



CITY *of* CALABASAS

***Website Design
Services***

Request for Proposals

October 22, 2018

October 22, 2018

Re: REQUEST FOR PROPOSALS for a Website Design Services

Dear Vendors:

The City of Calabasas ("City") is currently accepting proposals for a Website Design Service. The City may award the contract for the entire design to a single contractor. Specifications and Request for Proposals (RFP) documents are available at:

City Clerk's Office
City of Calabasas
100 Civic Center Way
Calabasas CA 91302

Proposal instructions are contained in the RFP document. Please provide the requested information in the prescribed written format. Failure to comply with the prescribed format may result in disqualification.

- **Questions:** All questions must be received by **4:30 p.m. PST, November 16, 2018**. Questions received after this deadline will not be accepted.

Any contact or attempt to contact any other employees of the City that could be interpreted as being made for the purpose of securing privileged information or advantages in the bid process will result in the immediate disqualification of the Respondent.

- **Proposals Due:** One (1) original and one (1) electronic copy on CD/Memory Stick of the Proposal must be received no later than **4:30 p.m. PST, December 20, 2018**.

Thank you for your participation. We look forward to reviewing your Proposal.

Sincerely,

Deborah Steller
Media, Library, Information Services Director
City of Calabasas

TABLE OF CONTENTS

SECTION	PAGE
1 OBJECTIVES AND PROCESS SCHEDULE	4
Purpose	4
Project Background	5
Objective	5
General Process and Schedule.....	6
2 EVALUATION CRITERIA.....	7
Evaluation Criteria	7
3 PROPOSAL INSTRUCTIONS	8
General Proposal Instructions & Due Dates	8
Proposal Format.....	8
4 WEBSITE DESIGN SPECIFICATIONS .	10
Website Design RFP Specifications and Proposal Requirements	10
General Instructions	10
6 DISCLOSURES & CONTRACTUAL REQUIREMENTS.....	16

1

OBJECTIVES AND PROCESS SCHEDULE

Purpose

The purpose of this Request for Proposal (RFP) is to identify and select a vendor with a proven track record in the planning, development, implementation, and support of government websites. The selected prime vendor must be capable of providing all services, and to implement a state-of-the-art website. In addition, the vendor must offer a robust content management system (CMS) that allows City staff to easily update website content. The City desires a single vendor for all services identified in the RFP. However, the City will consider alternatives such as a prime vendor subcontracting with a 3rd party hosting service provider.

The City is seeking a prime vendor that will take full responsibility for all aspects of the City's website. The scope of services should include all software and services required to support the implementation. As a minimum, the vendor's services should include the following:

- Design and configuration
- Interfaces to City data/systems
- Implementation consulting
- Training
- Content migration/conversion
- Documentation
- Project management
- Reporting
- Ongoing maintenance and operations support

Project Background

The City's current website (www.cityofcalabasas.com and related domains) was redesigned in 2009. While the site meets many of the City's needs, it has several shortcomings. First, it does not fully satisfy accessibility goals and fails to take advantage of the latest technological advances that are deemed important to citizens and businesses. Second, the current website does not display properly on some browsers and mobile devices. And finally, the City has found some aspects of the site difficult to maintain and modify.

Objective

The City is seeking a new website design that is an aesthetically-pleasing, resourceful information platform that is easy to navigate by both the community and visitors. The improved website should implement a Content Management System that can be easily updated and managed by non-technical staff.

The new site should utilize current technology to allow for the upload of photos, videos and audio, as well as the ability to stream the City's Government Access television channel from a live feed or archived video. The proposal should also take into consideration the addition of e-commerce and e-government capabilities to allow for online payment of City fees, interactive forms and applications, and the electronic transmission or submittal of such forms and applications.

Seamless transferring of content from the current website to the upgraded website securely and successfully is critical. It is imperative that no information currently stored on the City website is lost in the process of data migration. The calendar, department pages, projects and e.News stories must be incorporated into the upgraded website, including any attached links and/or documentation.

The redesigned website should be compatible on all major web browsers on desktop as well as on the mobile platforms.

The City reserves the right to the following:

- Accept the Proposal that is, in its judgment, the best and most favorable to the interests of the City,
- To reject the low price Proposal,
- To accept any item of any Proposal,
- To reject any and all Proposals,
- To waive irregularities and informalities in any Proposal submitted or in the *RFP* process.

