



**City of Greensboro Purchasing Division**

PO Box 3136, Greensboro, NC 27402

Phone: 336-373-2192

Fax: 336-373-2544

The following pages represent an opportunity to do business with the City of Greensboro. In most instances it will be a Request in which the bid response will need to be entered into the City of Greensboro's Electronic Procurement System (GePS).

**Greensboro E-Procurement System (GePS)**

**To register you must have:**

1. Microsoft Internet Explorer 6.0 or higher
2. An Official Business Name as registered with the IRS
3. A Supplier dba (doing business as) name, if applicable
4. Tax ID Number (TIN)
5. Mailing and Remittance Addresses

**How to Register**

1. Go to [www.greensboro-nc.gov](http://www.greensboro-nc.gov)
2. Click "Online Services" – located on left hand column
3. Click "Bidding Opportunities" – bottom left hand side of page
4. Read information about GePS
5. Click "Go to GePS" link on left.

**Please contact the Purchasing Division at the numbers above with any questions.**

**Event # 4819-1****Name:** RFP 16-10 Website Re-Design**Reference:** 16-10

**Description:** The purpose of the Request for Proposal is for Re-Design, Development and Implementation of the City of Greensboro Website per the attached specifications, terms and conditions. Although the City tries to maintain continuous access to the GePS website, service may be interrupted. Therefore, suppliers are encouraged to submit bids 24 hours prior to the bid closing. An un-submitted bid is not acceptable.

**Buyer:** Ron Goodwin**Status:** Open**Event Type:** RFP FOR TECHNICAL  
GOODS AND SERVICES**Currency:** USD**Category:** TECHNOLOGY EQUIPMENT SUPPLIES AND SERVICE**Sealed Bid:** Yes  
**Q & A Allowed:** Yes**Respond To All Lines:** Yes  
**Number Of Amendments:** 1**Event Dates****Preview:****Q & A Open:** 09/08/2010 17:05:00 EDT**Open:** 09/08/2010 17:00:00 EDT**Q & A Close:** 09/21/2010 16:00:00 EDT**Close:** 10/12/2010 14:00:00 EDT**Dispute Close:****Event Attachments (1)****Attachment**[RFP External Website](#)**Event Contacts (1)**

| Type                  | Name        | Title              | Phone Number | Email Address                     |
|-----------------------|-------------|--------------------|--------------|-----------------------------------|
| PURCHASING<br>MANAGER | Ron Goodwin | Purchasing Manager | 336-373-2184 | ron.goodwin@greens<br>boro-nc.gov |

**Commodity Codes (1)**

| Commodity Code | Description                                |
|----------------|--------------------------------------------|
| 915-96         | Web Page Design and/or Management Services |

**Event Lines****Line 1: Website Re-Design**

**Description:** Please provide the lump sum price excluding taxes in the space provided below for the website re-design, development and implementation . Then in your written proposal provide a breakdown of the pricing. Written proposals can be attached to your response as Word, Excel or as PDF documents.

**Item:** WESITE RE-DESIGN      Website re-design,      development and implementation**Commodity Code:** 915-96      Web Page Design and/or Management Services**Quantity:** 1.0000**UOM:** EA**Requested Delivery Date:** 03/01/2011**Require Response:** Yes**Price Breaks Allowed:** No**Alternate Items Allowed:** No**Line 1 Distributions (1)**

| Event Company | Dist Company | Acct Unit | Account | Percent  |
|---------------|--------------|-----------|---------|----------|
| 1             | 1            | 686100101 | 5212    | 100.000% |

**REQUEST FOR PROPOSAL (RFP)**

**FOR WEBSITE RE-DESIGN, DEVELOPMENT AND IMPLEMENTATION OF THE CITY  
OF GREENSBORO, NC WEBSITE**

RFP Circulation Date: 09/07/2010

Proposal Submission Deadline: 10/11/2010 (2:00pm Eastern Standard Time)



**CITY OF GREENSBORO**

**PURCHASING**

**300 West Washington Street**

**Greensboro, NC 27401**

**Phone: 336/373-2192**



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## Instructions to Bidders

1. The person, firm or corporation making a proposal shall submit it online via the Greensboro Electronic Purchasing System. Please provide the lump sum total price for your proposal in the unit cost field when responding to the event. Your proposal can be attached as a .pdf, Word, Excel, or Powerpoint. Attachments can be up to 10MB. and you can attach multiple documents. Electronic responses are encouraged to save printing cost as well as shipping charges for the proposer.
3. Each respondent shall insert the cost, and supply all the information, as indicated in the RFP. The cost inserted shall be net and shall be the full cost for the equipment specified, including all factors whatsoever.
4. Each respondent shall affirm that no official or employee of the City of Greensboro is directly or indirectly interested in this proposal for any reason of personal gain.
5. The City of Greensboro reserves the right to reject any and all proposals and to waive any informalities or technicalities in the proposal process. Any proposal submitted will be binding for sixty (60) days after the due date of the proposals.
6. These instructions are to be considered an integral part of any proposal.



## **I. Purpose:**

The City of Greensboro is issuing this Request for Proposals (“RFP”) to firms or individuals interested in providing website design services to completely overhaul the City website. The City wants to establish a dynamic website that provides improved access to information, interactive communications, and support for business transactions over the Internet. To meet this goal, the City wants to establish a web presence that will provide uniform interfaces to current and future web applications, provide robust search capabilities, and use icons, color, text and graphics in a consistent manner to improve communication. The site will include interactive forms and other web enabled information services that will enhance the users’ experience with the City of Greensboro website. The public expectation is that online services are always available, that transactions are secure, and that government organizations are not sharing information about residents. Meeting these expectations is a necessity.

## **II. Goals:**

- Re-design and greatly enhance the City’s existing website to be a resourceful, informative, and marketing asset that provides a resident/visitor/business friendly environment that emphasizes access to City services and departments and business opportunities.
- Improve resident, visitor and business access to City government by providing a website that is easy to use, contains complete and comprehensive information, has intelligent and rapid search capabilities and provides a seamless interface to additional applications.
- Develop a highly beneficial, cost-effective, easy to use, interactive, and architecturally sound website that is flexible enough to support the City’s Internet needs for a minimum of four years.
- Create a standardized format and enhanced graphical look for all pages; thereby establishing a unified theme throughout the City’s website.
  - Complete design, content migration and coding of the website.
  - Includes converting existing pages in the site to the new design template.
  - Includes programming of actual functionality on the site.
- Integrate the City website with third party applications.
- Implement a two way system allowing customers to communicate and request City services.
- The general website design and element will include accessibility, usability, appeal, functionality and ease of incorporating future features.

Although the City has some specific requirements, we are also interested in your ideas for content, and more specifically, your approach in re-designing the style of the City’s website. We encourage respondents to consider and propose creative solutions and recommendations.



### **III. Background**

#### **A. Official Beginnings**

Greensboro: 1808

#### **B. Current City of Greensboro Website**

<http://www.greensboro-nc.gov>

#### **C. Greensboro Today**

Greensboro, nicknamed, the Gate City, is the third-largest city by population, in North Carolina and the largest city in Guilford County and the surrounding Piedmont Triad metropolitan region. As of the 2000 census, Greensboro was home to 223,891 residents. As of July 1, 2009, its estimated population was 257,997.

