

CITY OF HOLLAND

REQUEST FOR PROPOSALS

FOR

WEBSITE REDESIGN and

CONTENT MANAGEMENT SYSTEM

JANUARY 11, 2010

TECHNOLOGY SERVICES – CITY HALL
270 S. RIVER AVENUE
HOLLAND, MICHIGAN 49423
PHONE (616) 355-1397
FAX (616) 355-1490
M.VANDYKEN@CITYOFHOLLAND.COM

Interested firms are invited to submit information regarding their experience, qualifications, and cost for providing website design and content management system for the City of Holland's official website www.cityofholland.com . The information submitted, including experience, qualifications, cost, and information requested, as a part of this Request for Proposal will be reviewed for the purpose of selecting a firm to do the work. The attached bid form must be dated and signed by a responsible firm representative with a total net price along with any additional cost information. The firm is invited to submit a proposal based on the cost structure that it deems most appropriate. In any case, the proposal submitted should cover any and all costs related to the project.

Favorable pricing will be only one element of the selection process. The experience of the firm, qualifications, experience and ability of assigned staff, resources, ingenuity, creativity, completeness of the level of service proposed and timeliness of service proposed by the firm will be significant factors in award of any contract. Final decision on selection of the Firm for this project will be determined by the Holland City Council. The City of Holland reserves the right to reject any proposals or parts of proposals. The City also reserves the right to waive any irregularities, inconsistencies, or take what other action is appropriate as determined by the City to be in the best interest of the City.

Questions regarding the scope of work to be accomplished should be directed to Matt VanDyken, Temporary Interim Technology Services Coordinator, m.vandyken@cityofholland.com (616) 355-1397.

Three copies of the proposals may be mailed or delivered (no emails please) to:

Tim Vagle, Director of Finance
City Hall – Finance Office
270 S. River Avenue
Holland MI 49423
(616) 355-1377
t.vagle@cityofholland.com

Sealed envelopes should be plainly marked:

Request for Proposal:
WEBSITE REDESIGN AND CONTENT MANAGEMENT SYSTEM
For Opening: 3:00 pm Wednesday, January 27, 2010

Proposals will be opened at 3:00 p.m. on Wednesday, January 27, 2010 at City of Holland, Finance Office, 270 South River Avenue, Holland, Michigan 49423 (first floor of City Hall).

Proposals are to be irrevocable for a period of one hundred (100) days from the date of the proposal opening and shall not be withdrawn, modified or altered after the bid opening.

In case of default by the selected vendor, the City of Holland may procure its requirements from another vendor, without going through additional bidding procedures, and hold the original vendor liable for any increased costs.

The City of Holland reserves the right to accept or reject any or all bids/proposals, to waive any irregularities/informalities in the bids received and to split the bid if deemed desirable by the City.

Contracts and Purchase orders shall be awarded to the lowest responsible bidder. In determining the lowest responsible bidder, in addition to price, the items set forth in Section 2-48 of the Ordinance Code of the City of Holland shall be considered.

INTRODUCTION

The City of Holland is located in the western portion of the state, five miles from Lake Michigan and approximately 90 miles north of the Michigan-Indiana border. The corporate boundaries of the City lie within portions of Ottawa County and Allegan County. The U.S. Census Bureau's final adjusted 2000 census indicates a population of 35,048 with a median age of 29.2 years. The 2007 population estimate is 34,002. Holland is situated within the rapidly urbanizing metro tri-plex of Holland, greater Grand Rapids and Muskegon with a total population of over one million.

The City's current website is located at www.cityofholland.com . All site content, with the exception of the interactive GIS mapping is static.

SCOPE OF WORK

The City of Holland is seeking proposals from prospective bidders to provide website re-design and CMS implementation Services.

The goal of this project is to improve how the City uses and manages its website to communicate and provide ease of access to information to our citizens, utilizing the latest technologies.

