



Request for Proposals

For

Website Redesign and Content Management System (CMS)

May 22, 2011

Moline, IL 61265

www.moline.il.us

NOTICE REQUESTING PROPOSALS FOR WEBSITE REDESIGN AND A CONTENT MANAGEMENT SYSTEM (CMS)

The City of Moline is requesting proposals from professional firms for a total redesign of the City's website and for the implementation of a Content Management System (CMS) for subsequent maintenance of the website by City employees. Proposals shall be in a sealed envelope and clearly marked on the front "**Proposal for a Website Redesign and CMS**". Sealed proposals will be accepted at the Information Technology Office, 1640 6th Avenue, Moline, Illinois, 61265, until 10:00 A.M. (CST), on Monday, June 13, 2011, at which time the bids will be publicly opened and read aloud in the Community Room, located adjacent to the main lobby of the Police Department, 1640 6th Avenue, Moline, Illinois. No electronically transmitted proposals will be accepted. Late proposals will not be accepted and will be returned unopened, regardless of postmark. Proposals must be submitted on the required forms and signed by an authorized agent to be considered responsive to the request for proposals (RFP).

The City of Moline reserves the right to accept or reject any or all proposals, decide what services meet, exceed or are equal to specifications and to waive any technicalities. Pursuant to the Moline Code of Ordinances, the City of Moline reserves the right to cancel the proposal request any time prior to the acceptance of the proposal. The RFP including specifications is available online at <http://www.moline.il.us/newsevents/bidrfps.asp>. Technical questions and questions regarding the bid process or submitting your proposal should be directed to Nathan Scott, IT Manager, at 309-524-2292 or nscott@moline.il.us.

The following items SHALL be included with each bid proposal for the provision of equipment or be subject to disqualification:

1. Specification Sheet - Specifications are minimum standards and if your proposal exceeds the specifications, then you are in compliance.
2. EEO Policy Statement - Sign and date this page and include your own, if applicable.
3. Certification Statement - Sign, date and notarize.
4. Vendor's Product Information – All information available about the solution (equipment, products, or services) being proposed must accompany your proposal to confirm the solution meet(s) specifications.

Award of the contract will be based upon compliance with the specifications, quality and availability of the solution, delivery time, and price. The City of Moline shall exercise its own and sole discretion to evaluate and determine the criteria and the sufficiency of any proposal submitted herein. Delivery shall be firm and the City of Moline reserves the right to cancel an order not delivered within the quoted time.

TERMS AND CONDITIONS

OPTIONAL REQUIREMENTS

The City of Moline reserves the right to require references, financial statements and/or company background information during proposal evaluations.

PRICING

In pricing the proposal, vendors must state the price per unit of solution components and make calculations based on total quantity requested or required for the solution. The City of Moline reserves the right to correct extension errors. The City of Moline will correct the total price based on price per unit. All entities shall receive the same price per unit. No additional delivery costs will be accepted. If additional costs are associated with installation, the price must be noted separately.

DISCOUNTS AND TAXES

The City of Moline is a local government agency and as such is eligible for state and local government discounts. The City of Moline is exempt from federal excise tax, state sales tax and local sales tax, and as such, these taxes should be excluded from the prices contained herein. The City of Moline's tax exempt certificate will be provided to the selected vendor.

WARRANTY

The vendor will be expected to warrant, at a minimum, that the service will be performed in accordance with the proposal documents it submits in response to this request for proposal. Furthermore, the vendor is not aware of any infringement or basis for an infringement for any patent, copyright, trade secret or other propriety right in the bid specification; and will indemnify and defend the City of Moline in the event of any infringement suits.

DOCUMENTATION

The following documentation will be furnished at no additional cost for the equipment: user/operator reference, administrative and other related manuals. These manuals are to maximize uninterrupted operation of the solution. Subsequent updates to documentation will be made available.

STATEMENT OF CERTIFICATION

The vendor must submit a statement of certification, in the response to the invitation for bids, that an necessary physical equipment is new, not used and is original equipment manufacturer certified.

