

CITY OF ELK GROVE



Request for Proposals

For

Website Service and Maintenance

**Office of the City Clerk
City of Elk Grove
8380 Laguna Palms Way, Suite 200
Elk Grove, CA 95758**

Proposals Due by 4:00 p.m. March 3, 2008

Introduction:

The City of Elk Grove is accepting proposals from qualified suppliers for Website Service and Maintenance in accordance with the included specifications, terms, and conditions shown in this Request for Proposals (RFP). Prospective respondents are advised to read this information over carefully prior to submitting a proposal.

One signed original and three (3) copies of the proposals should be submitted to the Office of the City Clerk by 4:00 p.m. on March 3, 2008. Proposal shall be submitted in a sealed envelope clearly marked Website Service and Maintenance and addressed to:

**OFFICE OF THE CITY CLERK
CITY OF ELK GROVE
8380 Laguna Palms Way, Suite 200
Elk Grove, CA 95758**

Questions regarding this RFP are to be directed by e-mail to: Angela Frost, Administrative Analyst at afrost@elkgrovecity.org. Such contact shall be for clarification purposes only. Material changes, if any, to the scope of services or proposal procedures will only be transmitted by written addendum. Answers to submitted questions will be available via the City of Elk Grove Web site by clicking the "View" under View Details/Documents for the Bid announcement.

Proposals will not be accepted by fax or electronically.

Late Proposals:

Proposals arriving after the specified date and time will not be considered, nor will late proposals be opened. Each supplier assumes responsibility for timely submission of its proposal.

Withdrawal or Modifications of Proposals:

Any proposal may be withdrawn or modified by a written request signed by the supplier and received by the City Clerk prior to the final time and date for the receipt of proposals. Once the deadline is past, suppliers are obligated to fulfill the terms of their proposal.

Proposal Acceptance and Rejection:

The City of Elk Grove reserves the right to accept any proposal, to reject any and all proposals if said rejection is deemed in the best interest of the City, to call for new proposals, and to award the contract to other than the lowest proposal if deemed "proposal most advantageous to the City".

Proposal Evaluation and Award:

Evaluation will be made on the bases of the Weighted Scoring as noted in **Attachment A, Evaluation and Selection Criteria**. Award shall be made to the responsible supplier whose proposal is determined in writing to be the most advantageous to the City, taking into consideration price and adherence to the included specifications. The City will enter into an agreement with the successful supplier for the specified products, services, and installation. All suppliers that were not selected by the City shall be notified in writing.

Validity of Pricing:

Suppliers are required to provide line item descriptions and pricing, applicable sales tax, and a total final price. No cost increases shall be passed onto the City after the proposal has been submitted. All proposals shall show the approximate date of delivery. Deduct trade discounts, and quote firm net prices. Give both unit price and extended total. In the case of a discrepancy in computing the amount of the proposal, the unit price quoted will govern. All prices quoted shall be F.O.B. destination, freight prepaid (Supplier pays and bears freight charges, Supplier owns goods in transit and files any claims). Each item must be listed separately. No attempt shall be made to tie any item or items contained in this RFP with any other business with the City.

Warranty of Usage:

Any quantities listed in this RFP are estimated or projected and are provided for tabulation and information purposes only. No warranty or guarantee of quantities is given or implied. It is understood that the supplier will furnish the City's needs as they arise.

Samples and Demonstrations:

When required, the City may request full demonstrations prior to award. When such demonstrations are requested, the Supplier shall respond promptly and arrange a demonstration at a convenient location. Failure to provide samples or demonstrations as specified by the City may result in rejection of a proposal.

Use of Other Governmental Contracts:

The City reserves the right to reject any part or all of any proposals received and utilize other available governmental contracts, if such action is in its best interest.

Qualification/Inspection:

Proposals will only be considered from firms normally engaged in providing the types of products and services specified herein. The City reserves the right to inspect the Supplier's facilities, products, personnel, and organization at any time, or to take any other action necessary to determine Supplier's ability to perform. The City reserves the right to reject proposals where evidence or evaluation is determined to indicate inability to perform.

Delivery:

The successful Supplier will supply products and services in compliance with the provisions of the contract and provisions of this request for proposal at the address listed.

Delivery Address:

City of Elk Grove
Angela Frost / Communications
8401 Laguna Palms Way
Elk Grove, CA. 95758

Acceptance and Conditions

The products and services supplied in response to the RFP award shall remain the property of the Supplier until a physical inspection is made and the products and services are accepted to the satisfaction of the City. The products and services must comply fully with the terms of the RFP, be of the required quality and new unless specified by the City. Any substitutes of products or services not meeting specifications will be rejected, and returned if applicable, at the Suppliers expense. Payment will be made only after receipt and acceptance of products or services by the City.

