

**Request for Proposals
City of Gunnison, Colorado
Website Design, Content Management and External Hosting**

The City of Gunnison invites prospective respondents to send proposals for the design of a website for the City, the implementation of the website and accompanying website content management system and external hosting of said website.

PROPOSALS MUST BE RECEIVED AT:

City of Gunnison
Attn: City Clerk
P.O. Box 239
Gunnison, CO 81230-0239

By no later than 2:00 PM, local time, via mail at the address above or in-person (at 201 W. Virginia Avenue in Gunnison, CO), on Monday, August 30, 2010, at which time they will be opened and read. Late proposals will not be accepted, and will be returned unopened, regardless of the postmark.

The full project scope of the Request for Proposals is available on the City website at www.cityofgunnison-co.gov/bids_proposals/default.htm

All inquiries and comments concerning this RFP must be directed to City Clerk Gail Davidson, at 970-641-8140 or by email to gail@cityofgunnison-co.gov.

Respondents to the RFP must submit 2 copies of their proposal in a sealed package. Proposals should be clearly marked as follows:

**Proposal for Website Design and Content Management System
Attn: City Clerk Gail Davidson
P.O. Box 239
Gunnison, CO 81230-0239**

REQUEST FOR PROPOSALS

Date of Request: August 9, 2010
Item Description: RFP for City Website Design, Implementation & Hosting
Open Date: Monday, August 30, 2010, 2:00 P.M.

Minimum Requirements for Submitting a Proposal

- Vendor must have been in the business of providing website design and web content management for at least five (5) years.
- Vendor must have designed, developed and successfully implemented websites for smaller municipal governments with populations under 50,000 people.
- Vendor must have extensive experience servicing municipalities or other entities with similar functions and complexity and must provide client history and client references to demonstrate that it has had comparable service experience.
- Vendor must employ employees who are solely dedicated to providing website services to their customers.
- Vendor's proposal must be valid for not less than ninety (90) days after the Open Date.

Insurance and Indemnification Requirements

- Vendor shall at all times during the term of the agreement carry, maintain and keep in full force and effect, a policy or policies of Comprehensive General Liability Insurance, with minimum limits of One Million Dollars (\$1,000,000) for each occurrence, combined single limit, against any personal injury, death, loss or damage resulting from the wrongful or negligent acts by Vendors.
- Vendor shall at all times during the term of the agreement carry, maintain and keep in full force and effect, a policy or policies of Professional Liability Insurance, with minimum limits of One Million dollars (\$1,000,000) for each occurrence.
- Vendor agrees to maintain in force at all times during the performance of work under the agreement worker's compensation insurance as required by law.
- Vendor shall require each of its sub-consultants or sub-contractors to maintain insurance coverage which meets all of the requirements of the agreement.
- Vendor agrees that if it does not keep the aforesaid insurance in full force and effect, the City may immediately terminate the agreement.

Guidelines and General Information

- Vendor proposals may be withdrawn at any time prior to the Open date and time. No proposal may be withdrawn after the Open Date.
- The Vendor selected for the contract will be responsible for complying with all conditions of this RFP and any subsequent formal agreements. All responses provided should be as detailed as possible to provide the proposal evaluators with enough information to make fair assessment of the Vendor's services. Please do not include videos.
- Each supplier of materials and services and all contractors doing business with the City shall be an "Equal Opportunity Employer" as defined by Section 2000 (E) of Chapter 21, title 42 of the United States Code and Federal executive Order #11375, and as such shall not discriminate against any person by race, creed, color, religion, age, sex, or physical or mental disabilities with respect to hiring, application for employment, tenure, terms or conditions of employment.

Proposal Requirements

Each proposal must include the information below and should be organized such that all required information is clearly identifiable.

- Cover Letter
- Introduction to the company
- The name(s), addresses, phone numbers and emails of the person(s) representing the Vendor and responsible for acting upon this proposal.
- Vendor profile to include
 - Company name and address
 - Contact person, title, phone number, email address, Fax number
 - Website address
 - Number of years in business
 - Levels of experience of key staff assigned to the City project and noting same for any subcontractors that will be used
 - Reference lists that include contact names, phone numbers, URLs for projects similar in scope to this City project
 - Description of the computer management system software capabilities
 - Timeline: including delivery date for the work outlined in the project scope in terms of calendar days after notification of award, including implementation of each phase
 - Pricing of the entire project including all services, travel and applicable taxes

- A listing of costs for future annual maintenance fees, service fees, website hosting fees
- A description and listing of general costs for additional modules available that could be purchased and implemented at a future date
- It is requested that proposals be prepared on double-sided printed, recyclable materials and not be bound or secured so that the proposal may be recycled at a future date.

