

# Request for Proposals

## City of Monroe Website Design & Development

City of Monroe  
806 West Main Street  
Monroe, WA 98272

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## Overview

The City of Monroe is seeking to update its website to enhance the user experience, simplify content management, and provide better information and customer service to its residents and businesses, while meeting high standards for design quality and visual appeal.

Effective websites provide dynamic content that keeps users engaged and coming back. Effective websites also must ensure that content sought is easily found and that navigation remains user friendly. The City would like to fully decentralize content management to multiple content managers in each City department under the oversight of the City's Information and Technology Systems Manager.

The City of Monroe seeks the assistance of a company that can accomplish all of the functionality identified in this Request for Proposals but has the flexibility of providing this functionality over time, if needed due to budgetary constraints. The City also seeks a company that has the capability of integrating additional features that may be needed in the future.

## Situational Analysis

The City of Monroe is seeking to enter into a professional services agreement with a qualified vendor to design and implement a new City website based on the above strategy. The City's website URL is currently [www.ci.monroe.wa.us](http://www.ci.monroe.wa.us).

The City is actively seeking a qualified web vendor to replace the existing website. The City's emphasis is on incorporating extensive content management tools and database driven architecture while providing a user-friendly and intuitive site structure and an interface that is both attractive and ADA compliant.

## Background

Monroe is located in the Puget Sound region of the State of Washington at the intersection of three major highways. The City has a Mayor-Council form of government and operates as a non-charter code city under RCW 35A. The City was incorporated in 1902 with a current population of 16,710.

The City is a full-service municipality employing approximately 100 people to provide general government, public works, public safety, emergency management, planning and permitting, and recreational services.

## Vendor Qualifications

The intent of this Request for Proposals is to enable the City of Monroe to evaluate vendor experience, qualifications and capabilities for developing and implementing a new City website. The desired qualifications are outlined below. Responders are to submit a written narrative corresponding to each of the numbered items:

### 1. Municipal Website Design Experience

A. Washington municipal clients (please list city name and website URL)

- B. Other municipal clients (please list city name and website URL)
- C. If no previous municipal experience, please explain relevant government website experience (please list other government clients/URLs)
- D. References (minimum three references, including all contact information below)
  - i. Client Name
  - ii. Client Contact Person
  - iii. Phone and Fax
  - iv. Client Address
  - v. Website Address

## **2. Company Profile**

- A. Number of years in business
- B. Office location(s) (Include business address)
- C. Demonstrated company financial stability

## **3. Team Members/Roles (list all personnel to be assigned to this project)**

- A. Name, title, role (e.g., project management, programming, graphics)

## **4. Vendor Service Capabilities (Describe all available)**

- A. Web Development
- B. Software tools (e.g., Content Management System or modules)
- C. Site maintenance
- D. Site hosting
- E. Client training
- F. Availability of robust self-service documentation and technical support
- G. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- H. Meets U.S. Federal Government ADA requirements
- I. 24 x 7 support
- J. Security for both City staff and users
- K. Other

### 5. Integrated Content Management System (CMS) Components and Tools

The CMS listing below represents functional categories and is not comprehensive; others may be recommended or added. The City's new website vendor should be able to provide the desired components shown. Items marked as essential are required. Possible budgetary constraints may require that this project be implemented in phases.

| Need* | No. | Component/ Module Name                       | Function                                                  | Offered by Vendor (Indicate: Yes/No) | Vendor Comment |
|-------|-----|----------------------------------------------|-----------------------------------------------------------|--------------------------------------|----------------|
| E     | 1   | Browser Based Administration                 | Update, Delete And Create Template-Based Web Pages        |                                      |                |
| E     | 2   | Departmental Home Pages                      | Dynamic Content                                           |                                      |                |
| E     | 3   | Automatic expirations                        | Expiration Dating                                         |                                      |                |
| E     | 4   | Rotating Photos/Banner Ads                   | Dynamic Image Display                                     |                                      |                |
| E     | 5   | Citizen Request Tracking                     | Interactive content                                       |                                      |                |
| E     | 6   | Directories, Listings                        | Dynamic Content                                           |                                      |                |
| E     | 7   | Event Registration                           | Online Reservation/Payment                                |                                      |                |
| E     | 8   | Agenda Management                            | Upload, Manage Agendas                                    |                                      |                |
| E     | 9   | RSS Feeds out                                | Registration by Dept.                                     |                                      |                |
| E     | 10  | News & Announcements                         | Dynamic Content                                           |                                      |                |
| E     | 11  | News Releases                                | Online Publishing                                         |                                      |                |
| E     | 12  | Online Forms                                 | Forms/Publishing/Tracking                                 |                                      |                |
| E     | 13  | Special event/facility liability forms       | Secure Online Registration -by Dept                       |                                      |                |
| E     | 14  | Facility Management                          | Reservations and/or Listing                               |                                      |                |
| E     | 15  | Online Payments                              | Secure Online Transaction -by Dept.                       |                                      |                |
| E     | 16  | e-Permitting                                 | Permit Center interface to existing systems               |                                      |                |
| E     | 17  | Site Search                                  | Internal Site Search Engine                               |                                      |                |
| E     | 18  | Spanish Language Support                     | Dynamic Content                                           |                                      |                |
| I     | 19  | Other Language Support                       | Dynamic Content                                           |                                      |                |
| I     | 20  | Access GIS, Crime Stats, Etc.                | Interface to Existing Systems and databases               |                                      |                |
| I     | 21  | Calendar – Departmental as well as City Wide | Update/Publish Calendars by both Department and City Wide |                                      |                |

