

The logo for Olivette is presented within a solid black rectangular box. The word "Olivette" is written in a clean, white, sans-serif typeface. The letter "O" is notably larger than the other characters in the name.

**Olivette**

*...in the center of it all*

**REQUEST FOR PROPOSAL  
WEB SITE DESIGN, DEVELOPMENT &  
HOSTING  
February 16, 2011**

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## **1. SUMMARY**

The CITY OF OLIVETTE, MISSOURI is accepting proposals to design, develop, and host the City's web site (<http://www.olivettemo.com>). This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The existing CITY OF OLIVETTE web site was originally designed and produced in in the late 1990's and modified slightly since (see screen print attached). The site is maintained with in-house resources. The site is currently hosted by a third party administrator (The Miller Group).

## **2. PROPOSAL GUIDELINES AND REQUIREMENTS**

This is an open and competitive process.

**Proposals received after 12:00pm/noon CST, Tuesday, March 15, 2011, will not be considered and will be returned unopened.**

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit alternate solutions, please do so.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. The CITY OF OLIVETTE will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

**Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.**

## **3. CONTRACT TERMS**

The CITY OF OLIVETTE will negotiate contract terms upon selection. All contracts are subject to review by CITY OF OLIVETTE legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

#### **4. PURPOSE, DESCRIPTION AND OBJECTIVES**

The CITY OF OLIVETTE currently has a web presence that is outdated in appearance, structure and in the presentation of content. An opportunity exists to re-engineer the site to better reflect the mission of the CITY OF OLIVETTE and incorporate the latest web technology. Upon completion of the development of the site, the CITY OF OLIVETTE will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of the CITY OF OLIVETTE of St. Louis County.

##### **Description**

Create a flexible, informative web site that is easy to maintain. We must develop a friendly site that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administrative tool that allows key management personnel to easily update content without directly accessing source code.

The CITY OF OLIVETTE will maintain ultimate editorial control of content, without burdening the local CITY OF OLIVETTE branch locations or significantly delaying the publishing of new information on the site. Branch locations will efficiently manage web publishing processes, preferably by using a system with a browser-based user interface. Administration of web content will be based on roles to control access and work flow (e.g. author, reviewer/editor, publisher).

To be effective, our web site must be:

- Easy and intuitive
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate
- Accessible

##### **Objective**

Our primary Internet objective is to more efficiently and thoroughly communicate with and serve Olivette Community Members, as well as, continue to build awareness, and interest in the Olivette Community.

##### **Our Vision**

- Create a 24 hour City Hall
- Maximize state of the art web-based technologies
- Enhance community relationships
- Improve program delivery and service
- Provide focused web-based solutions
- Leverage human capital

##### **Specific Strategies**

- Increase awareness of the CITY OF OLIVETTE mission and promote citizen involvement through programs
- Strengthen relationships with community partners, residents, program participants and staff

- Attract qualified and diverse staff
- Improve business efficiencies
- Present comprehensive information and resources in an easy to use format.

## 5. RFP INSTRUCTIONS AND INFORMATION

### 5(a.) TIMELINE

This RFP is dated February 15, 2011. Proposers may also request a copy be sent via email by contacting Myra Bennett at [mbennett@olivettemo.com](mailto:mbennett@olivettemo.com).

Opening	February 16, 2011
Proposal Due Date	12:00pm/noon CST March 15, 2011
	<i>Proposals will be evaluated immediately thereafter. During this time the City will conduct interviews at our office with identified finalists and our evaluation team.</i>
Complete Evaluation of Proposals and Interviews	March 31, 2011
Selection of Successful Candidate Firm	April 12, 2011
Conclude Negotiations with Successful Candidate	April 15, 2011
Notification of all other candidates	April 15, 2011
Phase I completed and delivered	July 30, 2011
Implementation, Go-Live and Evaluation	August 31, 2011

### 5(b.) RFP COORDINATOR

ALL COMMUNICATIONS SHOULD BE COORDINATED THROUGH:

Myra Bennett, City Clerk  
 CITY OF OLIVETTE  
 9473 Olive Boulevard  
 Olivette, Missouri 63132  
[mbennett@olivettemo.com](mailto:mbennett@olivettemo.com)

## 6. BUDGET

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site.

Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

List pricing for:

- Phase I: Discovery, Requirements Planning & Site Definition
- Phase II: Site Development, Testing and Deployment
- Hosting: We have not yet made a decision to host on or off-site. Discussions during the discovery phase and your input and advice will help us make a decision in this regard.

The CITY OF OLIVETTE of has allocated \$10,000 for this project (Phase I and II). However, we will entertain responses for greater than \$10,000 if they show an incremental project plan and are deemed to bring significant value-added results for the City of Olivette.

Proposals to finance professional design and implementation fees over more than one City budget year are encouraged and welcomed.

