

# **Request For Proposal (RFP)**

**April 2014**



City of La Habra, California  
201 E. La Habra Blvd., La Habra, CA 90631

## **Website Redesign, Development & Ongoing Services**

**RFP Submittal Deadline:**  
Thursday, April 24 at 5:30 p.m. PST

**NOTICE REGARDING DISCLOSURE OF  
CONTENTS OF DOCUMENT**

All responses to this Request for Proposal (RFP) accepted by the City of La Habra (City) shall become the exclusive property of the City. All proposals accepted by the City shall become a matter of public record and shall be regarded as public, with the exception of those elements of each proposal which are defined by the contractor as business or trade secrets and plainly marked as "Trade Secret," "Confidential" or "Proprietary." Each element of a proposal which a contractor desires not to be considered a public record must be clearly marked as set forth above, and any blanket statement (i.e. regarding entire pages, documents or other non-specific designations) shall not be sufficient and shall not bind the City in any way whatsoever. If disclosure is required or permitted under the California Public Records Act or otherwise by law, the City shall not in any way be liable or responsible for the disclosure of any such records or part thereof.

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## **Introduction**

About the City: Located at Orange County's northernmost corner, La Habra is 7.3 square miles with a population of 61,789 and approximately 21,000 households. The City of La Habra employs approximately 275 employees full-time, and has a Council-Manager form of government with 5 elected council members. La Habra is a quiet residential community with a growing base of businesses and an increasing amount of neighborhood events that attract people throughout all of Orange County. With the nearest freeway access being ten minutes in any given direction, La Habra is located within an hour's drive of many beaches, mountain, and desert recreation areas. The City of La Habra is known as a "Caring Community," and one important way in which we demonstrate caring is how we communicate information about community and municipal events through our website.

Information Technology Division: General citywide network support is provided to all city departments by the Information Technology Division (IT). IT is part of the Department of Finance and consists of five full-time staff members. Currently, an offsite vendor hosts the City website.

Website Supervision: With the implementation of the new website, the City Manager's Office will have oversight of the new website, managed by the Community Information Coordinator acting as the website administrator. Training will be implemented with each department/division appointed content manager. Departments will be responsible for updating, editing, adding and posting their own content. The website administrator will assist each content manager as necessary and keep them current with any training modules or technical relevancy. Up to two people in each department need to be trained on posting content utilizing the content management software included in the proposal.

## **Intent of Services**

The City of La Habra is seeking the services of a qualified vendor with demonstrated experience in the design and development of local government websites in order to enhance the user experience, simplify content management, and provide better information and customer service to our community, while meeting high standards for design quality and visual appeal. The selected vendor will be able to transfer and reintegrate the existing content and departmental information to the new website.

The website should be simple and straightforward, yet have unique interactive components and content that will engage residential, business and visiting audiences to keep them coming back for more. The website should produce an exceptional first impression, be easy to navigate and extremely user-friendly.

The selected vendor should have the ability to design a multi-language website and must be ADA (Americans with Disabilities Act) compliant. Additionally, social media applications should be considered as a design module to enhance interfacing with the end user.

The website must be easy to maintain and allow each department/division access to their content pages, utilizing full-featured content management software (CMS) with minimal training. The City of La Habra would like to decentralize content management to multiple content managers in each City department/division under the oversight and administration of the City Manager's Office Community Information Coordinator.

The City of La Habra requests that the vendor provides information in a compatible format for mobile devices, and should be able to accomplish all of the functionality identified in this RFP. The successful submission will include the flexibility of technology changes and functionality over time, in order to keep our website current and relevant. The City also seeks a firm that has the capability of integrating additional features that may be needed in the future.

Vendors without experience in the design, development and implementation of local government websites, SHOULD NOT apply.

