



OFFICE OF CITY COUNCIL
CITY OF CLEVELAND

MARTIN J. SWEENEY
COUNCIL PRESIDENT

PATRICIA J. BRITT
CLERK OF COUNCIL

January 25, 2011

- REQUEST FOR PROPOSALS -

**PROFESSIONAL SERVICES FOR UPDATING THE CITY COUNCIL
WEBSITE, INCLUDING SOFTWARE SOLUTION, DESIGN, AND
CREATING A CITY COUNCIL INTRANET**

**PROPOSAL DUE DATE/TIME:
Friday, February 25, 2011/4:00 P.M. (EST)**

CLEVELAND CITY COUNCIL (hereinafter referred to as “Council”), through the Clerk of Council (hereinafter referred to as “Clerk”), requests responses from qualified parties to provide a software solution and professional services necessary to update, customize, and implement the City Council Website, and to create a City Council Intranet site.

The Council is the legislative branch of the municipal government of the City of Cleveland. The Office of City Council is comprised of 60 employees, including 19 Councilmembers and their Executive Assistants. The remaining staff is responsible for implementation of the legislative process, policy research, communications, and other administrative and support functions for Councilmembers.

Cleveland City Councilmembers are each elected from a ward, or district, of about 23,000 residents. Councilmembers select the President of Council, a Councilmember who also functions as Council’s CEO; and the Clerk of Council, who functions as the chief operating and administrative officer of the Council.

More information about Cleveland City Council can be found at www.clevelandcitycouncil.org.

1. REQUESTED SCOPE OF PROFESSIONAL SERVICES

Objectives

The Council is looking for a software provider and/or vendor-authorized consulting partner (hereinafter referred to as "Consultant") to configure, implement, develop, and train core users for the City Council Website and a City Council intranet site. In addition to providing technical assistance, the selected Consultant must be qualified to consult with the Clerk of Council and her designees on future phases of product implementation in the areas of technology, subject matter and process.

Consultant Requirements and Deliverables

The Clerk will require the selected Consultant to provide planning, program management, and implementation services. The selected Consultant shall perform or provide:

- Configure the software for implementation;
- Implement and train core users and provide ongoing technical support for software implementation during the first six to twelve months of implementation;
- Work collaboratively and advise the Clerk on a set of completed policies and procedures to be followed by staff who are approved users of the City Council Website and intranet;
- Recommend tools the Clerk should employ to provide maximum security for City Council Website and intranet;
- Develop a plan of preventive maintenance to minimize the impact of a major disruption to the website and intranet, and provide guidance on the development of policies and procedures for ongoing maintenance and upgrades;
- Propose software requirements that comply with Council's network strategy, and be aligned with other City Council and City of Cleveland strategic information technology goals or priorities;
- Perform any other IT components as requested by the Clerk to ensure the quality and completeness of the software solution's implementation.
- Submit weekly reports to the Clerk throughout the duration of the project.

2. BASIS FOR AWARD

The Clerk will evaluate all proposals submitted based on the information provided by each proposal and the information in this RFP. The Clerk reserves the right to award a professional services contract to the proposal deemed by her to be the best solution, or not to award a contract if no proposal adequately fits the needs of Council. The Clerk will negotiate a professional services contract with the selected Consultant, with a "not to exceed" contract amount for the provision of services as outlined in this RFP and the selected consultant's proposal. The selected Consultant will be required to complete and submit the City of Cleveland's Office of Equal Opportunity's Schedule 1 – 4.

Any contract awarded is within the meaning of Chapter 187 of the Codified Ordinances of Cleveland, Ohio 1976. During the term of the Agreement, a Consultant shall comply with all terms, conditions, and requirements imposed on a "contractor" in the Equal Opportunity Clause, Section 187.22(b) of the Codified Ordinances.

3. INQUIRIES

All questions regarding the content of this RFP must be received no later than **4:00 p.m. EST on Friday, February 18, 2011**, and should be directed to:

James Kopniske, Communications Director
Cleveland City Council
601 Lakeside Avenue, East, Room 220
Cleveland, Ohio 44114
Phone: (216) 664-4466
Fax: (216) 664-3837
Email : jkopniske@clevelandcitycouncil.org

Information received from any other person is not considered official or binding. Questions submitted by whatever form will receive responses via e-mail. Oral answers to questions will not be binding.