Other Governmental Entities:

If the Supplier is awarded a contract as a result of this RFP, the supplier will, if the supplier has sufficient capacity or quantities available, provide to other governmental agencies, so requesting, the products or services awarded in accordance with the terms and conditions of the RFP.

Federal Requirements:

Should this procurement require the use of Federal Funds, all Federal requirements shall apply and all suppliers must consent to each certification and assurance, which will be incorporated into the agreement.

Payment Terms:

Payment on non-disputed invoices will be paid net 45 from date of receipt of invoice. In submitting proposals under these specifications, suppliers' should take into account all discounts,

both trade and time, allowed in accordance with the above payment policy.

Performance:

It is the intention of the City to acquire products or services as specified herein from a Supplier that will give prompt and convenient shipment and service. The City reserves the right to make purchases from other sources.

Term of Agreement:

The term of the contract will be for a specific period of time, commencing upon contract execution. The contract may be extended by mutual agreement of the two parties.

Change Orders:

If, in the course of the Agreement, Supplier or the City proposes changes to the Project, and informal consultation with the other party indicates that a change in the terms and conditions of the Agreement may be warranted, Supplier or the City may request a change in the Agreement. The parties to the Agreement will meet to discuss and negotiate the required change order documents. Upon completion of those negotiations, the negotiated change order documents will be submitted to the City for approval. Upon approval by the City, an "Order to Proceed" with the approved changes will be submitted to Supplier. Any Amendment to this Agreement will not render ineffective or invalidate any unaffected portions of this Agreement.

FOB Point:

All prices shall be quoted F.O.B. delivered to the City of Elk Grove

New Merchandise:

Unless otherwise required by the specifications all products furnished will be new and unused.

Warranties:

The Supplier, and/or manufacturer shall warrant all material or products and labor provided under the contract. Warranty periods must be included in responses to proposal.

Supplier shall be considered primarily responsible to the City for all warranty service, parts, and labor applicable to the material or products provided by Supplier in this bid award, irrespective of whether Supplier is an agent, broker, fabricator, or manufacturer's dealer. Supplier shall be responsible for ensuring that warranty work is performed at a local agency or facility convenient to the City and that services, parts, and labor are available and provided to meet the City's schedules and deadlines. Supplier may establish a service contract with a local agency satisfactory to the City, to meet this obligation if Supplier does not ordinarily provide warranty service. All such non-contractor warranty service, parts, and labor must be clearly identified in the proposal.

Performance Bond:

Supplier selected for this project may be required to provide a performance bond in the value of 100% the value of the contract. Cost of bond must be line itemed in cost proposal.

Substitution:

If supplier elects to propose an alternate manufacturer's item that is of the same or better quality, samples of the items to be substituted are to be submitted with the proposal. The sample must be readily identified with the manufacturer's name and model number or order number, along with the suppliers name & phone number. All substitutions must be proposed as options and clearly identified as a substitution.

Guarantee of Continuity and Availability Products:

Unless the manufacturer discontinues the products, all products specified by the Supplier in their proposal shall be available to the City during the life of the contract and extensions. All material,

color, labor, and construction shall equal or exceed the standards set forth in these specifications as accepted by the City.

Service and support:

All Suppliers shall explain how all on-going service and support will be handled by the Supplier and the City of Elk Grove.

Insurance:

Contractor Shall Maintain Insurance:

Contractor shall not commence any work before obtaining, and shall maintain in force at all times during the duration and performance of this Contract the policies of insurance specified in this Section. Such insurance must have the approval of the City as to limit, form, and amount, and shall be placed with insurers with a current A.M. Best's rating of no less than A:VII.

Contractor to Provide Evidence of Insurance:

Prior to execution of this Contract and prior to commencement of any work, the Contractor shall furnish to the City, and the City must approve, original certificates of insurance and endorsements effecting coverage for all policies required by the Contract. The certificates shall be signed by a person authorized by the insurer, or insurers, to bind coverage on their behalf. Certificates of insurance and endorsements shall be on standard Acord, Department of Insurance, and Insurance Services Office approved forms or on forms approved by the City. As an alternative to providing the City with approved forms of certificates of insurance and endorsements, the Contractor may provide complete, certified copies of all required insurance policies, including endorsements, effecting the coverage required by this Section. At anytime at the written request of the City, the Contractor agrees to furnish one or more copies of each required policy including declarations pages, conditions, provisions, endorsements, and exclusions. Such copies shall be certified by an authorized representative of each insurer. Approval of the insurance by the City shall not relieve or decrease any liability of Contractor.