CONFLICTS OF INTEREST

The City of Moline reserves the right to request the vendor to file a statement that no City of Moline official or employee has an interest in the proposal for purchase.

ASSIGNMENT

Neither the provisions of this invitation for bids nor any of the obligations of either party shall be assigned or transferred in whole or in part to any person, firm or corporation without the prior written consent of the other party. Any such assignment or transfer shall not release either party from its obligation to the other party.

RISK OF LOSS OR DAMAGE

During the period that any necessary equipment is in transit or in the possession of the vendor, up to the time delivery is completed, the vendor agrees to insure the equipment for all risk of loss or damage to the same. After delivery is complete, the risk of loss or damage shall pass to the City of Moline.

EXPENSES

Expenses incurred by the proposing firm during the proposal preparation and demonstration processes are the responsibility of the firm

PURPOSE

The City of Moline, IL is issuing this Request for Proposals ("RFP") to firms or individuals interested in providing website design services to completely overhaul the City's website (collectively "the Respondents"). The City seeks to create a dynamic website that is designed and organized in a manner that:

- 1) Allows citizens with limited computer experience to easily find and access information and online services.

- 2) Acts as a marketing tool for the City to highlight the community, its assets, and attractions to potential residents and businesses.
- 3) Provides strong economic development information.
- 4) Is easy to update and modify by City staff through a web-based Content Management System (CMS).
- 5) Is on a flexible and industry-standard platform that allows for future development that is not necessarily dependent upon vendor.
- 6) Can be developed to seamlessly integrate with calendars and other features of our current Sharepoint intranet, called CityNet, hosted within our network environment.

CURRENT ENVIRONMENT

The City website is located at www.moline.il.us. It was created in 2003 and is currently maintained by various City staff who are granted folder-level permissions to the web server. Staff modifies content only, not the header or footer templates, with Microsoft Frontpage 2003 or Sharepoint Designer 2007. The site is hosted onsite in the City's main server room, and DNS service is provided by Lightedge Solutions, Inc. City servers are currently operating with Windows Server 2003 with upgrades to Windows Server 2008 planned as necessary. Along with standard physical servers, the City has a VMWare Server infrastructure in place, as well as a NetApp SAN.

Other specifics of the current environment:

- 1) 850-900 live pages
- 2) 6.2 GBs of storage currently used by site
- 3) Staff PCs are running Windows XP, with a planned upgrade to Windows 7.
- 4) Online functionality through Sungard Public Sector's Click2Gov system:
 - a. Utility bill payment
 - b. Parking ticket payment
 - c. Business license renewal
 - d. Human Resources job postings and online application submittal
 - e. Building Permit application and payment (not yet implemented)
- 5) Online FAQ and Citizen Request Management portal through Government Outreach's GOREquest.
- 6) Online Parks and Recreation registration through Vermont Systems' Webtrac system.
- 7) Online Public Records Search through Laserfiche's Weblink.
- 8) Online mapping services through ESRI's ArcServer software.

VENDOR EXPERIENCE AND DEVELOPMENT CRITERIA

Preference will be given to vendors with experience developing municipal government websites, with special attention given to vendors' breadth of experience, number of references, years of experience and expertise of staff. Additional vendor criteria include:

- 1) Has been in the business of providing web design and content management solutions for at least five (5) years.
- 2) Has developed over fifteen (15) municipal or local government websites.
- 3) Has extensive experience servicing local government agencies or other clients with similar functions and complexity (600-plus page websites) and must provide client history to demonstrate this experience.

