

CITY OF OVERLAND PARK
Request For Proposals
For Web Site Design

The City of Overland Park, Kansas (subsequently referred to as the City) is requesting proposals for Web Site Design.

All inquiries concerning this request for proposals should be directed to:

Sean Reilly
Communications Manager
City of Overland Park
8500 Santa Fe Drive
Overland Park, KS 66212
913/895-6109
E-mail: sreilly@opkansas.org

Respondents must submit their sealed proposals to the Overland Park City Clerk at the address listed below not later than **2:00 p.m. on July 12, 2007**. Specifications for this request for proposals may be obtained from the Overland Park City Clerk at the following address:

City Clerk
Overland Park City Hall
8500 Santa Fe Drive
Overland Park, Kansas 66212

Proposals may be delivered in person or mailed to the City Clerk. However, any proposal which is mailed but does not reach the City Clerk by the deadline time set forth above will not be accepted.

The City reserves the right to accept or reject any and all proposals and to waive any technicalities or irregularities therein. No respondent may withdraw his or her proposal for a period of thirty (30) days from the deadline date specified above.



City of Overland Park, Kansas

Request for Proposal

for

WEB SITE REDESIGN



City of Overland Park, Kansas
Request for Proposal for
Web Site Redesign

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City of Overland Park, Kansas
Request for Proposal for
Web Site Redesign

Section A
General Information

The City of Overland Park, Kansas (herein referred to as the City) is requesting proposals for the **Redesign of the Current Web Site**. Information and requirements for submitting a proposal are included in this Request for Proposals (RFP).

A1. Contact Person

All inquiries concerning this Request for Proposals (RFP) should be directed to:

Sean Reilly
Communications Manager
City of Overland Park
8500 Santa Fe Drive
Overland Park, KS 66212
913/895-6109
E-mail: sreilly@opkansas.org

Any clarifications made in response to questions received which could affect a vendor's response to this RFP will be posted on the City's website at [www.opkansas.org/ Assets/clerk/bids/RFP_Web_QA.pdf](http://www.opkansas.org/Assets/clerk/bids/RFP_Web_QA.pdf). The deadline for providing clarification is 5 p.m. on July 5, 2007.

A2. Deadline for Proposals

Sealed proposals will be received by the Overland Park City Clerk at the address listed below until **2 p.m. on July 12, 2007**. Vendors are to submit two sealed envelopes.

One envelop is to include (1) paper and electronic responses to the proposal and responses to the Vendor Questionnaire found in Section C (2) the References Sheet found in Section E and must be clearly marked on the outside of the envelop with the words "**Web Site Redesign Questionnaire.**"

The second envelop is to include the Fee Proposal Sheet found in Section D and must be clearly marked on the outside of the envelope with the following words "**Web Site Redesign Fee Sheet.**" The vendor's name and address must be clearly indicated on both envelopes.

These two envelopes are to be submitted in a sealed envelop clearly marked on the outside with the words "**Web Site Proposal**".



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A3. Mailing Address

Proposals are to be mailed or delivered to:

City Clerk
Overland Park City Hall
8500 Santa Fe Drive
Overland Park, KS 66212

A4. Special Conditions for Proposals

1. Proposals may be delivered in person or mailed to the City Clerk at the above address. However, any proposal that is mailed, but does not arrive at the City Clerk's Office by the deadline time set forth above will **not** be accepted.
2. The City reserves the right to accept or reject any and all proposals and to waive any technicalities or irregularities therein. No submitted proposal may be withdrawn for a period of thirty (30) calendar days from the date set for the opening thereof.
3. 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.
4. The City reserves the right to retain all proposals submitted and to use any ideas in any proposals submitted. Submission of a proposal indicates acceptance by the person submitting the proposal of the terms, conditions and specifications contained in this Request for Proposals, unless clearly and specifically noted in the proposal submitted and confirmed in a subsequent contract between the City and the contractor selected.
5. The contents of each proposal submitted will remain confidential and not be made available to anyone except those involved in the evaluation and approval process, until an agreement between a vendor and the City has been signed.
6. There is no expressed or implied obligation for the City of Overland Park to reimburse responding companies or individuals for any expenses incurred in preparing proposals in response to the Request for Proposals.



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7. The contents of the proposal submitted by the Contractor and any clarifications thereto shall become part of the contractual obligation and incorporated by reference into the ensuing agreement. All proposals become the property of the City and will not be returned to the vendor.
8. The Contractor shall be required to enter into an agreement with the City for the Web site redesign.

