



REQUEST FOR PROPOSAL

WEBSITE DESIGN, DEVLEOPMENT, AND HOSTING

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Proposal Submission Deadline:

October 1, 2012

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1. SUMMARY

The City of Monmouth, Oregon is accepting proposals to design/upgrade, develop and host the City's website. This will be a concept-to-completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The existing website was originally designed and produced in 2004 by gov.office and is hosted by them. The website is <http://www.ci.monmouth.or.us/>. A copy of this proposal can be found on the website.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

Final proposals submitted are to be received by the City of Monmouth no later than 4:00 p.m. on October 1, 2012. The package shall be marked clearly as "Website RFP", including an original signed proposal and nine (9) copies. Late proposals will not be considered.

The price quoted should be all-inclusive. If the price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed requires the hiring of sub-contractors, you must clearly state this in the proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal, please provide the name, address and EIN of the sub-contractors. However, the City of Monmouth retains the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful response is considered available for inclusion in final contractual obligations.

3. CONTRACT TERMS

The City of Monmouth will negotiate contract terms upon selection. All contracts will be subject to review by legal counsel. A project will be awarded upon signing of an agreement or contract which outlines terms, scope, budget and other necessary items.

4. PURPOSE, DESCRIPTION AND OBJECTIVES

Purpose

The City currently has a web presence that the City Council feels is outdated in appearance, structure and in the presentation of content. An opportunity exists to re-engineer the site to better reflect the City's goal of improving communication, making the site more useable and to incorporate the latest technology.

The purpose of the City's website is to provide simple and intuitive electronic access to public services, serve as a public communication tool, reduce transaction costs for the City and citizens and streamline business operations. Upon completion and acceptance of the project structure and design, the website will become the sole property of the City of Monmouth. The City will be responsible for content management and will own all content, coding and graphics.

Description

The City intends for the redesigned site to support e-government transactions such as online forms and applications, online payments and a variety of other activities in the near future. The redesigned site should have a theme that promotes the City with a welcoming, friendly and professional feel. The City may consider streaming audio and video in the future. The successful respondent will create a flexible, informative website that is easy to maintain and that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, the site must be a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code.

The City of Monmouth will maintain ultimate editorial control of content, without significantly delaying the publishing of new information on the site and preferably by using a system with a browser-based user interface. To be effective, the City's website must be (not in priority order):

- Easy and intuitive
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate

Objectives

The City's website should provide easy access to City services, be adaptable to current and changing technology, provide content management for City staff and be used as a public communication tool. The website shall meet the following criteria:

- Provide easy electronic access to public information for use by the target audience
- Provide the public with effective means of communicating with City officials and staff
- Provide enhanced delivery and awareness of public services and facilitate a process for public inquiry
- Deliver a consistent image
- Provide a new/redesigned site favoring a build-to-suit website and long-term external hosting, but not a month-to-month content management relationship
- Provide the eventual ability to conduct secure financial transactions online
- Provide pages for all major City programs, departments, services and functions
- Meet ADA Priority 1 requirements
- Be upgradeable

5. TIMELINE

This RFP is dated September 10, 2012. Proposers may also request a copy be sent via email by contacting Phyllis Bolman at pbolman@ci.monmouth.or.us. Proposals are due by **October 1, 2012 @ 4 p.m. PDT**. We anticipate selection by October 12, 2012. During this time the City may require additional information. Proposers will be notified if additional information is required.

6. BACKGROUND AND ORGANIZATION

Community Background

Monmouth is located 20 minutes west of Salem. It was founded in 1856 and incorporated in 1880. Monmouth is the home of Western Oregon University and was just recognized as the most densely populated city in the State of Oregon. The Pacific Ocean and Cascade Mountains are an hour's drive from the city. There are many other attractions within driving distance.

City Organization

The City of Monmouth has 50 full-time equivalent employees and operates under the Council-Administrator form of government. The City Council consists of a Mayor and six Councilors. The Administrator directs City operations. The City has 9 departments: Administration, Building, Community Development, Finance, Library, Police, Power & Light, Public Works and Senior Center. The City Council also oversees multiple boards and commission that assist in carrying out various services.

Current City Council Goals for 2012-2013

- Review the Facilities Assessment Plan and Determine Facilities-Related Priorities and Funding Mechanisms
- Construct the New Main Street Park Fountain
- Update the City Website
- Acquire Senior Center Expansion Funding
- Complete the Main St. Streetscape Project
- Adopt a Master Plan for the Main St. Park Amphitheater
- Adopt an Economic Development Plan

7. AUDIENCE

The information on the City website should be directed toward the following groups:

- Citizens
- Businesses
- Visitors
- Investors and developers
- City staff
- Civic groups
- Other governmental agencies
- Any person or agency seeking to conduct business with or obtain information about the City of Monmouth

8. SCOPE AND GUIDELINES

The scope of this project is to replace or upgrade the existing City of Monmouth website. A firm that can handle all site planning, interface design, production and hosting is required. The site must include a solution that allows staff to quickly, easily and cost-effectively update content and modify site design after the initial launch.

