



REQUEST FOR PROPOSAL

WEB REDESIGN AND CONTENT MANAGEMENT SYSTEM

PROPOSALS ARE DUE NO LATER THAN

March 27, 2009 5:00 PM

Please deliver one unbound plus seven (7) bound copies plus one electronic copy in MS word or Excel of both the Technical Proposal and the Cost Proposal in the format prescribed by the Request for Proposal.

Proposals must be received at West Valley Water District, Office of the Treasurer, Deborah L. Sousa, Treasurer, 855 West Base Line Road, P. O. Box 920, Rialto, California, 92377, no later than March 27, 2009, at 5:00 PM. For U. S. Mail, the address is P. O. Box 920, Rialto, California, 92377. No proposals will be accepted after March 27, 2009, at 5:00 PM. Proposals must be received by the deadline stated herein and postmarks will not be considered.

REGISTERING YOUR EMAIL ADDRESS FOR QUESTIONS CONCERNING THIS REQUEST FOR PROPOSAL:

Potential respondents are encouraged to register an email address with the District as soon as possible so that an email list can be established to disseminate changes, additions and deletions to the Request for Proposal. When you register via email you will receive a confirmation that your registration has been received. If you don't receive a confirmation email that your registration was received, please follow up with a phone call to West Valley Water District, Yolanda Ramirez, at (909) 875-1804, Ex. 321. Additionally, those who have registered an email address will be provided with all questions and the District's responses if registered as of the date and time of the response.

PLEASE REGISTER VIA EMAIL TO:

West Valley Water District
Deborah L. Sousa, Treasurer
dsousa@wvwd.org

PLEASE EMAIL, BUT DO NOT CALL WITH YOUR QUESTIONS

INTRODUCTION

General Information

The West Valley Water District ("District") is requesting proposals for a redesign of the District website, www.wvwd.org. The redesign of the website is an integral part of the District's broader communications plan to enhance and improve the delivery of services to customers.

There is no expressed or implied obligation for the District to reimburse responding firms for any expenses incurred in preparing proposals in response to this request. The District reserves the right to reject any or all proposals submitted.

Proposals submitted will be evaluated by individuals from the Treasurer's Office, Information Technology Department, the General Manager's Office and/or outside agencies. During the evaluation process, the District reserves the right, where it may serve the District's best interest, to request additional information or clarifications from proposers, or to allow corrections of errors or omissions. At the discretion of the District, firms submitting proposals may be requested to make oral presentations as part of the evaluation process.

The District reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this Request for Proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the agreement between the District and the firm selected. The District has a standard two-party Professional Service Agreement, to which adherence is assumed unless specific objections are noted in the proposal by the candidate firm. The Professional Services Agreement is attached. Please note the insurance requirement in the agreement.

It is anticipated the selection of a firm will be completed by April 3, 2009. Following the notification of the selected firm, it is expected the Professional Services Agreement will be executed between both parties by April 17, 2009.

Subcontracting

Firms submitting proposals may subcontract portions of the project to other firms. If this is to be done, that fact, and the name of the proposed subcontracting firms, must be clearly identified in the proposal. Following the award of the contract, no additional subcontracting will be allowed without the express prior written consent of the District.

NATURE OF SERVICES REQUIRED

General

As a part of the District's strategic planning, the Board has emphasized the need to build and maintain a web site that is attractive and easy to navigate, provides easily accessed information and education to customers and provides, most importantly, customers with improved service through electronic options for bill payment, account history and historical usage.

The District website will serve as the foundation for all of the District's current and future e-government services and as a platform for interactive public participation and information resource. There are four primary goals for the web site redesign:

1. Provide our web visitors with an informative, cohesive and easy to use web site that is up-to-date, interactive, and accessible to all users.
2. Enable non-technical District employees to easily update and manage information on the web site in a timely and efficient manner.
3. Utilize technologies and tools specifically relevant to the needs and capabilities of a water district web site.
4. Be able to grow and expand without needing to plan a costly and time-consuming future redesign.

The primary audiences of the District's web site include District customers (residents and businesses), District staff and elected officials, and prospective customers. The secondary audiences of the District's web site include the media, educators, and other government agencies.