A5. Terms Used in This Request for Proposals

The following explains the terms used in this Request for Proposals:

<u>Term</u>	<u>Explanation</u>
<u>City</u>	The City of Overland Park and/ or the staff of the City of Overland Park.
<u>Committee</u>	The City of Overland Park staff members who will review the RFP's, interview Finalists, and select a Contractor.
<u>Contractor</u>	The vendor selected by the Committee to develop the City's Web site.
<u>Finalists</u>	The two or three vendors selected for interviews.
<u>Proposal</u>	A response to the RFP which includes the Vendor Questionnaire, the Proposal Fee Sheet and Reference Sheet.
<u>RFP</u>	Request for Proposals.
<u>Vendor</u>	Any company or individual that submits a response to this RFP.
<u>Web site</u>	The home page and supporting pages on the City's Web site, www.opkansas.org , that will provide information about the City.

A6. Proposal Requirements

In order for a proposal to be accepted by the City, it must include:

- (1) The proposal
- (2) Section C-Vendor Questionnaire
- (3) Section D-Proposed Fee Sheet, and
- (4) Section E-References Sheet.

Any proposal that does not include all four of the above items will be rejected. Each vendor submitting a proposal is to complete the information requested in Sections C, D and E on the pages furnished or copies thereof and return these sections according to the instructions in paragraph one (1) of subsection A4 of Section A.

A7. Vendor Questionnaire

Section C-Vendor Questionnaire is to be completed and returned as part of a response to this RFP. The information presented by vendors in this section, as well as information from references, will be used to select the finalists.

A8. Fee proposal

Section D-Fee Proposal Sheet is to be completed and returned as part of a response to the RFP. The price presented on the Fee Proposal Sheet is to be based on the information provided in Section B, Preliminary Scope of Work. A final Scope of Work and subsequent fee structure will be developed with the Contractor as part of the final agreement. The envelopes with the Fee sheets will be opened after the finalists are selected.

A9. References

Section E-References Sheet is to be completed and returned as part of a response to the RFP. Each vendor submitting a response must include a minimum of three (3) references. These references must be organizations for whom the vendor has developed a Web site. Each reference must include the name of the organization and the name, title and telephone number of a contact person within the organization. Information from references, as well as the information from the Vendor Questionnaire, will be used to select the finalists.



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A10. Telephone/E-mail Support:

Proposals must also include a plan for telephone and/or e-mail support for the Communications Division and Information Technology Department for an agreed length of time upon duration after transition to new site. The Contractor's staff must be available for consultation with City staff on an as-needed basis between 8 a.m. and 5 p.m. (Central Standard Time), Monday through Friday, throughout the term of the contract. An after hours emergency contact number must also be provided. Proposals must specify the type and level of telephone support to be provided. Records of calls and online questions will be kept and forwarded to the Committee for review and evaluation.

A11. Schedule

The following is a potential schedule for selection of the Contractor. This schedule is dependent on many internal and external factors and is subject to change by the Committee at any time. The schedule is provided only to give vendors an idea of the length of the process.

<u>Date</u>	<u>Activity</u>
6/21/07	RFP Issued
7/12/07	Last day for accepting responses to RFP.
7/20/07	Selection of finalists.
10/1/07	Latest date for Contract presented to City Council.

A12. Selection Process

The Contractor will be chosen by the Committee according to the following process:

1. The Committee will select finalists based on each vendor's RFP responses and reference inquiries.
2. The Committee will interview each finalist.
3. The Committee will select the Contractor based on the results of the interviews, RFP responses, reference inquiries, and fees.
4. The Committee will finalize a scope of work with the Contractor.
5. The Committee and Contractor will negotiate a price and an agreement based on the scope of work.

A13. Web Server and Associated Software Programs

The City currently uses Adobe ColdFusion version 7 for web application development, Adobe Dreamweaver version 8 for web page development, and Oracle version 10g as the database.

The City has developed many web applications using ColdFusion and Dreamweaver that must retain both forward and backward compatibility with the redesigned web site. The City also employs a staff of web developers that will continue to develop new applications using ColdFusion and Dreamweaver. For these reasons, the City recommends, but does not require, that the redesigned site be developed using ColdFusion and Dreamweaver. However, we do require that the City be able to use these tools to maintain and extend the new site. In addition, the City recommends, but does not require, that the redesigned site use Oracle 10g as the database engine. The City does require that a relational database capable of high transaction volumes be used.

The City also currently owns and uses a Google Mini search appliance as the search engine.

A14. Agreement Requirements

The agreement between the City and the Contractor must include the City's Non-Discrimination Clause (Appendix A).