### **Submission & Criteria Guidelines**

In order to be considered for selection, please review and adhere to the following:

**Deadline date:** Thursday, April 24 at 5:30 p.m. PST  
**Format required:** 8.5" x 11" double-sided and numbered  
*(Minimal Requirement)* 1-Electronic PDF copy  
3-Printed copies  
All materials MUST be clearly marked and numbered  
**Mail to:** City of La Habra, City Manager's Office  
Attention: Norissa Cuyno  
201 E. La Habra, Blvd.  
La Habra, CA 90631

Proposals or any part(s) of the proposal submitted after the deadline will not be accepted. It is the sole responsibility of the proposer to ensure that the entire proposal is delivered and received prior to the deadline. Incomplete proposals will not be considered.

### **RFP Schedule**

Release: Thursday, April 10, 2014 at 5:30 p.m. PST  
Deadline: Thursday, April 24, 2014 at 5:30 p.m. PST  
Submittal review: Week of April 28  
Interview(s): Anticipated to occur on or before Thursday, May 8, 2014  
Negotiations: Anticipated to occur on or before Thursday, May 15, 2014  
Final Selection: Friday, May 16, 2014  
Council  
Consideration: Monday, May 19, 2014  
Sign Contract: Anticipated week of May 19

The City of La Habra reserves the right to compare the relative merits of the respective responses, interview and negotiate with vendors, reject any submittals during the process

of choosing a vendor, which in the opinion of the City, 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 with the understanding that no claims against the City for reimbursement will be accepted.

A contract awarded to the successful vendor will be in accordance with the evaluation of applicant submission requirements by the City selection committee and final City Council approval.

## **Evaluation Criteria**

Responses to this RFP will help the City of La Habra identify the most qualified web vendor and will be indicative of the level of excellence, commitment, abilities and ingenuity of the vendor. The City of La Habra will evaluate vendor qualifications, references, and overall fit with the City of La Habra to determine the most qualified application submission.

Criteria used for the evaluation will include: cost, ability to meet objectives and proposal content requests, project approach, project team experience and references, and unspecified value-added offerings by the vendor. The vendor with the lowest responsive quote may not be necessarily awarded this contract. The City of La Habra reserves the right to reject any or all bids or any part of the bid, to waive minor defects or technicalities, and negotiate and modify any such defects. Any vendor has the right to reject any amended contract that the City may negotiate.

Responsive vendors may be asked to attend an interview and perform a demonstration of their proposed website content management system to help the city in its selection.

## **Selection Process**

The selection process will involve the following phases:

- Phase 1: City of La Habra administrative staff will evaluate and decide whether proposal responses meet minimum criteria, which includes verification of vendor references.
- Phase 2: City of La Habra administrative staff will interview the most qualified applicant(s).
- Phase 3: City of La Habra administrative staff will enter into vendor negotiations with the vendor(s) who pass the interview.
- Phase 4: City of La Habra Selection Committee will discuss final proposals after vendor negotiations that will assist in selecting a vendor subject to approval by City Council. (If only one vendor remains that qualifies for selection, the Selection Committee will not need to participate in Phase 4.)
- Phase 5: Award and sign professional contract agreement then begin work.

## **Inquiries**

Please send all inquiries about this RFP via email to:

**Contact Name:** Norissa Cuyno  
**Contact Title:** Community Information Coordinator

City of La Habra  
201 E. La Habra Blvd.,  
La Habra, CA 90631  
562-383-4015  
NCuyno@lahabraca.gov

## **Scope of Work**

### Website Design

The new website will be a complete redesign and should present a creative and ingenious new look for the entire website. The website should present information about City departments, services available to residents and visitors, and information to assist businesses interested in locating to the La Habra area. Information should be easily accessible and attainable to website customers and allow for more citizen involvement/input.

The selected vendor will provide expertise and consulting services to manage the entire redesign process. All project costs must be inclusive and clearly stated within the response to this RFP.

