

CITY OF LOUISVILLE
INFORMATION TECHNOLOGY

REQUEST FOR PROPOSALS

"WEBSITE DESIGN PROJECT"

PLEASE RETURN THIS COPY TO:

CITY OF LOUISVILLE
ATTN: Mike Monticello
749 MAIN STREET
LOUISVILLE, CO 80027

Deadline for Submission of Proposals: 1:00 P.M., April 4, 2008

CITY OF LOUISVILLE
REQUEST FOR PROPOSALS
"WEBSITE DESIGN PROJECT"

I. OBJECTIVE

The City of Louisville ("City") is developing a new website that will become a central part of the City's efforts to communicate with citizens, businesses, and visitors. The new website will be dynamic, intuitive, informative, and functional for those users of the City's website.

The City's existing website (www.ci.louisville.co.us) contains general City information including pages for City departments, specific events, and functions. The City is committed to building an updated website that is designed for ease of use by citizens, businesses and all other website visitors (collectively "users"). The City is interested in an innovative design that aids users who may know what service they are looking for or what information they need. The website shall also facilitate usage by users who may not understand how to find specific information or a service within a governmental organization.

It is the City's intention to expand the current usefulness of the website while also keeping it easy to maintain by non-technical City staff. When complete, the website should provide City staff with an easy solution for updating and posting new content using the City's existing Dreamweaver software.

Please see the "Functionality List" below for website requirements that will help the City accomplish its goal to create a functional and informative website. Refer to this list as you consider the scope of services you propose to provide for this project.

II. GENERAL

The City is seeking qualified firms to provide proposals for professional website design, development and implementation services for a new City website. This website design work shall be the primary scope of the services. Proposals submitted in response to this Request for Proposals (RFP) shall include design and development for the City's website. Each Proposer shall submit complete and definitive information on its offering in sufficient detail to permit a complete analysis of the proposal. Each proposal must encompass all design, development, and testing of the website. The proposal shall state a proposed all-inclusive cost to complete the website design project, with a detailed explanation of the tasks, work items and assumptions utilized in setting the proposed cost. The new website must be created with templates. City staff will migrate current web content to the new site; therefore, costs for this service are not to be included in the proposal. Each proposal must include a list of fees and an explanation of those fees. Hosting of the City website also should not be included in your proposal.

III. DIRECTIONS

Firms desiring to submit proposals are instructed to carefully review this RFP. Any questions or comments should be made in writing by email to Mike Monticello (monticm@ci.louisville.co.us), System Administrator, City of Louisville Information Technology and received no later than 5:00 P.M. on March 21, 2008 so that any clarifications or addendum(s) deemed necessary or desirable by the City may be published and distributed to interested firms.

Proposers are instructed to use this RFP and attach additional pages when submitting proposals. A photocopied proposal may be submitted; however, it must contain all pages shown in the original RFP and must contain original signature(s).

Proposals should include the following:

1. A statement of qualifications, including qualifications of the firm and each person proposed to provide the services, experience in website design projects of a similar size or scope, and experience with public entity website design, if any;
2. Your proposal of the services to be provided, addressing each of the items sets forth in the Functionality List and Technical Specifications requirements set forth below, and further explaining the services proposed to be provided;
3. A list of references for at least three previous or current clients, including their current contact information;
4. A list of at least five websites that reflect your work and are relevant to this project. Please submit the website URL. Only live websites will qualify;
5. The proposed amount and terms of compensation including the fixed fee for design and an hourly rate for any additional work;
6. A proposed timeline for delivery of the services, including timeframes for specified steps within the proposed services;
7. Other details pertinent to the proposal; and
8. Certification of compliance with C.R.S. Section 8-17.5-102(1) pertaining to the hiring of illegal aliens (certification form attached).

It is the responsibility of the Proposer to ensure that its complete proposal is in the offices of the City of Louisville prior to the proposal submission deadline. Any proposal may be withdrawn upon signed written or telegraphic request delivered to the City. **At the City's discretion, any proposal received after the time and date of the deadline may not be considered.**

Technical questions related to this RFP must be directed in writing by email to Mike Monticello (monticm@ci.louisville.co.us), System Administrator, City of Louisville Information Technology and received no later than 5:00 P.M. on March 21, 2008. Alternatively, proposers may make arrangements to meet with Mike Monticello, at a time that his schedule will permit to discuss any technical questions related to this RFP (303-335-4568).

IV. DIRECTIONS FOR SUBMITTING PROPOSALS

Five (5) printed original, signed proposals and one (1) electronic copy of the proposal (PDF or Word format on a CD) must be received by the City of Louisville by the **proposal submission deadline of April 4, 2008, 1:00 P.M.** Proposals will not be opened until the deadline has passed. Envelopes containing proposals must be sealed, marked, and addressed as shown in the example below.