City May Obtain Insurance at Contractors Expense:

In addition to any other remedy the City may have, if Contractor fails to maintain the insurance coverage as required in this Section 20, the City may obtain such insurance coverage as is not being maintained, in form and amount substantially the same as is required herein, and the City may deduct the cost of such insurance from any amounts due or which may become due Contractor under this Contract.

No Suspension of Insurance:

Each insurance policy required by this Contract shall be endorsed to state that coverage shall not be suspended, voided, canceled, terminated by either party, reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City, except in the event of non-payment of premium, in which case no less than ten (10) days prior written notice by certified mail, return receipt requested, must be given to the City.

Deductibles:

Any deductibles exceeding five thousand dollars (\$5,000) must be declared to, and approved by, the City.

Coverages Shall Not Limit Obligations:

The requirement as to types, limits, and the City's approval of insurance coverage to be maintained by Contractor are not intended to, and shall not in any manner, limit or qualify the liabilities and obligations assumed by Contractor under the Contract.

Required Limits:

Contractor and its contractors and subcontractors shall, at their expense, maintain in effect at all times during the performance or work under the Contract not less than the following coverage and limits of insurance, which shall be maintained with insurers and under forms of policy satisfactory to the City. The maintenance by Contractor and its contractors and subcontractors of the following coverage and limits of insurance is a material element of this Contract. The failure of Contractor or of any of its contractors or subcontractors to maintain or renew coverage or to provide evidence of renewal may be treated by the City as a material breach of this Contract.

(1) Workers' Compensation and Employer's Liability Insurance.

Contractor shall maintain Workers' Compensation insurance as required by Labor Code Section 3700 of the State of California and Employer's Liability Act's, including Longshoremen's and Harbor Workers' Act ("Acts"), if applicable. Employer's Liability limits shall not be less than one million dollars (\$1,000,000) per occurrence. The Contractor shall execute a certificate in compliance with Labor Code Section 1861, on the form provided in the Contract Documents.

If an injury occurs to any employee of the Contractor for which the employee or his dependents, in the event of his death, may be entitled to compensation from the City under the provisions of the Acts, for which compensation is claimed from the City, there will be retained out of the sums due the Contractor under this Contract, an amount sufficient to cover such compensation as fixed by the Acts, until such compensation is paid or it is determined that no compensation is due. If the City is required to pay such compensation, the amount so paid will be deducted and retained from such sums due, or to become due to the Contractor. The insurer shall agree to waive all rights of subrogation against the City, its officers, officials, and employees for losses arising from work performed by the Contractor.

(2) Commercial General and Automobile Liability Insurance.

The insurance shall include, but not be limited to, protection against claims arising from death, bodily or personal injury, or damage to property resulting from actions, failures to act, or operations of the insured, or by its employees or agents, or by anyone directly or indirectly employed by the insured. The amount of insurance coverage shall not be less than one million dollars (\$1,000,000) per occurrence/five thousand dollars (\$5,000) medical per occurrence, and two million dollars (\$2,000,000) per policy aggregate. As an alternative to the per policy aggregate the Contractor may have an aggregate limit of one million dollars (\$1,000,000) per project apply. Coverage shall be at least as broad as Insurance Services Office "occurrence form CG 00 01 (ed. 10/03)" covering commercial general liability or its equivalent, and Insurance Services Office "form CA 00 01 (ed. 06/92) covering automobile liability, Code 1 "Any Auto".

Contractor shall include all subcontractors as insureds under its policies or shall furnish separate Certificates for each subcontractor. All coverage for subcontractors shall be subject to all of the insurance requirements stated herein. Commercial general liability coverage shall include independent contractor's coverage, and the Contractor shall be responsible for assuring that all subcontractors are properly insured.

