



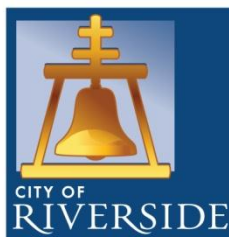
Request for Proposals (RFP)

For

Website Design Services

Issued: March 26, 2013

Proposals Due: April 9, 2013



City of Arts & Innovation

Office of Economic Development

1. INTRODUCTION

The City of Riverside, CA (City) is seeking proposals from qualified website design firms to redesign the economic development website found at www.exploreriverside.com and www.riversideca.gov/econdev.

The City will review and may select one respondent, based upon submitted qualifications. The City reserves the right to accept or reject any or all submittals, waive technicalities or irregularities if such action is believed to be in the best interest of the City.

2. CURRENT WEBSITE DESIGN

Currently www.exploreriverside.com is a landing page that invites the user to choose among four different areas of interest; Explore Riverside, Economic Development, City Government and At Home in Riverside. The intent of the current design was to allow exploreriverside.com to be used as a marketing resource for tourism, economic development, city services and community information. However, the landing page does not contain enough information for most users to make an intelligent decision as to which section will provide them the information they seek.

By choosing the Economic Development option, users are routed to www.riversideca.gov/econdev. This is the primary website for the City's Office of Economic Development. This site has been designed and created over the last year. While the content is fresh and informative, we believe the design needs to be improved in order to provide a better user experience and leave an impression that better reflects the image of the City as being a City of Arts and Innovation and the Intelligent Community of the Year 2012. The current site lacks excitement, color, animation and pizzazz. In short, the current site is a no nonsense depository of valuable and current information. However, gathering that information on the site does not make for a pleasurable user experience.

3. PURPOSE OF THIS PROPOSAL

The intent of this proposal is to freshen up the website with a more lively design that integrates more graphics, pictures and images into the design. The integration of social media into the new design is also warranted. We do not envision utilizing a landing page as we do today. Instead, www.exploreriverside.com will take the user directly to the City's Office of Economic Development website. The new website will be designed such that users will be able to find links to the tourist, resident and city information they may be seeking. This will allow ExploreRiverside.com to continue to be used as a catch-all marketing domain by others besides the Office of Economic Development.

4. SCOPE OF SERVICES

The following deliverables are expected at the completion of this project.

- a. The new website will be designed and built "off-line" at a dummy domain. When the redesign is completed, www.exploreriverside.com will be redirected to the new domain. This will allow us to keep the current website operational and allow for a stark and dramatic launch of the new design.
- b. The new website will have approximately the same number of pages as the current site.
- c. The new website will need to be easily updated by City staff on a regular basis.

- d. The new website must have the capability to integrate with Salesforce.com software. For example a contact request form that will automatically populate new contact fields in Salesforce and generate the appropriate automated response.
- e. The new design needs to integrate more photos and images where appropriate without being distracting and annoying to the user.
- f. The new design will need to integrate social media feeds and www.riversideprospector.com.
- g. The new website must take advantage of the latest SEO concepts and analytical tracking systems.
- h. The new website will include a translation feature for non-English reading users.
- i. The selected firm will provide a minimum of three (3) design templates that integrate the components mentioned for staff's consideration. Each will offer a unique design and organization of the information.
- j. Other design elements as agreed to by City during the design discussion and planning phase.
- k. Other economic development website designs that the City likes include:
 - a. www.greenriverside.com (clean, yet colorful design)
 - b. www.bdb.org (layout, content, ease of navigation, integrated calendar)
 - c. www.bvep.org (bottom menu and simple design. Photos are intentional and integrate testimonials)
 - d. www.businessreadywi.com (solution center and business accelerator features)
 - e. www.selectlincoln.org (clean design, quick links)
 - f. www.winva.com (integration of video and testimonials into site design)

5. PROPOSAL CONTENT

- a. Firm Qualifications
- b. Firm References: Please provide references from clients worked with in the last 24 months. Please include a list of websites that the firm has designed over the last 24 months.
- c. Proposed Fee: Please identify costs for all reimbursable expenses, proposed fee, and any other instances for which a payment is expected. Also include hourly rates for template redesign after website is delivered.

6. INSTRUCTIONS AND SCHEDULE FOR SUBMITTAL OF PROPOSALS

The City shall not be liable for any expenses incurred by any proposer in relation to the preparation or submittal of Proposals. Proposals are due before **4:00 PM on April 9, 2013**.

Mail or hand deliver Proposal to:

Mr. Larry Vaupel
 City of Riverside – Office of Economic Development
 3900 Main Street, 7th Floor
 Riverside, CA 92522

For questions or clarifications pertaining to the RFP, please contact Larry Vaupel at 951-826-5403 or lvaupel@riversideca.gov.

Please note that all submittals become the property of the City of Riverside and are subject to the Public Records Act.

7. EVALUATION PROCESS AND SELECTION CRITERIA

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|------------------------|-----|
| a. Firm Qualifications | 30% |
| b. Firm References | 30% |
| c. Cost of Services | 40% |