

CITY OF STURGEON BAY, WI
Request for Proposals
To
Upgrade City Website

The City of Sturgeon Bay is seeking the services of an experienced website design firm to redesign, develop and implement a new City website. The primary goals for the new website will include, but not be limited to, development of a beneficial, cost-effective, easy-to-access, searchable, interactive and architecturally sound and flexible website that supports the City's needs, to provide a new avenue of communication between City Officials and the general public and to provide a framework that will permit future expansion and the addition of new online services as the City's budget, technology needs and demand.

Proposals will be received at the office of the City Clerk, 421 Michigan Street, Sturgeon Bay, WI until 2:00PM, April 18, 2013.

The City of Sturgeon Bay reserves the right to reject any or all Proposals and to waive any technicality, informality or irregularity in the Proposals which are received. The City further reserves the right to award the Contract to the most responsible party whose offer is deemed in the best interest of the City.

Additional information may be obtained from the City Clerk, City of Sturgeon Bay, 421 Michigan Street, Sturgeon Bay, WI 54235 between the hours of 8:00 a.m. and 4:30 p.m. or by request at (920) 746-2900 or sreinhardt@sturgeonbaywi.org

March 26, 2013



REQUEST FOR PROPOSAL

WEBSITE REDESIGN, DEVELOPMENT, AND IMPLEMENTATION SERVICES

City of Sturgeon Bay
421 Michigan Street
Sturgeon Bay, WI 54235

March 26, 2013

CITY OF STURGEON BAY, WI

Request for Proposals To Upgrade City Website

The City of Sturgeon Bay is seeking the services of an experienced website design firm to redesign, develop and implement a new City website. The primary goals for the new website will include (but not be limited to) the following:

- To develop a beneficial, cost-effective, easy-to-access, searchable, interactive and architecturally sound and flexible website that supports the City's needs.
- To improve service with regular information to all users on a regular and consistent basis.
- To provide a new avenue of communication between City Officials and the general public.
- To increase efficiency and transparency when communicating to help reduce cost in other areas of operation.
- To create a website that allows multiple users in different departments to have responsibility in managing their information
- To provide a framework and architecture that will permit future expansion and the addition of new online services as the City's budget, technology needs and demand dictate
- To provide a secure site that meets emerging industry standard guidelines on privacy and accessibility

GUIDELINES

User Criteria:

1. Design of this site is extremely important. The redesigned website should reflect the City of Sturgeon Bay's beauty and unique charm, while offering an easy-to-use user interface.
2. Each section of the site should have a unified look and feel that reinforces the City of Sturgeon Bay's image. Each section of the site should be visually related, yet retain some degree of individuality that reflects the service, department or audience being served.
3. Once the site has been completed and accepted by the City, the site must be easy to maintain by non-technical members of the City's staff. The content management system must provide for at least page level specific permissions, approvals and roles, including creating and publishing as well as version control.
4. The website must be designed with a balance of text and graphics so that the average page loads in an acceptable amount of time on the average computer including those with dial-up access.
5. The site must be easy to navigate, with information grouped and presented in a logical manner
6. The site must provide a rapid search capability of the entire site, generating results of high relevance to users.
7. The site must include a flexible design template that can easily accommodate the addition of new functionality at a later date.
8. The site must be able to be viewed on mobile devices.
9. Residents and other individuals must be able to contact City Officials through the website.

System Operations and Technical Features

1. All documents, including maps and tables, must be in a format which provides ease of viewing, printing, and downloading.
2. The site must include capability for e-commerce functions, including secure online credit card purchases, verification, fulfillment and acceptance.
3. The site must provide a basis for e-government transactions, such as permit applications, license renewals, facility rentals and payment of city bills, and other interactive forms.
4. The system should have the capacity to track the status of applications, permits, and forms.
5. The site must be secured from email harvesters.
6. The web site must have the capability to maintain an archive of existing and past records, such as agendas and minutes.
7. User documentation for site management and administration must be provided
8. Customer support should be available to address special problems and other needs as they arise on an ongoing basis.

Selection of Developer & Evaluation Criteria

In addition to an acceptable Financial Proposal, the successful bidder will be the one that most successfully demonstrates the following:

1. Successful experience in design and developing similar web sites.
2. Demonstrated knowledge and experience in web site design.
3. Evidence of positive client interaction/service from past/existing municipal clients.
4. Familiarity with the City of Sturgeon Bay and the Door County area.

Submittal Requirements

All proposals shall be made as follows:

1. Cover Letter
2. Financial Proposal which must include:
 - a. Designing and building the site to include migrating content for existing pages
 - b. Cost of hosting the Web site and annual maintenance cost.
3. A detailed description of the services to be provided.
4. The names and qualifications of key employees that will be involved in the design, construction and management of the project.
5. The proposal shall identify three references for which the firm/individual has provided similar services within the past two (2) years. References must include the name, title, address and business phone number of the contact person.
6. The proposal must include the approach and timeline for completion of the project with a delineation of tasks/activities required of City staff.
7. The proposal must include a basic training plan for a minimum of 10 employees.
8. Any additional information which the bidder wishes to provide.

Each firm will be invited to present their proposal and a demonstration of sample projects to city staff. One or more firms may be invited to present their proposal to the City Finance Committee.

After the interview process has been completed, the Common Council will make a final determination regarding the selection of a firm and a contract.

Proposals will be received at the office of the City Clerk, 421 Michigan Street, Sturgeon Bay, WI until 2:00PM, April 18, 2013. All Proposals must be clearly marked:

Proposal for: Redesign of City of Sturgeon Bay Website

For questions and clarification, please contact:

Stephanie Reinhardt, City Clerk
City of Sturgeon Bay
421 Michigan Street
Sturgeon Bay, WI 54235
920-746-2902
sreinhardt@sturgeonbaywi.org