Scope of Work to be Performed

The selected vendor will work closely with the District to:

1. Plan the Redesign: Work with the District Web Site Steering Committee to plan the redesign of the District web site. This includes preparation of a project plan and schedule, project assessments, research, goals and objectives definitions, information architecture, site navigation, look and feel, content migration, site features and functionality, and technologies and tools.
2. Implement Redesign Plan: Implement redesign based on plans agreed upon by the District. Implementation includes process and procedures, hardware and software installation, programming, graphic design and more.
3. Quality Assurance and Testing: Conduct quality assurance and testing on the redesigned web site. Product must meet, at a minimum, all project requirements (as detailed below) as well as what was agreed upon during the planning of the redesign.
4. Launch the new web site.
5. On-going maintenance and support: A discussion of required/recommended ongoing maintenance and support, if any. Separate out any costs associated with maintenance and support, and specify options for providing ongoing maintenance and support.
6. Documentation: Provide user-friendly documentation, training, guidelines and processes in order for non-technical District employees to maintain the web site.

The requirements of the web site redesign include:

7. Web Content Management: Non-technical District employees must be able to easily and quickly update and manage content on the District web site through the following features:
 - a. Secure, browser-based administration
 - b. WYSIWYG text editor
 - c. Departmental/project update capabilities for web content

- d. Content approval process
 - e. Single-source web publishing
 - f. Automatic conversion of MS Word formatting to HTML
 - g. Style sheets
 - h. Spelling and grammar check
 - i. Email address masking
 - j. Content scheduling
 - k. Document central
 - l. Image library
 - m. Printable pages
8. Intuitive Navigation: The information architecture must be user-centric and easy enough for users to navigate the web site without requiring the use of the search engine tool to find information. The most important/most requested information should be accessible from the home page. Dynamic bread crumbs and a dynamic site map should be included, and the “3 clicks to content” rule should be followed.
9. Integrated Interactive Components: Interactive components (i. e. calendars, e-subscription services, forms/surveys, and site search) should be implemented to make the web site more engaging and useful for web site visitors.
10. Accessibility: The new web site must meet accessibility requirements so that users with disabilities have full access to the web site.
11. Cross Platform/Browser Compatibility: The web site must be compatible with a wide range of web browsers (Internet Explorer, Netscape, AOL, Lynx, screen readers, etc.) No special plug-ins other than Flash, Acrobat Reader or Microsoft Office viewers should be required.
12. Quick loading: Web pages on both high speed and low speed internet connections should load quickly.
13. Documentation and Training: By the end of the project, complete web site documentation must be provided for installation, maintenance, disaster recovery, and training purposes. No proprietary or non-standard code.
14. Support online registrations and transactions: This includes secure processing of applications and other forms online as well as the integration of partner sites which process credit card transactions.
15. Mock-ups and Storyboards: At least three different graphical mock-up and storyboard options must be provided in the planning phase of the web site. The design must reflect the community served by the District as well as the District’s mission, vision and values.

DESCRIPTION OF THE DISTRICT

The vendor’s principal contact with the District will be Deborah L. Sousa, Treasurer, or a designated representative, who will coordinate the assistance to be provided by the District to the vendor.

The Web Site Redesign Steering Committee is primarily composed of employees in the Treasurer’s Office, including the Billing and Customer Service Supervisors, employees of the Information Technology Department (two), and employees from the District Administration Department and Human Resources Department.

The West Valley Water District computer network utilizes a recently upgraded Cisco network backbone capable of handling speeds of up to 1000 megabits per second on a TCP/IP network with over 40 Microsoft based desktop computers and laptops. District computers and users are authenticated using various security protocols before accessing the District's internal network.

District communication system consists of Cisco Voice Over IP phone system/call management system, and Microsoft Exchange email system.

District information system data is stored on multiple systems from different vendors including IBM, Dell, Cisco, and Hewitt-Packard. Records are backed up daily and monthly for reliability and copies of weekly and/or monthly backups are sent offsite for redundancy.

The District utilized H. T. E. (SunGard) software for Utility Billing, Financial Systems (General Ledger, Payroll and Accounts Payable), Purchasing and Inventory, Land Management, and Human Resources. Furthermore, the District uses a SCADA system to collect production and water quality data from the District's large service area.

District customers can obtain limited information through our web site, personal water account information by calling our automated payment system (Interactive Voice Response System), or by calling our Customer Service Department during normal business hours.

