City of Newport

Request for Proposal: Website Redesign

Issue Date: July 19, 2021

Due Date: August 26, 2021

Selection Date For Interviews: As Early As September 16, 2021

Introduction

The City of Newport invites qualified vendors to submit Website Redesign proposals. The deadline for RFP responses is **Tuesday, August 26, 2021 at 3:00 p.m. CST**.

Proposals can be emailed to Assistant to the City Administrator Travis Brierley, tbrierley@newportmn.com. Please submit a PDF and include "Website Redesign- [vendor]" in the subject line. If a vendor uses email as their only submission, it is the responsibility of the vendor to verify that the email was received.

Proposals can also be mailed to:
City of Newport
Attn: Travis Brierley, Assistant to the City Administrator
596 7th Ave
Newport, MN 55055

Late proposals will not be considered.

The City of Newport reserves the right to reject any or all proposals, to compare the relative merits of the respective responses, and to choose a vendor, which in the opinion of the City, will be serve the interests of the City.

During the evaluation process, the City reserves the right to request additional information or clarifications from those submitting proposals and to allow corrections of errors or omissions.

About the City of Newport

Newport is a river community with a small-town atmosphere and charm, but with a progressive attitude towards change to make it an even more desirable place to live, work, and conduct business.

Newport has a population of approximately 3,700 residents spread over an area of four-square miles. Strategically located in the southeastern corner of the Metro Area. Newport has convenient access to Interstate 494 and Highway 61 and is just minutes from downtown St. Paul, MSP International Airport, and the Mall of America.

Newport is primarily a residential community, boasting over 140 acres of parkland, beautiful bluff lands along the Mississippi River, and great historical pride. The City is committed to preserving open space and sustaining the quality of life our residents have come to expect and enjoy.

Project Background

The City has heard that the current website is outdated, lacks quality search functionality and is not mobile responsive. Residents, elected officials and staff have also commented on the difficulties to navigate the website.

The last significant update or redesign of the website was in the 2000's. The software backbone is Adobe Contribute which has not been supported since 2012. The age of the website has caused difficulties with updates to the website by staff and limited abilities to maintain outward communication with current and prospective residents.

Project Scope

Our goal is to meet the emerging needs of our citizens by providing a website that:

- Provides citizens and visitors with information about the City of Newport and the services we provide
- Has a consistent look and feel on all pages in regard to fonts, graphics and color schemes
- Easy to maintain for administrators and content creators
- Easy to navigate and find information regardless of the device they are using
- Boosts resident satisfaction
- Improves the digital profile of the City of Newport

At a minimum, the vendor will deliver to the City of Newport a new, fully functioning CMS (Content Management System) which meets the following requirements:

1. Responsive Design
   Our new website should be usable on any and all devices including phones, tablets and PCs.

2. Interactive Calendar
   Help site visitors stay informed on upcoming local events, meetings, and activities. A searchable calendar that automatically removes outdated information is ideal.

3. Site Search
   Extend our site's usability by allowing users to skip directly to the information they need. Search tools should allow users to locate information anywhere on our site by searching for keywords in all pages and documents.

4. Online Forms
   Give staff the ability to create forms and applications online. Allow residents to submit City Code compliance complaints, odor reports, and general inquiries. Each item will have various email recipients.

5. Unique, Consistent Design

The newly designed website should be as unique as our community. The look and feel of the website should represent our brand, be simple and consistent, yet engaging.

6. Citizen Photo Submit Page

A separate page on the City's website for residents to submit photos of the community. These photos would need to have city staff approval prior to being published on the website without staff needing to format the page to accept the submitted photos.

7. E-Notification

Keep our community well-informed on important notices with automatic emails/texts. Ideally users can subscribe to specific areas of interest and modify those settings online 24/7.

8. Intuitive Navigation

The City of Newport website has a lot of information. The new navigation should help users locate information quickly by directing visitors through logical information patterns. Categorizing information through multiple paths will also help visitors locate information even when they are unfamiliar with the specific roles and objectives of various departments.