Acceptance of Proposal

- The City **reserves the right to accept or reject any and all bids** and reserves the right to waive technicalities where such action best serves the interest of the City.
- The City will be the sole and exclusive judge of quality and compliance with proposal specifications in any of the matters pertaining to this RFP. The City reserves the right to award the contract in any manner it deems to be in the best interest of the City.

WEBSITE OBJECTIVES

Website Background Information

The City of Gunnison does not employ full-time IT or computer systems management staff. Current computer assistance/service is accomplished by a locally-contracted computer company, GL Computers.

The existing City website was developed by a City employee using DreamWeaver software. It is maintained by the City Clerk's Department staff. The current site can be viewed at www.cityofgunnison-co.gov. Respondents should view the site and be cognizant and knowledgeable of the type of documents, pages, information, archives and external links being utilized by the City. The same information must to be available on the new website.

Website Usage/Objectives

There are a number of primary objectives to be accomplished by the development of a new website, both focused externally on website visitors and internally on website administrators. The website should meet the following general goals:

- Provide accurate, current, comprehensive information to City audiences, in a visually appealing, user-friendly way.
- Make it easier for audiences to interact with the City.

- Provide round-the-clock access to City information and transactions
- Reduce City staff time to handle routine inquiries
- Market and showcase the City
- Comply with Section 508 of the Rehabilitation Act of 1973 in all areas
- Offer a variety of communication methods to keep audiences up-to-date
- Simplify website administration, allowing users of all skill levels the opportunity and means to update their assigned sections of the website
- Build upon proven and accepted website development standards while maintaining the flexibility to easily grow and add new functionality for audiences and administrators over time and with minimal cost

Audience and Site Structure

The website may contain information pertaining to a variety of different audiences; the navigational architecture of the site should therefore take those audiences into consideration, making structure and ease-of-navigation among the top priorities in a website content migration and development process.

Audiences served by the City's website include:

- City Council
- City Commission and Board members
- City citizens and residents
- Internal and external municipal committees
- Local and regional businesses
- Local business clientele
- Other governmental entities
- Community or area employees
- Potential visitors and tourists
- Area Chambers of Commerce and Tourism Association
- Vendors doing business or seeking business with the community
- Local school district administration and students
- Western State College Administration, faculty and students
- Residents or visitors seeking employment
- Local and regional press/media

Design Guideline and Qualifications

The external format of the website should be welcoming, attractive, and created by a member or members of the vendor's design staff. Specific guidelines include:

- Website design must be visually appealing, incorporating the City logo where appropriate.
- Website design should incorporate photography that is reflective of the City.
- Vendor should be able to provide design elements utilizing stock photography in the event that representative photography of the City is unavailable.
- Design elements should include photography that is easily updated.
- Website design must be consistent throughout all pages of the website, except where differentiating between departments and/or sections of the website as requested by the City.
- The final version of the website should be easily identified as the Official Site of the City.
- No advertisements, or pay-per-placement graphics, icons or elements will be required or allowed on the website.
- Website design and associated elements should comply with Section 508 of the Rehabilitation Act of 1973.

Website Content Management System Guidelines

The Vendor's content management system (CMS) should be a web-based application that provides the core of the entire development process, being both the platform for development and the tool by which system administrators and employee contributors can update their website pages. The CMS may feature plug-in applications or modules that enhance the functionality of the website. The core features of the CMS should center around ease-of-use, flexibility and an established information architecture and hosting environment.

The system must allow non-technical content contributors the following abilities:

- A way to add, edit and move content directly on an assigned webpage without the need to utilize or be trained on a behind-the-scenes administrative system.
- Quick and easy access to add and update calendar listings, with editing methods available through a direct, front-end interface.
- Content publishers should be able to add and update menu items if assigned to the appropriate permission level.
- Content publishers should have the ability to assign multiple content records to a single link, allowing the content to rotate.

- Ability to update information and/or form once and have it updated throughout the entire site
- The CMS must have a rich text editor for content additions and updates that is simple and straightforward for basic content contributors.
- Content contributors must have the option to use pre-created page templates to assist in the formatting and development of new content.
- Users who wish to add simple links (either internal or external) should be provided with an option to do so through an automatic hyperlinking option.
- Content added to the site, whether as a part of page content or additions to plug-in applications or modular elements, shall feature delayed posting and automatic expiration abilities.
- Notification of expiration of site content shall be received by content owners through notifications available via an in-CMS action center, a dashboard administrative display and email notifications.
- All published content on the website shall be automatically archived and retrievable at any time.
- Round-the-clock access to support materials including, but not limited to: on-line training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars, request forms, on-line education courses and support-related updates.
- Trainer users of the CMS shall have access to live support via e-mail or phone during Vendor's normal business hours.