4. PROPOSAL SUBMISSION

Proposals must be submitted no later than 4:00 p.m. (Eastern Standard Time) on Friday, February 25, 2011. Proposals must be submitted via:

ELECTRONIC MAIL to James Kopniske at jkopniske@clevelandcitycouncil.org; email must include attachments in either Word (.doc/.docx), Excel (.xls/.xlsx), or Adobe (.pdf) file formats; professional services proposal must be in a separate document from fee proposal;

or

U.S. MAIL or DELIVERY to James, Kopniske, Cleveland City Council, City Hall, Room 220, 601 Lakeside Avenue, East, Cleveland, OH 44114; must include a CD/DVD with the electronic version of the proposal in either Word (.doc/.docx), Excel (.xls/.xlsx), or Adobe (.pdf) file formats; may also include printed version of proposal; professional services proposal must be in a separate document from fee proposal.

Proposals will not be accepted via fax.

Any proposal submitted is a public document and is subject to Ohio public record laws.

Any costs incurred to develop a proposal in response to this RFP are solely the responsibility of the Consultant. The Clerk assumes no responsibility and will provide no reimbursement for such costs.

The Clerk reserves the right to accept or reject any or all proposals at her sole discretion in the interest of obtaining the best value proposal. The Clerk reserves the right to request necessary amendments, reject all proposals, reject any proposal, or cancel this RFP, according to the Clerk's and Council's best interest. All information contained within the proposal may become part of the final contract.

The Clerk also reserves the right to waive minor irregularities in proposals, providing such action is in the best interest of the Council. Where the Clerk waives minor irregularities, such waiver will in no way modify the RFP requirements or excuse the Consultant from full compliance with the RFP specifications and other contract requirements if the Consultant is awarded the contract.

5. PROPOSAL FORMAT

Professional Services Proposal must be in a separate document from Fee Proposal. Proposals should include the following components:

Management Letter

The consultant must include a management letter outlining the contents of the response. Include a summary of consultant's prior experience with website and intranet development and implementation as well as with government sector clients. An authorized representative of the firm must sign the cover letter to validate the contents of the response. The letter also must incorporate the following:

- A statement of commitment and an indication of the level of involvement of the consultant.
- A statement that the proposed solution will meet the requirements set forth in the RFP and/or a list of exceptions to the requirements in the RFP. (Note that the Clerk reserves the right to reject any proposal containing such exceptions, or to require modifications before acceptance.)
- A statement indicating whether or not proprietary information has been included in the proposal.
- A statement that the consultant's proposal, including proposed fees, will remain valid for a minimum period of one hundred eighty (180) days after the proposal due date. (Note that the Clerk reserves the right to request that the consultant extend the period during which the proposal will remain valid.)

Executive Summary

The consultant will provide an Executive Summary that condenses and highlights the proposal content (i.e., proposed approach, services to be provided, high-level project management objectives, etc.) and shall include, at minimum, a detailed discussion of the consultant's:

- Understanding of the general requirements of the Council Website and intranet;
- Approach to selecting and customizing the software solution;
- Proposed project organization/structure and high-level implementation plan;
- Approaches for user training and technical assistance; and
- Deliverables to be provided.

The Executive Summary should contain enough information to provide any reviewer with a broad understanding of the entire proposal.

Consultant Background

The consultant must provide the following information:

1. Overview

- a) Consultant name, address, telephone number, e-mail, and contact person
- b) Name and address of parent company (if applicable)
- c) Name, address and phone number of each principal

- d) Year the firm was established and any former consultant names
 - e) Number of years the firm has been in business
 - f) Number of years experience in/with the:
 - Public sector
 - Municipal government sector
 - Website and intranet design and implementation
 - Other related services (specify)
 - Type of company (public or private)
 - g) Financial Statements and/or annual report for past two years
 - h) Number of prior similar projects and three references (preferably municipalities)
2. Consultant Personnel
- a) Total full-time equivalent (FTE) staff
 - b) Full-time personnel the consultant has in each of the following areas:
 - Customer service and support
 - Project management
 - Project implementation and rollout
 - c) Average length of service for project team members
 - d) Estimated number of resources that could be dedicated to the Clerk for the duration of the project
 - e) Number of projects currently being performed or planned for implementation by consultant in 2010-2011
3. Project Completion History
- a) Provide past five-year history of target, completion dates and accuracy of cost estimates for this type of project
4. Pending Litigation and Liquidated Damages
- a) Any pending litigation within the past five years
 - b) Any liquidated damages within the past five years

Subcontractors must also submit the above information.

Consultant Client References

Each Consultant proposing as a Primary Contractor must provide at least three references, which may be contacted concerning the Consultant's performance. Consultant should reference only clients with fully implemented projects. References should have received similar services as those proposed to the Clerk of Council. References should state whether the Consultant's firm was the Primary Contractor, and what specific roles the Consultant had. Original project estimates to execute the project and the corresponding actual final cost to satisfy the project objectives should be included.