Hosting costs will be addressed separately.

## **7. BACKGROUND OF ORGANIZATION**

### **Our Mission**

The CITY OF OLIVETTE is composed of people of all ages, ethnic backgrounds and religious affiliations united in sharing the values of caring, honesty, respect and responsibility through programs that build strong kids, strong families and strong communities.

### **7a. Organizational Overview**

The City of Olivette is comprised of 8 different departments all with a variety of services and desire for web-based services delivery.

- Administration
- City Clerk/City Council
- Finance
- Police
- Fire/EMS – Responds to Fire, EMS and Mutual Aid calls, as well as, various community safety events.
- Courts
- Public Services – Building Permits, Street and Facility Maintenance, Development and Planning.
- Parks and Recreation – Manages community spaces and coordinates educational and recreational programs and activities.

An organizational chart is included in this RFP document..

## **7b. Geographics**

Located in central St. Louis County, neighbored by Ladue to the South, University City to the East, Creve Coeur to the West and Overland and unincorporated St. Louis County to the North. The City of Olivette is bounded by Warson Road to the West, I-170 to the East, boundary with the City of Overland to the North and boundary with the City of Ladue to the South. Major roads in Olivette are Olive Boulevard, Dielmann Road, Old Bonhomme, and Price Road. Olivette is located with the Ladue School District, but is also home to Logo High School, Epstein Hebrew Academy and Immanuel Lutheran School.

## **7c. Member Demographics**

According to the 2005-2009 American Communities Survey, conducted by the U.S. Census Bureau, the City of Olivette had 7,442 residents. The City is approximately 64% Caucasian, 24% African American and 10% Asian American.

## **8. AUDIENCE**

### **Primary:**

Olivette Residents, Olivette Business Owners, City Staff, Potential Residents and Businesses, Participants in Olivette Programs.

### **Secondary:**

Other municipalities and governmental agencies, Local Media.

## **9. PROPOSAL SCOPE & GUIDELINES**

The scope of this project is to update the existing CITY OF OLIVETTE web site. A firm that can handle all site planning, interface design and production is required. The site must include a state of the art technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after the initial launch.

### **Discovery:**

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

### **Design:**

Web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

### **Development Guidelines:**

The web site designed by the successful candidate must meet the following criteria:

- Create a content management system that will permit non-technical CITY OF OLIVETTE staff to instantly update web site content on specific pages and creating beginning and end time and dates for specific postings.
- Easily Updated – Once the site has been completed and accepted by the CITY OF OLIVETTE the site will be maintained by the CITY OF OLIVETTE web editor and operating agencies using the user friendly platform recommended by the web designer.
- Convert substantial amounts of existing content to new web site.

- Visually Appealing – The site must have an attractive mix of text and graphics.
- Common Theme – Each section of the site should have a common look and feel. The CITY OF OLIVETTE logo should be prominently displayed on every page as a common header.
- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Development of web pages to accommodate the proposed navigation scheme.
- Provide necessary software and licenses to maintain site internally or externally, as decided by the CITY OF OLIVETTE.
- Automated job posting and removal feature.
- ListServ, Blogging, and Social media capabilities.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Mechanism for members of the public to convey comments, suggestions or questions concerning the website design or information.
- Mechanism for members of the public to convey comments, suggestions or questions concerning the City government to appropriate departments through a contact us link, incorporating Social Media features and platforms as appropriate.
- Mechanism to use a standard contact form through out the website, ability to easily add custom forms to site pages and manage content produced by the forms, and conduct surveys and ad hoc reporting.
- Search engine that can be directed to index both internally and externally hosted website resources. Industry best practices for search engine optimization including, but not limited to:
  - Meta-data for each page (i.e. title, description, keywords, etc.)
  - XML sitemap for submission to search engines
  - Alt tags for images
- Meeting/event calendar system that allow for each department or program to add content to a department specific calendar that maintains a composite calendar of all City departments. Flexibility in scheduling recurring appointments is desirable. (2<sup>nd</sup> Thursday of each month, except is that date falls on a holiday; e.g. ability to have one or more exceptions to a string of recurring appointments). 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.
- Ability to use interactive and social networking mediums such as Facebook, Twitter, My Space, Linked In, and RSS feeds, as well as flexibility to add these types of features in the future. 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.



- Security features that allow for the 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 and audit trail and reports of changes to content.
- 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 or an 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.
- Gather e-mail, areas of interest and demographic information from visitors in a format that permits the CITY OF OLIVETTE to maintain a single database of users and e-mail each according to their area of interest and profile. Provide training and all necessary support to permit easy use by a selected CITY OF OLIVETTE staff person.
- Project Management – An assigned project manager will be made available to present information and coordinate with CITY OF OLIVETTE staff, including a reasonable number of meetings to present design and development solutions.
- Once the web site has been completed and accepted by the CITY OF OLIVETTE, the web site design and all of its contents, software and architecture become property of the CITY OF OLIVETTE.