General Process and Schedule

During the selection process, the City will review the submitted Proposals. Using subsequent interviews, demonstrations, reference checks, and site visits, the City will then select a final preferred vendor. The City will negotiate final pricing and terms and conditions with the preferred vendor. The following is the current estimated schedule, as defined by the City and can be changed at its discretion:

Estimated Selection Process Step	Date(s)
Release and Issuance of the <i>Request for Proposals</i> (RFP)	October 22, 2018
Final Date for Vendors to Submit Questions	November 16, 2018
Date for Publishing Answers to Vendors' Questions	November 30, 2018
Proposals Due	December 20, 2018
Vendor Demonstration Meetings	January 2019
Final Vendor Selection	March 2019
Estimated Approval	March 2019 /April 2019
Implementation Start	April/May 2019

Table 1 – Estimated Selection Schedule

2

EVALUATION CRITERIA

Evaluation Criteria

All proposals will be evaluated using the following general evaluation Criteria:

Complied with format complete proposal and letter of introduction

Overall website design and adherence to RFP

Website design procedures and Implementation timeframe design testing

System/design training after sale support – maintenance, upgrades

Similar projects – references – company experience

Pricing (provide pricing in separate envelope)

The evaluation process will consist of review and evaluation of proposals received by a team consisting of City staff.

Project cost will be evaluated based on initial purchase and installation price and total cost of ownership over five years.

3

PROPOSAL INSTRUCTIONS

This section outlines the information that must be included in the Proposal. Vendors should review this list to ensure that their Proposals include all requested information prior to submission.

General Proposal Instructions & Due Dates

- **Questions:** All questions should be directed to the Media Supervisor, Arvin Petros, via e-mail to apetros@cityofcalabasas.com no later than **4:30 p.m. PST, November 16, 2018**. Questions received after this deadline will not be accepted.
- **Answers to submitted questions** will be posted on the City's website and a link published via email on November 30, 2018 will be provided to all vendors that have confirmed their intent to propose.
- **Printed Proposals Due: One (1) original and one (1) electronic version on a CD/memory stick in Word or PDF format** must be received no later than **4:30 p.m. PST, December 20, 2018** addressed to:

City Clerk's Office
City of Calabasas
100 Civic Center Way
Calabasas CA 91302
818-224-1600

Requests for extension of the submission date will not be granted unless deemed in the best interests of the City. Vendors submitting Proposals should allow for normal mail or delivery time to ensure timely receipt of their Proposal.

Proposal Format

Proposals should follow the RFP format provided in Section 4.

Please include a Table of Contents at the beginning of the Proposal clearly outlining the contents of each section.

Please provide the following sections, as a minimum:

- Understanding of Project Objectives
- Response to Website Design Specifications
- Disclosures and Contractual Requirements
- Appendices
- All Proposals must be signed by a duly authorized official representing the vendor

Only written communication from the City may be considered binding. The City reserves the right to terminate the selection process at any time and to reject any or all Proposals. The contract will be awarded to the vendor whose overall Proposal best meets the requirements of the City.

The City shall not be liable for any pre-contract costs incurred by interested vendors participating in the selection process.

The contents of each vendor's Proposal to the City, including technical specifications for hardware and software and software maintenance fees, shall remain valid for a minimum of 90 calendar days from the Proposal due date.

Vendors should provide copies of all sample contracts for application software and software support. Please note that all contracts are subject to negotiation.

The City of Calabasas will require the vendor selected to agree to include the contents of this RFP and all representations, warranties, and commitments in the Proposal and related correspondences as contractual obligations when developing final written contracts for services, equipment, and software.

4

WEBSITE DESIGN SPECIFICATIONS

Website Design RFP Specifications and Proposal Requirements

This section of the RFP contains the specifications and details regarding the City's Website Design Services requirements.

General Instructions

Written proposals are required by the City for a state-of-the-art website design services as described in the sections below.