- 4) Respondent must provide references for at least five (5) organizations, all municipalities or related agencies from a portal site which included local government. References must be organizations for which the respondent has developed a website that is currently in use.
 - 5) Must employ at least five (5) employees dedicated to providing website services and support to their customers.
 - 6) Must submit a proposal that is valid for not less than ninety (90) days after the Open Date
 - 7) Must provide information on any and all subcontractors that could be used.
- B) Additional development criteria include:
- 1) The website will be developed through the cooperation of the City of Moline's Website Work Group and the vendor and facilitated under the supervision of a dedicated project management professional in the direct employ of the vendor.
 - 2) Vendor will supply a team of development professionals to supplement the development process lead by the project's manager. This team should include staff members skilled in municipal website navigation and architecture, municipal website design and support and training of the content management system.
 - 3) Vendor shall have a proven development process and flexible timeline structure that favors the availability and time commitment of the City of Moline. Vendors should be prepared to share details of their development timelines and processes in proposals submitted to the City.
 - 4) The content management software must be a proven platform for website development and municipal website architecture. Development that is requested and approved by the City should be performed by the vendor utilizing agile software development methodologies that encourage collaboration between the developer and the City in an iterative process.

SCOPE OF WORK

The following acts only as a preliminary scope to generally communicate the City's expectations. The City wants to completely redesign its website so that residents, businesses, investors, and visitors, both current and potential, can easily navigate and access information, communicate with the City through surveys and online comment submissions, and download any necessary forms. Proposals for redesign of the website should include or account for but may not be limited to the following:

- A) **HOSTING:** The City is open to the idea of switching to a web-hosting service, but is also capable of continuing with in-house hosting. If interested in contracting with the City for web-hosting service, include all applicable information for web-hosting service, including: price per month and all relevant information on environment including specs for server, software, other hardware, backup and update processes, etc. Otherwise, detail any considerations or requirements that will allow the City to continue in-house hosting.
- B) **MENU STRUCTURE** – Generally we are looking for navigation in a similar format to:
- 1) Home Page: The index page will contain a navigation bar directing users to a limited number of broad categories such as:
 - a. About City
 - b. Government
 - c. Resident Services
 - d. Business Services
 - e. Economic Development
 - f. Visitors

- 2) **About the City:** This section will include pages about the city and include information on city history, facts, maps, links, FAQs, current events, and the newsletter.
- 3) **Government:** This section will include pages on the city's elected officials, city staff, and city departments. Other information could include a city staff directory, meeting dates, minutes, meeting agendas, budget information, comprehensive plans, the annual financial audit, municipal code, and links to state and federal officials.
- 4) **Resident Services:** Residents could visit these pages to learn about services offered by the city including: waste removal, utilities, permits, and other programs. This section would also provide links to those services provided by other governmental agencies including: library, school, park district, etc.
- 5) **Business Services:** This section would highlight those services offered by the city to businesses, including business license applications, permit applications and information, zoning information, etc.
- 6) **Economic Development:** This section will serve as a primary marketing tool to attract new businesses to the city. This section will be developed with input from the city's Economic Development Director. The section will feature available parcels, retail space for lease, maps, market area information and other pertinent information focused on the attraction and retention of businesses in the community.
- 7) **Visitors:** This section will serve as a primary marketing tool to attract new visitors to the city.
- 8) **Other features to be on the home page could include but not be limited to:**
 - a. A search function
 - b. An "I want to....." menu listing frequently visited items such as view my water bill, view the calendar, contact city officials, etc.
 - c. A frequently asked question menu listing common resident questions.
 - d. A section with current or important news

C) DESIGN:

- 1) The site should have a unique look and feel which professionally and uniformly represents Moline.
- 2) The site should retain the majority of the current content but improve on the organization, functionality and overall quality by adding improved graphics and appealing layouts.
- 3) Design a self supporting, consistent, user-friendly navigation framework for the City website that is understandable to users on all levels.
- 4) Design an attractive, unique home page for the City website. Design should allow users to easily access relevant information.
- 5) Redesign the City's intranet as necessary to integrate Calendars and other core features between the two sites.
- 6) Design a template for all pages within the site. All pages must be consistent, look professional, and enhance the image of the City.
- 7) Assist with the development of web page content so information is organized and easy to access as well as the entire site has a uniform, consistent format.
- 8) Implement a content management system to manage and update the website. An integrated system, rather than a third party system, is preferred.
- 9) Assist with the gathering and/or integration of updated photographs to more accurately showcase the City of Moline and its attractions

D) ADDITIONAL EXPECTATIONS:

- 1) Design a unique, attractive website to completely fulfill all City requirements either in this RFP or in discussions with the City following selection of a vendor.