#### **Site Specifications:**

The CITY OF OLIVETTE encourages creativity in the proposals submitted; however there are certain requirements for the web site project **the site must have high usability and accessibility**. Your proposal must account for all of these requirements.

- Site must be compatible with Firefox, Opera, Safari, Google Chrome, Internet Explorer and Netscape browsers.
- Compatibility with multiple computer operating systems such as Windows XP & Vista & 7 & 10, Linux, and Apple operating systems.
- Functionality to view by mobile devices such as smart phones, iPods, iPads, iPhones, Blackberry and other applicable mobile devices.
- Web site must not require plug-ins as a default.
- Meets ADA Requirements – The site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.
- Site must be built in accordance to the Web Content Accessibility Guidelines 1.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer (using a 56K modem).

Creativity is encouraged in proposing ways incorporate additional solutions to the following issues:

Visual disabilities: *Individuals who are blind or have low vision may use “screen readers” software that requires information to be presented in a certain kind of text-based format. Screen readers actually scan the screen and “voice” its content to the user. Graphics are not accessible; they need to be described in text. Font style and size, color and contrast are also key issues.*

Hearing disabilities: *Individuals who are deaf or hard of hearing may not be able to hear audio clips. Caption should be provided so the deaf user has equal access to information being provided.*

Learning disabilities: *Unorganized, inconsistent, and cluttered screens; or descriptions and instructions that are unclear can present barriers to access.*

Mobility disabilities: *Individuals may not be able to use a mouse and rely on the keyboard for Web browsing, necessitating larger buttons or more space between links.*

Use of slow connections and modems: *Users will be unable to download large files. Users with older systems and/or software may opt to use text-based browsing.*

### **Testing:**

Testing of site on all applicable platforms to ensure web site works as promised. Explain testing plan through development process (i.e. focus groups, etc.), hands-on testing with department heads and discuss technical testing for the following:

- A. Project Management Work Plan;
- B. Website code structure;
- C. Content management approach;
- D. RSS feeds;
- E. Pod casting;
- F. Database;
- G. Security;
- H. Sitemap capability;
- I. Site search;
- J. Site statistics collection and reports;
- K. Error handling and login;
- L. Browse compatibility testing;

### **Delivery:**

Delivery and uploading of site to client for internal hosting, to an outside third party, or hosting by consultant (to be determined).

### **Tracking:**

Implementation of tracking software to produce user defined site log reports. We need a tool to help us better understand and measure web visitor behavior and improve web site performance and availability. (This may be offered through hosting service.)

- Web traffic analysis
- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

## **10. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES**

Most City of Olivette personal computers and laptops operate on the Microsoft Windows X-P Operating System. The City plans to incrementally migrate to the Windows 7 Operating System over a period of years.

Some users utilize the Microsoft Office 2003 productivity suite, although most currently utilize the Microsoft Office 2007 productivity suite. It is anticipated that the City of Olivette will incrementally migrate to the Microsoft Office 2010 over a period of years and that the City will increase its utilization of Open Office, Google Docs, and Microsoft Office 2010 Web Apps.

Currently, five management level system users have remote access to the City system through a Virtual Private network (VPN). It is anticipated that additional users will gain VPN access in the near future.

We will use much of our existing web content. New content will be identified through interviews and user focus groups.

There are no existing databases that will need to be imported or connected to the new site.

We do not have existing e-Commerce system, web forums or other tools that the new site should connect to Verisign as it will be used with the member registration system.

## **11. STAFF RESOURCES**

As part of the Qualification the City of Olivette expects that your process will include input from all departments and community representatives.

See the attached City of Olivette Organization Chart.

## **12. QUALIFICATIONS**

List the five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted.

Only sites that are live will qualify during evaluation.

- Describe your experience in producing sites for public sector, non-profit and/or community-focused projects.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.).
- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.
- Provide a company profile, length of time in business and core competencies.
- Briefly describe the percentage of your web staff that would end of working on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.

- Briefly describe your firm's project management process.
- Percent of total revenue derived from site developments and other business ventures.
- Explain your business model.
- Please discuss any planned IPOs, mergers or acquisitions.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan.
- Please explain your service level agreement (SLA) structure.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Process to include input from all program areas. Please state how you intend to communicate with all program areas to gather all of the required information.
- Proposed terms and conditions.