Section B

Preliminary Scope of Work

The amount submitted on the Fee Proposal sheet is to be based on the following preliminary scope of work. It is the intention of the City to develop a final scope of work with the Contractor, which will be included in the Agreement between the City and the Contractor.

The City wants to establish a world class Web site that redefines local government web sites, yet still provides easy navigation, information retrieval, and services for residents, visitors, and businesses. In order to meet this goal, the City wants to establish a design that uses color, graphics, and text that improve communication. This web presence will also provide uniform interfaces to current and future Web applications.

Project Objectives include:

- 1. Redesign the City's home page, navigation, and "look and feel":**
The City Web site was last designed to include residents, visitors, businesses and government categories. We do not believe that visitors to the web site think in those terms and want to look outside of current municipal websites for inspiration.

The Contractor will design a new look and feel for the web site, as well as new navigation. The City is looking for a design that is mindful of the City's conservative roots, yet creative and forward-thinking. The site must be intuitive, well-organized, aesthetically pleasing, visually compelling, and representative of the excellence that our citizens expect of the City. The "resident, visitor, business, government" concept is not required as any part of the redesign.

The Home page will provide a path to web applications that assist the residents and businesses in their interaction with the City. One of these applications will be an in-house customer service application that allows web site visitors to request service from the City or report problems. The home page should also incorporate a list of most visited pages and most searched terms that update dynamically as the data changes.

The site must be viewable on multiple platforms, resolutions, and browsers. Design and function should be focused on intuitive and familiar navigation mechanisms and prominently feature high-priority or targeted content for the various Web site user audiences. Each page should contain breadcrumbs and searching.

2. **Create a common look and feel for current Web applications:** City staff has developed many web applications that allow residents to perform tasks such as apply for a pet license, view an accident report, or report tall grass. These applications need to have a common style and authentication. Much of the development necessary to update these programs will be performed by the City staff. However, the Contractor will provide the creative direction and other tools that may assist the City in creating a common look.
3. **Design a template for all subsequent pages:** Provide a design that is consistent with the Home page and navigation that allows visitors to move freely without impediments or slow data retrieval.
4. **“My OP” Portal:** Create a personalizable portal that allows a user to select portlets and content from a configuration list and create a “My Yahoo” style home page. The user will need to authenticate to the site and will then be presented with a personalized web page. The Contractor needs to have expertise in building and implementing customizable portals. The City will work with the Contractor on the list of potential content. Some ideas for content are a calendar, a tie into the GIS system to show permits issued in my neighborhood, display my councilmembers names and contact info, show what pools are close to me, RSS feeds, etc. The City staff sees a portal as a differentiator.
5. **Calendar:** There are multiple meetings and activities in the City. The City currently has a third-party calendar that lists many meetings and activities. The City requires the implementation of a robust calendaring program that allows Web site visitors to select calendar content from a list and display the calendar inside the portal. Some ideas for calendar content categories are City Council meetings, neighborhood meetings, Farmer’s Market dates, free concerts, cultural events, kid events, presentations for specific types of meetings/activities.

This system must allow administrators to perform additions, edits and deletions simply and efficiently.

6. **Web development toolsets and features:** The Contractor will work with the City to identify automation opportunities, provide existing applications or toolsets that may assist in the automation of manual processes, and provide consulting to the City to incorporate new tools into the development environment.

The City currently develops many of the applications used on the web site. Several of these programs extend department specific

applications to the web. These programs include online animal licensing, building permit requests, building permit application status updates, purchase pool passes, pay parking tickets, event calendar, RSS Feeds, (see e-Services [<http://www.opkansas.org/E-Services/index.cfm>]) and more.

City staff will continue to develop the bulk of the web applications, but will work with the Contractor to explore new ways to use technology to provide services to the residents.

7. **Delegated content management system:** The Web site must be compatible with Adobe Contribute version 4 or the Contractor will provide a solution that has password protected Web interface that permits staff members to update respective department pages with no programming knowledge and through the use of simple online forms. The solution must be compatible with city requirements and built to allow staff members to delegate control and permissions of content, data access, and file management across the organization. When a change, addition or deletion is made to a page, the solution must contact an alert system to notify designated staff members to view and approve changes, archive changes and publish. All assets (i.e., documents, images, etc.) should be organized accordingly for Adobe Contribute.
8. **Automate content:** Content should be automated and dynamically created wherever possible. One of the goals of the City is to reduce the role of a site administrator or webmaster as much as possible.
9. **Design guideline book:** Create a style guide for city staff members that will provide direction on the acceptable use of styles, placement, colors, graphics and photos, including size of photos, and use of PDF's (size).
10. **Accessible on multiple device types (Personal Computer, PDA's (Blackberry's, Palm Pilots, Phone Browsers, etc.)**
11. **Ensure the privacy, security, and integrity of the information accessed through the Web site.**

Role Definition:

The Contractor will help the City to achieve the objectives listed above, primarily through the development and restructure of the current City Web site. The City will establish policies and procedures governing the use of the Portal and guide its development in response to user and City needs.