TIME LINE

The planning phase of the web site redesign may commence upon notification to the selected vendor of the acceptance of their proposal and the signing of the Professional Services Agreement.

ASSISTANCE TO BE PROVIDED TO THE SELECTED VENDOR

District Personnel

Appropriate District employees, including responsible management personnel will be available during the process to assist the firm by providing information, documentation and explanations. Information Technology personnel will be available to provide systems documentation and explanations. The selected vendor will be provided use of the District's computer hardware and software if mutually agreed upon. Please include your information technology assistance request as a part of the Technical Proposal of this Request for Proposal.

Information to be Prepared by District Staff

Proposers are requested to submit the list of information that the District would need to provide to the vendor as a part of the Technical Proposal of this Request for Proposal. Please include the due date for this information that the District would need to provide to the vendor as a part of the Technical Proposal of this Request for Proposal.

Work Area, Telephones, Photocopying and FAX Machines

The District will provide the selected vendor with reasonable work space, desks and chairs, which may be in the general (not private) Accounting Department area. The selected vendor will also be provided with access to a telephone, photocopying facilities and FAX machines subject to the following restrictions: The District utilizes a 40 hour work week, Mondays through Fridays.

PROPOSAL REQUIREMENTS

Contact with personnel of the District other than Deborah L. Sousa, Treasurer, regarding this Request for Proposal may be grounds for elimination from the selection process.

1. Transmittal Letter

A signed transmittal letter confirming the proposer's understanding of the work to be done, the commitment to perform the work within the time period, a statement of why the firm believes itself to be best qualified to perform the engagement and a statement that the proposal is a firm and irrevocable offer valid through December 31, 2009.

2. Technical Proposal

The purpose of the Technical Proposal is to demonstrate the qualifications, competence and capacity of the firms seeking to undertake the redesign of the District's web site in conformity with the requirements of this Request for Proposal. As such, the substance of proposals will carry more weight than their form or manner of presentation. The Technical Proposal should specify an approach that will meet the Request for Proposals requirements.

The Technical Proposal should address all the points outlined in the Request for Proposal (excluding any cost information, which should only be included in the Cost Proposal). The Technical Proposal should be prepared simply and economically, providing a straightforward, concise description of the proposer's capabilities to satisfy the requirements of the Request for Proposals.

While additional data may be presented, the following subjects must be included. They represent the criteria against which the proposal will be evaluated:

1. Executive Summary: A one-page summary of your experience with web site redesign with other government agencies of a similar size, what components would be included in our web site, your development approach, date of completion and cost.
2. Company Information:
 - a. List of 3 to 5 web sites that reflect your work and relevancy to this project
 - b. Describe your experience in producing web sites for government agencies
 - c. Provide three references from current and/or former clients
 - d. Provide background and experience levels of those employees that will be assigned to this project. Include their experience with implementations of similar applications/systems in comparable sized water districts.

3. Project Proposal

- a. Overview of proposed web site redesign features and functionality.
- b. Describe how your proposal will meet the current and future needs of the District's customers and stakeholders.
- c. Description of your proposed development process and approach on this project.
- d. List of what the District would need to provide to you or assist you with, and when it would be needed
- e. How you will involve and work closely with the Web Site Redesign Steering Committee.
- f. Proposed technologies with justifications and benefits
- g. Proposed schedule
- h. Provide an thorough description of your implementation process
- i. Describe the quality control procedures and testing methods you will take
- j. Other value added approaches, ideas, recommendations, etc.

4. Firm Qualifications and Experience

The proposer should state the size of the firm, the location of the office from which the work on this project is to be performed and the number and nature of the professional staff to be employed in this engagement on a full-time basis and the number and nature of the staff to be so employed on a part-time basis.

In addition, the firm shall provide information on the circumstances and status of any disciplinary action taken or pending against the firm during the past three (3) years with state regulatory bodies or professional organizations.

5. Employee Qualifications and Experience

Identify the principal supervisory and management staff, managers, other supervisors and specialists, who would be assigned to this project. Provide as much information as possible regarding the number, qualifications, experience and training, including relevant continuing professional education, of the specific staff to be assigned to this project. Indicate how the quality of staff over the term of the agreement will be assured.

The proposer should identify the extent to which staff to be assigned to this project reflect the District's commitment to Affirmative Action.