The city is located at the intersection of two major interstate highways (I-85 and I-40) in the Piedmont ("foot of the mountains") region of central North Carolina.

This year, Greensboro has once again been named as a Playful City USA Community, recognizing that it ensures its children are active and healthy despite difficult budget constraints.

### **IV. Key Dates**

09/07/2010 RFP Release Date

09/21/2010 (4:00pm Eastern Standard Time) Final Date for Clarifying Questions

09/27/2010 Responses to Questions Posted

10/11/2010 (2:00pm Eastern Standard Time) Proposal Due Date

10/18/2010 Tentative Interview Date

10/25/2010 Tentative Selection of Proposal by Committee

10/29/2010 Tentative Selection by Committee Recommended to City Manager's for approval



## V. Interpretation of RFP Wording

Interpretation of the wording of this RFP shall be the responsibility of the City. The City staff will not give oral answers to inquiries regarding the contents of this RFP. Any oral statement regarding the RFP prior to the award shall be non-binding.

## VI. Rights of the City of Greensboro

The City reserves the right to require additional information from Respondent and to conduct necessary investigations to determine services or product reliability, Respondent performance and to determine the accuracy of information submitted in proposals.

The City reserves the right to revise the Schedule of Events if such revision is deemed to be in the best interest of the City.

## VII. Period of Performance

The Scope of Services shall be performed within the Schedule of Events, which will be mutually negotiated in a resulting Contract.

## VIII. RFP Information and Work Conditions

All Respondents are expected to carefully examine the RFP documents. Any ambiguities or inconsistencies should be brought to the attention of the purchasing manager. It is believed that all information necessary to complete a response is included in this RFP. It is the responsibility of the Respondent to obtain clarification of any information contained herein that is not fully understood. The Respondent, by and through the submission of a Proposal, agrees to be held responsible for: 1) having examined the Request for Proposal and all referenced and applicable decisions of authorities having jurisdiction over the work herein, statutory authority, and local policy; 2) having become familiar with the nature and scope of the Services required by The City; and 3) identifying any local conditions that may affect the labor availability, administrative rules and other factors that may impact the City's timeline for completion of the Services.

Nothing in this RFP shall relieve the Respondent of the Scope of Services and associated work described within. The Respondent shall, in all cases, be solely responsible for the performance of all RFP requirements in accordance with any resulting contract timelines.

The Respondent **MUST** take prime contractor responsibility, including the management and performance of any and all subcontractors, products, and services provided.



## **IX. Addenda**

All changes to this RFP as determined by the City will be addressed by written addenda. Failure of any Respondent to review any such addendum or interpretation shall not relieve the Respondent from any obligations under their Proposal as submitted. All addenda so issued shall become part of the Contract Documents.

## **X. Preliminary 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 (Economic Development) 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. This RFP is for web design, content migration and development services only, and does not include hosting the site. The City is; however, open to the idea of switching web-hosting service providers. If interested in contracting with the City for web-hosting service, include additional proposal pricing along with that for the web design for web-hosting service. List price per month and all relevant information on features including server, software, hardware, etc. Proposals for redesign of the website should include or account for but not be limited to the following:

### **A. Design, Requirements and Features**

1. Design a unique, attractive website to completely fulfill all City requirements either in this RFP or in discussions with the City within an aggressive timeframe.
2. Design a consistent, user-friendly and dynamic navigation framework for the City website that is understandable to users on all levels.
3. Design a professionally artistic home page for the City website. Design should allow residents, visitors and businesses to easily access relevant information.
4. Seamlessly integrated Social Media tools with exact target marketing.
5. Design a template for each type of page within the site. All page templates must be consistent, look professional, and enhance the image of the City.
6. Graphical files should be relative to the site and provide for quickest loading.
7. The primary purpose of the website is as a communication tool between the City and outside stakeholders (residents, businesses, visitors, etc.). To best meet the needs of both, it is expected that the completed website include each of the following components:
  - a. Integration with social media websites, allowing us to selectively update our social media pages including but not limited to, Facebook and Twitter with the content management system as staff updates the website. Also, include a "Follow Me" feature which allows users to follow the City of Greensboro through their preferred social network.
  - b. Mobile device compatibility for all website content (messaging and mobile browsing).



- c. A robust search function that allows the user to search the whole site or specific subsections within the site map without allowing expired pages in the search results.
- d. The ability to create multiple calendars and news pages based on category and/or department.
- e. The ability to easily post emergency notices on the website home page.
- f. The ability to have global navigation (i.e. breadcrumbs, always link to home page).
- g. The ability to track website visitor statistics and develop reports.
- h. The ability to track and report expired pages and possibly dead links.
- i. The ability to download applications necessary to view information (ex: Adobe Acrobat Reader).
- j. A way for site visitors to submit comments online and have the comments directed to the appropriate City official. Residents would be able to report problems, ask questions, submit comments, voice concerns, etc. and based on the subject, the comment would generate an e-mail to the appropriate City staff member. This could be an integrated solution or a third party application.
- k. A way for residents to automatically add or delete an e-mail address from a mass e-mail distribution list. This e-mail distribution list should be available in database form for staff to access.
- l. The ability to integrate City produced video from our current video provider, Granicus. We are also interested in seeking other multimedia options.
- m. The ability for staff to easily create forms for users to complete and submit online.
- n. Section 508 and ADA compatibility must be followed.
- o. Cross-referenced information should be hyper-linked from page to page within the website and the Home Page link always visible.
- p. Capability to maintain an archive of existing and past records such as agendas, minutes, press releases, newsletters, etc.
- q. Integrate a full functional language translator (current tool: Google).
- r. Website must support but is not limited to: Internet Explorer, Google Chrome, Safari and Firefox. Compatible browser versions will be determined in design process.
- s. The website should implement Google's dynamic mapping options which highlight the locations of the City facilities, and offer links for quick visual reference and to receive directions to various City of Greensboro buildings and locations.



8. Migrate and possible re-code existing web applications and forms. Existing applications (other applications may be added to this list):

| <b>Applications/Forms</b>               | <b>Applications/Forms</b>             |
|-----------------------------------------|---------------------------------------|
| Privilege License Small Business Lookup | Privilege License Application         |
| Neighborhood Association Lookup         | Global Greensboro Lookup              |
| WWII Lookup                             | Cemetery Lookup (Genealogy)           |
| YEA Lookup                              | Talk to the Council Form              |
| Job Board Lookup                        | Contact Us Forms (many forms)         |
| SCAT Reservation Request Form           | Contact Center Request Interface      |
| Alarm Card Form                         | Fire Inspections Request              |
| Budget Request Form                     | Homeless Shelter Extranet Application |
| Enter Water Level Form                  | Display Water Level Form              |
| Marriage Search                         | Amber Alert                           |
| Citizen Academy Application             | Radar Trailers Form                   |
| Anonymous Tip Police Form               | Commendation Form                     |
| Speech Request Form                     | Speaker Request Form                  |
| City Academy Application                | Adopt a Street Application            |
| Adopt a Street View                     | Lane Closure Application              |
| Lane Closure View                       | Traffic Cameras Application & Views   |
| Service Request Form (GDOT)             | HCD Board Commission Form             |
| Drama E-mail Form                       | Softball Form                         |
| Wildlife Birthday Form                  | Ask a Librarian Form                  |
| Book Loan Request Form                  | Library Login                         |
| Civil War Database                      | Suggest a Purchase Form               |
| Communication Survey Form (911)         | Retiree's Extranet                    |
| Nuisance Form                           |                                       |