The system shall also include the following features for use by the designated advanced administrative users:

- Administrators shall have the ability to add, edit, update and move menu items, affecting the overall site structure.
- Reports detailing broken website links, including the referring page location so that the links can be corrected.
- A report detailing all changes and activity taking place on the website through content contributors and administrators; the report shall be by start and end dates, times, by content time and by action taken. All history shall be exportable for inclusion into the City's records retention documents.
- A separate history report detailing user login history, including user type, date and time of the attempted login, the IP address of the user and whether or not the login attempt was successful.
- A method by which administrators can create friendly URLs

- Access to site search statistics, including the ability to filter searched terms by date and time; search terms should have the ability to be exported.
- The ability to manage administrative access to the site through a non-separable user permission system that defines in-system rights and workflows for both general content and modular applications that are included as a part of the CMS.
- Round-the-clock access to support materials including, but not limited to: on-line training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars, request forms, on-line education courses and support-related updates.

Vendor's content management system shall be built in a stable and proven code base with a reliable information architecture that is hosted at a dedicated facility maintained by the Vendor.

- The CMS shall be built in a web application framework optimized for the construction of websites, web applications and web services. Preference will be given to vendors operating in ASP.NET due to the framework's promotion of code reuse for robust development and allowance of programmatic changes utilizing a variety of supported .NET languages.
- The CMS must be compatible with major browsers/search engines, with the vendor confirming support of the following:
 - Internet Explorer, versions 7 and up
 - Mozilla Firefox, versions 3.5 and up
 - Yahoo
 - Google
- Vendor shall maintain a dedicated hosting facility optimized for website hosting and administration.
- Vendor's hosting facility shall be equipped with redundant power sources, controlled by an automatic transfer switch to ensure activation of backup power source in the event of failure of the primary power source.
- The City's website and all associated data hosted at the Vendor's facility shall be backed up daily, collecting the website information from both the web server and SQL database server. Backups should be stored outside of the Vendor's hosting facility.
- Upon request, vendor shall be able to produce for City a Service Level Agreement that details specifications of the hosting facility and associated guarantees.

- Upon request, vendor shall be able to produce for the City a disaster-recovery plan.

Vendor's Content Management System (CMS), including all features and applications associated with the CMS, must have qualified and available support included as a part of ongoing services to maintain the CMS, using guidelines, structures and materials meeting or exceeding the following criteria:

- Vendor shall provide access to an in-house support team available via e-mail or phone during vendor's normal business hours.
- The support team must be fluent in the functionality and uses of both the CMS's features and associated applications and modules.
- Round-the-clock access to support materials including, but not limited to: on-line training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars, request forms, on-line education courses and support-related updates.
- Preference will be given to Vendors that provide support as an unlimited part of ongoing services rather than a pay-per-use system that discourages customer questions and interaction.

While website content updates are managed by City through the CMS, Vendor must commit to regular maintenance and updating of the CMS and associated applications for the purposes of keeping the existing software up-to-date as well as introducing new functionality and applications. Vendor shall commit to:

- Rolling upgrades of the solution that strengthen and update the CMS's functionality and associated applications.
- Regular maintenance of the CMS to improve existing functionality and, when appropriate, take City requests into consideration.
- Upon request, Vendor shall be able to produce for the City a Service Level Agreement that details guarantees of upgrades and the dedicated process for improving the software purchased by the City.

Website Content Management System Features and Applications

In order to offer the most effective and applicable website possible to the City's intended audiences, the Vendor's website Content Management System (CMS) shall feature a full suite of functionality and applications designed for effective information-sharing for website content contributors and administrators, and interactive features for site visitors.

Deliverables that are included as a standard part of the website CMS shall include:

- Page creation ability featuring the following page and section creation options:
 - Dynamic Online Editor (Rich Text Editor)
 - Pre-created section templates
 - Dynamic link creation and HTML upload ability
 - HTML upload ability
- Site search statistics, including the ability to filter searched terms by date and time; search terms should have the ability to be exported
- An administrative center for reviewing, filtering and exporting overall website statistics, including the ability to view statistics by page and presenting the information in a graphical representation
- If necessary, one or more Secure Sockets Layer (SSL) certificates to encrypt data contained in site transmissions
- A password-protected area of the website, available only to those users approved to access hidden content
- A report detailing all changes and activity taking place on the website through content contributors and administrators; the report shall be filterable by start and end dates, by content time and by action taken
- All published content on the website shall be automatically archived and retrievable at any time
- Ability to convert documents to PDFs via an included PDF conversion method
- Assignment of multiple content records to a single link, allowing the content to rotate
- Content added to the site, whether as part of page content or additions to plug-in applications or modular elements, shall feature delayed posting and automatic expiration abilities
- Included spell-check functionality
- A non-separable user permission system with multiple levels of rights that defines in-systems rights and workflows for both general content and modular applications that are included as part of the CMS
- A dynamic menu structure, with the ability to easily add, edit, move and delete menu items in multiple structural areas of the site
- An infinite page structure system that allows for the addition of an unlimited number of pages by the City
- An infinite menu level system that allows for the addition of an unlimited number of menu levels by the City

