The City would like to decentralize content management by empowering our staff to easily create and manage website content in each department under the oversight of a central administrator. The new website must have a priority of striving to be ADA compliant.

The City seeks the assistance of an experienced company that can accomplish the goals of the City with all the functionality identified in this RFP. The City also seeks a company that has the capability of integrating additional features and functionality that may be identified in the future. The City would like a vendor to provide hosting services for the website in a secure data center. The experienced company should have a team of experts who understand local government, to help us achieve our vision – all while providing 24/7/365 support.

3. 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.

- **Activities** - Create classes, display class schedules, limit the number of persons that can sign up per class, and email those who have registered for specific classes
- **Agenda Management** - Upload existing, create new, categorize, approve and manage agendas
- **Alerts & Notifications** - Display alerts prominently on website with notifications sent via email and text messaging to subscribers
- **Archive Center** - Store agendas, minutes, newsletters and other documents
- **Browser Based Administration** - Update, delete and create content from any device with internet access
- **Calendar** - Update/publish calendars for departments/categories with a main calendar to display all events

- **Content Scheduling** - Set dates for content to automatically publish and expire
- **Departmental Home Pages** - Ability for departments to have dedicated pages within the site with that follow the same design as the other interior pages
- **Directories for Staff** - Ability to allow citizens to search for staff department information
- **Document Center** - Upload/download capability for files up to 1GB, back-end ability to search within published and unpublished documents
- **E-Notifications** - Electronic subscription, scheduled notifications for email and SMS
- **Facility Management** - Listings with maps, filtered search, and reservation capability
- **Frequently Asked Questions** - Ability to categorize FAQs by department or page
- **Intranet/Extranet** - Restrict pages by login
- **Levels of Rights/Permissions** - Allow system administrators to establish levels of rights for staff to update/manage/access content based upon roles
- **Live Edit** - Add, edit and move content directly on the front end of the site without the need to utilize or be trained in writing HTML or CSS code
- **Multilingual Support** - Using Google Translate or similar
- **News & Announcements** - Post news releases or updates dynamically to relevant pages based on category
- **Online Forms** - Create unlimited customizable forms, track and export results
- **Online Job Postings and Application** - Applicants can also create an online profile, fill out application and attach additional documents
- **Online Payments** - Ability to accept secure online transactions
- **Image Center** - Store images in a central location on website
- **Printable Pages** - Print-friendly function
- **Responsive Web Design** - Fully mobile responsive design - site adjusts to the screen size of all devices its being view on, includes forms, calendars, etc.
- **Request Tracking** - Citizens can submit requests with automated workflow to correct individual/department with exportable statistics and reports
- **RFP/RFQ/Bid Posting** - Allow for easy posting of bids to the site
- **Rotating Photos/Banners** - Slideshow capabilities
- **RSS Feeds out** - Registration by Department or Category
- **Sharing Capability** - Links to share content via email and social media on every page
- **Site Search** - Internal site search engine and log of search terms
- **Site Statistics** - Analytics and site audit reports
- **Sitemap & Breadcrumbs** - Automatically generated and updated sitemap and breadcrumbs
- **Social Media Interface** - Display social media feeds
- **Website Visitor Profile** - Visitors can pick and choose the information that automatically becomes fed to their profile upon site login.

4. 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** - Create unlimited subscriber lists, and communicate over multiple channels – e-mail, text and social media from a single point of access
- **Custom Mobile App** - Citizen-facing mobile app

- **Single Sign-On Integration** - Authentication through Windows Active Directory or similar
- **Unique Department Home Page** - Ability for departments, associated organizations to have a unique separate design and URL
- **Video Center** - Live streaming video capabilities

5. Format for Proposal

The City of West Richland will evaluate vendor experience, qualifications and capabilities for developing and implementing a new City website. The response should be formatted to address all items outlined below. Responders are required to submit a written narrative addressing each of the underlined section items including section bullets:

Executive Summary – 2 page maximum

- Overview and summary of how your company will assist the City in achieving the goals outlined in this RFP
- Any differentiators that set your solution apart from your competitors

Company Profile

- Company overview
 - Legal name of company
 - Brief company history, highlighting your experience working with local governments
 - Length of time the company been in business
 - Number of current employees
- Name, telephone number, and email address for the main point of contact during RFP process

Project Team

- Name and define the different roles in your company's project team
- Explain how your project team will communicate with the City and keep track of the development progress
- List any specific team leaders, including
 - Name and title
 - Description of role
 - Education and experience

One-source vendors are preferred. If utilizing subcontractors for any portion of the project including engineering, design or support, provide key personnel and company information.