### 13. EVALUATION CRITERIA

The following criteria will form the basis upon which the CITY OF OLIVETTE will evaluate proposals. Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- **Suitability of the Proposal** – the proposed solution meets the needs and criteria set forth in the RFP.
- **Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.**
- **Aesthetic Capabilities** – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- **Candidate Experience** – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- **Value/Pricing Structure and Price Levels** – The price is commensurate with the value offered by the proposer. As a non-profit institution, the CITY OF OLIVETTE is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the web site and other collateral as a CITY OF OLIVETTE supporter and partner.
- **Depth and Breadth of Staff** – The candidate firm has appropriate staff to develop the site in the time frame needed.
- **Proposal Presentation** – The information is presented in a clear, logical manner and is well organized.
- **Public sector and/or nonprofit experience**
- **Demonstrated commitment to high service level agreements (SLA).**

## 14. FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal:

**Length and Font Size:** Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 35 pages (not including Hosting Attachment information).

**Title Page:** CITY OF OLIVETTE, Web Site Development Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

**Cover Letter:** Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).

**Proposal:** Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted in Section 5 (3-10 pages).

**Qualifications:** Provide the information requested in Section 12 (10-20 pages).

**Budget and Fees:** List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed for Phase I and Phase II.

**Attachments:** Hosting options/information:

- o Do you provide hosting? If so, please provide answers to the following questions.
- o How often do you backup?
- o How often do you have down time?
- o How often do you upgrade software/hardware?
- o Please describe your technical support.
- o Please describe your security.
- o Do you have a high-speed, direct connection to the Internet?
- o Please describe your methodology and service level agreements.
- o Pricing, terms and conditions.

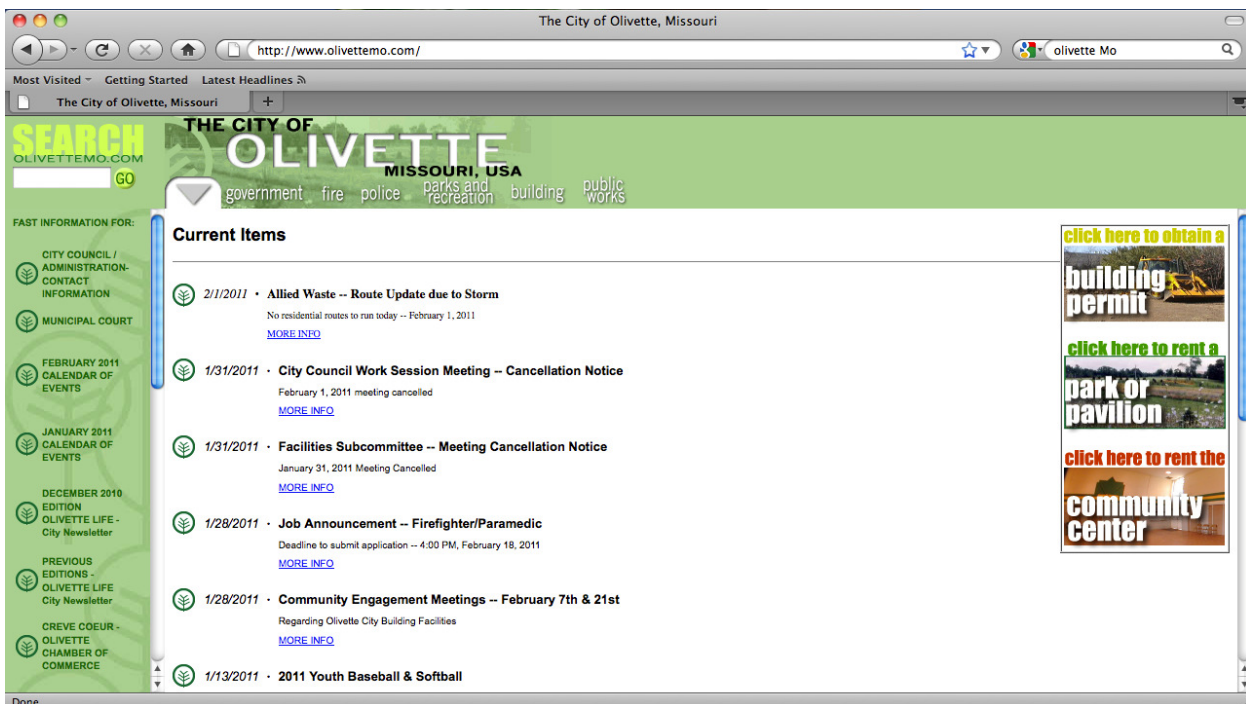
If you do not provide hosting, please suggest a vendor/partner to provide this service and provide answers to the above questions.

## 15. SUBMISSION REQUIREMENTS

Ten (10) copies of your proposal must be received no later than 12:00pm/noon CST, Tuesday, March 15, 2011. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

Myra Bennett  
CITY OF OLIVETTE  
9473 Olive Boulevard  
Olivette, Missouri 63132



Screen shot of existing CITY OF OLIVETTE Web Site (www.olivettemo.com):

- *Department navigation runs across the top (white).*
- *Administrative navigation runs down the left.*
- *Online services run down the right.*