- 2) The City expects that the contractor and City will work together to plan and organize information on the site, which most likely will include planning sessions, regular meetings, and continued communication throughout the duration of the website design project.
- 3) Any additional features the respondent feels would improve the City website or the transition process. It is expected that the contractor work with the City to develop a site that best meets the needs of the City.
- 4) Incorporate our Website Work Group in the final design process. Ease of use and accessibility would be evaluated and resulting suggestions considered.
- 5) Aid the City in transitioning to the new website including staff training and the production of a guide book or instructions on changing/updating the website.
- 6) City IT department would like full and unlimited access to the website code.

REQUIREMENTS

A) CORE FUNCTIONALITY:

- 1) Mobile device compatibility for all website content.
- 2) A search function that allows the user to search the whole site or subsections within the site.
- 3) A dynamic site map.
- 4) The ability to create multiple separate calendars and news pages based on category and/or department.
- 5) The ability to easily post emergency notices on the website homepage.
- 6) The ability to navigate to pages from multiple areas of the website.
- 7) The ability to track website visitor statistics and develop detailed usage reports, similar to functionality contained in Google Analytics.
- 8) The ability to download standard applications necessary to view information (ex: Adobe Acrobat Reader).
- 9) Subscription functionality that allows site visitors to subscribe to one or more on-site topics, calendars, or pages, and receive updates through an e-mail; subscription application may contain an unlimited amount of categories and has the ability to deliver an unlimited amount of correspondence
 - a. Subscription ability tied into multiple other pieces of the content management system including calendars and news applications
 - b. No visible use of the CAPTCHA system
 - c. Ability to select delivery via plain-text or HTML e-mails
 - d. Ability to select delivery through SMS text messages
- 10) The ability to view video/streaming video that the City produces
- 11) The ability for City Staff to create custom electronic forms that users can complete electronically. This could include, but is not limited to, any form or application we currently offer as a PDF download.
- 12) Section 508 and ADA compatibility must be followed.
- 13) Translation capabilities for all pages.
- 14) An event calendar application that allows an unlimited number of calendar categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category
 - a. Calendar events shall be able to be set up as single events or recurring events, with options for daily, weekly, monthly or annual recurrences
 - b. Calendar events with associated addresses shall be automatically mapped to at least one web-based mapping site

- c. Calendar events shall provide space for full descriptions including the ability to post images, tables and video within the description
 - d. The site visitor shall be able to view calendars by a list of events, a week view or a month view
 - e. Calendars shall be filterable by category, a start date and an end date, with the ability to search for keywords
 - f. Each calendar category shall, if desired, post events automatically to an RSS feed; the category feeds shall be available individually or collectively
 - g. The full on-site calendar and individual calendar categories shall produce an associated iCal feed that can be imported into major calendar applications (both desktop and web-based); individual calendar events shall produce an associated iCal file for the single event
- 15) Integration with social networking websites, allowing us to selectively update our social media pages with the content management system as staff updates the website. This includes, but is not limited to: Facebook, Twitter, Constant Contact, and YouTube.
- 16) In order to maintain consistency throughout the entire City website, must be able to provide the main website template to the City's providers of online services, listed in the "Current Environment" section above, including, but not limited to: Sungard Public Sector, Government Outreach, Vermont Systems, and LaserFiche.