Proposed Solution and Professional Services

The Consultant's proposal must provide a comprehensive description of the proposed solution that builds on the high-level overview provided in the Executive Summary of the proposal. The consultant must provide detailed responses to the requirements set forth by the Clerk in this RFP.

Each requirement must be specifically addressed in the proposal or an assumption will be made that the Consultant cannot accomplish the requirement and/or deliverable.

This material must also include a sample of the Consultant's standard Software License and Services agreement(s).

Proposed Project Resources and Staffing

The proposed solution must define the type and level of service and resources the consultant anticipates providing in order to satisfy the Clerk's requirements with respect to implementing the Legislative Management System. At a minimum, the proposed solution must define:

- Expertise required to complete tasks and deliverables
- Resources (consultant and Clerk) that will be responsible for performing tasks
- High Level Task timeline and milestones
- Number of required resources

The proposed project staffing must include all key staff (i.e., those persons dedicated for at least 50% of their time) to be assigned to this project. Exhibits should be included to show all proposed individuals, including their major areas of responsibility during the project, and percent of time to be dedicated to the project.

The resumes of all key personnel proposed for this project must be included. Resumes should highlight each individual's:

- Experience with the consultant
- Experience with projects related to web site design and support
- Experience with projects similar in size and scope to this project
- Experience with public sector projects

Description of experience must include specific responsibilities and number of years.

If project management responsibilities will be assigned to more than one individual during the project, resumes must be provided for each person. Each project referenced in a resume should include the customer name, customer reference (including current telephone number) and dates/duration of the project, as well as a very brief project description.

Subcontracts

If Consultant plans to use Subcontractor(s) for any portion of the project, Subcontractor must submit information included in the Consultant Background section, above.

If Consultant finds, after contract award, the need to use subcontractors, they must receive prior written consent of the Clerk. Subcontracting, if permitted, shall not relieve the Consultant of any of its obligations under the Contract Agreement.

Consultant shall be and remain solely responsible to the Clerk for the acts or faults of any such Subcontractor and of such Subcontractor's officers, agents and employees, each of whom shall for this purpose, be deemed to be an agent or employee of Consultant to the extent of its subcontract. As a prior condition to approval of a Subcontractor, Consultant shall file a copy of the applicable subcontract with the Clerk. Consultant and any Subcontractor shall jointly and

severally agree that the Cleveland City Council is not obligated to pay or to be liable for the payment of any sums due any Subcontractor.

Consultant Local Presence

Please provide information that clearly demonstrates the nature of the Consultant's relationship to Cleveland. Include the following information:

- Is Cleveland the location of the Consultant's principal place of business? Is Cleveland the location of an office or other operations?
- If Consultant has no local office, does the Consultant's firm do business with or partners with or subcontracts with companies located in Cleveland? If so, describe the nature of the Consultant's relationship to those companies, including if Cleveland is the principal location of business of those companies.

Fee Proposal

Fee proposal must be in a separate document from the professional services proposal.

Items in the fee proposal should cover all cost components of the Consultant's professional services proposal, and represent the total cost of the software solution and professional services for development of the City Council Web Site and Intranet meeting the Clerk's stated requirements. The cost of any Subcontractors and/or third party vendors/providers must be included as part of the primary Consultant's fee proposal. Include answers to the following:

- 1) Describe your solutions pricing model.
- 2) How do you price your software in terms of clients?
- 3) Do you offer enterprise pricing?
- 4) In a separate appendix, provide a software cost summary.
- 5) In a separate appendix, provide a cost summary in relation to implementation and other service costs.
- 6) In a separate appendix, provide a training cost summary.
- 7) List any third-party software required; is this software purchased directly from you?
- 8) What types of contracts are required by end users?
- 9) Describe any applicable software maintenance charges.
- 10) What is the expected return-on-investment realized from implementing your solution?

6. THE COUNCIL WEBSITE

Current Status of Council Website

The current Cleveland City Council website is built on the Community Edition of DotNetNuke. It is an older version of the free software. Inherent in the current design are a number of issues regarding content management and in the original design of the platform. The original designers are no longer available and the site has numerous technical issues regarding content. The cost to migrate to the Professional Edition of DotNetNuke is prohibitive and would not solve most of the current content management issues.

The content within the site includes most of the major categories of information; however it lacks visual appeal and is not reflective of current standards for website design.

Website Strategy Overview

The website establishes the brand of Cleveland City Council. The citizens of Cleveland are the primary audience and the site must present information in language that provides clear and concise information to constituents. It is one of the primary sources of information for constituents regarding the work of the Council, as well as access to the various services of the City of Cleveland and Council.

