

CITY OF SANTA CRUZ
REQUEST FOR PROPOSAL
DESIGN OF CITY WEBSITE

SCOPE OF SERVICES

The City of Santa Cruz ("City") is soliciting a Request For Proposal from qualified professionals who can provide **comprehensive website design services including the implementation of a content management system in support of the website.**

The City's goal is to replace the current website with an effective new website that is easy to navigate, user friendly, informative and provides e-government capabilities for a variety of City services. The City wishes to provide an interactive website that serves the current and future needs of the community while improving efficiencies and saving resources.

The proposed website should have a unified and consistent format, meet ADA accessibility requirements, provide content management tools that will allow departmental control of content, GIS access, a multi-layered calendar, photo gallery, site map, site search tool and position the City for future enhancements.

The City of Santa Cruz is located in Santa Cruz County and serves an area of 12 square miles. The population of the City is approximately 57,000. The City's fiscal year begins on July 1 and ends on June 30. The City was incorporated in 1866 as a charter city and operates under the Council/Manager form of government. The seven members of the City Council are elected at-large and serve four-year staggered terms with the office of Mayor being rotated annually among the Council Members. The Council meets regularly on the second and fourth Tuesday of each month. The City is organized into the following departments:

- City Clerk
- City Manager
- Economic Development
- Finance
- Fire
- Human Resources
- Information Technology
- Library
- Parks and Recreation
- Planning and Community Development
- Police
- Public Works
- Water

Contact

If you have any questions concerning these specifications, please contact:

Cathlin Atchison
City Manager's Office
City of Santa Cruz
809 Center Street
Santa Cruz, CA 95060

831 420-5086
catchison@ci.santa-cruz.ca.us

Proposal Deadline

The deadline for receiving proposals is 4:00 p.m. on **March 3, 2008**. Vendors shall deliver two (2) hardcopy sets, one (1) unbound original and one (1) electronic version on CD-ROM or DVD-ROM of the proposal to the City of Santa Cruz City Manager's Office, 809 Center Street, Room #10 Santa Cruz, CA 95060.

Award of Contract

Award shall be made to the responsive and responsible offeror whose proposal most effectively meets the City's requirements at the best cost according to criteria designated in this solicitation.

Organization of this Document

The Request For Proposal (RFP) is organized in these sections:

1. **Specifications:** Identifies key requirements, describes firm's and City's responsibilities in the execution and fulfillment of the contract.
2. **Process Instructions:** Describes the required format for firm proposals and presents administrative information on the conduct of the RFP process.
3. **Terms and Conditions:** Provides standard terms and conditions of the contract.
4. **Proposal Instructions:** Provides instructions for proposal submission.
5. **Questionnaire:** Provides a common structure for firm proposals.

SECTION 1: SPECIFICATIONS

Responsibilities of Vendor

The firm shall provide the following professional services which are more fully addressed in Exhibit A:

Task One: Artistic Redesign of the City's Internet and Intranet Portals

The vendor shall create a new artistically designed website for the City of Santa Cruz for both the Internet (publicly available) and Intranet (City LAN accessible only) portals. These websites shall replace the current websites.

Functionally, the new design shall:

- A. Be easy to navigate
- B. Have a unified and consistent format
- C. Allow for integration of, and compatibility for, existing and future e-government capabilities for a variety of City services
- D. Meet ADA accessibility requirements as per section 508 of the Rehabilitation Act
- E. Use content that is database driven and editable via a content management system (CMS) as defined in Task Two below
- F. Function within the Information Technology (IT) systems environment and requirements as defined in Exhibit B.

Deliverable for Task One *Complete web-based (i.e., HTML, DHTML, XHTML, XML, etc) templates, including images, graphics, and client-side code (e.g., Javascript/AJAX), showing the new graphic layout and artistic design of both the Internet and Intranet Portal sites. Such templates will be incorporated into the CMS as defined in Task Two below.*

Task Two: Content Management System

The vendor shall coordinate with City staff for the implementation of a Content Management System (CMS) in support of the newly designed Internet and Intranet portals as defined in **Task One**.

Task Two - A: Selection of a Content Management System

Based on the IT systems environment requirements as defined in Exhibit B assist the City with the selection of an enterprise-class CMS. In addition to these requirements, the CMS shall provide the ability to:

- A. Easily update content without the need for staff to understand programming or markup languages;
- B. Index content and supply search functionality for data lookups;
- C. Be supportable under maintenance contracts and defined terms of service;
- D. Have a history of successful use by other organizations.