|   |    |                            |                                    |  |  |
|---|----|----------------------------|------------------------------------|--|--|
| I | 26 | Newsletters/E-Zine         | Subscription And Online Publishing |  |  |
| I | 25 | RFP/RFQ/Bid Posting        | Dynamic Content                    |  |  |
| I | 24 | Social Media Interface     | Facebook and Twitter feeds         |  |  |
| I | 22 | Emergency Notification     | Subscription and Online Publishing |  |  |
| I | 27 | Frequently Asked Questions | Dynamic Content                    |  |  |
| I | 23 | E-Notification             | Electronic Subscription            |  |  |
| I | 28 | FTP Capable                | Upload/Download Capability         |  |  |
| I | 29 | Hit Tracking               | Analytics and Site Audit Reports   |  |  |
| I | 30 | Intranet/Extranet          | User Restricted Pages              |  |  |
| I | 31 | Printable Pages            | Print-Friendly Function            |  |  |
| N | 32 | Webcam                     | Dynamic Image Display              |  |  |
| N | 33 | Background music           |                                    |  |  |
| N | 34 | Vendor Registration        | Online Registration                |  |  |
| N | 35 | Weather Station            | Interface to existing system       |  |  |
| N | 36 | Video Hosting              |                                    |  |  |
| N | 37 | Survey/Polling Capability  | Poll/Question/Answer Tracking      |  |  |

\* E = essential, I = important, N = nice to have

## 6. Vendor/Municipal Contract Performance

(Please provide two examples that include all of the following):

- A. Client name
- B. Contract amount
- C. Contract duration
- D. Project outcome

## Submittal Requirements

The following items must be included in a response to this Request for Proposals:

1. Under Vendor Qualifications section, complete and return items 1-6.
2. Include a project approach summary for building a municipal website.
3. Include a sample project schedule for building a municipal website.
4. Include pricing range/cost for services outlined

The deadline for Request for Proposals responses is Tuesday, May 4, 2011, at 5:00 a.m. Submit a .pdf file containing your proposal to [dbremner@ci.monroe.wa.us](mailto:dbremner@ci.monroe.wa.us).

Submittals that are not received on or before the specified deadline will not be accepted (no exceptions). The City reserves the right to request follow-up information or clarification from vendors in consideration.

The City of Monroe reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which in the opinion of the City, will best serve the interests of the City.

Each response to this Request for Proposals shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the City for reimbursement will be accepted.

### **Evaluation Criteria**

Responses to this Request for Proposals will help the City identify the most qualified web vendor and will be indicative of the level of the firm's commitment. The City will evaluate the qualifications, references, overall fit with the City of Monroe, as well as the pricing range/cost to determine the most qualified web vendor.

### **Selection Process**

The selection process will involve the following phases:

**Phase 1:** A review team will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. Review will include the vendor's acceptance of Request for Proposals terms and completeness of submissions.

**Phase 2:** Interview of most qualified applicants (if necessary).

**Phase 3:** Review team will check references given.

**Phase 4:** The City will enter into negotiations leading to a professional services agreement.

### **Significant Evaluation Factors**

The significant factors used to evaluate proposals and there relative weighting is as follows:

1. Ability to provide the components indicated as "Essential".
2. References from current clients.
3. Ability to provide the components indicated as "Important".
4. Ease of updating information.
5. Price.
6. Ability to provide the components indicated as "Nice to have".

## Schedule

The approximate Request for Proposals schedule is summarized below:

- Issuance of Request for Proposals: April 21, 2011
- Vendor submittals due: May 4, 2011 at City Hall via email.
- Vendor interviews, reference checks: May, 2011
- Vendor approval, enter negotiations, execute a professional services agreement: June, 2011
- City Council approval of contract: July 12, 2011\*

\* Dates subject to change

## Inquiries

Inquiries about this request for qualifications must be in writing and directed to:

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Monroe, WA 98272  
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