The selected vendor will provide design services for the layout and organization of the information currently available on the City website and any new information that may be gathered as a result of the redesign process. The design theme will be developed into a specific content management layout and all related templates for the various levels (home page, departments/divisions, targeted audience [visitors, residents, and businesses], high level navigation and other necessary pages).

All content including pictures, designs and graphics must be original (no copyright infringements) and the City must own and have full access to all pages and content files at the completion of this project.

As a project wrap-up, the selected vendor should suggest a web site award program(s) and assist the city with the application process. This will be your chance to show off your hard work on this redesign project.

### Multi-language

In order to provide a population of over 50% Hispanic households and a growing Korean culture, the CMS must have the ability to translate this new website into Spanish and Korean while keeping the design integrity and website information intact. This should be able to convert and be compatible with electronic and mobile devices.

### Citizen Request Management System (CRM)

The City would also like the ability to update or replace a “Citizen Request Management (CRM)” system. The CRM software should interface with the new website and the city’s Exchange email system to direct requests to the appropriate person(s) within the organization. NOTE: there is a possibility that the CRM software can be initiated after the website has already goes live.

### Content Management System (CMS)

The City has determined that the new website must include a full-feature content management software (CMS) package. The content management system must be easy to learn and use. It must also offer periodic upgrades and support. The selected vendor will be responsible for procuring, installing, and configuring the content management software described above. The most important feature of the content management system is ease of use. In addition, it should provide features to separate user roles to support various levels of staff allowing for authoring/admin/publishing capabilities.

### Compatibility and Accessibility

In order to provide a presence to the largest possible web audience, the new website must be compatible with the various mobile platforms and devices. In addition, the site should feature RSS feeds, e-mail subscriptions and web alerts. Various social networking tools like Facebook, Twitter and podcasting will be implemented by the term of the development portion of the contract.

The new website must display equally well in most common browsers; including Internet Explorer, Firefox and Safari. It must also perform well on both PC and MAC platforms.

### Project Status and Testing

The proposal must include a series of meetings between the web designer(s) and the city’s website design/administrative team to determine their expectations for the website including a general timeline that provides follow up meetings for periodic updates on the progress of the project including visual demonstrations.

Development and delivery of the project can be done remotely, except that all departmental meetings and some of the website design team meetings should be done in person or via video conferencing. This must include at least a one (1) month QA/QC testing period during which the website is available to designated personnel.

### Website Analytics

Tracking website visitors and meaningful statistical reports are an integral part of the success of a service-oriented city. The CMS must include a simple reporting system to retrieve statistics on a per department/section listing of each subpage/child page with additional needs in the Police Department and the Recreation Division.



### Other Functionality

To facilitate ease-of-use, the new site must also include a reliable “search” mechanism that allows the website user to search through all website content on every page. The new site should also include automatic page headers of the parent and child pages along with navigational tools that provide the user with a means of identifying their current “location” on the site (i.e. breadcrumbs) to facilitate ease-of-use.

## **Vendor Qualifications & Proposal Content Requirements**

### ***Proposal Content***

The following items must be submitted with your proposal. Please include this information in the order listed. Incomplete proposals are subject to rejection at the City’s sole discretion.

As a reminder, the City of La Habra is actively seeking a qualified web vendor with extensive municipal experience to replace the existing website. The City's emphasis is on incorporating extensive content management tools and database-driven architecture while providing a user-friendly and intuitive site structure, an interface that is both attractive and ADA compliant, that reaches our every growing multi-language communities.