9. Migrate all relevant web content from the existing website to the newly designed website in an organized manner while adhering to the City of Greensboro's Style Guide.
10. All documents, including maps and tables, should be available in a 'printer friendly' format without extensive graphics, to provide ease of viewing, printing, and downloading.
11. Incorporate a focus group in the final design process. The focus group would include members of partner agencies, businesses and residents. Ease of use and accessibility would be evaluated and resulting suggestions considered.
12. Aid the City in transitioning to the new website including staff training and the production of a guide book or instructions in electronic and paper form on changing/updating the website. The City intends to utilize a content management system to update the website. Either an integrated system or third party system would be considered.



13. City personnel will maintain the site. Therefore, a system needs to be in place for maintenance and updating capabilities by non-technical staff.
14. It is expected that the Consultant/Vendor work with the City to develop a site that best meets the needs of the City. The City expects that the Consultant/Vendor 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.

## B. Services Required After Selection

1. The selected Consultants/Vendors will be required to meet with the City's project team and/or representatives to discuss and plan the project(s), provide progressive reports as needed.
2. Consultant/Vendor should maintain timely and regular communication with the City and their constituents during the development process.
3. In conjunction with performance under the approved contract, the Consultant/Vendor may be required to attend additional progress meetings in the event the Consultant/Vendor is not in conformance with the contract. These meetings will be at no additional cost to the City.
4. Initial draft website design templates will be provided to the City within six weeks from the date of the contract for review prior to implementation.
5. A joint beta testing period and a subsequent acceptance testing period shall be provided, during which the City may evaluate the website on City property to ensure satisfaction with the website functions and specifications.
6. Provide the City with the source code for the website and any applications developed in conjunction with the website.
7. Selected consultants/vendor will migrate all relevant web content into new design so information is organized, follows the City's style guide and easy to access.
8. Provide site administrators and content editor classroom training supplemented with technical documentation in electronic and paper form.

## C. Requested Information and Proposal Format

The proposal should contain a total cost of the project, as well as detailed "line item" breakdown of costs for the project. In addition, please specify:

1. "Not to Exceed" Fees (for actual cost of time and materials needed to complete the project).
2. "Not to Exceed" Fee (for any reimbursable anticipated during the course of this project).
3. Hourly rate schedule for services.
4. Any additional costs/charges (such as traveling expenses) must be clearly defined in the proposal.
5. **Note:** Information and costs for the optional services should be submitted separately.
6. Proposal(s) should include necessary software and recommended hardware specifications, any additional communication requirements, integration needs and potential costs



- necessary to maintain the website (i.e. hardware, software, installation, licensing, training, etc.).
7. Proposal(s) should be all encompassing, with a single vendor identified as the “responsible lead vendor.” Please include any subcontractor(s) that will be required to meet the needs of the proposal or clearly indicate what portion of the services are not included as part of your proposal.
  8. Three (3) copies of the proposal must be submitted.
  9. The title page should include:
    - a. Your firm’s name
    - b. Address
    - c. Telephone number
    - d. Point of contact
    - e. Fax number
    - f. E-mail Address
  10. Years of experience related to website design, implementation and development, on the proposed solution.
  11. The Proposal should contain a Table of Contents.
  12. Enclose a section on relevant website development experience and information on the extent of your firm’s abilities to meet the needs of this project.
  13. Due to the aggressive timeline of going live March 31, 2011, provide an estimated detailed timeline for completion of this project.
  14. Provide a list of comparable websites, including municipalities and governmental agencies, designed by your firm. Include the website address, company/agency contact, address, telephone number and hard copies of the Home Page. These companies/agencies may be contacted for references. (SEE ATTACHMENT B)

#### **D. Optional Services**

Any additional features the respondent feels would improve the City website or the transition process. The City is interested in receiving proposals on these services. Respondents are not obligated to propose on any optional services.

If providing a proposal on these services, please provide separate proposal(s), with the appropriate titles and cost estimates thereof. Please indicate whether the costs reflect an annual, monthly, or hourly rate and the minimum number of hours available to the City during the designated time frame.



## **XI. Contract and Completed Website**

The Contract between the Consultant/Vendor 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. Consultant/Vendor will relinquish all rights to the website and the City will have sole control over website design, content, and appearance.

## **XII. Submission of Proposal**

Proposals should be received at the address below before 2:00pm (Eastern Standard Time) on October 11, 2010. Late proposals will not be accepted. Proposals should be hand delivered or mailed. E-mailed or faxed proposals will not be accepted. Respondents are to submit all materials together in a sealed packet and clearly mark on the outside of the package their company name and "Website Proposal."

Mailing Address:

City of Greensboro Purchasing Division  
ATTN: Ron Goodwin, Purchasing Manager  
300 West Washington St  
Greensboro, NC 27401

Proposals are to be sent in triplicate (3 hard copies and 3 CDs or DVDs) and will include the following:

- A timeline indicating expected completion time of key steps and of the entire project from execution of contract agreement. Key steps should be briefly described.
- Response to respondent questions (see ATTACHMENT A)
- Reference sheet (see ATTACHMENT B)
- Bid sheet with detailed fee breakdown
- Certificate of Compliance

The City reserves the right to request additional information from any respondent after submission of proposal including but not limited to: additional design templates, clarification of submitted materials, and/or interviews or to allow for corrections of misinformation or omitted information.

The City reserves the right to change proposal submission requirements and to change the due date at any point during the RFP process, upon notification of all firms and individuals who have expressed to the City the intent to submit a proposal (collectively the "Expected Respondents"). It is the goal of the City to design a website that best meets the needs of residents, businesses, visitors, staff, and other stakeholders. Improvements or suggestions to any condition in the RFP are welcome and should be explained in the submitted proposal. Requirements are somewhat flexible and could be altered given a better idea or method.



By submitting the proposal the Respondent relinquishes all rights to submitted proposals or the ideas contained therein, and the City reserves the right to retain all submitted proposals and to use any ideas in any proposal submitted, regardless of whether or not the proposal is selected. All material submitted in response to the RFP shall become property of the City and will not be returned.

Prior to the execution of the agreement between the City and the Consultant/Vendor, the contents of each proposal will remain confidential, to the extent permitted by law, and not made available to anyone except those involved in the selection process.

### **A. Withdrawing Proposals**

Proposals submitted to the City cannot be withdrawn prior to the time set for opening Proposals. Request for non-consideration of Proposals must be made in writing to the Purchasing Officer and received by the City prior to the time set for opening Proposals. After other Proposals have been opened, the Proposal for which non-consideration is properly requested will be returned unopened. The Proposal may not be withdrawn after the Proposals have been opened, and the Respondent, in submitting the same, warrants and guarantees that its Proposal has been carefully reviewed and checked and that it is in all things true and accurate and free of mistakes and that such Proposal will not and cannot be withdrawn because of any mistake committed by the Respondent.