1. The proposal, estimated to be awarded in March 2019, will be confirmed by a Professional Services Agreement (PSA) issued to the successful vendor.
2. The proposal will be awarded based on the overall proposal and in the best interests of the City. Prices should be shown for each line item.
3. The City reserves the right to accept the Proposal that is, in its judgment, the best and most favorable to the interests of the City, to reject the low price Proposal, to accept any item of any Proposal, to reject any and all Proposals, and to waive irregularities and informalities in any Proposal submitted or in the RFP process.
4. Equipment (if applicable) must be new and fully eligible for manufacturer's warranty. F.O.B. inside delivery, the City of Calabasas, 100 Civic Center Way, Calabasas CA 91302
5. The City must comply with the California Public Records Act (PRA). The City cannot represent or guarantee that any information submitted in response to the RFP will be confidential. If the City receives a request for any document submitted in response to the RFP, the City's sole responsibility will be to notify the respondent of a request for such document to allow the respondent to seek protection from disclosure in a court of competent jurisdiction. No documentation will be provided under PRA until the contract has been awarded.
6. The proposal shall constitute a binding offer to sell the above-noted product(s) to the City and may not be withdrawn once the City has awarded the contract to the successful vendor.

4. Instructions to Proposer

4.1. General – The City is seeking a state-of-the-art redesign and implementation of its website, www.cityofcalabasas.com. The project will include the following:

- Graphic design of a new site that is a resourceful and informative platform for website visitors
- Allowing City to add new pages, documents, and complete other site modification without having to rely on an outside resource
- Improving the user experience when interacting with the website/intranet
- Improving the website's information architecture to provide easier navigation and search capabilities
- Implementing a consistent look and feel across all pages on the website and solidifying style rules to ensure a consistent look is maintained regardless of the device and/or browser used to access the website
- Implementing quick links feature to ensure it is available on all pages
- Addressing all current and future ADA accessibility guidelines
- Design and coding for the design of the homepage of the website
- Development of a highly beneficial, cost-effective, easy to use, interactive and architecturally sound website that is flexible enough to support the City's Internet needs for a minimum of five years
- Social networking accessibility and linking; mobile application elements; newsletter support and calendar functionality
- Design and build of back end system
- Launch of new website on the City servers
- Data migration of information from old website
- Providing City Webmasters with the tools and training to create and maintain pages to meet their various department needs while remaining consistent enterprise-wide design requirements

4.2. Organization, Credential and Experience

4.2.1 Provide a summary of the vendor's qualifications, credentials and related past experience

4.2.2 Describe the size of your firm; indicate the principal, company official, project manager, as well as other personnel who will be assigned to the project. Submit a background of their qualifications, education, and relevant experience. Indicate your ability to staff the project and how you will ensure the availability of the proposed team members to work on the project through completion. Priority consideration may be given by the City to those firms whose staff has comparable municipal website design experience

4.2.3 Provide a list of the firm's three (3) most recent similar website design projects including the names, titles, addresses, and telephone numbers of the appropriate persons who the City can contact

4.3. Understanding of the Scope of Work/Project

4.3.1 The Proposal must include a schedule for the completed work to be accomplished within a time frame acceptable to the City. The schedule shall include an estimate for the total person-hours required to complete each task

4.3.2 The site must be designed to function effectively with common versions of software and hardware which must be identified in the Proposal

4.4. Tools, Technology and Security

4.4.1 Identify the tools and technology proposed to deploy the City's website and describe how such technology can be expected to interoperate and integrate with the City's technology environment. The website is hosted by an off-site 3rd party hosting company

4.4.2 Identify any license fees, implementation fees or other charges proposed that might be necessary to implement the Project

4.4.3 Identify how security, confidentiality and integrity of the website will be maintained

4.5. Maintenance and Repairs

Describe how maintenance or repairs of the website are provided

4.6. Compliance

A written statement that the Consultant shall comply with the California Labor Code. Pursuant to said regulations entitled: Federal Labor Standards provisions; Federal Prevailing Wage Decision; and State of California Prevailing Wage Rates, respectively

4.7. Litigation

Firms are required to list past, current, or pending litigation resulting from professional services rendered over the past five years. If a court or an arbitrator rendered a decision, state the results

4.8. References

Provide a minimum of three references for current or recent projects within the last two years of similar scope and content

4.9. Fees

The responder shall provide a rate proposal for the project

4.10. Format of Response

4.10.1 The proposal should follow the same outline as this Section of the RFP. Thus, each numbered section starting at the beginning should have an appropriate response such as "**read and understood and included**" or the pertinent information requested