The commercial general and automobile liability insurance coverage shall also include, or be endorsed to include, the following:

- a. Provision or endorsement naming the City and each of its officers, employees, and agents, as additional insureds in regards to: liability arising out of the performance of any work under the Contract; liability arising out of activities performed by or on behalf of the Contractor; premises owned, occupied or used by the Contractor; or automobiles owned, leased, hired or borrowed by the Contractor. The coverage shall contain no special limitations on the scope of protection afforded to the City, its officers, officials, employees or volunteers.
- b. Provision or endorsement stating that for any claims related to this project, the Contractor's insurance coverage shall be primary insurance as respects the City, its officers, officials, employees and volunteers to the extent the City is an additional insured. Any insurance or self-insurance maintained by the City, its officers, officials, employees or volunteers shall be in excess of the Contractor's insurance and shall not contribute with it.
- c. Provision or endorsement stating that any failure to comply with reporting or other provisions of the policies including breaches of representations shall not affect coverage provided to the City, its officers, officials, employees, or volunteers.
- d. Provision or endorsement stating that the Contractor's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

(3) Professional Liability.

The Contractor and its contractors and subcontractors shall secure and maintain in full force, during the term of this Contract professional liability insurance policies appropriate to the respective professions and the work to be performed as specified in this Contract. The limits of such professional liability insurance coverage shall not be less than one million dollars (\$1,000,000) per claim and two million dollars (\$2,000,000) aggregate. As an alternative, contractors and subcontractors of the Contractor may maintain in full force during the term of this Contract, professional liability insurance coverage not less than one million dollars (\$1,000,000) per claim and one million dollars (\$1,000,000) annual aggregate, provided the Contractor and the Contractor's insurance carrier both provide to the City a written statement to the effect that "There are no known claims, reserves, or circumstances that might impair the annual aggregate amount of Contractor's Professional Liability policy." If any professional liability policy is written on a "claims made" basis, such policy, and any succeeding policy must be specifically endorsed to show that "prior acts" occurring at anytime after the inception date of this Contract will be covered. Upon termination of the Contract with the City, the same professional liability insurance requirements will apply for a three (3) year period following such termination. A "tail" policy may be purchased as an alternative to satisfy this requirement.

Verification of Coverage:

Contractor shall furnish City with original certificate of insurance and endorsements effecting coverage required by this clause. The certificates of insurance and endorsements are to be signed by a person authorized by that insurer to bind coverage on its behalf. All certificates of insurance and endorsements are to be received and approved by City before work commences.

Subcontractors:

Contractor shall include all subcontractors as insured under its policies or shall furnish separate certificates and endorsements for each subcontractor. All coverage for subcontractors shall be subject to all of the requirements stated herein.

Indemnification:

The Contractor shall indemnify, keep, and save harmless the City, its Authorized Representatives, agents, officials, and employees (individually and collectively "Indemnitees") against all losses, damages, claims, suits, penalties, liens, liabilities, judgments, costs, and expenses, (collectively "Liability" or "Liabilities") including but not limited to fees of attorneys and other professionals, arising out of, in connection with, resulting from or related to any act, omission, fault or negligence of the Contractor or any of its Subcontractors, Contractors, employees, servants, or agents (individually and collectively "Indemnitors") in connection with or related to the Contract, including but not limited to Liabilities on account of personal injury to or death of any person (including employees of Indemnitees) or for damage to or loss of use of property (including property of the City).

The indemnification specified in this Section shall apply even in the event of the act, omission, fault, or negligence, of the Indemnitees, but shall not apply to Liability arising from the sole or active negligence or willful misconduct of the Indemnitees.

The indemnification specified in this Section shall survive termination of the Contract or final payment thereunder and is in addition to any other rights or remedies that the Indemnitees may have under the Law or under the Contract. In the event of any claim or demand made against Indemnitees, the City may at its sole discretion reserve, retain, and/or apply any monies due the Contractor under the Contract, for the purpose of resolving such claims; except that the City may release such funds if the Contractor gives the City reasonable assurance that the City's interests will be protected. The City shall, in its sole discretion, determine whether such assurance is reasonable.

Claims against Indemnitees by any employee of Indemnitors shall not in any way limit the Contractor's indemnification obligation as set forth above, including the amount and/or type of damages, compensation, and/or benefits payable by or for Indemnitors under workers' compensation acts, disability benefit acts, and/or other employee benefit acts and/or insurances.

Nothing contained in the Contract is intended to or shall have the effect of creating any rights in any third party against any Indemnitee.

Except as permitted by California Civil Code §2782.1, 2782.2 and 2782.5, such indemnities shall not inure to the benefit of an Indemnitee so as to impose liability on the Contractor for the active negligence of the City, or to relieve the City of liability for such active negligence.