### **B. Consideration of Proposals**

After Proposals are opened, the Proposals will be evaluated on the basis given in the RFP and as shown in the Proposal. Until final award of the Contract, the City Manager reserves the right to reject any or all Proposals, reissue the RFP, modify or change the form of the solicitation or any combination thereof, to waive technicalities, or proceed to contract for the services otherwise deemed to be in the best interest of the City.

### **C. Irregular Proposals**

Proposals will be considered irregular if they show any omissions, alterations of form, additions, or conditions not called for, unauthorized alternate Proposals, or irregularities of any kind. However, the City reserves the right to waive any irregularities and to make the award in the best interests of the City.



## **D. Rejection of Proposals**

The City reserves the right to reject any or all Proposals, and all Proposals submitted are subject to this reservation. Proposals may be rejected, among other reasons, for any of the following specific reasons:

- Proposals received after the time set for receiving Proposals as reflected on the cover page.
- Proposals containing any irregularities.
- Unbalanced value of any items.

## **E. Disqualification of Respondent**

Respondent may be disqualified and their Proposal not considered, among other reasons, for any of the following specific reasons:

- Reason for believing collusion exists among the Consultants/Vendors.
- Reasonable grounds for believing that any Respondent submitting a Proposal as a prime is interested in more than one Proposal for the services contemplated.
- Where the Respondent, any subcontractor or supplier, is in litigation with the City, or where such litigation is contemplated or imminent, in the sole opinion of the City.
- The Respondent being in arrears on any existing contract or having defaulted on a previous contract.
- Lack of competency as revealed by pertinent factors, including, but not necessarily limited to, experience, computer hardware and software, equipment, and questionnaires.
- Insufficient resources, which in the judgment of the City will prevent or hinder promptly providing of additional services, if awarded.

## **XIII. Confidential or Proprietary Markings**

Responses to this Request for Proposal become the exclusive property of the City. All Proposals submitted become a matter of public record and, upon request, shall be open for public inspection, with the exception of those portions of each Proposal which are defined by the Respondent as business or trade secrets and are clearly marked as "Trade Secret," "Confidential" or "Proprietary." Trade secrets and confidential information contained in the Proposals and clearly marked and identified as such shall not be open for public inspection at any time.

It is the responsibility of the Respondent to clearly mark and identify all portions of the Proposal that, in the Respondent's opinion, contain trade secrets, confidential information, or other proprietary information. The City recommends the use of the legend "RFP – Confidential," "RFP – Proprietary," or words to that effect on each and every section of the Proposal for which Respondent claims confidential, trade secret, or proprietary status. Prefacing the entire Proposal with a single confidential or



proprietary statement is discouraged and may not constitute sufficient designation of trade secrets and confidential information.

Respondent agrees that it shall not hold the City liable or responsible for the disclosure of any such records or Proposals or portions thereof, if they are not clearly marked as “Trade Secret,” “Confidential” or “Proprietary,” or if disclosure is required by the North Carolina Public Records Act or other applicable law or judicial order. If a third party challenges the trade secrets or confidential nature of certain information, it will be the sole responsibility of the Respondent to defend that challenge.

### **A. Release of Additional Information**

All Consultants/Vendors are hereby advised and through submission of a Proposal agree and release the City to solicit and secure background information based upon the information, including references, provided in response to this solicitation. Fully descriptive and complete information should, therefore, be provided to assist in this process and ensure the appropriate impact.

The City reserves the right to solicit additional information from the Consultants/Vendors, or any one Respondent, should the City deem such information necessary.

## **XIV. Award of Contract**

Award of Contract, if awarded, will be made by the City Manager to the Respondent whose Proposal is determined to be the most advantageous to the City, taking into consideration the relative importance of price and other evaluation factors. It is anticipated that award may be made within ninety (90) days after the opening of the Proposals. No award will be made until after investigations are made as to the responsibilities of the Respondent.

The City reserves the right to solicit additional information from the Respondent, or any one Respondent should the City deem such information necessary.

The Award of Contract may be to one, all, some, or none of the Consultants/Vendors at the sole discretion of the City.

## **XV. Terms and Conditions**

### **A. Price**

The Respondent shall complete all forms and information submittals in the attachments, and submit with the Proposal.



## **B. Terms of Payment**

Terms of payment to the Respondent will be in accordance with the terms of the Agreement based on invoices submitted to and approved by the City. Invoices shall be fully documented in accordance with the Agreement. Invoices must reflect only the amount due for that portion of the services performed, materials and equipment furnished for the period covered by each invoice. Respondent agrees to waive any/all interest charges on overdue invoices.

## **C. Payment of Subcontractors**

Upon payment by the City, Respondent shall pay each subcontractor or sub consultant the appropriate share of the payment no later than the 10th calendar day after the day on which the Respondent receives payment from the City.

## **D. Venue**

This Contract shall be governed by the laws of the State of North Carolina. If legal action is necessary by either party with respect to the enforcement of any and all of its terms and conditions, exclusive venue for any legal action shall lie in Guilford County, North Carolina.

## **E. Performance Time**

Time is of the essence in the performance of services detailed in this RFP. The City considers performance time to be that period elapsing from the date of the issuance of the Notice to Proceed until the Respondent provides the necessary work and services to be performed as part of the Scope of Services.

## **F. Notice of Delays**

Whenever the Respondent encounters any difficulty which is delaying or threatens to delay timely performance (including actual or potential labor disputes, service interruptions, or other), the Respondent shall immediately give notice thereof in writing to the City, stating all relevant information with respect thereto. Such notice shall not in any way constitute a basis for an extension of the delivery or performance schedule or be construed as a waiver by the City of any right or remedies to which it is entitled by law or pursuant to provisions herein. Failure to give such notice, however, may be grounds for denial of any request for an extension of the delivery or performance schedule because of such delay.

## **G. Force Majeure**

Respondent shall not be liable for delay in delivery or performance or for failure to give notice of delay when such delay is due to factors beyond its control, including, but not limited to, fires, strikes, explosions, governmental regulations, court orders or decrees, or acts of nature such as flood, wind,



earthquake, tornado or hurricane. If the Respondent is unable to perform any of its obligations as a result of force majeure, Respondent shall immediately give written notice to the City of the date of inception of the force majeure condition and the extent to which it will affect performance.

## **H. Termination**

Termination for Cause. The City retains the right to terminate any contract resulting from this RFP at its exclusive option and at no further cost or obligation to itself for reasons of Respondent's failure to perform satisfactorily in the following areas:

- Quality of service
- Fulfillment of other contractual commitments or requirements

Such termination action will be enacted only after the Respondent has been notified in writing by the City of its dissatisfaction and the Respondent has been given, in the City's opinion, reasonable time to correct the matter of dissatisfaction.

Termination for Convenience of the City. In any contract resulting from this RFP, the City retains its right to terminate the contract, in whole or in part, for its convenience.

