

REQUEST FOR QUALIFICATIONS - PROFESSIONAL SERVICES



Town of Knightdale Website Update: Re-Design, CMS, Migration and Hosting

Submit to:

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BACKGROUND



The Town of Knightdale, North Carolina (2010 pop. 11,401), a Triangle community experiencing significant growth, seeks professional firms interested in working with the Town to develop a re-designed web presence (www.knightdalencc.gov) focused on improving the efficiency and quality of electronic communications between Town staff, citizens and the business community. This project will include a new site design, a new content management system (CMS), migration of existing web pages to the new system and off-site web hosting.

Knightdale's original web presence was located at "www.ci.knightdale.nc.us" and was launched in 1995, being one of the first municipalities in the State of North Carolina to establish an online presence. The original standards and framework continue to govern the operation and maintenance of the site to this day, having only been cosmetically updated once in 2008. Much has changed in the architecture of CMS, in supporting technologies, and in the expectations of services provided by local government websites during this time. It is the Town's desire to now learn from those who have pressed forward and re-establish its online presence with the functionality, interaction and maintenance expected in today's environment.

A qualified firm should be able to provide information in support of the following items as evidence of their qualifications:

- Financial stability and independence (this project would not constitute a large percentage—more than 20%—of firm's revenue stream);
- Adequate business insurance policy coverage amounts;
- Upstanding character, integrity and reputation of the firm and employees;
- Solid project references (minimum of three [3] during the past two [2] years);
- Professional experience of project manager; and
- Adequate personnel/staffing.

Qualified firms should prepare and submit a brief qualifications package (10 pages or less) providing the information requested previously in a manner that highlights the firm's experience, innovation and capacity to address the expected scope of services listed below as well as suggesting areas of electronic/web communication emerging technology that your firm thinks the Town may utilize in the future such as phone apps. Joint qualification packages between firms who may specialize in select service areas are allowed, but should not exceed the 10 page gross maximum submittal length. Those firms submitting qualified RFQ packages will be invited to respond to a forthcoming project proposal request from which it is anticipated a qualified consultant(s) will be selected.

Three (3) printed copies of a qualifications package should be submitted to the contact and address listed on the cover page of this request and must be delivered and in hand no later than 2:00pm EDT, Friday, July 29, 2011. An electronic copy in PDF format is also encouraged, but will not satisfy the previous printed copy deadline requirement.

GENERAL SCOPE OF SERVICES

At this time, the following items are envisioned as part of the website update's general scope of services. This list is neither a final nor a complete scope, and is only intended to aid the submitter in the preparation and assembly of their qualifications package.

DESIGN

- Re-design and re-structure Town's existing website in a manner that promotes a professional and welcoming image reflective of the Town's mission.
- Establish design standards through the use of CSS, dynamic menu bars, and related methods to ensure page consistency into the future.
- Provide customized but stylistically similar page layouts, graphics and menus for different "sections" of the Town's website and to change/update them as needed.

FUNCTIONS & CAPABILITIES

- Assess existing program management software for opportunities for online integration, including "iWorq" (Public Works), "RecPro" (Parks & Recreation), "FireHouse" (Fire), "OSSI" (Police), "USL Financials" (Finance), "ArcGIS" (Planning) and "Microsoft Office" (All).
- Integrate the main website with other official online tools including social networking sites.
- Provide a PCI compliant 3rd-party method for the on-line payment of Town fees.
- Provide the ability for users to control subscriptions to information items such as newsletters and blogs.
- Provide the ability for Town to push out, and users to subscribe to RSS feeds.
- Provide for a listing or calendar of upcoming events with submissions enabled from authorized third party entities (Chamber of Commerce, School System, etc.).
- Provide an automated function for generating links to most visited/requested pages.
- Provide user tracking system for specific document downloads such as project bid packages.
- Provide a site search function enabling users to type in keywords.
- Provide user capability to submit online service requests.
- Provide user capability to fill out and submit online forms, including electronic signatures, and enable Town staff to import form data into relevant internal software packages.
- Provide a username/password protected section for employee access.
- Provide a username/password protected FTP site for the sharing of large files.
- Provide the ability to conduct online surveys.
- Provide the ability for users to schedule appointments online for public safety programs such as car seat checks.

SITE MANAGEMENT

- Enable content management utilizing freely available WYSIWYG management tools – preferably web based, non-proprietary and not limited release solutions.
- Provide electronic workflow for all proposed web postings for approval and publishing.
- Provide streamlined method for publishing council/committee agenda packets consisting of multiple documents and files.
- Provide a method to effectively manage document and image "galleries".

- Provide the functionality for scheduling updates to the website – both when they are posted and when they are removed.
- Provide Town staff with the ability to monitor meaningful site use statistics such as unique website visits, length of visit, and most viewed pages.
- Enable individual content managers to publish only what they themselves have modified.
- Enable the Town to retain ownership of all site content and source code.

COMPATIBILITY & ACCESSIBILITY

- Ensure site compatibility with all major browsers (Internet Explorer, Google Chrome, Firefox, Opera, Safari).
- Ensure site compatibility with mobile devices.
- Ensure that individual pages are optimized for printing on Letter-sized paper.
- Ensure site compatibility with ADA and Section 508 accessibility requirements.
- Ensure that website is optimized (download times, screen size, use of plug-ins, etc.) for access by core constituents in the Knightdale area.
- Provide an off-site hosting solution that guarantees high availability and features redundant backups.

MIGRATION

- Migrate existing website content into new web architecture and management system.
- Have all content immediately available for updating by Town staff by the “go-live” date (TBD).