Transition Plan:

The Contractor must provide a Transition Plan. This plan must describe what tasks and activities, with identified timelines, must be performed in order to transfer the new Internet site to the City. For these purposes, transition is defined as the process of moving files and software provided by the Contractor to the City with minimal disruption of services to the citizens. Transition would occur at the termination of the contract.

The City of Overland Park Web site must remain operational during any transition period. Proposals must describe the process that would be used to facilitate a smooth transition.

News Releases and Advertisements:

The Contractor will not use the name of the City nor reference any endorsement from the City in any advertisement or otherwise for any purpose without the express prior written consent of the City. As a matter of policy, the City does not endorse the products or services of a contractor. A contractor will not make news releases concerning any resultant contract from this solicitation without the prior written approval of the City.

Project Initiation:

Proposals must indicate the approximate length of time required after the Contract award date before the new Web site can be used. Proposals must also provide a time-phased project plan for initial implementation, including tasks and responsible parties as part of its response.

Integration with Back-End Systems:

Integration with back-end systems and existing databases and information systems is critical to the Web site. The majority of the integration with back-end systems will be developed by City staff. However, as necessary, the Contractor may be asked to create or implement specific applications that require back-end integration.

Consumer Access & Accessibility:

The Contractor must make the Web site accessible via browsers Mozilla Firefox 1.5 and 2.0, and Microsoft Internet Explorer version 6.0 and 7.0. The web site will be designed for 1024x768 resolution. The Web site must meet the same accessibility requirements for federal departments and agencies listed in Section 508 of the Rehabilitation Act (29 U.S.C. 794d), as amended by the Workforce Investment Act of 1998 (P.L. 105-220), August 7, 1998. Proposals must also describe a method for accommodating growth.

Web Based User Interface:

The City Web portal will provide a web-based front-end to specific services and should organize and present these services in ways that will facilitate optimal access to the information and services. The page should make it easy and convenient for visitors to the site to navigate, locate, evaluate, and select information and services on the site.

The Web site must be based on and reflect the concept of service-based government. Proposals must address how the Contractor would meet this requirement. Contractors are encouraged to identify new and innovative approaches to organizing present and future content, services, and information for the site. The user interface must be widely accessible. It also must be implemented to facilitate ease of learning and use.

Privacy and Ownership of Information:

The City is responsible for the information collection and will retain the authority to restrict access to all or parts of the data. The Contractor does not have any ownership over the data at any time. Privacy policies set by the City, state, or federal law will be enforced.

Process Improvement:

An important role the Contractor will play is in helping the City understand how processes and services can be improved and streamlined by locating and restructuring duplicate or redundant information and services that are overlapping or repetitive.

Current www.opkansas.org statistics:

- The city's site currently averages about 230,000 visitor sessions per month.
- There are close to 3,000 pages on the site.
- The site uses Adobe Coldfusion 7, Adobe Dreamweaver 8, and Oracle 10g . The search engine is a Google Mini appliance.
- Web users survey shows
 - 92 percent of residents have a computer at home (50 percent have two or more computers at home);
 - 98 percent of computer owners have access to the Web.
 - 50 percent of residents have visited the city's Web site in the past 12 months, up from 37 percent from an identical survey done two years earlier.



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Section C - Vendor Questionnaire

The following pages contain questions and statements that require responses from each vendor submitting a proposal. Each company submittal is to include these pages in order to be a valid proposal.

1. How long has your company been in the business of developing web sites and pages?
2. How long has your company been in business?
3. What percent of your current business is devoted to web site development?
4. How many employees does your company employ?
5. How many employees does your company employ who develop web sites and pages? Of those employees, how many are graphic designers and how many are programmers?
6. For the employees included in your answer to question 5, how many years of web site design or programming experience does each have? For instance, if you answered 5 to question 3, maybe 2 each have a year of experience, two with 4 years experience, and one with seven years of experience?
7. Of these employees listed in question 6, how many are full-time, how many are part-time?