## **I. General Performance Requirements**

Performance shall commence upon execution of the contract by the City Manager and a written notice to proceed which must include a signed, original Purchase Order. Thereafter, all work shall be coordinated, reviewed, and approved by the City Representative, or designee.

The scope of this Contract and requirements of the City as described in the RFP and Proposal shall not be considered as binding on the City, and the Scope of Services awarded actually may be less than or greater than projected.

Respondent warrants that all services performed under any resulting Contract will be of the type and quality specified, and the City may reject and/or refuse Services which fall below the quality specified in the RFP and resulting Contract.

Failure by the Respondent to make reasonable progress in accordance with the approved performance schedule shall entitle the City to seek services from alternate sources wherever available, with the right to seek reimbursement from the Respondent for amounts, if any, paid by the City over and above the Contract price.

All Services performed under this Contract, as required by the RFP, shall be performed in the highest quality workmanship and shall in every respect meet or exceed the industry standards for this type contract.



Failure of Respondent to fully comply with the terms and provisions of this Contract shall constitute grounds for declaring the Respondent in default of the Contract.

The term of the agreement shall not commence prior to a contract, notice to proceed and a purchase order being issued by an authorized City staff member. The term of the contract will be specified by the City upon review of the proposal. The term of the contract will be determined by the City and the successful Respondent will be advised by the City of the actual term of the agreement.

The Respondent agrees that should the City enter into an agreement as a result of this proposal, that the Respondent agrees that the City is a valued and substantial customer of the Respondent, and agrees that the City shall enjoy a “most favored customer” status, able to change rates, equipment, and participate in promotional activities of the Respondent at an equal rate to the lowest rates given to governmental, public, or individuals, and that these renegotiations will take place between the City and Respondent at times and place convenient to both.

Re-negotiation of rates, payments, and other necessary or desirable changes in a resulting agreement will take place between the City and Respondent at times and place convenient to both. Notwithstanding, no increase or decrease in rates or payments may be made without written consent of both parties, and countersigned by the appropriate designated representatives.

## **J. Indemnification**

To the fullest extent permitted by law, the Respondent shall indemnify, defend and hold harmless the City and the City’s officers, agents and employees from and against any and all loss, damages, obligations, liabilities and expenses (including reasonable attorney’s fees) that arise directly or indirectly from:

Any act(s) of negligence or willful misconduct by Respondent or any of its agents, employees or subcontractors (or any allegations or any of the foregoing), including but not limited to any liability caused by an accident or other occurrence resulting in bodily injury, death, sickness or disease to any person(s) or damage or destruction to any property, real or personal; or

Any claims seeking payment for labor or materials provided by the Respondent under the contract.

## **K. Insurance for Service Contracts**

### **Insurance Requirements by Contract Classifications**

Contracted projects of any size shall be adequately insured.

Respondent shall not be allowed to begin work until evidence of the required insurance is provided. All payments and performance bonds and certificates of insurance shall be reviewed before the vendor is awarded a contract or contemporaneously with the execution of a contract, when applicable. Submittals must be verified prior to issuing a Purchase Order.



Classes of Risk are based on 12- month aggregate services, or annual value of contract for multi-year agreements. (non-construction)

## 1. Classes of Risk

### *Class A – Normal limits – Jobs with moderate hazards and moderate size*

**Examples:** Service contracts from \$25,001 to \$100,000

#### **Contract requirements:**

Hold Harmless Agreement

Contractual Coverage

Waiver of subrogation

#### **Insurance requirements:**

|                                 |                                                         |
|---------------------------------|---------------------------------------------------------|
| Workers' Compensation           | Statutory Limits                                        |
| Employer's Liability            | \$500,000 per accident / \$500,000 per employee         |
| General Liability               |                                                         |
| Bodily Injury & Property damage | \$500,000 combined single limits/ \$1,000,000 aggregate |
| Automobile Liability            |                                                         |
| Bodily Injury                   | \$250,000 per person/\$500,000 per accident             |
| Property damage                 | \$250,000                                               |
| Professional Errors & Omissions | \$1,000,000                                             |
| Umbrella Policy                 | \$1,000,000 / \$1,000,000 aggregate                     |



### *Class B – High Limits – service contracts above \$100,000*

#### **Contract and insurance requirements:**

|                                                              |                                             |
|--------------------------------------------------------------|---------------------------------------------|
| Hold Harmless Agreement                                      |                                             |
| Waiver of Subrogation                                        |                                             |
| City of Greensboro named as additional insured on coverage's |                                             |
| Workers Compensation                                         | Statutory Limits                            |
| Employer's Liability                                         | \$500,000 per accident/\$500,000 per person |

#### **General Liability**

|                                 |                                                          |
|---------------------------------|----------------------------------------------------------|
| Bodily injury & Property damage | \$1,000,000 combined single limits/\$2,000,000 aggregate |
|---------------------------------|----------------------------------------------------------|

#### **Automobile Liability**

|                                  |                                                  |
|----------------------------------|--------------------------------------------------|
| Bodily Injury                    | \$250,000 per person/\$500,000 per accident      |
| Property damage                  | \$250,000                                        |
| Professional error's & omissions | \$1,000,000 per occurrence                       |
| Umbrella policy                  | \$2,000,000 per occurrence/\$2,000,000 aggregate |

All insurance policies proposed or obtained in satisfaction of these requirements shall comply with the following general specification, and shall be maintained in compliance with these general specifications throughout the duration of the Contract, or longer, if so noted:

- Each policy shall be issued by a company authorized to do business in the State of North Carolina with an A.M. Best Company rating of at least A.
- Liability policies shall be endorsed to provide the following:
  1. Name as additional insured the City, its Officials, Agents, and Employees.
  2. That such insurance is primary to any other insurance available to the additional insured.
  3. All policies shall be endorsed to provide thirty (30) days prior written notice of cancellation, non-renewal or reduction in coverage.
  4. Should any of the required insurance be provided under a claims-made form, Respondent shall maintain such coverage continuously throughout the term of this contract and without lapse, for a period of three years beyond the contract expiration, such that occurrences arising during the contract term which give rise to claims made after expiration of the contract shall be covered

**Certificate of Insurance must be submitted prior to execution of contract.**



## **L. Independent Contractor Status**

Respondent recognizes that it is engaged as an independent contractor and acknowledges that the City will have no responsibility to provide transportation, insurance or other fringe benefits normally associated with employee status. Respondent, in accordance with its status as an independent contractor, covenants and agrees that it shall conduct itself consistent with such status, that it will neither hold itself out as nor claim to be an officer, partner, employee or agent of the City by reason hereof, and that it will not by reason hereof make any claim, demand or application to or for any right or privilege applicable to an officer, partner, employee or agent of the City, including, but not limited to, unemployment insurance benefits, social security coverage or retirement benefits. Respondent hereby agrees to make its own arrangements for any of such benefits as it may desire and agrees that it is responsible for all income taxes required by applicable law.