Records:

Contractor shall maintain complete and accurate records with respect to labor costs, material expenses, parcels abated or serviced and other such information required by City that relates to the performance of services under this Contract. Contractor shall maintain adequate records of services provided in sufficient detail to permit an evaluation of services. All such records shall be maintained in accordance with generally accepted accounting principles and shall be clearly identified and readily accessible and in a form acceptable to the City, which the City may specify and change from time to time. Contractor shall provide free access to the representatives of City or its designees, at reasonable times, to such books and records, shall give City the right to examine and audit said books and records, shall permit City to make transcripts therefrom as necessary, and shall allow inspection of all work, data, documents, proceedings, and activities related to this Contract. Such records, together with supporting documents, shall be maintained for a period of three (3) years after receipt of final payment.

Guidelines for Proposal

The following guidelines are provided for standardizing the preparation and submission of proposals. The intent is to assist respondents in the preparation of their submissions and to assist the City by simplifying the review process providing standards for comparison of submissions.

Statements submitted in response to this RFP shall include a complete response to the requirements in this section in the order presented. Statements should be a straightforward delineation of the respondent's capability to satisfy the intent and requirements of this RFP, and should not contain redundancies and conflicting statements.

Proposals shall be printed double sided, submitted on 8-1/2" x 11" recycled paper, with easy to read font size and style. Pages shall be numbered, tabbed, and presented in a three (3) ring binder. Tabbed dividers should separate and identify the response items described below.

One signed original and three (3) copies of the proposals should be submitted to the Office of the City Clerk by 4:00 pm March 3, 2008. Proposal shall be submitted in a sealed envelope clearly marked Website Service and Maintenance and addressed to:

**OFFICE OF THE CITY CLERK
CITY OF ELK GROVE
8380 Laguna Palms Way, Suite 200
Elk Grove, CA 95758**

Proposals shall contain the following information in the order listed:

1. Introductory letter

The introductory letter should be addressed to:

Angela Frost
Administrative Analyst
City of Elk Grove
8401 Laguna Palms Way
Elk Grove, CA 95758

The letter should state the prime supplier and include the supplier's name submitting the proposal, their mailing address, telephone number, and contact name. The letter shall address the supplier's understanding of the project based on this RFP and any other information the supplier has gathered. Include a statement discussing the supplier's interest and qualifications for this type of work.

2. Table of Contents

The supplier shall insert a comprehensive table of contents denoting sections three through seven of the proposal as indicated below.

3. Qualifications and Experience

Describe the supplier's capability for actually undertaking and performing the work. Provide a list of comparable websites, including municipalities and governmental agencies designed by your firm in the last five (5) years that best characterizes the quality and past performance. Include all necessary information (i.e. website address, company/agency contact person, address, and telephone number). References may be contacted. References may be contacted as part of the selection process.

4. Work Plan

The work plan should indicate the supplier's ability to meet each specification as outlined in this document. The work plan should address the items of work as described in this RFP. The plan should be simple, easy to read and follow, and addresses and satisfies the **Requirements** as listed in the **Scope of Work** in this RFP. Please identify the "responsible lead point of contact" of the agency.

Also, indicate any need for subcontracted services, who the vendors would be, and provide their contact information.

5. Conflict of Interest Statement

The supplier shall disclose any financial, business, or other relationship with the City that may have an impact upon the outcome of this contract.

6. Supportive Information/References

This section may include graphs, charts, photos, resumes, references, etc in support of the supplier's qualifications. Provide the resumes of all principles and department staff that will be providing services. Indicate their years of experience related to website maintenance and hosting. Provide the same information for any subcontracted staff that is proposed.

7. Pricing

This section should include the cost for requested products and services outlined in the Scope of Work. Suppliers are required to provide line item descriptions and pricing, applicable sales tax, and a total final price. The proposal should address the total cost of services on a monthly basis as well as a detailed "line item" for each hourly cost. All hourly rates and fees, charges, costs and anticipated reimbursement costs must be clearly identified. No cost increases shall be passed onto the City after the proposal has been submitted. Tax is to be listed as a separate line item.

SCOPE OF WORK

Background:

The City of Elk Grove, CA, is currently seeking proposals for a Web Service Provider to manage, update, provide creative direction, and increase visibility and functionality of the city's two websites, www.elkgrovecity.org and www.elkgrovepd.org. The City of Elk Grove website is often the first impression of the City – it's the resource tool people use to see if they want to relocate their home or business to Elk Grove. It's important that the City websites are seen as professional and consistent with the City of Elk Grove logo and Police Department brand. Both websites are an integral component to communicating with the public and are a resource that official city staff use to disseminate information out to the community. The City is committed to maintaining a first-rate website that is easy to read and navigate from the view point of the average Elk Grove citizen and other interested viewers.