The intent of this RFP is to enable the City to evaluate vendor experience, qualifications and capabilities for developing and implementing a new city government website. Vendors without experience in the design, development and implementation of local government websites, SHOULD NOT apply. The desired qualifications are outlined below. Responders are to submit a written narrative corresponding to each of the numbered items:

### ***Requirements***

#### ***1. Introduction- Cover Letter***

- A. Company Overview and Summary
- B. Statement of Qualifications

#### ***2. Company Profile***

- A. Company History
- B. Contact Information
- C. Office location(s) (Include business address)
- D. Demonstrated company financial stability

#### ***3. Project Team Roles***

- A. Name, title, role (e.g., project management, training, design) of individual team members
- B. Education, years of experience

#### **4. Municipal Website Design Experience**

- A. References (minimum three references, including all contact information below)
  - 1. Client name
  - 2. Website URL
  - 3. Contract duration
  - 4. Client contact person and title
  - 5. Phone number
  - 6. Email address
- B. Any municipal award winning websites designed by vendor (please list city name and website URL)
- C. Design portfolio (minimum of three screenshots with URLs)
- D. IF NO PREVIOUS EXPERIENCE WITH MUNICIPAL GOVERNMENTS, PLEASE DO NOT SUBMIT A RESPONSE

#### **5. Project Development Approach**

- A. Timeline
- B. Outline all project phases and City of La Habra review meetings
- C. Explain the design process, if not included in the project phases, including the City's role
- D. Meets U.S. Federal Government ADA requirements, if not included in the project phases
- E. Training, if not included in the project phases
- F. Post website go live website communication (award entries, annual website review, etc.)

#### **6. Support and Maintenance** *(describe all available)*

- A. System ownership
- B. Ongoing training opportunities
- C. Availability of robust self-service documentation and technical support (videos and training manuals, etc.)
- D. Continued communication post website go live with consultants and support staff
- E. How the City can share ideas, opinions and sign up for beta testing
- F. Normal support hours and emergency support hours (24/7/365)
- G. Software updates and site maintenance
- H. Software licensing (if any)

#### **7. Integrated Content Management System (CMS) Components and Tools**

The CMS listing in the Functionality Table below represents functional categories and is not comprehensive; others may be recommended or added. The new website vendor must be able, at minimum, to provide the desired components shown. Possible budgetary constraints may require that this project be implemented in phases.

**Functionality Table**

| <b>Component/ Module Name</b>                 | <b>Function</b>   | <b>Offered by Vendor Y / N</b> |
|---|---|--------------------------------|
| Access GIS, Crime Stats, etc.                 | Interface to existing and/or new systems, databases, and  |                                |
| Agenda Management                             | Upload, create and manage agendas   |                                |
| Alerts & Emergency Notification               | Alerts posted on website and public notifications sent out through email, text message and social media |                                |
| Archive Center                                | Store agendas, minutes, newsletters and other documents   |                                |
| Automatic expirations                         | Expiration dating   |                                |
| Blog  | Comments can be moderated by the City of La Habra before being published                                |                                |
| Broken Links Finder                           | Site visitors can enter comments concerning how they accessed the page                                  |                                |
| Browser Based Administration                  | Update, delete and create template based web pages  |                                |
| Calendar                                      | Update/publish calendars by both department, citywide   |                                |
| Citizen Sourcing Tool                         | Encourages citizen idea submission, engaging discussions, voting, etc.                                  |                                |
| Departmental Home Pages                       | Dynamic content   |                                |
| Directories, Listing for Staff and Businesses | Dynamic content   |                                |
| Document Center                               | Upload/download capability, back-end ability to search within   |                                |
| E-Notifications                               | Electronic subscription, scheduled notifications, SMS subscribers                                       |                                |
| Event Registration                            | Online reservation/payment  |                                |
| Facility Management                           | Reservations and/or listing   |                                |
| Forward To a Friend                           | E-Mail extension  |                                |
| Frequently Asked Questions                    | Dynamic content   |                                |
| Intranet/Extranet                             | User restricted pages   |                                |
| LDAP Integration                              | Optional, not required - Lightweight Directory Access Protocol (LDAP) integration should be an option   |                                |
| Mobile App                                    | Required - Generic and/or custom with dynamic links to download direct inter-departmental apps          |                                |
| Mobile Browsing                               | Website can be accessed from any mobile platform  |                                |
| Multi-Lingual Support                         | Dynamic content   |                                |
| News & Announcements                          | Dynamic content   |                                |
| News Releases                                 | Online publishing   |                                |