Secondary audiences for the website are the news media and policy makers, City of Cleveland staff and Cleveland City Council members and staff.

Simply stated there are four core operating principles:

1. The Website exists for the public
2. It must have ease of use and access to information
3. It must provide transparency into the work of Council
4. There must be a consistency/uniformity across the various sections of the website

Approach

Cleveland City Council is looking for a phased approach to replacing the current website. The first phase is the migration of all current content to a more appropriate technology platform that addresses issues of content design, readability and content management. Included in this phase are recommendations and processes to provide ongoing content management, website back-up and recovery procedures. The vendor selected will be required to provide hands-on training, including manuals and directions, to the designated council staff to maintain and post content for the new website. This training will be provided to both technical and non-technical staff so those who are charged with maintaining the website can do so competently and confidently. This support will be provided for a period of six months to a year after launch of the new site.

Technology Requirements

The underlying technology platform must support the various content related information detailed in the following sections. It must provide the ability to easily add functions and services in a modular fashion over time. It is assumed that the website will add functionality as budgets are developed and consensus is reached by the Council regarding needed content. The platform must support a robust content management tool set that can be easily used by existing non-technical Council staff. The platform must support a test site with easy migration of new content and features to the prime public website as well as backup and recovery. The selected technology platform must provide data to track hits (unique, page visits, visitor stats) and/or be integrated with third party traffic analysis tools such as Google Analytics and Clicky. In addition, procedures are required for the creation of a “dark page” to use in event of emergency. The website should integrate any and all social media platforms including Twitter, Facebook, LinkedIn, YouTube, etc.

Content Required

Council’s website establishes the brand and message of the Cleveland City Council. It needs to be visually interesting and appealing. Changes to content needs to easily be recognizable to website visitors and users. Below is a list of required content on the site, but additional need for content may arise:

- o Council President Message. The message will be updated on a periodic basis. As it is updated website visitors clearly need to know that a new message is available.
- o Find my Councilperson (i.e. find my Ward). A link to an interactive feature that allows a constituent to enter their address and be informed of their Ward number and current Council person. The feature must contain an interactive map that first shows ward boundaries. The map should allow the overlay of additional information for the constituent to view. Items to be included in the overlay would include:
 - Ward recreation centers
 - Ward parks
 - Post office locations
 - Precinct voting locations
 - EMS, fire and police stations
 - RTA routes and stops
 - Schools
 - Master calendar of events (ward events, meetings, programs)
 - Current news and press releases uploaded by Council communication staff
 - Major accomplishments and actions of Council
 - Access to Councilmembers
 - Improved Councilmember profile pages (bios, photos, video, social media)
 - Councilmember Web Pages
 - Councilmember Contact Information (Phone, Offices, Email, Fax)
 - Ward news and information
 - Ward events
 - Ward newsletters
 - Ward activities and calendar
- o Access to Legislative Calendar
- o Access to City Record
- o Access to Legislative Management System
- o Access to City Archives
- o Legislative Committee Structure and Membership
- o Links to Clerk of Council and Staff:
 - Contact Information
 - Bios
 - Cluster responsibilities
- o Newsroom page (releases, fact sheets, bios, ward snapshots, pdfs of key legislation/docs, photos, media list opt in/sign up, news clip section)
- o Visitor friendly features (ability to increase font size, foreign language translation)
- o Improved feedback / contact us (obtain more visitor info, drop down to select ward they are from / trying to contact)
- o Ability to sign up for Legislative Calendar, eNewsletter and updates
- o Ability to manage collected email and constituent information
- o City services page (links and contact for often requested depts.) / FAQ

- o Ability to take surveys
- o Video Archive of committee meetings (committee meetings)
- o Support of click and stream live video from TV20
- o Viewable / functional on all current browsers (Chrome, Firefox, etc)
- o Ability to host/store images and video (or link to YouTube / online photo gallery)
- o Quick links (ward sites, CDC sites, key city / county sites, etc)
- o Development of a Web based “complaint” tracking system
- o Must include decision tree to develop full information necessary to determine appropriate action
- o Ability to report at the city and ward level
- o Can be used by Council staff to enter information received via US Mail and telephone

Intranet Requirements

- o Home page (reminders, updates, memos)
- o Staff news (new hires, birthdays, congratulations)
- o HR tab (pdfs of key docs, resources and links)
- o Calendar of events (ward events/programs, city events) – Same as on webpage
- o Legislations (LMS access, calendar, etc)
- o Access to shared file server