B) CMS SPECIFICATIONS – The Content Management System (CMS) must:

- 1) Allow for unlimited amount of system users at no extra cost to City;
- 2) Allow for City to be able to post unlimited amount of content at no extra cost to City.
- 3) Allow updating by City staff using City-owned software or a web-based solution that is available from any internet connection.
- 4) The content management system must be compatible with major browsers, with the vendor confirming support of the following:
 - a. Internet Explorer, versions 7 and up
 - b. Mozilla Firefox, versions 3.5 and up
 - c. Safari, versions 4 and up
 - d. Google Chrome
- 5) Allow applicable data to be entered once and dynamically appear on multiple web pages. The system must not require manual editing of multiple pages to accomplish this task.
- 6) Allow menus to be entered once and dynamically appear on multiple web pages. The City will need the ability to create new menus and be able to easily move or change the placement of the menus.
- 7) Perform automatic archiving of all website content.
- 8) Have the ability to have photo galleries, rotating photos, and flash photos.
- 9) Allow for delayed posting and automatic expiration with automatic notification of expiring items.
- 10) Update sitemap and breadcrumbs automatically.
- 11) Allow for multiple levels of user permissions so that access to content can be controlled at various levels, at least including the following:
 - a. Built-in approval system to have Dept. Directors or other managers approve content before it goes live.
 - b. Restrictions based on content type (e.g. documents, events, specific calendar access, etc.)
- 12) An adjustable maximum session length for users must be available. Users who do not log off of a session will have their session automatically terminated at the expiration of the preset time.

PROPOSAL REQUIREMENTS

Proposals are to be hand delivered or sent in triplicate (3 hard copies and 3 DVDs/CDs) to the following address:

IT Department
1640 6th Avenue
Moline, IL 61265

Proposals shall be in a sealed envelope and clearly marked on the front "**Proposal for a Website Redesign and CMS**", and will be received until 10:00 A.M.CST on Monday, June 13, 2011. Proposals received after the stated time will not be considered.

The City may reject any proposal not in compliance with all prescribed public bidding procedures and requirements, and may reject any or all proposals or to waive any requirement or condition of the Request for Proposals upon finding of the City it is in the public interest to do so.

Each proposal will include a letter from the firm's authorized representative providing general information about the firm and willingness to enter into a contract for the project with an original signature. Proposals must include information responsive to the evaluation criteria and may include more information than requested but should include at least the following:

- 1) Experience for the firm involving projects of this type and scope. Include recent clients that can be used for references. This information should contain the type of project, the name of the owner or owners, name and title of contact person, telephone number and date when the project was begun and completed. Submit links to similar completed projects. Design work for governments and similar organizations is considered particularly pertinent.
- 2) Describe different services offered by your organization and the approximate share of business devoted to web design.
- 3) Provide a brief bio listing qualifications of each employee that would contribute to developing the website for the City, if selected. Please note experience with similar projects.
- 4) List types of software or practices used for website development and design.
- 5) Clearly define responsibilities of the City during the web site design process.
- 6) Describe the expected interaction between your organization and the City throughout the development and transition process.
- 7) Describe the support your organization will provide during the design and transition phase as well as standard support available after go-live. Please be specific with respect to type (training, help only, etc.), contact method (phone, email), self-help documentation, and available hours for support.
- 8) Provide all necessary contact information for your organization.
- 9) Provide any additional information about your organization that you feel is relevant to the decision process.

FEE AND AWARD OF CONTRACT

Provide your fixed fee for the completion and expenses for the entire project. Proposal should include a total not-to-exceed contract proposal amount. Please be very explicit in listing and describing any services or items not covered in the proposal fee amount. Provide hour estimates and hourly rates by individual class for each major activity. The City may want to reduce the scope of the project. In your proposal include a brief outline of the major activities that could be eliminated to reduce the cost of the proposal.

Upon selection, final contract amount will be subject to negotiation to determine exact scope of services to be provided and final contract fee amount and a contract outlining all relevant terms shall be executed by both parties. Selection does not guarantee award of the contract. In the event the contractor and the City fail to agree to a contract, the City will choose from remaining respondents or put out another Request for Proposals.

The City will not reimburse respondents for any costs incurred in preparation or submission of the proposal. All proposals are made at the sole cost of the Respondent. Proposed fee should not include or consider the costs incurred in preparation of the proposal.