REQUIREMENTS

1. Be visually appealing with an attractive mix of text, photos and graphics.
2. Have a common theme and consistent design. The established theme should have the flexibility to allow individual departments to have some level of individuality.
3. The CMS must be industry standard and easy to use, with wysiwyg editing. Editors must have the ability to add new pages. Departmental editors must be able to edit only their own sections of the site. Bidders must list the software costs and licensing costs for the CMS.
4. Have a universal search function.
5. Provide website analytics.
6. Use clean URL's that simplify how the website is accessed (for example: www.cityofholland.com/mayor).
7. Be organized in such a way that information is easy to find.
8. Allow for online form creation and submission.
9. Be optimized for desktop viewing.
10. Multiple website designs to choose from.

11. Re-design to be completed by July, 2010.
12. Include Search Engine Optimization.

OPTIONS

(Please list individual pricing for the following if applicable)

1. W3c/508 compliant.
2. Support for mobile devices.
3. Incorporate social networking technologies with the website.
4. Embedded video player.
5. Support RSS feeds.
6. Include pricing breakdowns to convert all, half or none of the content from the current site (all site content will be provided by the City).
7. Bidders should also include hosting options and pricing.
8. Bidders should include hourly pricing for additional work outside of the scope of this RFP.

BUDGET AND TIMELINE

Please provide:

1. Brief background on your firm and Web design/development expertise.
2. Project team members.
3. A fixed budget and anticipated number of work hours based on the project scope outlined in this RFP.
4. A timeline and estimated go-live date
5. Four examples of similar municipal projects.
6. Three references for web design and development work.

EVALUATION

The City will select the best submission based on the following:

1. Quality of proposal
2. Cost
3. The vendors experience in successfully completing similar projects.
4. Ability to meet the City's intended completion date.

Proposals will be evaluated by a team of key City staff, City IT Staff, and select members of City Council. The City may interview some or all of the bidders.

The City of Holland will retain ownership of all site content.

B I D F O R M

CITY OF HOLLAND
Purchasing Department

Date of Bid

Purchasing Coordinator
Finance Department
270 S. River Avenue
Holland, Michigan 49423

We, the undersigned, being familiar with specifications and conditions for bidding, propose to provide a Website Redesign and Content Management System in accordance with said specifications and submit five (5) copies of a bid therefore as follows:

TOTAL NET BID \$ _____

This bid is net, F.O.B. – destination and includes any and all costs associated with furnishing, delivering, installing and training associated with said website redesign and content management system.

This bid is firm for a period of thirty (30) days from the date of the bid opening and will not be withdrawn, modified or altered after the bid opening.

SIGNATURE OF BIDDER _____

COMPANY REPRESENTED _____

COMPANY MAILING ADDRESS _____

COMPANY TELEPHONE NUMBER _____

Section 2-48 of the Ordinance Code
of the City of Holland

Section 2-48 Award of Contract or Purchases.

Contracts and purchases shall be awarded to the lowest responsible bidder. In determining "lowest responsible bidder", in addition to price, the purchasing coordinator or the City Council shall consider:

- a. The bidder's ability, capacity and skill to perform the contract or provide the supplies, material, equipment or services required promptly, or within the specified time, without delay or interference.
- b. The character, integrity, reputation, judgment, experience and efficiency of the bidder.
- c. The bidder's previous and existing compliance with contracts, purchase orders or service.
- d. The bidder's previous and existing compliance with laws and ordinances relating to contracts, purchase orders or services;
- e. The sufficiency of the financial resources of the bidder to perform the contract or provide the supplies, materials, equipment or services.
- f. The availability and adaptability of the supplies, materials, equipment or contractual services to the particular use required.
- g. The bidder's ability to provide future maintenance and service for the use of the subject of the contract.
- h. The number and/or scope of conditions attached to the bid by the bidder.
- i. The brand, make or type of product being proposed by the bidder, and its compatibility with other similar materials or equipment currently owned and operated by the City.

If all bids received are for the same total amount or unit price, quality and service being equal, the contract shall be awarded to the local bidder, if any. In all other cases of tied bids, the contract or purchase shall be awarded to one of the tied bidders by drawing lots in public.