4.10.2 The proposer should address each point listed in the document directly below the numbered point. In this way, the City will be able to discuss the specific information requested and review the specific response without a cumbersome matching process. This includes all sections and points in this RFP

4.11. Vendor Company Information

Please provide a description of your company background to include the following:

- 4.11.1 Company financial statements
- 4.11.2 Age of company
- 4.11.3 Length of time in the website design industry
- 4.11.4 Company ownership
- 4.11.5 Number of employees
- 4.11.6 Number of office locations
- 4.11.7 Address of the nearest location to the City
- 4.11.8 Address of your local office responding to the RFP
- 4.11.9 Specific company representative assigned to be the City's contact, including name, address, phone, fax and email
- 4.11.10 Has your company experienced a workforce reduction in the past five (5) years?

4.12. Training

4.12.1 Include in your proposal a detailed explanation of the training you will provide for website administrators

4.13. Acceptance

The City requires an acceptance period of at least 30 days subsequent to the completion of the Cutover. During this 30-day period the website must perform without interruption of services and in compliance with all representations offered in the vendor's proposal. Should the website fail to perform satisfactorily, the 30-day time frame for acceptance will start over until such time as the system performance is satisfactory for a period of 30 consecutive days. Final payment (including change orders) will be withheld, and the warranty period will not begin, until acceptance

4.14. Financial Information

Detailed pricing information is needed on the website redesign

4.15. Estimated Implementation Plan

Provide an implementation plan assuming the contract will be awarded March 2019

4.16. References

4.16.1 Provide at least three (3) references of similar website designs, using the tables provided below – expanding them as necessary to include all relevant information

4.16.2 While you are free to provide any references, ideally, the City would like to

talk with other local government references

4.16.3 Be advised, references are a major element of the City's selection criteria

Reference #1	
Customer Name	
Contact Name	
Contact Address	
Contact Telephone Number	
Contact E-mail	
Installation Date of Comparative System	
Description of Comparative System – please be specific and detailed on # of locations & phones	

Reference #2	
Customer Name	
Contact Name	
Contact Address	
Contact Telephone Number	
Contact E-mail	
Installation Date of Comparative System	
Description of Comparative System – please be specific and detailed on # of locations & phones	

Reference #3	
Customer Name	
Contact Name	
Contact Address	
Contact Telephone Number	
Contact E-mail	
Installation Date of Comparative System	
Description of Comparative System – please be specific and detailed on # of locations & phones	

6

Disclosures & Contractual Requirements

Please note that any exceptions to the following requirements, as well as other sections, should be addressed in a separate section of the Vendor's Proposal.

Bulletins and Addenda

Any bulletins or addenda to the RFP specifications issued during the period between issuance of the RFP and receipt of RFP addenda are to be considered covered in the RFP and they will become a part of the awarding contract. Receipt of bulletins or addenda shall be acknowledged by the vendor in their RFP Proposal cover letter

Rejection of Proposal

Proposals that are not prepared in accordance with these instructions to vendors may be rejected or disqualified. If not rejected, the City may require the correction of any deficiency and accept the corrected Proposal

Acceptance of Proposals

The City reserves the right to accept the Proposal that is, in its judgment, the best and most favorable to the interests of the City, to reject the low price Proposal, to accept any item of any Proposal, to reject any and all Proposals, and to waive irregularities and informalities in any Proposal submitted or in the Request for Proposals process

Taxes

The prices quoted herein shall comply with all California and Federal Tax Laws and regulations

Compliance with Applicable Laws

Contractor agrees to comply with all applicable laws, regulations, and rules promulgated by any Federal, State, County, Municipal and/or other governmental unit or regulatory body now in effect or which may be in effect during the performance of the work. Included within the scope of the laws, regulations, and rules referred to in this paragraph, but in no way to operate as a limitation, are all forms of traffic regulations, public utility and Interstate and Interstate Commerce Commission regulations, Workers' Compensation Laws, Prevailing Wage Laws, the Social Security Act of the Federal government and any of its titles, the California Department of Human Rights, Human Rights Commission, or EEOC statutory provisions and rules and regulations

