

REQUEST FOR PROPOSALS

CITY OF JEROME, ID EXTERNAL WEB SITE

CONTACT: KATHERINE MARKUS, IS MANAGER
152 EAST AVENUE A
JEROME, IDAHO 83338

TELEPHONE: (208) 324-8189 EX. 141
FAX: (208) 324-8204
KMARKUS@CI.JEROME.ID.US

STATEMENT OF PURPOSE

The City of Jerome, Idaho is requesting proposals for the purpose of selecting a highly qualified, innovative, creative, and motivated agent or agency to create a WEB site for the City of Jerome, ID. The City of Jerome reserves the right to reject any proposal in its entirety, or any part of a proposal, when said action is deemed to be in the best interest of the City.

The final award will not be based solely on price, but a combination of factors.

SUBMITTAL DEADLINE

Proposals shall be delivered or mailed in a sealed envelope identified with the term "External WEB Site Proposal". Ten (10) copies of the proposal are required. Proposals shall be marked to the attention of Katherine Markus at the above address. The proposal must be signed in the name of the agency and must bear the signature of a person authorized to sign the proposal.

The deadline for receipt is January 4, 2010 at 3:00 pm.

REQUEST FOR PROPOSALS (RFP) PROCESS

1. Intent. The intent of this RFP is to select one agent or agency to provide an External WEB Site to the City of Jerome. However, the City of Jerome may also elect to enter into an agreement with any other agent, agency, or institution for any or all services.
2. Proposed costs. Please record all fees, charges and costs to the city.
3. No Proposal. If a service requirement cannot be met, then the term "No Proposal" should be entered for that specific requirement. In such case, the agent or agency is encouraged to offer an alternative service.
4. Public Information. All proposals submitted and information included therein or attached thereto shall become public records upon their delivery to the City of Jerome.
5. RFP Calendar. The tentative timetable is as follows:
 - a. The Request for Proposal will be released on December 7, 2009.
 - b. The deadline for receipt is Monday, January 4, 2010, at 3:00 pm.
 - c. Evaluation of proposals will commence January 7, 2009. The "Employee Web Site Committee" will review the proposals. Based upon an initial review, agents or agencies may be invited to make presentations.
 - d. The City of Jerome reserves the right to reject any and all proposals to best serve its interests, to hold the proposals for ninety (90) days before rendering a decision, to waive any and all informalities or immaterial irregularities and to request clarification of minor and non-substantial items. Acceptance of a response from an agent or agency does not place the City of Jerome under any obligation to accept the lowest priced response.
 - e. Presentations to the City could tentatively be scheduled as early as the week of January 9th. Agents or agencies will be asked to make presentations on the basis of invitation by the City.
 - f. A decision to award the agent or agency will be made in early mid to late January 2010.
 - g. The completed project is expected March 31, 2010.
 - h. All the above timelines are subject to change without notice.

EVALUATION CRITERIA:

6. Evaluation criteria. Proposals will be evaluated by the following criteria (in random order):

- a. Cost to the city.
- b. Experience with similar municipal sites.
- c. Ability to meet all requirements of this RFP.
- d. Creative solutions that address our needs.
- e. References.
- f. Ability to meet the below desired features and functionality:

DESIGN
Creative design
Photos and collages
Consistent look and feel with department identity
Allows for future redesign without complete overhaul
ADA compliant
Drop-down menus
Fully translated Spanish pages
Crawling restricted design
SSL 3.0 or TLS 1.0
Visit tracking
Link to existing FTP site
Work efficiently with Dial-Up/fast loading web pages
Backwards compatible
Compatible with multiple browsers
NAVIGATION
Organized by department, topic and/or target users
Action-based navigation (“I Want To...” or “How Do I...”)
Single-source publishing (a change in one place is automatically updated throughout the site)
Web Site Map of Menus
Navigation cookie crumbs
Links to other bill pay sites (like Idaho Power, CableOne, Qwest, and other city utilities)
Department based links to other agencies (only to public agencies or non-profit)
Master links page with all site links and descriptions
CONTENT MANAGEMENT
All staff can add and update content through browser-based forms, but additions must be approved before being posted
City owns source code
WYSIWIG text editor
Automatic image resizing for photos
Copyright and watermark designated pictures
Email address masking (to protect staff from spammers)
Documents in PDF and Word Format
Page for Economic development including tax rates, zoning and

municipal code, design review process
Page recognizing military(Request form to be added to page)
Page with relocation Info
Page for finance reporting (PDF docs from Caselle linked)
Page for Comp and Strategic Plan
Page for policy documents
Page to link to local news, media and weather
Page to show performance measures for all departments
INTERACTIVE COMPONENTS
Calendar with city events
Document center
E-Notification of updates by page
Community directory
Form/survey tool (with voting limited to one per visitor)
Image library
Job postings including all existing job descriptions
Application online
News and newsletter links with links to Blog, Facebook, Twitter and other social media
Site search
Staff directory/contacts
RPF posted and bids accepted
Historical information and trivia
Youth citizens page
Children's interactive page (not high priority)
Reservation of facilities request forms
Accept any type of payment or donation
THIRD-PARTY TOOLS
Registration
Permitting
Service requests
Streaming video
Online Payments
Police Online Reporting
Must include existing Jerome Video Tourbook
Other Considerations
Include all content that is current from the existing site www.ci.jerome.id.us

TERMS AND CONDITIONS

7. Termination. The City of Jerome has the right to:
 - a. Reject any or all proposals, waive any irregularities or informalities and select the best proposal in the opinion of the City of Jerome.
 - b. Require separate listings of exception to proposal specifications, or the exceptions will be invalid.
 - c. Reject unauthorized modifications of proposal specifications, forms or terms.
8. Familiarity: Agents or agencies shall thoroughly examine and be familiar with these specifications. The failure or omissions of any agent or agency to receive or examine these documents shall in no way relieve any agent or agency of obligations with respect to this request for proposal. All calculations, including footing and extensions, should be double checked for mathematical accuracy. The submission of a proposal shall be taken as prima face evidence of compliance with this paragraph.

QUALIFYING REQUIREMENTS

9. Primary Location. State the location of the main office of the agent or agency. Include other contact information such as mailing address, email address, phone and FAX numbers.
10. Service Location. State the location of the office which will service this account. Include other contact information such as mailing address, email address, phone and FAX numbers.
11. Partners and subcontractors. Please list the locations of all partners and subcontractors. Include other contact information such as mailing address, email address, phone and FAX numbers.
12. Account Representative. List the personnel assigned to this account, starting with the primary contact for the city. Include other contact information such as mailing address, email address, phone and FAX numbers.
13. Equal Opportunity - Affirmative Action. The successful agent or agency shall comply in all aspects with the Equal Opportunity Act. Each agency with more than fifteen (15) or more employees shall be required to have an Affirmative Action Plan which declares that the contractor does not discriminate on the basis of race, color, religion, sex, national origin or

age, and which specifies goals and target dates to assure the implementation of equal employment. Each contractor with fewer than fifteen employees shall be required to have a written equal opportunity policy statement declaring that it does not discriminate on the basis of race, color, religion, sex, national origin or age. Findings of non-compliance with applicable State and Federal equal opportunity laws and regulations could be sufficient reason for revocation or cancellation of this contract.

14. Other Municipal Clients. Please furnish up to 5 references from other municipal clients.
15. Other References. Please furnish up to 3 other references, non-municipal.

Creative Solutions

16. Creative Solutions. This is the section of the RFP where you can apply your experience, knowledge of municipal organizations, and creative energy. Please propose additional ideas, programs and concepts for the City to consider.