## **XVI. Compliance With Laws**

In the execution of the Contract, the Respondent must comply with all applicable State and Federal laws, including but not limited to laws concerned with labor, environment, equal employment opportunity, safety and minimum wages. The Respondent shall make itself familiar with and at all times shall observe and comply with all Federal, State and Local laws, ordinances and regulations which in any manner affect the conduct of the Work, and shall indemnify and save harmless the City and its official and/or contractual representatives against any claim arising from violation of any such law, ordinance or regulation by itself or by its subcontractors, or suppliers at any tier, or its employees. When requested, competent evidence of compliance with applicable laws shall be furnished.

The Respondent shall cooperate with applicable city or other governmental officials at all times where their jurisdiction prevails. The Respondent shall make application for any permits and permanent utilities which are required for the execution of the Contract.

### **A. Right to Audit**

At any time during the term of this Contract and for a period of four (4) years thereafter the City or a duly authorized audit representative of the City, or the State of North Carolina, at its expense and at reasonable times, reserves the right to audit Respondent records and books relevant to all services provided under this Contract. In the event such an audit by the City reveals any errors/overpayments by the City, the Respondent shall refund the City the full amount of such overpayments within thirty (30) days of such audit findings, or the City, at its option, reserves the right to deduct such amounts owing the City from any payments due the Respondent.



## B. Non-Discriminatory Employment

The City does not discriminate on the basis of sex, disability, race, religion, color, age, gender, sexual orientation, and/or national origin in the execution of its governmental functions.

Submittal to the City of reasonable evidence of discrimination will be grounds for termination of the agreement. This policy does not require the employment of unqualified persons.

## C. Felony Conviction Notice and Criminal Background Check

Respondent will obtain criminal history record information that relates to an employee, applicant for employment, or agent of the Respondent if the employee, applicant, or agent has or will have continuing duties related to the contracted services; and the duties are or will be performed on the City property. The Consultant/Vendor shall certify to the City before beginning work and at no less than an annual basis thereafter that criminal history record information has been obtained. Respondent shall assume all expenses associated with the background checks, and shall immediately remove any employee or agent who was convicted of a felony, or misdemeanor involving moral turpitude, as defined by North Carolina law, from the City property. The City shall be the final authority in deciding if and when an employee of the Respondent shall be removed from the City premises. Respondent violation of this section shall constitute a substantial failure under Article 15.

## D. Appeal Process

Any Respondent who has submitted a proposal has the right to appeal, if such an appeal is based on deviations from laws, rules, regulations, or procedures. The following procedure applies to Respondent responding to a Request for Proposal or Request for Qualifications who wish to appeal a disqualification of a proposal, or award of contract.

Respondent shall submit appeals in writing to the Purchasing Officer of the City. Appeals must be received no later than 4:00 PM on the fifth (5th) working day after the postmarked Notice of Award or disqualification.

## XVII. Clarifications

Any questions about requirements or any other instruction contained within the RFP or relating to the RFP should be directed to Ron Goodwin, Purchasing Agent via e-mail at [ron.goodwin@greensboro-nc.gov](mailto:ron.goodwin@greensboro-nc.gov). All requests for clarification about any item contained or relating to the RFP should be made in writing and expressed through e-mail. Any clarifications made in response to questions received will be e-mailed to all expected respondents providing contact information and requesting the City do so, as appropriate and as judged necessary at the discretion of the City. Anyone planning to submit a proposal should contact the City contact listed above to convey such intent. The deadline for requesting clarification is September 27, 2010. **Requests for verbal or telephone clarification will be declined and will be non-binding.**



## **XVIII. Selection Process**

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.

The selection process may include an interview session tentatively scheduled for October 18, 2010. This interview session may be recorded for later review by City staff. The City will select the respondent 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 Consultant/Vendor and City will discuss and agree on final scope of work and final contract amount and terms of the Contract. If the Consultant/Vendor 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.

## **XIX. Evaluation Criteria**

### **A. Website Requirements**

All proposals must include the following to be considered in the selection process:

1. The site must be unique, look professional, and uniformly represent the City in interaction with residents, businesses, and visitors both current and potential.
2. Design look and feel for each page must be consistent throughout the site.
3. The entry point for the site must represent the quality and character of the City of Greensboro.
4. Each page must be sized as to allow printing or contain a printer friendly version.
5. The site should be designed to be accessible by viewers with limited computer knowledge and should avoid using technology that may not be compliant with some browsers. In the event such technology is used, the site should provide alternate means for accessing the information.
6. The City would like the site design to be compliant with Section 508 and Americans with Disabilities Act guidelines. Respondent should make an effort to comply with guidelines; however the usability of the site and ability for staff to easily update the site and content contained within the website should be considered. Compliance with the standards should not prevent any other requirements from being met.
7. The site must be easy to update by City staff using City-owned software or a web-based solution.
8. All coding shall become the property of the City of Greensboro and full, unlimited access is required.
9. Website content management system should allow for City to be able to post unlimited amount of content at no extra cost to City.
10. Website content management system should allow for unlimited amount of system users at no extra cost to City.



## **B. Technical Requirements**

Any website design must be Windows based and comply with all technical requirements including specifications regarding hardware, software, and the protocol for transferring and updating information as defined by the City during negotiations on the final scope of work.

## **C. Qualifications**

Selection of a proposal for contract will be at the sole judgment of the City. Only those respondents meeting the following conditions, however, will be considered:

1. Respondent must demonstrate past success with the content management system that will be recommended for the City website development.
2. Respondent must have developed at least ten (10) websites specifically for municipalities or a portal website that included local government and other related agencies (i.e. Chamber of Commerce, Tourism Bureau, Economic Development organization, State, School Systems, etc).
3. Respondent must provide references for at least five (5) organizations, all municipalities or related agencies from a portal site which included local government.
4. References must be organizations for which the respondent has developed a website that is currently in use.
5. Respondent must provide a project schedule describing the respondent's approach to designing and coordinating this project. The description should include all tasks listed in the scope of work for all phases of the project and a tentative schedule.



## D. Evaluation of Qualifying Proposals

The City will evaluate each qualifying proposal based on the degree to which it complies with the City's requirements, as articulated in this RFP. The primary categories to be evaluated are:

- **Management Plan:** Expertise of Consultant/Vendor submitting proposal.
- **Proposed Methodology:** Proposed work plan and approach
- **Resource Plan:** Personnel, Project manager and Project staff
- **Graphic Design Evaluation:** Product design and layout samples
- **Website Design and Development Evaluation:** Website samples and proposed website solution.

| Evaluation Criteria |                                           | Score Weight | Points Obtainable | Consultants/Vendors |   |   |   |
|---------------------|-------------------------------------------|--------------|-------------------|---------------------|---|---|---|
|                     |                                           |              |                   | A                   | B | C | D |
| 1.                  | Management Plan                           | 10%          | 100               |                     |   |   |   |
| 2.                  | Proposed Methodology                      | 10%          | 100               |                     |   |   |   |
| 3.                  | Resource Plan                             | 10%          | 100               |                     |   |   |   |
| 4.                  | Graphic Design Evaluation                 | 35%          | 350               |                     |   |   |   |
| 5.                  | Website Design and Development Evaluation | 35%          | 350               |                     |   |   |   |
| <b>Grand Total</b>  |                                           |              | <b>1000</b>       |                     |   |   |   |

