

City of Westland

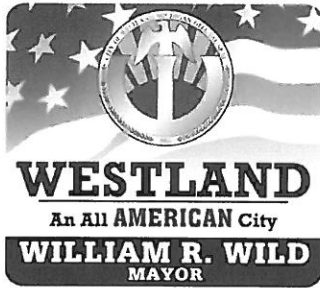
INSTRUCTIONS FOR PROPOSALS

Westland Website Re-Design
May 1st, 2013 @ 10:00 a.m.

1. Unless otherwise called for, two copies of the Bid/Proposal, typewritten or printed in ink, must be submitted.
2. Carefully read and comply as applicable with the standard Terms and Conditions.
3. No taxes are to be included in any bid/proposal price. Generally, states and political subdivisions are exempt from Federal taxes. In the event that taxes must be paid on any materials necessary to complete the contract, the Contractor shall bear the cost and responsibility of such taxes. To the extent any sales, import or other taxes apply, they are to be invoiced as a separate item.
4. The Instructions to Bidders and Terms and Conditions are part of the proposal package and should be read thoroughly and considered when submitting bids.
5. Awarded bidders should allow for approximately 30 days from receipt of invoice to receive payment from the City of Westland.
6. The request for proposal and any accompanying documents shall be submitted by the time specified (*no exceptions will be made*) in a sealed envelope addressed as follows:

**City of Westland
Purchasing Division
36601 Ford Road
Westland, MI 48185-2298**

In addition, subject matter of the proposal, date and the hour of the bid opening as stated in the invitation should be printed in the lower left corner of the envelope. Failure to do so may result in premature opening of/or failure to open.



City of Westland

BID/PROPOSAL TERMS AND CONDITIONS

1. PREPARATION OF BIDS/PROPOSAL:

- a. Bidders are expected to examine specifications and all instructions.
- b. If any person contemplating submitting a proposal is in doubt as to the true meaning of any part of the specifications or other conditions within the invitation, he/she may submit to the Purchasing Division a written request for an interpretation thereof. The person submitting the request will be responsible for its prompt delivery. Any interpretation will be made only by an addendum duly issued by the designated City Representative. A copy of each addendum will be mailed or delivered to each person in receipt of the invitation. Failure on the part of the prospective bidder to receive a written interpretation prior to the time of the opening of bids will not be grounds for withdrawal of proposal. Bidder will acknowledge receipt of each addendum issued by stating it in his proposal. Oral explanations will not be binding.
- c. Each bidder shall furnish all information required on Bid Form. The person signing the Bid Form must initial any and all erasures and/or other changes made to the bid document.

2. SUBMISSION OF BIDS/PROPOSALS:

- a. All bids shall be submitted in sealed envelopes and shall include the following information on the face of the envelope: bidder's name, address, subject matter of proposal, date and hour of bid opening as stated in the invitation. Failure to do so may result in a premature opening of or failure to open such proposal.
- b. Bidders are responsible for submitting proposals before the stated closing time. Delays in the mail will not be considered. Any proposal received after the stated closing time will not be opened and shall not be considered in the bid opening. No exceptions will be made.
- c. In the event no bid is to be submitted, do not return the invitation. However, a letter or post card should be sent to the Purchasing Division advising whether future invitations are desired.
- d. Any bid may be withdrawn by giving a written notice to the Purchasing Division before stated closing time. After stated closing time no bid may be withdrawn or canceled for a period of 60 days after said closing time.
- e. All Bids and/or proposals are to be submitted on the bid forms supplied in the bid package.
- f. When reviewing bids, totals written out in words will take precedence over totals written in figures.
- g. Any alternate bids that are submitted will be considered.

3. CONSIDERATION OF BIDS/PROPOSALS:

- a. A designated City Department Head shall represent the City in all matters pertaining to this proposal and contract in conjunction therewith. The City reserves the right to reject any or all proposals and to disregard any informality in the bids and bidding.