9. ADA Compliance

Our new website design should comply with WCAG 2.0 and Section 508 of the Rehabilitation Act. We want to make sure that all users, including those with disabilities, have a pleasant user experience.

10. Department Subsites

Option to give some of our departments a subsite that would allow them flexibility in design, color schemes and page templates. Department managers must have permissions to edit their pages as required in addition to permissions for communications staff to edit any and all pages.

11. Easy Access

Provide quick access to frequently requested information in the header or footer of each page. From contact information to documents, e-payments to e-notifications, determine which pages our visitors use most and provide links in multiple, convenient locations throughout the site. City staff must be able to access and modify the website from remote locations.

12. Streaming Video

Provide the ability to stream city meetings on the website. Current meetings are streamed via YouTube and managed by the South Washington County Cable Television Commission.

13. Front Page Information Center

Our homepage is the perfect place for a quick glance at the latest news, events, and items of community interest. While it's important not to overload visitors with a cluttered mess of information, it is expected that our home page will contain more than a pretty picture. At the very least, plan for current news, upcoming calendar items, and direct links to some of the site's information hot spots. Information should be easily accessed using a slide show type format.

14. Social Media Integration and Management

Ability to cross-post content from the CMS to the City's social media accounts, link to social media pages, and display social media feeds on webpages. The City has 2 main Facebook accounts and up to 2 secondary accounts.

15. E Newsletter Tool

Website should have an E newsletter tool that could replace the need to email and/or mail quarterly newsletters to residents.

16. Employee Intranet

Employees would have the ability to log in to a protected section of the City website to access internal information, download forms, etc.

17. Online Job Posting

Allow visitors to fill out job applications and submit attachments directly from website and filter available job postings by category, type of position, posting date, etc.

Website Technology and Security

- The new website should support mobile and desktop versions of Google Chrome, Safari, Internet Explorer, Microsoft Edge and Firefox.
- It should be protected against cyber-attacks including Distributed Denial of Service (DDos).
- Being hosted in a certified data center would be ideal, with multiple layers of security and redundant internet service providers to provide minimal down time in the event of an outage.

Project Timeline and Support

- Timeline / schedule based on a goal completion date which shall be included in the response of the RFP. Minimum deadline for a fully operational website is April 2022.
- Process used to determine design needs should include various data collecting methods including stakeholder survey, site analytics, usability testing and heat mapping.
- Selected vendors shall attend at least one City Council meeting and provide a demonstration of a sample site to obtain feedback from Council Members, staff, and residents prior to the award of a contract.
- The selected vendor should be comprised of a project manager supported by staff design professionals and experienced local government users.
- Following the completion of the project, we are looking for a vendor who will be committed to ongoing live support, regular maintenance and updating of the CMS to keep software up-to date. Describe type and number of trainings, and support services included in the RFP cost.

Please provide three (3) Minnesota city references and links to their websites.

Cost

Please layout a total cost summary that would include upfront cost and possible yearly cost. This would include:

- Design and implementation
- Hosting and security services
- Migration of existing site
- Ongoing fees such as support, licenses and maintenance
- Any cost associated with upgrading the CMS
- Training

NEGOTIATIONS AND EXECUTION OF CONTRACT

The draft contract shall be submitted to the City as part of the RFP response. The City reserves the right to negotiate all terms and conditions of the contract. In the event the City and the proposer are unable to agree upon all contract provisions, the City reserves the right to cease negotiations, reject the proposer's proposal, and proceed to negotiate with the next selected proposer.

DATA PRACTICES

It shall be understood that all proposals, responses, inquiries, or correspondence relating to or in reference to this request for proposals, and all reports, charts and proposal or referencing information submitted, shall become the property of the City, and will not be returned. The City is subject to the Minnesota Government Data Practices Act, Minnesota Statute Chapter 13, and all information submitted is public unless classified by statute, or temporary classification or federal law as nonpublic or protected nonpublic, or with respect to data on individuals, as private or confidential.