Deliverable for Task Two - A: *A written report evaluating the City's content management needs, concluding with a single recommendation for the CMS to be obtained and used with the new redesigned portals. Hardware requirements are to be included in the recommendation.*

Task Two - B: Installation and Implementation of CMS

In cooperation with City Information Technology (IT) Department, the vendor shall install the CMS software onto City servers, and configure the software up through and including functional testing of the product.. Templates and graphics developed in **Task One** shall be included in this implementation. The vendor shall as well assist the IT department with deployment services that may optionally include database setup, client software, security settings, etc.

Deliverable for Task Two - B: *Successful completion of the installation and implementation of the CMS into the City of Santa Cruz IT systems environment. The CMS shall contain the templates and graphics developed in Task One, and be available for the entry of new content into both the Internet and Intranet portal sites.*

Task Two - C: Integration of existing portal content into CMS

In cooperation with City project coordinators, the vendor shall integrate data from the existing Internet and Intranet portals into the CMS. The vendor shall ensure this data is both fully accessible and complete from public (for the Internet) and private (for the City) web browsers using the new templates and graphics designed in **Task One**. The website shall be fully searchable from a public or private web browser using the tools afforded in the CMS.

Deliverable for Task Two - C: *Successful integration of data from the existing Internet and Intranet portals to the CMS, whereby the websites are made ready for production both publicly and privately.*

Task Two - D: Staff training with the new CMS

The vendor shall train staff in several City departments who are responsible to maintain the content on the City's Internet and Intranet portal websites. The training curriculum, schedule, and methods shall be agreed upon between the vendor and City following the selection of the CMS. The focus of the training shall include technical support of the CMS (for the IT Department).

Deliverable for Task Two - D: *Successful completion of training sessions for City staff and provision of training materials to City staff that will enable them to manage the Internet and Intranet portal websites with the CMS.*

Task Three: Development of new portal functionality

The vendor shall develop the following website features for the defined portal(s), and make allowance for such features to be managed with the CMS:

- A. Internet (public) Portal**
 - i. Photo Gallery
 - ii. Public Events Calendar
 - iii. Survey Forms
 - iv. Email Updates (listserver)
- B. Intranet Portal**
 - i. GIS Integration

Deliverable for Task Three: *The successful development and implementation of these features within the respective portals, including the ability to manage the content of these features using the CMS.*

Task Four: Integration of existing applications with e-government web components

The City currently uses commercial software that includes modules for public e-government services. For this task, the vendor shall provide consulting, development, and implementation services to allow the specified e-government modules listed below to both function and appear visually consistent within the newly designed Internet portal and CMS. The vendor will agree to work in conjunction with representatives of the City and commercial software manufacturers on issues affecting design, performance, and security of the affected software products.

- A. SIRE (document management system)
- B. CLASS (class registration, facility booking and online credit card payment)
- C. EDC (parking citation information and credit card payment)
- D. Utility billing account information and credit card payment
- E. Human Resources on-line applications

Deliverable for Task Four: *Successful integration of the listed e-government modules within the newly designed web portals and CMS, along with their visual appearance complementing the new artistic design.*

Task Five: Ongoing Support, Maintenance, and Services

For the specific work completed in the Tasks described above, the vendor will provide a one-year maintenance contract in support of this work.

Deliverable for Task Five: *A renewable one-year maintenance contract for the work completed.*

Ownership

The Internet and Intranet portal websites, as well as the CMS, will be hosted onsite. All deliverables by the vendor shall become the property of the City of Santa Cruz.

Responsibilities of Vendor shall also include the following professional services in conjunction with the scope of work:

- Project management and a project plan that oversees and addresses all tasks to be completed by the vendor and the City.
- Opportunity for ongoing maintenance, problem solving and upgrades
- Name and resume of the vendor's project manager who will be overseeing all aspects of the project.

Responsibilities of City

- The City shall provide the vendor access to the current website and supporting information.
- The City will provide opportunity for vendor to meet with staff to define various department requirements.

Minimum Requirements

To be considered, interested firms and individuals must satisfy the following requirements:

- Be a company licensed in the State of California
- Have five (5) years or more successful experience in government website development
- Demonstrated experience with content management and e-government systems
- Provide a sample home page for the City of Santa Cruz
- Submit sample government websites created by vendor – note sites that include a high level of complexity or interaction and an explanation of those features.