- b. Proposals submitted on Bid Forms are understood to be according to Specification Date. Variations in proposals will be considered when same are submitted on Substitution Proposal forms furnished herein and all required information is contained in such proposal.

In cases where an item requested is identified by a manufacturer's name, trade name, catalog number or reference, it is understood that the bidder proposed to furnish the item so identified and does not propose to furnish an "equal" unless the proposed "equal" is definitely indicated by submission of the Substitution Proposal form.

Reference to any of the above is intended to be descriptive, but not restrictive and only indicates articles that will be satisfactory. Bids of "equal" will be considered, provided that the bidder states in his proposal exactly what he proposed to furnish, including sample, illustration, or other descriptive matter which will clearly indicate the character of the article covered by such proposal.

The designated City Representative hereby reserves the right to approve as an equal, or to reject as not being an equal, any article proposed which contains major or minor variations from specifications requirements, but which may comply substantially therewith.

- c. The City reserves the right, when it seems to be in the best interest of the City, to award the bid in part or in whole, reject any bids or waive informalities.
- d. Pursuant to Chapter 2, Section 2-707(a), of Westland City Code, before any contract is awarded which requires approval by the City Council, the vendor must disclose any substantial interest held by any city official or city employee or their immediate family in the vendor's business.

4. FAIR EMPLOYMENT PRACTICE AND NON-DISCRIMINATION:

The firm or their subcontractors shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, age, national origin, marital status or handicap. The firm shall take affirmative action to ensure that applicants are employed and employees are treated during employment without regard to race, color, religion, sex, age, national origin, marital status or handicap. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rate of pay or other forms of compensation, and selection of training, including apprenticeship. Breach of this covenant may be regarded as a material breach of contract.

5. PERSONNEL REQUIREMENTS:

All installation personnel costs must meet Davis Bacon Act Regulations (prevailing wages) and must comply with all Community Development Block Grant requirements, if applicable. Prevailing wage rates will be available upon request.

All companies must comply with the Fair Employment Practice Act, Executive Order 1126 entitled the "Equal Employment Opportunity," as amended by Executive Order 11375 and Department of Labor Regulations (41 CFR Part 60), and other Federal, State and City requirements which are applicable to grants-in-aid programs.

All companies shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, age, national origin, marital status or handicap. Companies shall take affirmative action to ensure that applicants are employed, and

employees are treated during employment without regard to race, color, religion, sex, age, national origin, marital status, or handicap. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection of training, including apprenticeship.

All companies must agree that the city of Westland, the County of Wayne, the Federal grantor agency, the Comptroller General of the United States, or any of their duly authorized representatives, shall have access, during regular business hours, to any books, documents, papers and records of their company which are directly pertinent to this agreement, for the purpose of making an audit, examination, excerpts and transcriptions. The company shall maintain all records for three years after all pending matters under this agreement are closed.

6. INDEMNIFICATION

Proposer to the fullest extent permitted by law agrees to indemnify, defend and save harmless the City of Westland and its elected and appointed officials and officers, agents, servants and employees from and against all loss or expense, including cost and attorney's fees by reason of liability imposed by law upon the City of Westland and its elected and appointed officials and officers, agents, servants and employees for damages because of bodily injury, including death, resulting from or sustained by any person or persons on account of damage to property, including loss of use thereof, arising out of or in consequence of the performance of the contract whether such injuries to persons or damage to property is due or claimed to be due to the negligence of the City of Westland, its elected and appointed Officials, officers, appointed agents, servants and employees, except only if such injury or damage is occasioned by the sole negligence of the City of Westland

7. INSURANCE PROVISIONS

The proposer shall purchase and maintain, throughout the term of this agreement, comprehensive general liability insurance, including contractual liability, to protect the provider from all claims for bodily injury, including accidental death, personal injury, and property damage arising from operations under this agreement, whether such operation be by the proposer, subcontractor, agent, or by anyone else directly or indirectly employed by the proposer. In addition, all statutory insurance requirements, including worker's compensation, shall be met. All required insurance policies shall be issued by reputable insurance companies duly authorized to engage in the insurance business in the State of Michigan. Limits of such insurance shall be stated below:

Worker's Compensation	Statutory
Comprehensive General Liability	\$1,000,000
Employer's Liability	\$1,000,000 per occurrence
Motor Vehicle Insurance – Owned, Non- Owned and Hired	
Bodily Injury	\$500,000 per occurrence
Property Damage	\$500,000 per occurrence

The City of Westland shall be named on such policies as insured or named as additional insured. Failure to maintain insurance coverage throughout the life of the contract, consistent with the provisions of this Section, shall be considered a breach of contract. Proposer shall procure and maintain during the life of the contract umbrella excess liability insurance in the single amount limit of at least two million dollars. This insurance

shall be project specific and the umbrella excess policy wording shall apply to the Proposers general liability and its automobile liability insurance. Each insurance policy shall specify that no policy may be terminated for any reason unless 30 days prior written notice of such proposed termination shall be given to the City of Westland, and before commencing any work related to the contract Proposer shall provide the City of Westland certificates of insurance for the required insurance policies.

8. SEVERABILITY OF CONTRACT

In the event any one or more of the provisions contained in this agreement shall for any reason be held to be invalid, illegal or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision of this agreement, but this agreement shall be construed as if such invalid or unenforceable provisions had never been contained. Further, in the event that any provision of this agreement shall be held to be unenforceable by virtue of its scope, but may be made enforceable by a limitation thereof, such provision shall be deemed to be amended to the minimum extent necessary to render it enforceable under the laws of the jurisdiction in which enforcement is sought.

9. AMENDMENTS TO CONTRACT

When awarded, the agreement shall not be changed, modified, altered, or amended in any respect without the mutual consent of the parties hereto, which consent shall be evidenced by a written amendment to the agreement executed by both parties.

(Vendor's _____

(Vendor's Name) _____

(Address) _____

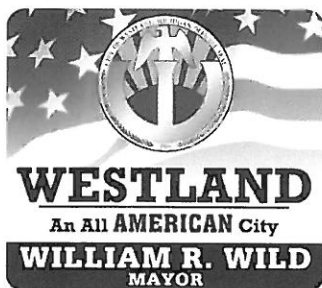
(Email Address) _____

(Telephone Number) _____

(Name of Person Completing) _____

(Title) _____

Signature _____ Date _____



City of Westland

BOARD OF ETHICS VENDOR DISCLOSURE STATEMENT

NOTE: Pursuant to Chapter 2, Section 2-707(a), of Westland City Code, before any contract is awarded which requires approval by the City Council, the vendor must disclose any substantial interest held by any city official or city employee or their immediate family in the vendor's business.

- Please fill out this form to the best of your knowledge and belief; attach additional pages if needed.
- Pursuant to Chapter, Section 2-707(b) of the Westland City Code, your completed disclosure statement (original) is a public document to be filed with the Westland City Clerk, 36601 Ford Road, Westland, Michigan 48185. A copy of your disclosure statement will be forwarded to the Board of Ethics.