- An administrative dashboard with a customizable interface that displays critical shortcuts, on-site items that require attention, workflow management, recent activity logs and an internal messaging system that displays administrative messages and updated information

Modular Applications and System Functionality

- A document repository specifically designed for agendas, minutes and other historical documents, with built-in filtering abilities, search capabilities specific to the application and a reverse-chronological display
- An event calendar application that allows an unlimited number of calendar categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category
 - Calendar events shall be able to be set up as single events or recurring events, with options for daily, weekly, monthly or annual recurrences
 - Calendar events with associated addresses shall be automatically mapped to at least one web-based mapping site
 - Calendar events shall provide space for full descriptions including the ability to post images, tables and video within the description
 - The site visitor shall be able to view calendars by a list of events, a week view or a month view
 - Calendars shall be filterable by category, a start date and an end date, with the ability to search for keywords
 - Each calendar category shall, if desired, post events automatically to an RSS feed; the category feeds shall be available individually or collectively
- An on-site document storage application with unlimited levels of folders, providing centralized storage of any type of file
- A Frequently Asked Questions (FAQ) application that allows an unlimited number of FAQ categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category
- A news and announcements application that allows an unlimited number of news categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category
 - Ability to feature news and announcements on individual pages and in multiple structural areas of the site
 - News items can easily be associated with images
 - Each news category shall, if desired, post events automatically to an RSS feed; the category feeds shall be available individually or collectively
- Ability to create opinion polls

- An application designed to display links to other pages within the website or external pages on other websites, with the ability to feature these links on individual pages and in multiple structural areas of the site; application may have unlimited categories and an unlimited number of links within each category
- A staff directory with unlimited levels of departments, sub-departments, divisions and groups, with options for expanded staff biographies and images; e-mail addresses associated with directory listings shall be automatically obscured from automated methods of e-mail collection
- Functionality that simplifies the posting and hyperlinking of documents into on-site content
- A table-building application designed to create tables in on-site content
 - Unlimited columns and rows in created tables
 - Ability to alter table properties, including border colors, border width, border type, overall table height, overall table width, cell padding, cell spacing, alignment, background colors, importing CSS classes from overall website styles and addition of background images
 - Ability to alter individual cell properties, including height, width, alignment of in-cell content, background color, importing CSS classes from overall website styles, addition of background images and text-wrapping format
 - Full accessibility options provided in an easy-to-use interface that promotes all table-based aspects relating to Section 508 of the Rehabilitation Act of 1973, including specification of heading rows, specification of heading columns, addition of captions, alignment of captions, association of cells with headers and an overall summary of the table
- Image management tools for the addition of images to on-site content through web pages and modular elements associated with the content management system
 - Capacity to upload multiple images at one time and associate images with specific pages; the maximum file size should be no less than two (2) megabytes
 - Ability to preview images prior to association with on-site content
 - Ability to alter image properties, including image width, image height, capability to associate or disassociate width and height, border color, border width, image alignment, margins and application of CSS classes from overall website styles
 - Full accessibility options provided in an easy-to-use interface that promotes all image-based aspects relating to Section 508 of the

Rehabilitation Act of 1973, including specification of alternate text and long descriptions

- Image editing abilities on uploaded images, including the ability to change opacity, resize images dynamically based on width and height, ability to constrain proportions, flip images, rotate images, crop images, restore images and save altered images as either a thumbnail or alteration of the original upload or to replace the original upload with the altered image.
- Image mapping tools to create clickable maps or images with multiple hyperlinked points
- Integrated Flash management
- Integrated Media management
- Creation of slideshows using multiple images and common tools found in the image management portion of the website content management system
 - Ability to alter the order, speed, transition type, transition duration and layout of on-site slideshows
 - Images shall automatically resize to common and specified dimensions in slideshows
- For higher-end users, the capability to view the HTML code of any individual page and directly alter the code as necessary
- Easy embedding of audio, video, media and social-networking applications
- Ability to allow site visitors to view archived content
- RSS feeds associated with multiple on-site applications on a category-based level