Evaluation forms for the RFP follow on the next three pages. The obtainable number of points specified for each evaluation criterion indicates the relative significance or weight of the item in the overall evaluation process. The RFP Evaluation Forms are:

- Form 1: Expertise of Vendor/Consultant submitting proposal
- Form 2: Proposed work plan and approach
- Form 3: Personnel, Project Manager and Project Staff
- Form 4: Publication/product design and layout samples
- Form 5: Website samples and proposed content management system solution



| RFP Proposal Evaluation                                                           |                                                                                                                                                                                                                                                                          | Points obtainable | Consultants/Vendors |   |   |   |   |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------|---|---|---|---|
|                                                                                   |                                                                                                                                                                                                                                                                          |                   | A                   | B | C | D | E |
| <b>Part 1: Management Plan</b> Expertise of Consultant/Vendor submitting proposal |                                                                                                                                                                                                                                                                          |                   |                     |   |   |   |   |
| 1.1                                                                               | Reputation of Organization and Staff (Competence / Reliability)                                                                                                                                                                                                          | 20                |                     |   |   |   |   |
| 1.2                                                                               | Litigation and Arbitration history                                                                                                                                                                                                                                       | 5                 |                     |   |   |   |   |
| 1.3                                                                               | General Organizational Capability which is likely to affect implementation (i.e. loose consortium, holding company or one firm, size of the firm / organization, strength of project management support e.g. project financing capacity and project management controls) | 10                |                     |   |   |   |   |
| 1.4                                                                               | Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialized skills)                                                                     | 15                |                     |   |   |   |   |
| 1.5                                                                               | Quality assurance procedures, warranty                                                                                                                                                                                                                                   | 10                |                     |   |   |   |   |
| 1.6                                                                               | Relevance of: -Specialized Knowledge - Experience on Similar Proposed CMS system. Work for other municipalities/agencies.                                                                                                                                                | 40                |                     |   |   |   |   |
| Total Part 1                                                                      |                                                                                                                                                                                                                                                                          | 100               |                     |   |   |   |   |

| RFP Proposal Evaluation             |                                                                                                                                                                                       | Points obtainable               | Consultants/Vendors |   |   |   |   |
|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|---------------------|---|---|---|---|
|                                     |                                                                                                                                                                                       |                                 | A                   | B | C | D | E |
| <b>Part 2: Proposed Methodology</b> |                                                                                                                                                                                       | Proposed work plan and approach |                     |   |   |   |   |
| 2.1                                 | To what degree does the Respondent understand the task?                                                                                                                               | 20                              |                     |   |   |   |   |
| 2.2                                 | Have the important aspects of the task been addressed in sufficient detail?                                                                                                           | 5                               |                     |   |   |   |   |
| 2.3                                 | Are the different components of the project adequately weighted relative to one another?                                                                                              | 10                              |                     |   |   |   |   |
| 2.4                                 | Is the conceptual framework adopted appropriate for the task?                                                                                                                         | 15                              |                     |   |   |   |   |
| 2.5                                 | Is the scope of task well defined                                                                                                                                                     | 10                              |                     |   |   |   |   |
| 2.6                                 | Has a realistic project cycle and timeline been determined and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project? | 40                              |                     |   |   |   |   |
| Total Part 2                        |                                                                                                                                                                                       | 100                             |                     |   |   |   |   |



| RFP Proposal Evaluation         |                                                                        | Points obtainable | Consultants/Vendors |   |   |   |   |
|---------------------------------|------------------------------------------------------------------------|-------------------|---------------------|---|---|---|---|
|                                 |                                                                        |                   | A                   | B | C | D | E |
| Part 3: Resource Plan Personnel |                                                                        |                   |                     |   |   |   |   |
| 3.1                             | Project Manager: General Qualifications                                | 30                |                     |   |   |   |   |
| 3.2                             | Project Manager: Professional Experience in the area of specialization | 30                |                     |   |   |   |   |
| 3.3                             | Project Staff: General Qualifications                                  | 20                |                     |   |   |   |   |
| 3.4                             | Project Staff: Professional Experience in the area of Specialization   | 20                |                     |   |   |   |   |
| Total Part 3                    |                                                                        | 100               |                     |   |   |   |   |

| RFP Proposal Evaluation                                             |                                                                                                | Points obtainable | Consultants/Vendors |   |   |   |   |
|---------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------|---------------------|---|---|---|---|
|                                                                     |                                                                                                |                   | A                   | B | C | D | E |
| Part 4: Graphic Design Evaluation Product design and layout samples |                                                                                                |                   |                     |   |   |   |   |
| 4.1                                                                 | Covers: compelling imagery and creativity                                                      | 100               |                     |   |   |   |   |
| 4.2                                                                 | Graphics: consistent style throughout, easily understood message, type is legible, creativity? | 90                |                     |   |   |   |   |
| 4.3                                                                 | Color: available color well used, compliments content?                                         | 60                |                     |   |   |   |   |
| 4.4                                                                 | Visuals: appropriate for content, creative                                                     | 50                |                     |   |   |   |   |
| 4.5                                                                 | Layout: appropriate use of space and alignment                                                 | 50                |                     |   |   |   |   |
| Total Part 4                                                        |                                                                                                | 350               |                     |   |   |   |   |



| RFP Proposal Evaluation                                          |                                                               | Points obtainable | Consultants/Vendors |   |   |   |   |
|------------------------------------------------------------------|---------------------------------------------------------------|-------------------|---------------------|---|---|---|---|
|                                                                  |                                                               |                   | A                   | B | C | D | E |
| Part 5: Website Design and Development Evaluation                |                                                               | Website samples   |                     |   |   |   |   |
| 5.1                                                              | Website samples: graphics, color and typography               | 60                |                     |   |   |   |   |
| 5.2                                                              | Website samples: organization of content and navigation       | 60                |                     |   |   |   |   |
| 5.3                                                              | Website samples: social media integration                     | 40                |                     |   |   |   |   |
| 5.4                                                              | Website samples: appeal to residents, businesses and visitors | 65                |                     |   |   |   |   |
| 5.5                                                              | Website samples: search capabilities                          | 40                |                     |   |   |   |   |
| 5.6                                                              | Proposed CMS solution                                         | 85                |                     |   |   |   |   |
| Total Part 5                                                     |                                                               | 350               |                     |   |   |   |   |
| Grand Total (70% of 1000pts = 700 pts needed to pass evaluation) |                                                               | 1000              |                     |   |   |   |   |



## XX. Attachments

### Attachment A - Respondent Questions

#### General Questions

1. Describe your organization's experience in developing websites. Note any experience with design and development for municipal corporations. Also comment on the overall history of the organization.
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 website 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 design and transition to the new website. Please be specific with respect to type (training, help only, etc.), contact method (phone, e-mail), 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.
10. Under what operating systems does the website management application software run? Please describe the level of compatibility for each OS if applicable.
11. Is content delivery accomplished through a native tool, or via other web servers (e.g. Apache, Netscape/Iplanet, NES, IIS)?
12. Does the application require a dedicated server(s)? What is the recommended server specification/configuration to run the application effectively?
13. Is a database used for the content repository? If so, which databases are supported? Is the database DAO/ODBC compliant?
14. Please describe how your system is implemented in an Internet vs. Intranet environment.
15. How would your design meet the demands of a service based government Website? Identify new and innovative approaches to organizing current and future content services and information for the site.
16. Describe your company's experience in making Websites as accommodating as possible to disabled and visually impaired visitors.