Indemnification

Vendor will agree to defend, indemnify, and save harmless the City, its Council, boards, commissions, officers, employees and agents, from and against any and all claims, suits, actions liability, loss, damage, expense, cost (including, without limitation, costs and fees of litigation) of every nature, kind or description, which may be brought against, or suffered or sustained by the City, its Council, boards, commissions, officers, employees or agents caused by, or alleged to have been caused by, the negligence, intentional tortuous act or omission, or willful misconduct of Vendor, its officers, employees or agents in the performance of any services or work pursuant to this Agreement

Insurance

If the Proposal is accepted, vendors shall acquire and maintain Workers' Compensation, employer's liability, commercial general liability, owned and non-owned and hired automobile liability, and professional liability insurance coverage relating to Vendor's services to be performed hereunder covering the City's risks in form subject to the approval of the City Attorney and/or City's Risk Manager. The minimum amounts of coverage corresponding to the aforesaid categories of insurance per insurable event shall be as follows:

Insurance Category and Minimum Limits

Workers' Compensation: statutory minimum. Vendor will certify that they are aware of the provisions of the Labor Code of the State of California which require every employer to be insured against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of that Code, and Vendor certifies that they will comply with such provisions before commencing the performance of the work

Employer's Liability: \$1,000,000 per accident for bodily injury or disease

Commercial General Liability: \$1,000,000 per occurrence and \$2,000,000 aggregate for bodily injury, personal injury and property damage

Automobile Liability: \$1,000,000 per accident for bodily injury and property damage (coverage required to the extent applicable to Vendor's vehicle usage in performing services hereunder)

Professional Liability: \$1,000,000 per claim and aggregate

Additional Insurance Provisions

Endorsements. For Commercial General Liability Insurance, Vendor will ensure that the policies are endorsed to name the City, its Council, officers, boards, commissions, employees, and agents, as additional insureds.

Cancellation. Insurance will be in force during the life of any final contract and any extensions of it and will not be canceled without thirty (30) days prior written notice sent to the City pursuant to the notice provisions of the final contract

Failure to Maintain Coverage. If Vendor fails to maintain any of these insurance coverages, then the City will have the option to declare Vendor in breach of the final contract, or may purchase replacement insurance or pay the premiums that are due on existing policies in order to maintain the required coverages. Vendor is responsible for any payments made by the City to obtain or maintain insurance and the City may collect these payments from Vendor or deduct the amount paid from any sums due Vendor under the final contract

Submission of Insurance Policies. The City reserves the right to require, at any time, complete and certified copies of any or all required insurance policies and endorsements

Primary Coverage. For any claims related to the final contract, the Vendor's insurance coverage shall be primary insurance with respect to the City, its Council, officers, boards, commissions, employees, and agents, and any insurance or self-insurance maintained by the City for itself, its Council, officers, boards, commissions, employees, or agents shall be in excess of Vendor's insurance and not contributory with it

Waiver of Subrogation. The policies shall contain a waiver of subrogation for the benefit of the City

Termination for Default

In the event of a breach of any of the terms of this RFP including the Vendor's warranties, the City may, at its option and without prejudice to any of its other rights, cancel any undelivered work or material

Professional Liability

In performing its professional services, the vendor will use the degree of care and skill ordinarily exercised, under similar circumstances, by reputable members of its profession practicing in the same or similar locality at the time the services are provided. The vendor covenants that it is protected by professional liability insurance in an amount not less than \$1,000,000 per occurrence and \$1,000,000 aggregate, and will provide certificates of insurance upon request

Intention

The vendor shall, unless otherwise specified, supply all installation, conversion, training, transportation, and incidentals necessary for the entire proper implementation of the selected systems. In addition, the vendor shall be responsible for the implementation in a most professional manner of all items as shown in the Proposal, stated in the specifications, or reasonably implied, in accordance with the contract documents

Rights to Submitted Materials

All Proposals, Proposals inquiries, or correspondences relating to or in reference to this RFP, and all reports, charts, displays and other documentation submitted by the vendor shall become the property of the City when received. The City reserves the right to use the material or any ideas submitted in the RFP

Vendor Demonstrations

Select vendors will be requested, at no cost to the City, to demonstrate the proposed website design at a mutually agreeable date