|  |   |  |
|--|---|--|
| Newsletters/E-Zine                         | Subscription and online publishing  |  |
| Online Forms                               | Forms/publishing/tracking   |  |
| Online Job Postings and Application        | Applicants can also create an online profile, fill out application and attach additional documents                              |  |
| Online Payments                            | Secure online transaction by department   |  |
| Parks & Recreation Activities              | Enroll in classes online, ability to create custom enrollment forms, link to e-payment module                                   |  |
| Photo Center                               | Display community photos in a central location on website   |  |
| Printable Pages                            | Print-friendly function   |  |
| Real Estate Management                     | Properties – commercial or residential – can be organized by and searched   |  |
| Request Tracking                           | Citizens can submit request   |  |
| RFP/RFQ/Bid Posting                        | Dynamic content   |  |
| Rotating Photos/Banners                    | Dynamic image display   |  |
| RSS Feeds out                              | Registration by Department  |  |
| Quick Links                                | Links can be placed directly on the pages   |  |
| Site Search                                | Internal site search engine, site search log  |  |
| Site Statistics                            | Analytics and site audit reports  |  |
| Sitemap & Breadcrumbs                      | Dynamic   |  |
| Social Media Interface                     | Facebook, Twitter feeds, etc.   |  |
| Spotlight                                  | Ability to highlight important text on one or more pages  |  |
| Survey/Polling Capability                  | Poll/question/answer tracking   |  |
| Unique/Differentiated Department Home Page | Required by Police and Museum- ability for departments, associated organizations to have a unique/differentiated design and URL |  |
| Video Hosting                              | With live streaming video capabilities  |  |
| Website Visitor Profile                    | Visitors can pick and choose the information that automatically becomes fed to their profile upon site login                    |  |
| Archival / Page retrieval                  | Ability for lead CMS manager to retrieve deleted pages within specific timeframe.   |  |

**8. Description of Features and Functionality Included with the CMS**

At minimum include:

- A. Description of page creation
- B. Page content template information
- C. Content scheduling and versioning information
- D. The different back-end user permission levels

**9. Project Pricing Estimate/Cost for Services Outlined**

Specify cost of items below:

- A. Include initial front-end costs, annual service and hosting fees.

- B. Any value-added offerings will be on a separate page so that we can evaluate your proposal fairly. Do not include this cost in the requested RFP details.
- C. All costs for any third party products/tools must be included in the total costs for this project and must detail the ongoing annual support costs for each third party product/tool used.

Specify detail of items below:

- D. Amount of days/hours of training, maximum number of employees to be trained, on-site or webinar
- E. Amount of content migration (entire website or a specific number of pages)

You may list an optional enhancements and consulting package with deliverables and associated fees in the value-added offerings component.

**10. Hosting and Security** *(describe all available)*

- A. Site hosting
- B. Server Operating System
- C. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- D. 24/7/365 support

**11. Guarantees/Warranties**

List any guarantees or warranties offered the company offers to clients.  
Be prepared to confirm that, if selected, proof of business license and certificate of insurance is available for submission.

**12. Patent Fees/Copyright, Trade Secret/Trademark**

Each proposer shall include in the price bid any patent fees, royalties and charges on any patented article or process to be furnished or used in the prosecution of the work. In addition, the proposer must disclose any future costs incurred by the use of any such patented article or process.

**13. Conclusion**

Final statements

**14. Any additional information** *(not required)*

**Final Remarks**

In the event that services beyond the scope of this proposal are bid, they should be clearly identified as such, with the scope and price indicated on a separate sheet from the work requested here.

The proposal must clearly state the basis under which the City may be billed for additional services. All conditions and assumptions must be clearly stated in the proposal under the condition that the City has every right to reject any such additions or negotiate during the selection process.