Development Guidelines

The website designed by the successful candidate must meet the following criteria:

- Create a content management system that will permit non-technical City staff to quickly update website content on specific pages. This should include some staff training. Once the site has been completed and accepted by the City of Monmouth, the site will be maintained by the City.
- Convert substantial amounts of existing content to new website. This may include incorporating an indexed municipal code into the site or working with an outside code consultant to link their external site.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site. Include a site map.
- Develop web pages to accommodate the proposed navigation scheme.
- Provide necessary software and licenses to maintain site internally or externally, as decided by the City of Monmouth.
- Provide an attractive mix of text and graphics.
- Create a common theme and design. Each section of the site should have a common look and feel. The City logo should be prominently displayed on every page as a common header. The use of photographs, fonts and layouts should be consistent throughout the site.
- Design the site to be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.

Site Specifications

The City encourages creativity in the proposals submitted. However, there are certain requirements for the website project. The proposal must account for all of these requirements.

- Compatible with Internet Explorer, Firefox, Safari and Google Chrome, and formatted for viewing on mobile sites.
- Must not require plug-ins as a default.
- Files and documents should be loaded to be compatible with different operating systems and software versions (.docx versus .doc files, etc.)
- The site should be developed to meet all federally mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.
- The website must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer.
- Easily accessible to the novice as well as the experienced internet user.

Testing

Testing of the site on all applicable platforms to ensure website works as promised.

Delivery

Delivery and hosting by proposer.

Tracking

Inclusion of a tool to track page visits, length of stay, top pages, exit pages, etc. Tracking should be internal only. Tracking data or hit counters should not be displayed on the site.

10. EXPECTATIONS

The City of Monmouth reserves the right to decide, on a case-by-case basis, whether to reject a proposal as non-responsive, and to reject all proposals. As a precondition to acceptance, the City of Monmouth may request the proposer withdraw or modify those portions of the proposal deemed non-responsive that do not affect quality, quantity, price or delivery of service.

Proposers are cautioned that any oral statements made that materially change any portion of this solicitation are not valid unless subsequently ratified by a formal written amendment to this RFP. No technical question that may materially change any portion of this solicitation will be accepted during the fourteen calendar days prior to the time and date set for receipt of proposals.

Applicable laws shall apply. This RFP and the Contract awarded shall be governed in all respects by the laws of the State of Oregon, and any litigation with respect thereto shall be brought in courts of the State of Oregon. The company awarded the contract shall comply with applicable federal, state and local laws and regulations.

Nonconforming terms and conditions. Any proposal that includes terms and conditions that do not conform to the terms and conditions in this RFP is subject to rejection as non-responsive. The City of Monmouth reserves the right to permit the proposer to withdraw non-conforming terms and conditions from its proposal prior to awarding the contract.

11. QUALIFICATIONS AND EVALUATION CRITERIA

To simplify the review process and to obtain the maximum degree of comparability, the proposal must follow the outline described below and, at a minimum, contain the required information. Respondents are encouraged to include additional relevant information.

1. Qualifications of the Firm (25%)

- An overview of your company's history. Include information on firm size, number of employees, years in business, location of working office, and philosophy/mission of the company.
- List five websites that best reflect your work and relevancy to this project (only those sites that are still in existence). Share any uniqueness or challenges with these projects.

- Provide information on current workload and how this project will be accomplished with staff.
- Explain your methodology regarding quality and cost control.
- Provide current reference information for three former or current clients. Include contact name, firm or agency, phone number or email and a summary of similar services provided.
- Provide any partnerships or other business relationships you may have with other related disciplines such as photographers, graphic artists, etc.

2. Experience of Staff or Team (25%)

- Identify the team, roles and experience levels of those that will be assigned to this project.
- Provide resumes of essential staff assigned to perform services for this project.
- Describe individual experiences including producing websites for governmental agencies.

3. Approach (30%)

- Submit a brief narrative illustrating your understanding of this project. This narrative should include a statement of work to be performed and business processes.
- Detail your transition plan or approach: Include the tasks, task description and the timeline for completion for the tasks in order to transfer from the old site to the new internet site.
- Identify any foreseeable problems during implementation of the project.
- Identify any new equipment or license requirements that may affect short-term and long-term costs to the City of Monmouth.
- Identify any ongoing maintenance costs associated with the new site.
- Explain you firm's controls for quality, cost and meeting deadlines. Give examples.
- Describe your training methodology: include number of days, hours, level of staff.
- Provide a plan for telephone and/or email support for the City for an agreed upon duration after implementation of the new site.

4. Fee Schedule (20%)

- Provide a detailed Statement of Fees: include rates by positions (in-house and sub-consultants), rates by tasks, reimbursable expenses and total amount or total not to exceed amount. Reimbursable expenses should be assumed to be billed at cost, without markup. Provide separate optional pricing for the tasks listed. Rates are negotiable.

12. FORMAT FOR PROPOSAL SUBMISSIONS

Please use the following as a guideline to format your proposal:

Length and Font Size

Please use fonts no smaller than 12 point.

Title Page

This page should include City of Monmouth, Website Development Proposal, your company name, address, website address, telephone number, email address and primary contact person.

Cover Letter

Signed by the person or persons authorized to sign on behalf of the company.

Proposal

Discuss your proposed solution, including the features, benefits and uniqueness of your solution.

Qualifications and Evaluation

Provide the information requested in in Section 11.

Budget and Fees

List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work.

Ten (10) copies of your proposal must be received no later than 4:00.p.m. PDT October 1, 2012. The proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate fee for service format.

Deliver proposals to the attention of:

City of Monmouth
151 Main St. W
Monmouth, OR 97361
Attn: Phyllis Bolman

Questions regarding this solicitation shall be submitted by email to Phyllis Bolman, City Recorder, at pbolman@ci.monmouth.or.us