Experience

- Public Sector/Municipal References (minimum of three, including information below)
 - Client name
 - Website URL
 - Client contact person and title
 - Phone
 - Email address

Features, Functionality, & Design

At minimum:

- Detail availability of all features and functionality listed in Required Features and Optional Features sections of this RFP
- Complete and answer in detail each item listed in the Functionality Table attached as Exhibit "A".
- Provide a short narrative outlining your company's design process and benefits.

Implementation Plan

- Typical timeline/schedule
- Detailed explanation of all project phases including consultation, design, development, content migration, training, implementation
- What role the City will play in the project

Ongoing Services

- Continuing Service & Support
 - Technical support services - emergency and non-emergency availability
 - Availability of online training manuals and ongoing support
 - Describe product release, enhancement and upgrade process
- Hosting & Security
 - 99.9% uptime (outside of scheduled maintenance) guaranteed by Service Level Agreement to be supplied upon request
 - Data Center
 - Tier II, managed network infrastructure, on-site power backup and generators, redundant network, 24/7/365 system monitoring, multiple data centers
 - Hosting
 - Automated software updates and security patches, redundant firewall solutions, high performance SAN with N+2 reliability
 - Bandwidth
 - Multiple network providers, burst bandwidth of at least 22Gb/s
 - Disaster Recovery
 - 24/7 emergency support, online status monitor, event notification emails, recovery time objective no greater than eight hours, recovery point objective no greater than 24 hours, preemptive monitoring, geographically redundant backup
 - DDoS Mitigation

Investment Proposal

All-inclusive/Lump Sum pricing is required. Pricing should include:

- Development and implementation, including:
 - CMS Software
 - Number of pages for content migration & enhancement
 - Number of days/hours of training – Specify if virtual or on-site
If on-site, indicate if travel is included or a separate cost
 - Additional included products and/or functionality
- Annual services, including:
 - Hosting & security
 - Maintenance
 - Technical Support
- Cost for future website redesign

Fees

- Total first year cost (combined one-time fees and first year annual fees)
- Annual fees beginning year 2

Separately list any optional project enhancements that you believe will benefit the City's project.

Additional Products Offered (limited to one (1) page)

- Give brief descriptions of other products offered by the company. Do not include marketing brochures, promotional collateral or excessive non-relevant information.

6. Schedule

The approximate RFP schedule is summarized below:

| | |
|--|----------------------------|
| Issuance of RFP | December 7, 2020 |
| Last day to accept questions and requests for clarifications on the RFP | December 31, 2020, 4pm PST |
| Vendor submittals due | January 15, 2021, 4pm PST |
| Vendor interviews and reference checks | January/February 2021 |
| Vendor approval, enter negotiations, execute a professional services agreement | February 2021 |

** Dates subject to change*

7. Submittal Requirements

The deadline for RFP responses is January 15, 2021 no later than 4:00pm PST

[Email Submittal]

Submit one, electronic file (.pdf file preferred) via email to: shaug@westrichland.org.

Indicate in the subject line "Website Design & Development Submittal – [Vendor Name]".
The City will only accept attachments up to 10MB.

Submittals not received on or before the specified deadline stated above will not be accepted (no exceptions). Proposals submitted in response to this RFP shall be valid for 60 days from the submittal due date. The City 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 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 for reimbursement will be accepted.

8. Evaluation Criteria

Responses to this RFP will help the City identify the most qualified vendor and will be indicative of the level of the firm's commitment. The City will evaluate the qualifications, references, overall fit with the City of West Richland, as well as take into consideration the proposed scope and pricing submitted to determine the most qualified web vendor.