Selection of proposals will be at the sole judgment of the City. The City will consider all parts of the proposal collectively, but place an emphasis on template design, prior experience, and cost in the selection process. City Council will award the bid within 90 days of the bid deadline (June 13, 2011).

The City's Website Work Group will choose up to five candidates for solution demonstration and presentation of proposals. The Work Group will then make a recommendation to City Council and the vendor that, in the sole judgment of the City, best satisfies the requirements in the RFP and the expectations of the City and can do so at the best value to the City. Selection may not be the proposal with the lowest cost. Respondents may not contest for any reason the selection of the City.

Selection does not guarantee a contract. After selection, the Contractor and City will discuss and agree on final scope of work and final contract amount and terms of the Contract. If the Contractor and City fail to reach an agreement, the City is free to select from remaining available respondents, cancel the RFP, or issue an additional Request for Proposals.

The Contract between the Contractor and the City will include provisions indicating compensation schedule and timeline for completion of and transition to the new website. The City will retain the right of approval for any and all work performed in designing the website. It is the expectation and desire of the City to transition to the new website as soon as possible. The contract will be for the design and implementation of the City website and will include no guarantee or intent to contract for future services.

Upon completion of the contract all content, site design, site templates, and any other item or idea used in the completed website or contained therein will become property of the City. Contractor will relinquish all rights to the website and the City will have sole control over website design, content, and appearance.

EQUAL EMPLOYMENT OPPORTUNITY POLICY STATEMENT

It is the policy of _____ (insert firm name) to provide equal employment opportunity to all persons regardless of race, color, religion, sex or national origin. Accordingly, we will take Affirmative Action to ensure that we will:

1. Recruit, hire and promote in all job classifications regardless of race, color, religion, sex or national origin.
2. Make promotional decisions that are in accordance with principles of equal opportunity by imposing only valid requirements for promotional opportunities.
3. Incorporate our equal employment opportunity policy in all personnel actions such as compensation, benefits, transfers, lay-off, returns from lay-off, company sponsored training, education, tuition assistance.
4. Conduct social and recreational programs sponsored by our agency without regard to race, color, sex and religion.

Firm name: _____

Authorized signature: _____

Title: _____

Date: _____

CERTIFICATION STATEMENT

IN COMPLIANCE WITH 720 ILCS T/33E-11 ILLINOIS COMPILED STATUTES, CHAPTER 38, SECTION 33E-11:

The undersigned individual certifies that he or she is not barred from bidding on this contract as a result of a violation or either 720 ILCS 5/33e-3 or 720 ILCS 5/33e-4 bid-rigging or bid-rotating.

INDIVIDUAL:

Signature of bidder: _____

Business address: _____

Business phone number: _____

SUBSCRIBED AND SWORN to before me on this date: _____

Notary Public

PARTNERSHIP:

The undersigned certifies on behalf of the partnership named below that the partnership is not barred from bidding on this contract as a result of a violation of either 720 ILCS 5/33e-3 or 720 ILCS 5/33e-4, proposal-rigging or proposal-rotating.

Further, the undersigned certifies and warrants that he or she is duly authorized to execute this certification on behalf of the partnership and in accordance with the partnership agreement and the laws of the State of Illinois and that this certification is binding upon the partnership and is true and accurate.

Partnership name: _____

Signed by: _____

Business Address: _____

Business phone number: _____

Insert names and addresses of all partners:

SUBSCRIBED AND SWORN to before me on this date: _____

Notary Public

CERTIFICATION STATEMENT

CORPORATION:

The undersigned certifies and warrants that he or she is duly authorized to execute this certification on behalf of the corporation in accordance with by-laws of the corporation and that this certification is binding upon the corporation and is true and accurate.

Corporate name: _____

Signed by: _____

Title: _____

Business address: _____

Insert names of corporate officers:

President: _____

Secretary: _____

Treasurer: _____

Attest: _____

Secretary