

Web Content Management Design and Development

Request for Quotations (RFQ)

Quotations Due: October 22, 2010, by 2:00 p.m. EST
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PRICE PROPOSAL AND SPECIFICATIONS FOR WEB CONTENT MANAGEMENT SYSTEM DEVELOPMENT AND INITIAL SITE DESIGN

RESPONSES MUST BE RECEIVED ON OR BEFORE OCTOBER 22, 2010

INTRODUCTION

The City of Asheville is seeking quotations for implementation of a professional website content management system and associated initial site design services that utilize standard templates. The purpose of the system is to provide the city with a flexible and adaptable mission critical web platform that may be used and maintained by city staff without ongoing vendor assistance or design services required. The content management system will host public web content for the City of Asheville website as well as a secured employee intranet. It will reflect the links between city services and partner sites, particularly geographic information systems, external database searches, online utility payments, citizen reporting tools, activity registrations, and social networking sites.

The city is considering options for both a traditional premises based solution housed on city maintained servers and cloud based solutions which meet the required specifications.

Multiple firms may be selected to provide the required software or services, should the City of Asheville determine that such action is in its best interest.

The City of Asheville, at its sole discretion, can reject any or all bids submitted in response to this RFQ. The City shall not be liable for any costs incurred in connection with the preparation and submittal of any bid proposal.

Bids in accordance with the specifications and instructions of these documents must be received at the City of Asheville Information Technology Services Division, P.O. Box 7148, Asheville, NC 28802, on or before October 22, 2010.

Any questions about vendor requirements or qualifications should be directed to Jim Wright, Purchasing Division, (828) 259-5950, e-mail: JWright@ashevillenc.gov

Technical questions may be directed to: Jeff Reble, Information Technology; e-mail: JReble@ashevillenc.gov

Late proposals will not be opened. Faxed proposals will not be accepted.

NOTE: Bid opportunities are posted on our website at www.ashevillenc.gov/purchasing

I. SCOPE OF WORK

Vendor should propose a professionally developed Content Management System (CMS) software solution to be installed and configured on the city's in-house servers or a similarly configurable solution hosted in a private cloud environment. Upon installation of CMS, city staff will be provided system administrator access for the installed software and have root level access to the hosting server either through virtual private network, file transfer protocol or local network connection.

CMS Software Feature Requirements

- Web-based CMS user login through integration with City's existing active directory authentication
- Multiple CMS user roles
- WYSIWYG content editor
- Content staging and restoration through histories or undo
- Content approval and user audit trails
- User selectable templates or skins which can be freely modified
- Intelligent search
- Event calendar functions
- Content style wizards
- Document management with access rights by user roles
- Tools for online application or form submission
- Sub-site multi-site development
- Friendly URLs and/or URL aliasing
- Site maps
- Cross browser compatibility, specifically, compatibility with Internet Explorer, Safari, Firefox, and Chrome.
- Capable of general World Wide Web Consortium (W3) standards compliance
- Automated email notifications alerting system administrators of security faults and available updates.
- Support for Google Analytics
- Comprehensive documentation
- Technical support, security patches and product updates available from the software developer
- Valid software license naming the City of Asheville as the license holder

After City staff selects a template among standard templates, vendor will design one master home page template or skin and two interior templates or skins to be used to present managed content on web pages. Interior templates must provide flexibility to support the use of custom banner images and section menus as may be required by various sections of the website. All templates or skins should be developed with the standard CMS toolset or readily available plug-in modules licensed for use on multiple domains by the city. In addition to initial design, vendor should propose estimated costs to transfer content from the existing City of Asheville website at www.ashevillenc.gov to the newly developed site, with a cost option for per-page transfer.

Overarching site design requirements are:

- Provision of configurable site navigation menus on each page which provide quick access to all the key pages of the site
- Incorporate easy to use search utility displaying descriptive information on all content in the search results
- Ensuring content is easily accessible to users including those with seeing impairments or those using mobile devices
- Ensuring site design is cross browser compatible
- Integration with content from city social media sites such as Twitter, FaceBook or YouTube
- Optimized templates or skins for speed of download

Vendor should propose real-time instructor lead training on-site or via the web for content management system users and administrators, or provide information regarding potential third party vendor training.

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Any content management solution proposed must utilize customizable design templates or site skins which may be modified without requiring assistance from any particular vendor.

The City of Asheville will not consider a solution which requires ongoing programming, design, or development services beyond the scope of this project. Proposals specifying custom development code, proprietary programming outside of the CMS toolset, or that require additional vendor services for standard maintenance, upgrades and security will not be considered. If a private cloud hosting environment is proposed, a service level agreement for hosting will be established between the City of Asheville and the hosting provider. Such vendors should include standard SLA terms and conditions in their response. Vendors proposing any solution which restricts the ability to configure and maintain the system beyond the initial installation period will be excluded from consideration.

Upon award of the contract, a meeting with City staff will be scheduled to review the project schedule and to meet other staff with whom the contractor(s) may be working.

II. PROPOSAL REQUIREMENTS

To respond adequately to the RFQ, the service provider must provide 1 paragraph responses (no more than 3-4 sentences) to the following queries.

1. Please cite at least three (3) references listing accounts which the bidder is/has furnished web development services described herein within the last three to five years. References should include the name of the organization, URL for the website, a brief summary of the contract and the name and telephone number of a responsible contact person.
2. Please describe how long your company has been in continuous operation.
3. Please describe your experience within the last 24 months with professional content management solutions, template design, skinning, and end user training.
4. Please describe your resources and procedures for providing web development and design services.
5. Please describe your company's ability to specify professional web content management solutions for mission critical applications, and cite at least one example.
6. Please provide a scope of work that includes specific details and pricing for the proposed items described in this document. All offerings should be itemized showing individual item pricing. Hourly rates and estimated hours required for each service should also be included.

Due to the sensitive nature of critical infrastructure involved, the successful service provider and its agents or subcontractors may be expected to sign a non-disclosure agreement.

III. GENERAL PROVISIONS

Proprietary Information

Careful consideration should be given before confidential information is submitted to the City of Asheville as part of your proposal. Please consider if such information is critical for evaluating a proposal, and whether general, non-confidential information, may be adequate for review purposes.

Contract Award

The City of Asheville may make multiple awards under this solicitation. The city may award a contract based on initial proposals without discussion, or following limited discussion or negotiations. Each offer shall be submitted using the most favorable cost and technical terms. The City of Asheville may request additional data or material to support proposals.

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Limitation

This solicitation does not commit the City of Asheville to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. The City of Asheville reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation if it is in the City of Asheville's best interest to do so.

Minority- and Women-Owned Business Policy

It is the policy of the City of Asheville to maximize opportunities for the participation of local business enterprises, including minority- and women-owned business enterprises as bidders, subcontractors and suppliers on its procurement contracts.

Information on city policies related to minority- and women-owned business enterprises is available from:

www.AshevilleNC.gov/mbp

Disclosure Requirement

The proposer shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe the circumstances for each. When a proposer is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of the City of Asheville after the award of a contract, the City of Asheville may exercise its stop-work right pending further investigation, or terminate the agreement; the contractor may be subject to penalties for violating any law that may apply in the particular circumstances. Proposers must also disclose if they have ever been debarred or suspended by any agency of the U.S. government or the North Carolina Department of Labor.