Proposer's Return Address:

City of Louisville
749 Main Street
Louisville, CO 80027

Attention: Mike Monticello, System Administrator
"Website Design Project"
April 4, 2008, 1:00 P.M.

V. TERMS AND CONDITIONS

This RFP is not an offer to contract. The provisions in this RFP and any purchasing policies or procedures of the City are solely for the fiscal responsibility of the City, and confer no rights, duties, or entitlements to any party submitting proposals. The City of Louisville reserves the right to reject any and all proposals, to consider alternatives, to waive any informalities and irregularities, to re-solicit proposals, and to negotiate with any selected proposer regarding the details of the proposal.

The City of Louisville reserves the right to conduct such investigations of and discussions with those who have submitted proposals or other entities, as they deem necessary or appropriate to assist in the evaluation of any proposal or to secure maximum clarification and completeness of any proposal.

The successful proposer will be required to sign a contract with the City in a form provided by and acceptable to the City. A sample of such form is available upon request. The proposer shall be an independent contractor of the City. Each proposer shall submit with its proposal the certification attached at the end of this RFP.

The City of Louisville assumes no responsibility for payment of any expenses incurred by any proposer as part of the RFP process.

Any work to be performed on this project by a subcontractor of your company must be clearly stated in your proposal. Subcontractors must be identified and the work they will perform must be defined. Please provide the name, address, and phone number of the subcontractor. The City will not refuse a proposal based upon the use of subcontractors; however, the City retains the right to refuse the subcontractors proposed to provide services on the project.

Prices quoted shall be in U.S. dollars.

Proposers are expected to conduct their own investigations and research of relevant information as necessary to develop their proposals, and the City makes no representations or warranties regarding information herein or made available to proposers by City staff or otherwise.

VI. EVALUATION OF PROPOSALS

The successful applicant will be selected based on the City's review and evaluation of the proposals and qualifications. In addition to responsiveness, qualifications and costs, the City may consider additional factors as an integral part of the evaluation process, including, but not limited to the following:

- Compliance with this RFP.
- Organization qualifications, including experience working on City or community based projects.
- The proposer's experience, reputation, efficiency, judgment, and integrity, including number of years in business doing similar projects.
- References.
- Quality and functionality of other websites designed by the Proposer.
- Overall price and any components costs and fees.
- Hourly rate for additional work.
- Timeframe and delivery schedule, including ability, capacity and skill to perform within specified time limits.
- Testing and technical support plan.
- Sufficiency of proposer's financial ability to fulfill the contract.
- Other applicable factors as the City determines necessary or appropriate.

VII. FUNCTIONALITY LIST

Each proposal shall describe how the proposal will address each of the following functionality requirements:

- Visually attractive and professional looking.
- Consistent look and feel of all pages of the website.
- Common theme throughout the site - each page should have a common header.
- Easy and understandable site navigation.
- Dynamic bread crumbs.
- Follow 3 clicks to content rule.
- Printer friendly pages.
- Effective site search engine.
- Email forms, feedback, job applications, and surveys.
- Calendar.
- Site map - site map generator.
- Fast loading pages and graphics.
- Content to be updatable by non-technical employees using Adobe Dreamweaver and Adobe Contribute software.

VIII. TECHNICAL SPECIFICATIONS

Each proposal shall describe how the proposal will address each of the following technical requirements:

- Website pages must run on IIS6 / IIS7.
- Hosting will be done by the City.
- Website should be created with templates.
- Website must be compatible with IE browser versions 6.0 and higher and Firefox browser versions 1.5 and higher.
- No special plug-ins required.
- No proprietary or non-standard code.
- ADA compliance - website code must be compatible with a text only browser, or allow for text only viewing and follow the standards of the World Wide Web Consortium guidelines (W3C).
- Website code will conform to the latest W3C guidelines.
- Take into account the City's desire to include e-government capabilities in the future.
- Existing website content will be migrated to new website by City staff.
- Website content editing can be done with Dreamweaver and Contribute.

City of Louisville
Contractor's Pre-Contract Certification
Regarding Employing Illegal Aliens

The proposer of public services to the City of Louisville identified below (hereafter "the Proposer"), hereby certifies as follows:

That at the time of providing this certification, Proposer does not knowingly employ or contract with an illegal alien; and that Proposer has participated in or attempted to participate in the Basic Pilot Program administered by the United States Department of Homeland Security in order to confirm the employment eligibility of all new employees who are newly hired for employment in the United States.

Dated this _____ day of _____, 20____.

Proposer:_____

By:_____

Title:_____