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8. If the City selects your company to develop the web site, what percent of the development work will be done by your internal staff and what percent through contractor programmers and designers?
9. List the types of software programs your employees and contractors use for web site development?
10. The City wants to redesign its site to include a “myopkansas.org” portal. What top three challenges to you see with regard to this new feature?
11. At some point in time in the future, the City is going to incorporate video streaming, audio and other technology devices. How will the desire for these future capabilities/functionalities affect the redesign of the web site? What are the key steps that the city will need to implement this capability/functionality?
12. SharePoint Portal Services will most likely be incorporated into the Web site shortly which uses a different search engine, how do you merge two separate search tools so it's seamless for our customers?
13. Explain the process your company will use to provide design mockups and to arrive at a final design?

14. There are many sites on the Internet and some are much better than others. What makes one site better than another? What are the characteristics of an outstanding web site?
15. What percentage of business has been in developing government web sites?
16. What percentage of business have been in developing private corporation web sites?
17. Regarding your previous clients for whom you did Web site design work, how many were private companies and how many were public agencies?
18. Is there any distinction between a Web site for a private company or for a public agency?
19. Indicate how you would approach the problem of interfacing with current back-end databases and information systems in the City?
20. How would your design meet the demands of a service-based government web site? Identify new and innovative approaches to organizing current and future content services and information for the site?



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Section D - Fee Proposal

Vendor Name:	
Contact Name:	
Title:	
Street Address:	
City, State, Zip:	
Phone:	
Fax:	
Email:	
Web site:	

I certify that with regard to the Request for Proposals (RFP) for redesign of the current web site issued by the city of Overland Park:

I have read the RFP

I have contacted appropriate city staff members regarding any need for clarifications.

I am entitled to represent the above name company.

I am empowered by the above named company to submit the following fee proposal.

All information presented in the Vendor Questionnaire (Section C), the Fee Proposal Sheet (Section D) and the References Sheet (Section E) submitted by the above named company are true and accurate.

The above named company can and will provide the services and do the work as described in Section B, Preliminary Scope of Work, if selected to do so.



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I understand that the fee amount presented below will not necessarily be the final contractual fee amount and that the fee amount to be included in the agreement between the Contractor and the City will be negotiated based on a final scope of work.

Company Officer Name:	
Title:	
Signature:	
Date:	
Phone:	
Fee Amount:	



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Section E - References Sheet

1) Reference Company:	
Address:	
City, State, Zip:	
Contact Name:	
Title:	
Phone:	
Service(s) purchased:	

2) Reference Company:	
Address:	
City, State, Zip:	
Contact Name:	
Title:	
Phone:	
Service(s) purchased:	

3) Reference Company:	
Address:	
City, State, Zip:	
Contact Name:	
Title:	
Phone:	
Service(s) purchased:	

Appendix A

Non-Discrimination and other Laws

A. The Contractor agrees that:

1. the Contractor shall observe the provisions of the Kansas Act Against Discrimination and shall not discriminate against any person in the performance of work under the present contract because of race, religion, color, sex, disability, national origin, ancestry or age;
2. in all solicitations or advertisements for employees, the Contractor shall include the phrase, "equal opportunity employer," or a similar phrase to be approved by the Kansas Human Rights Commission;
3. if the Contractor fails to comply with the manner in which the Contractor reports to the commission in accordance with the provisions of K.S.A. 44-1031 and amendments thereto, the Contractor shall be deemed to have breached the present contract and it may be canceled, terminated or suspended, in whole or in part, by the contracting agency.
4. if the Contractor is found guilty of a violation of the Kansas Act Against Discrimination under a decision or order of the Commission which has become final, the Contractor shall be deemed to have breached the present contract and it may be canceled, terminated or suspended, in whole or in part, by the contracting agency; and
5. the Contractor shall include the provisions of subsection (A)(1) through (4) in every subcontract or purchase order so that such provisions will be binding upon such subcontractor or Contractor.

The provisions of this section shall not apply to a contract entered into by a Contractor:

- (a) who employs fewer than four employees during the term of the contract; or
- (b) whose contract with the City cumulatively total \$10,000 or less during the fiscal year of the city.



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B. The Contractor further agrees that the Contractor shall abide by the Kansas Age Discrimination In Employment Act (K.S.A. 44-1111 et seq.) and the applicable provision in the Americans With Disabilities Act (42 U.S.C. 1201 et seq.) as well as all federal, state and local laws, ordinances and regulations applicable to this project and to furnish any certification required by any federal, state or local government agency in connection therewith.