The City's existing website is www.elkgrovecity.org and contains general and specific local government information including an overview page, council page, department pages, directory of city hall, committees, site maps, local news, job and contract opportunities, links, community events, contact information and more. The City's Police Department website is www.elkgrovepd.org and contains information about neighborhood watch programs, community events, safety tips, criminal reports, press releases and much more. The primary goals of both City websites are to provide simple electronic access to public services, serve as a public medium of city communications, reduce transaction costs for the city and citizens, and streamline businesses to the Elk Grove Chamber of Commerce and Elk Grove Economic Development Corporation websites.

Objectives:

The City of Elk Grove is currently seeking a Web Service Provider to manage, update, provide creative direction, and increase visibility and functionality of the city's current websites. Providers responding to this RFP should be knowledgeable in the areas of, but not limited to: website development, implementation, web maintenance, web software, programming, and graphic design. The provider should have the skills, knowledge and experience to operate and maintain both City websites.

Requirements:

The Web Service and Maintenance Provider will perform, at a minimum, the following duties. Please address each of these items in your Work Plan:

- ☐ Manage and service the Elk Grove City and Police Department websites. Consultant will be responsible for maintaining and updating www.elkgrovecity.org and www.elkgrovepd.org; including but not limited to *art/graphics production, information and editorial content*.
- ☐ Consultant will be responsible for the on-going operation of www.elkgrovecity.org and www.elkgrovepd.org, including all site maintenance and development of site enhancements. This includes but is not limited to: *Hardware/software maintenance, fixing broken links within 24 hours of notification, responds to user technical support questions, researches/integrates new developments for the site, documents program errors and serious technical problems and works with system engineers to fix the problems in a timely manner*.
- ☐ Provides fresh, innovative editorial content that is updated on a regular basis; keeps an archive of previous articles and editorial information. This includes updating the community calendar, press releases, home page, City Council page, department pages, community links, and contact pages.
- ☐ Consultant must be well-informed and possess well-rounded knowledge of the Elk Grove community (up-to-date with city policies, procedures, structure, city council, agenda minutes, meetings, etc.).
- ☐ Consultant must post information on website within 60 minutes of notice.

- ☐ Consultant must provide website visitors with consistent and intuitive navigation tools throughout all pages of each website.
- ☐ Website tools must meet ADA standards for accessible navigation on both city websites.
- ☐ Consultant must be available 24/7 for on-call service and must be available 24/7 in emergency situations.
- ☐ Consultant will be responsible for ensuring that www.elkgrovecity.org and www.elkgrovepd.org continue to meet the needs of the citizens of Elk Grove and the goals of the Elk Grove City Council.
- ☐ Consultant changes content on the website according to seasons/events (both editorial content and photographs) and keeps website, including community calendar, fresh and updated on a daily basis.
- ☐ Demonstrates creativity and design capability.
- ☐ Consultant must be familiar with, and know how to operate, the services of: GovDocs delivery, streaming archived broadcasts of City Council and Planning Commission meetings, MP3/MP4 services, search engines and any other service outlined in the scope of work.
- ☐ Experience working with government agency and related projects in similar scope.
- ☐ Monitors website for up-to-date information/draws a monthly red flag report on outdated web pages; brings report to the designated department head, and updates the webpage with updated information.
- ☐ Enhances site promotion through search engine optimization and implements Real Simple Syndication Feeds (RSS Feeds).
- ☐ Has a reliable back-up system in place in case of weather conditions, emergency and/or sick/vacation leave.
- ☐ Provides quarterly reports of URL and webpage statistics to monitor website traffic (tracks hits per webpage).

ATTACHMENTS

Attachment A: Evaluation and Selection Criteria:

Select members of the City Staff shall review and evaluate all proposals. The evaluation criteria for the award of the contract will be weighted as follows. A score of one (1) through ten (10) will be assessed in each category, and then weighted according to the following criteria.

- ☐ Meets listed qualifications necessary to successfully perform the work outlined in the RFP (50%)
- ☐ Has extensive knowledge of the City of Elk Grove and Elk Grove community (up-to-date with city policies, procedures, structure, council, agenda minutes, meetings, etc.) (20%)
- ☐ Offers competitive rates, including any sub consultants or any other services. (10%)
- ☐ Overall experience and understanding of content management, web design, web maintenance, and hosting. (20%)