### **Software Standards/Integration**

17. Does the website management application support XML? Please list all supported content types e.g. image formats, document formats.
18. What language is the application written in? Does it support Java, JavaScript, C++, Perl or CGI?
19. Is there an SDK available? Are API's to Java, C++ or Visual Basic available?
20. Is the source code included?
21. Please list all supported network protocols.
22. Please list supported/recommended backup and recovery tools.
23. Are standards such as X.509 Certificates, SSL and Secure FTP supported?
24. Please list supported browsers and versions.
25. Does the application meet federal ADA compliance requirements? Please describe how your application conforms.
26. Please explain your system's ability to integrate with third party portal products and identify any with which you have achieved successful integration.
27. Please describe the capability of your product to integrate with the MS Exchange.
28. Does your system provide any Listserv capabilities or integrate with any third party Listserv products?
29. Does your system provide for forms generation/management or integrate with any third party forms management products?
30. Does your application have an integrated social media option?

### **Workstation Requirements**

31. What are the minimum client workstation requirements to effectively access and use the application?

### **User Interface**

32. Are the content contributor and content approver interfaces Windows-based or browser-based?
33. Is the administrator interface Windows-based or browser-based?
34. Are the interfaces consistent throughout the whole system?
35. Can user interfaces be modified or customized?
36. Does your system have automated link verification?

### **Security**

37. How is user authentication and authorization managed? Please describe whether proprietary, or whether there is integration with SAM, AD, or LDAP compatible Directories.
38. Is security managed at the server or can it be managed remotely via a client, browser or if applicable a Directory?
39. Please describe in detail the various levels of security that can be applied, (e.g. screen, menu, field, content, file etc.) for both users and groups.



40. Does your system enable centralized control over page layout, colors, fonts, navigation and graphical elements? Please explain functionality in detail.

### Design/Content Separation and Templating

41. Does your system separate design from content? If yes, describe how. Does your system use design templates?
42. What third party design tools (e.g. Dream Weaver, FrontPage, Fusion, Nvu) can be used with your system to create design templates? Does your system include aids for template creation and modification such as wizards etc.?
43. Is an authoring tool provided native to the application? Are authoring tools such as Dream Weaver, MS -Word, FrontPage and Nvu supported for content creation?
44. Does your system separate design from content in such a way that facilitates the propagation of changes throughout the entire website? Please explain.
45. Does your system separate design from content in such a way that facilitates publishing to multiple devices (e.g. Palm devices, mobile phones, etc.)? Explain how.
46. Is there a browser-based interface for clients and approvers? Is a preview mode available? Is there a browser-based interface for application administration? Is a proprietary desktop application required?
47. Does your system allow for reuse of content and templates to enforce a common look, feel and identity? Does it provide packaged templates?
48. Does your system provide content checking capability such as spell checking, link checking etc.?

### Workflow

49. Does your system support a secure development, staging and deployment framework?
50. Does your system provide an automated method for routing content for approval, allowing for multiple levels of approval before content is deployed? Please give overview of your workflow features.
51. Does your system support sequential (series) and parallel workflow?
52. Does your system support iterative loop backs for rejected (non-approved) content?
53. What skills (e.g. VBscript, Perl) are needed to manipulate the workflow of your system (e.g. assigning required approvals for a particular page)?
54. Does your system support automatic notifications of approvals/rejections to content creators and moderators (e.g. via e-mail)? Explain how.
55. Does your system enable an administrator (or other user with the appropriate security access) to view all content waiting for approval?
56. Does your system allow reviewers to make comments directly on the document?
57. Can your system generate workflow summary reports?



### **Collaboration**

- 58. Does your system support check-in/check-out, version control, audit trails, file locking and rollbacks?
- 59. Is code management as well as content management supported?
- 60. Are all links on the site automatically updated when a page is moved or deleted?
- 61. Can directories of lists of content be managed as a group instead of as individual files?
- 62. Is the document's place in the workflow easily identified?
- 63. Does your system provide the ability to merge page changes in situations where multiple authors are submitting changes to a common page? Explain how.

### **Publishing**

- 64. How does your system generate pages for publication to the Internet or intranet?
- 65. How do you address performance and scalability issued with the dynamic generation of pages?
- 66. Does your system allow for flexible re-mapping of directories?

### **Other Features**

- 67. Does your system have the ability to automatically generate a site map?
- 68. Does your system come with a search engine? Please explain functionality in detail. If not, with which search engines can your system integrate? Does the application provide tools for system monitoring, log files and log file analysis? Can reports be generated from log files that are available?
- 69. Can your system integrate with web hit tracking software such as Web trends? Describe both feasibility and effort needed.

### **Hosting**

- 70. Does your company currently have any clients who outsource the hosting of their website? What is the recommended hosting configuration?
- 71. Can you set up your system with an outsourced hosting arrangement?

### **Support**

- 72. What problems are covered under your customer support program?
- 73. Do you provide online support? If so, please describe the level of support, including hours of availability and response time.
- 74. Do you provide live phone support? If so, please describe the level of support, including hours of availability and response time.
- 75. Is there a Help menu in your system? If so, is Help available for both content contributors and system administrators?
- 76. Is the Help function context/field sensitive?
- 77. What documentation is included with each license purchased?



### **Training and Education**

- 78. What level of documentation, training and technical support is provided for City personnel with the purchase of your system?
- 79. What support is available after installation?
- 80. Are there ongoing training classes available?
- 81. Do you have a “train the trainer” program?

### **Upgrades**

- 82. How often are formal upgrades released?
- 83. How many major releases have there been over the last 3 years?
- 84. How many minor releases have there been over the last 3 years?
- 85. How do you inform customers of reported problems with your software and the required fixes? Do you report problems to customers whether or not they may be affected?
- 86. How do you provide patches to customers?
- 87. Please specify future plans for system upgrades and identify any new functionality that may not have been requested so far in this document.

### **Warranty**

- 88. What is covered by the standard warranty?
- 89. How long is the standard system warranty after the install date?

### **Professional Services**

- 90. What professional services can your company provide (e.g. integration with other applications, search engine assistance, customization etc.)?



## Attachment B – Respondent References

|                |        |               |  |
|----------------|--------|---------------|--|
| Contact Name:  | Title: |               |  |
| Organization:  |        |               |  |
| Address: _____ |        | E-mail: _____ |  |
| City:          | State: | Zip:          |  |
| Phone:         |        |               |  |
| Web address:   |        |               |  |

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|----------------|--------|---------------|--|
| Contact Name:  | Title: |               |  |
| Organization:  |        |               |  |
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| City:          | State: | Zip:          |  |
| Phone:         |        |               |  |
| Web address:   |        |               |  |

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| Organization:  |        |               |  |
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| Phone:         |        |               |  |
| Web address:   |        |               |  |



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| Phone:         |        |               |  |
| Web address:   |        |               |  |

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| Web address:   |        |               |  |