9. Selection Process

The selection process will involve the following phases:

Phase 1: A City selection committee 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: If deemed necessary by the City selection committee, interviews may be held for a short list of qualified vendors.

Phase 3: Review team will check references provided.

Phase 4: The City will select the successful vendor to begin negotiations as described in the Section 10.

10.Contract Negotiation & Insurance

It is the intent of the City that after the successful vendor has been selected, the City and the selected vendor will enter into contract negotiations containing all terms and conditions of the proposed service. Any acceptance of a proposal is contingent upon the execution of a written contract and the City shall not be contractually bound to any bidder prior to the execution of such written contractual agreement.

Before signing a contract with the successful vendor, the City requires satisfactory proof that the vendor has adequate insurance coverage for the work to be performed under the contract.

11.Proposal Submission Certification

By submitting a proposal, vendor certifies that he or she has carefully examined all the documents for the project, has carefully and thoroughly reviewed this RFP, and understands the nature and scope of the work to be done and the terms and conditions thereof.

EXHIBIT A**Functionality Table**

| Component/Module Name | Function | Offered? (yes/no) | Vendor Comment: |
|-------------------------------------|---|--------------------------|------------------------|
| Activities | Create classes, display class schedules, limit the number of persons that can sign up per class, and email those who have registered for specific classes | | |
| Agenda Management | Upload existing, create new, categorize, approve and manage agendas | | |
| Alerts & Notifications | Display alerts prominently on website with notifications sent via email and text messaging to subscribers | | |
| Archive Center | Store agendas, minutes, newsletters and other documents | | |
| Browser Based Administration | Update, delete and create content from any device with internet access | | |
| Calendar | Update/publish calendars for departments/categories with a main calendar to display all events | | |
| Content Scheduling | Set dates for content to automatically publish and expire | | |
| Departmental Home Pages | Ability for departments to have dedicated pages within the site with that follow the same design as the other interior pages | | |
| Directories for Staff | Ability to allow citizens to search for staff department information | | |
| Document Center | Upload/download capability for files up to 1GB, back-end ability to search within published and unpublished documents | | |
| E-Notifications | Electronic subscription, scheduled notifications for email and SMS | | |
| Facility Management | Listings with maps, filtered search, and reservation capability | | |
| Frequently Asked Questions | Ability to categorize FAQs by department or page | | |
| Intranet/Extranet | Restrict pages by login | | |
| Levels of Rights/Permissions | Allow system administrators to establish levels of rights for staff to update/manage/access content based upon roles | | |
| Live Edit | Add, edit and move content directly on the front end of the site without the need to utilize or be trained in writing HTML or CSS code | | |
| Multilingual Support | Using Google Translate or similar | | |

| | | | |
|--|--|--|--|
| News & Announcements | Post news releases or updates dynamically to relevant pages based on category | | |
| Online Forms | Create unlimited customizable forms, track and export results | | |
| Online Job Postings and Application | Applicants can also create an online profile, fill out application and attach additional documents | | |
| Online Payments | Ability to accept secure online transactions | | |
| Image Center | Store images in a central location on website | | |
| Printable Pages | Print-friendly function | | |
| Responsive Web Design | Fully mobile responsive design - site adjusts to the screen size of all devices its being view on, includes forms, calendars, etc. | | |
| Request Tracking | Citizens can submit requests with automated workflow to correct individual/department with exportable statistics and reports | | |
| RFP/RFQ/Bid Posting | Allow for easy posting of bids to the site | | |
| Rotating Photos/Banners | Slideshow capabilities | | |
| RSS Feeds out | Registration by Department or Category | | |
| Sharing Capability | Links to share content via email and social media on every page | | |
| Site Search | Internal site search engine and log of search terms | | |
| Site Statistics | Analytics and site audit reports | | |
| Sitemap & Breadcrumbs | Automatically generated and updated sitemap and breadcrumbs | | |
| Social Media Interface | Display social media feeds | | |
| Website Visitor Profile | Visitors can pick and choose the information that automatically becomes fed to their profile upon site login. | | |