SECTION 2: PROCESS INSTRUCTIONS

Format and Content

Vendors are invited to respond to these specifications. Responses shall be in the form of a proposal for web design and installation services including content management tools which the firm proposes to offer to the City of Santa Cruz. A large part of the proposal should be devoted to answering the questions in the order posed in Section 5.

Proposals should be organized as follows:

1. **Letter of Transmittal:** Vendor shall submit a one-page letter of transmittal describing the main features of the proposal.
2. **Fee Schedule**
3. **Vendor Responses:** Answers to the questions presented in Section 5 shall be complete and unequivocal in nature. Responses to Features Requirements (Exhibit A) shall indicate if the feature is included in the proposal and a brief discussion on how this requirement will be met.

Non-Response to RFP

In the event your firm decides not to submit a proposal, please return Section 4 of the RFP. It would be helpful if you indicated why your firm did not wish to submit a proposal. Failure to respond in any way to this RFP will result in the removal of your firm's name from the bid list.

Collusive or Sham Proposals

No person, firm, or corporation shall make or file or be interested in more than one proposal for the same work, except so far as alternate proposals may be called for. Nor shall any person, firm, or corporation submit a collusive or sham proposal, per se, directly or indirectly, to induce any other firm to submit such a proposal, or to refrain from responding, or seek in any way to fix the price, or any portion of the proposed price, in order to secure an advantage against the owner or any person interested in a proposed contract. However, a person, firm, or corporation submitting a sub-proposal to a bidder or quoting prices on materials for a bidder, is not hereby disqualified from submitting sub-proposals or quoting prices to other bidders.

Selection Procedure

The selection of the firm for this project will be based on the firm's qualifications as presented in its proposal, overall price, the experience and success of the firm in completing similar projects, and the firm's ability to provide the services requested. A screening committee will review the proposals. The proposals will be evaluated and ranked in accordance with the evaluation criteria described below.

Criteria

	<u>Weight</u>
1. Vendor's qualifications, municipal government website and e-government experience and references including response to Exhibit A Features Requirements	50%
2. Timeframe for completion	10%
3. Price	30%
4. Overall quality and clarity of proposal	10%

Discussions **may** be conducted with the most qualified bidders for the purpose of clarification to assure full understanding of, and conformance to, the solicitation requirements. Revisions **may** be permitted after submissions, and prior to award, for the purpose of obtaining best and final offers. The committee will rank the semi-finalists and will be responsible for negotiating a firm contract price with the highest ranked respondent. If no agreement can be reached, negotiations may begin with the next ranked respondent.

SECTION 3: TERMS AND CONDITIONS

Insurance

*The **successful firm only** will be required to submit a certificate of insurance before commencement of work.*

1. Without limiting the foregoing in any way, firm shall carry standard form Commercial General Liability Insurance and Commercial Automobile Liability Insurance acceptable to the City in an amount not less than One Million Dollars per occurrence combined single limit Bodily Injury and Property Damage coverage.
2. Vendor shall obtain and maintain, during the life of the agreement, Workers' Compensation Insurance, covering all of its employees on the project with a firm satisfactory to City. Vendor shall be responsible for the insurance coverage as herein provided of all employees of said firm.
3. For all insurance provided above, policies shall provide that the same cannot be canceled except upon thirty days' written notice to City.
4. Except for Workers' Compensation, all insurance provided above shall name the City of Santa Cruz, its officers, agents and employees as an additional insured and shall include cross liability in favor of the City, its officers, agents and employees.
5. A certificate of insurance shall be furnished to the City as evidence of the above coverages and conditions prior to the commencement of work. Any statements that relieve the insurance company from liability if notice of cancellation is not sent are not acceptable.
6. Vendor agrees to provide City at or before the effective date of this contract with a certificate of insurance of the coverage required. The certificate shall be sent to Risk Manager, 809 Center Street, Room 7, Santa Cruz, California, 95060.

Indemnification

Proposer agrees to indemnify, defend, and hold harmless the City, its officers, agents and employees, from and against any and all claims, demands, actions, damages, or judgments, including associated costs of investigation and defense arising in any manner from proposer's negligence, recklessness, or willful misconduct in the performance of this agreement.