Supervisors, employees and specialists may be changed if those personnel leave the firm, are promoted or are assigned to another office. These personnel may also be changed for other reasons with the express prior written permission of the District. However, in either case, the District retains the right to approve or reject replacements.

Consultants and firm specialists mentioned in response to this request for proposal can only be changed with the express prior written permission of the District, which retains the right to approve or reject replacements.

Other personnel may be changed at the discretion of the proposer provided that replacements have substantially the same or better qualifications or experience.

6. Similar Engagements with Other Special District Water Districts

For the firm's office that will be assigned this project, list the most significant projects (maximum of five) performed in the last five years that are similar to the project described in this Request for Proposal. These projects should be ranked on the basis of total staff hours. Indicate the scope of work, date, total hours, and the name and telephone number of the client contact.

7. Specific Project Approach

Proposers will be required to provide the following information on their project approach:

- a. Proposed schedule for the project
- b. List of information that the District would need to provide to the selected vendor and their due dates
- c. Information Technology assistance request

8. Identification of Anticipated Potential Problems

The proposal should identify and describe any anticipated potential problems, the firm's approach to resolving these problems and any special assistance that will be requested from the District.

9. Report Format

The Technical Proposal is not to be more than ten single-sided pages in length including single page resumes of persons to be assigned to the project.

No dollars should be included in the Technical Proposal.

3. Cost Proposal

Total All-Inclusive Maximum Price

The Cost Proposal should contain all pricing information relative to performing the project as described in this Request for Proposal. The total all-inclusive maximum price is to contain all direct and indirect costs including all out-of-pocket expenses.

The District will not be responsible for expenses incurred in preparing and submitting the Technical Proposal or the Cost Proposal. Such costs should not be included in the proposal.

The first page of the Cost Proposal should include the following information:

- Name of Firm
- Certification that the person signing the Cost Proposal is entitled to represent the firm, empowered to submit the proposal, and authorized to sign a contract with the District
- A brief schedule of how the project will progress and the anticipated completion date
- A total all-inclusive maximum annual price for the project

Rates by Specialist, Supervisory and Staff Level Times Hours Anticipated for Each

The second page of the Cost Proposal should include a schedule of professional fees and expenses that supports the total all-inclusive maximum price.

Out-of-Pocket Expenses Included in the Total All-Inclusive Maximum Price and Reimbursement Rates

Out-of-Pocket expenses for firm personnel (e.g. travel, lodging and subsistence) will be reimbursed at the rates used by the District for its employees. All estimated out-of-pocket expenses to be reimbursed should be presented on the second page of the Cost Proposal. All expense reimbursements will be charged against the total all-inclusive maximum price submitted by the firm.

Rates for Additional Professional Services

If it should become necessary for the District to request the selected vendor to render any additional service to either supplement the services requested in this Request for Proposal, or to perform additional work as a result of the specific recommendations included in any report issued on this project, then such additional work shall be performed only if set forth in an addendum to the contract between the District and the firm. Any such additional work agreed to between the District and the firm shall be performed at the same rates set forth in the schedule of fees and expenses included in the Cost Proposal.

Manner of Payment

Progress payments will be made on the basis of hours of work completed during the course of the project and out-of-pocket expenses incurred in accordance with the firm's Cost Proposal. Interim billing shall cover a period of not less than a calendar month. Ten percent (10%) will be withheld from each billing pending the successful completion of the project.

EVALUATION PROCEDURES

Proposals submitted will be evaluated by a committee made up of District management and/or outside agencies.

Evaluation Criteria

Proposals will be evaluated using three sets of criteria. The following represent the principal selection criteria which will be considered during the evaluation process:

1. Knowledge and experience with government agency projects, especially with water districts similar in size and needs
2. Project strategy and approach in line with the District's
3. Delivery schedule

Oral Presentation

During the evaluation process, the evaluation committee may, at its discretion, request any one or all firms to make oral presentations. Such presentations will provide firms with an opportunity to answer any questions the evaluation committee may have on a firm's proposal. Not all firms will be asked to make such oral presentations.

Final Selection

The District will select a firm based upon the recommendation of the evaluation committee. It is anticipated that a firm will be selected and a contract will be executed between both parties by April 16, 2009.

Right to Reject Proposals

Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposal unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the District and the firm selected. The District reserves the right without prejudice to reject any or all proposals.