Assignment

The firm shall under no circumstances assign the agreement without the written permission of the City of Santa Cruz.

Safety

Vendor shall conform to the rules and regulations pertaining to safety established by the California Division of Industrial Safety. Furnished equipment, materials, and services shall comply with all OSHA standards and regulations, and all applicable governmental laws and orders. Vendor shall provide proof of compliance, if requested by the City.

Acceptance

Website design and content management tools may not be accepted until satisfactory completion of a mutually agreed-upon test for each section of the site or module. Vendors are asked to propose an appropriate plan and schedule for acceptance testing.

Payment

The City issues payment to the firm approximately thirty days after receipt of the services and the correct original invoice, whichever arrives last.

All invoices must contain the proper pricing as specified by the bidder in this request. In addition, all invoices must include the appropriate purchase order number. Invoices not including the proper purchase order number may experience delayed payment.

The City reserves the right to audit vendor's records when deemed necessary to verify correct pricing.

Civil Rights Compliance/Equal Opportunity Assurance

Every vendor of materials and services and all firms doing business with the City of Santa Cruz shall be in compliance with the applicable provisions of the Americans with Disabilities Act of 1990, and shall be an equal opportunity employer as defined by Title VII of the Civil Rights Act of 1964 and including the California Fair Employment and Housing Act of 1980. As such, firm shall not discriminate against any person on the basis of race, religious creed, color, national origin, ancestry, disability, medical condition, marital status, age, or sex with respect to hiring, application for employment, tenure or terms and conditions of employment. In addition, the City of Santa Cruz, as defined in Resolution NS-20,137 and Ordinance 92-11, further prohibits discrimination on the basis of sexual orientation, height, weight and physical characteristics. Vendors agree to abide by all of the foregoing statutes, regulations, ordinances and resolutions.

MacBride Principles and the Peace Charter

The City Council of the City of Santa Cruz approved Resolution No. NS-19,378 on the 24th day of July 1990, endorsing the MacBride Principles and Peace Charter and encourages all companies doing business in Northern Ireland to abide by the MacBride Principles and Peace Charter.

1/30/08

SECTION 4: PROPOSAL RESPONSE SHEET**1. Number of Copies**

Submit **one** original and **2** hardcopies, **one** unbound original and **one** electronic version on CD - ROM or DVD-ROM of proposal. Each copy must include:

- a) This proposal page,
- b) Letter of transmittal,
- c) Answers to all questions in Section 5.

2. Proposal Response Sheet

The undersigned, upon acceptance, agrees to furnish the following in accordance with terms and conditions as per City of Santa Cruz "Request for Proposal for Web Design" dated **March 3, 2008**.

Name of Your Organization: _____

Address: _____

Telephone Number: _____

Fax Number: _____

E-mail address: _____

Signature of Authorized Representative: _____

Printed Name of Authorized Representative: _____

3. Due Date

All proposals shall be delivered to the Purchasing Division by 4:00 pm on **March 3, 2008**

4. Proposal Submission

Mail proposals to:

City of Santa Cruz
City Manager's Office
809 Center Street, Room 10
Santa Cruz, CA 95060

SECTION 5: QUESTIONNAIRE

Answer all of the following questions. Any omission may be cause for rejection of proposal. Answers should be complete and in the order presented. A simple "yes" or "no" answer is not adequate.

1. Qualifications, experience and references

- a. Describe company background and qualifications, including year firm was established.
- b. Provide background of personnel who will be assigned to provide this service to the City and the names of any potential subcontractors.
- c. Describe experience for other public agencies including a list of government websites that your firm has created (indicate % of final website product produced by your company).
- d. Provide the location of office which will be performing work for City of Santa Cruz.
- e. Provide the names of three clients for whom your firm currently provides the same scope of services or has provided within the last three (3) years. Include the name of the firm, the name of a contact person, and the phone number.

2. Proposed work plan

- a. Clearly define all work your firm proposes to do for the City. Include a list of deliverables and a work project schedule including estimates of the time required working with City department representatives. Clearly define all work that City staff must perform during this contract. Clearly define any additional hardware requirements of your proposal. You may use Exhibit A as a basis for this plan.

3. Pricing

- a. Provide complete pricing for all services described in work plan.
- b. Describe under what circumstances the prices quoted could change.
- c. Provide costs of ongoing maintenance if any, application enhancements, upgrades and additions, problem resolution and additional training.