(Vendor's Name) _____

(Address) _____

(Name of Person Completing) _____

(Title) _____

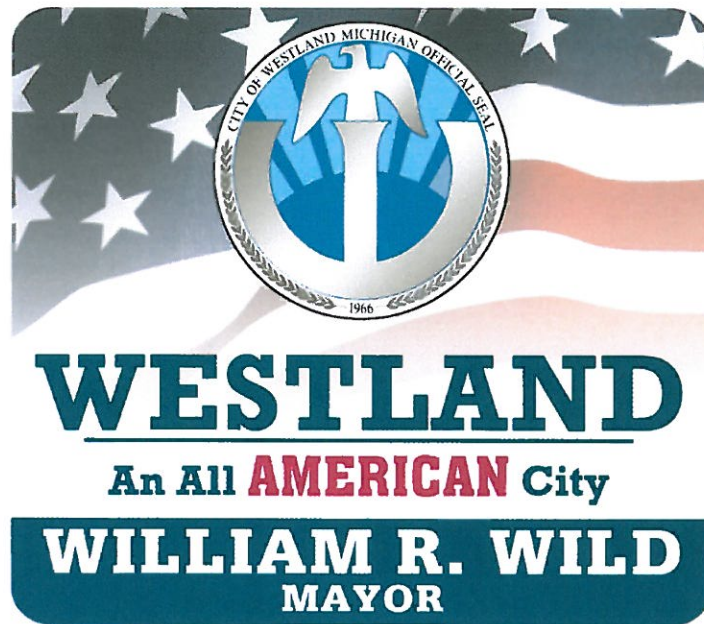
The following individuals or their immediate family members, to the best of my knowledge, have a substantial interest in (Vendor's Name): _____

Name of Individual with Substantial Interest:

Mayor _____
City Council Member _____
City Clerk _____
Department Directors _____
Deputy Directors _____
Board or Commission Members _____
Employee _____
None of the Above _____

I certify that to the best of my knowledge, information and belief the above is true.

Signature _____ Date _____



**REQUEST FOR PROPOSAL (RFP) FOR WEBSITE RE-DESIGN,
DEVELOPMENT, IMPLEMENTATION AND HOSTING OF
THE CITY OF WESTLAND WEBSITE**

RFP Circulation Date: April 16, 2013

Proposal Submission Deadline: 10:00 AM Eastern Time, May 1st, 2013

I. Purpose:

The City of Westland is issuing this Request for Proposals ("RFP") to firms or individuals interested in providing website design services to completely overhaul the City website (collectively "the Respondents"). The City seeks to create a dynamic website that is designed and organized in a manner that allows viewers with limited computer experience to easily find and access information, acts as a marketing tool for the City to highlight the community, its assets, and attractions to potential residents and businesses, is easy to update and modify, and is able to incorporate additional components in the future such as GIS and online payments.

II. Background

The City of Westland is the 10th largest city in Michigan with a population of over 84,000. The city's residential development is an excellent blend of single family homes, apartments and condominiums. The broad selection of housing opportunities is complimented by over 1500 acres of well-maintained parks and nature trails as well as a highly rated municipal golf course. Also available is a skate park, ice arena, a state-of-the-art Library and novel city park themes that are fun and family-friendly.

Westland has the location, land, infrastructure, and leadership, under Mayor William R. Wild to attract new industry and help existing businesses redevelop properties and to maintain competitiveness in today's global economy. Six modern platted industrial parks on 320 acres are served by class "A" internal roads, with up to date utilities and rail access available within two of the parks. Westland is conveniently located within the center of southeastern Michigan's expressway system, minutes north of Detroit Metropolitan Airport, and ideally located between downtown Detroit and Ann Arbor.

Westland is the area's premier "Shopping and Dining Destination". Westland Shopping center, one of the country's original four regional malls, boasts 80 retail stores and has anchored Westland's commercial district for more than 30 years. Westland's diversity and progressive planning offers residents a wide variety of life experiences, and make Westland truly the "All American City".

The current City website is located at <http://www.cityofwestland.com>.

IV. Preliminary Scope of Work

A final scope of work will be developed with the City and the respondent submitting the selected proposal ("The Contractor") at the time of selection. The following acts only as a preliminary scope to generally communicate the City's expectations. The City wants to completely redesign its website so that residents, businesses, and visitors, both current and potential, can easily navigate and access information, communicate with the City through surveys and online comment submissions, and download any necessary City forms. This RFP is for web design services only, and does not include hosting the site. The City is, however, open to the idea of switching web-hosting service providers. If interested in contracting with the City for web-hosting service, include an additional bid along with that for the web design for web-hosting service. List price per month and all relevant information on features including server, software, hardware, etc. Proposals for redesign of the website should include or account for but not be limited to the following:

- 1) Design a unique, attractive website to completely fulfill all City requirements either in this RFP or in discussions with the City following selection of a Contractor.
- 2) Design a self-supporting, consistent, user-friendly navigation framework for the City website that is understandable to users on all levels.
- 3) Design a unique home page for the City website. Design should be simple and allow users to easily access relevant information.
- 4) Design a template for all pages within the site. All pages must be consistent, look professional, and enhance the image of the City.
- 5) Contractor should maintain timely and regular communication with the City during the development process.
- 6) Assist with the development of web page content so information is organized and easy to access as well as the entire site has a uniform, consistent format.
- 7) Aid the City in transitioning to the new website including: staff training and the production of a guide book or instructions on changing/updating the website. The City intends to utilize a content management system to update the website.
 - a. Aid the City in copying and converting existing content on the current City website for use on the new website, to include but not be limited to: text, graphics, videos, tables, and design elements.
- 8) The primary purpose of the website is as a communication tool between the City and outside stakeholders. **To best meet the needs of both, it is expected that the completed website include each of the following components:**
 - Integration with social networking websites, allowing us to selectively update our Facebook and Twitter pages with the content management system as staff updates the website
 - Mobile device compatibility for all website content
 - A search function that allows the user to search the whole site or subsections within the site
 - A site map

- A live calendar with a listing of important dates and community events, which can be divided according to department or category
- The ability to create multiple separate calendars and news pages based on category and/or department
- The ability to easily post emergency notices on the website homepage
- The ability to create different but duplicate instances of a page in multiple areas of the website navigation
- The ability to download applications necessary to view information (ex: Adobe Acrobat Reader)
- The ability to conduct online polls and surveys with responses in multiple formats including but not limited to: multiple choice, freeflowing text and “check all that apply”
- A way for residents to automatically add or delete an email address from a mass email distribution list. This email distribution list should be available in database form for staff to access. Currently, the City uses the service through a third party vendor. That relationship could be maintained.
- The ability for users to complete various forms online.
- The ability to create multi-step workflow for all content types. This should include the ability to define no less than four separate stages in the review/approval process for each type of content. One level review/publish models will not be considered.
- The ability to preview any changes made to content before publishing to the website. This should apply to all types of content, including but not limited to: pages, calendar events, news, and FAQs.
- The ability to create additional interior page templates as needed.
- The ability to archive pages and content.
- The ability to define a review schedule for all content, prompting the site editors to review published, non-date sensitive content periodically to ensure all items remain accurate.

9) Any additional features the respondent feels would improve the City website or the transition process. It is expected that the Contractor work with the City to develop a site that best meets the needs of the City.

The City expects that the Contractor and City will work together to plan and organize information on the site, which most likely will include planning sessions, regular meetings, and continued communication throughout the duration of the website design project.

The following represents a preliminary site organizational structure. Actual site organizational structure will be set following selection of contractor. Planning the organizational structure is a part of the scope of work included in the RFP. It is expected that the Contractor work closely with the City to develop a site organizational structure.

Home Page: The index page will contain a navigation bar directing users to a limited number of broad categories such as:

- About City
- Government
- Resident Services
- Business Services
- Economic Development
- Visitors

About the City: This section will include pages about the City and include information on City history, facts, maps, links, FAQs, current events, and the newsletter.

Government: This section will include pages on the City's elected officials, City staff, and City departments. Other information could include city staff directory, meeting dates, minutes, meeting agendas, budget information, comprehensive plans, the annual financial audit, municipal code, and links to state and federal officials.

Resident Services: Residents could visit these pages to learn about services offered by the City including: waste removal, utilities, permits, and other programs. This section would also provide links to those services provided by other governmental agencies including: library, school, park district, etc.

Business Services: This section would highlight those services offered by the City to businesses, including: business license applications, permit applications and information, zoning information, etc.

Economic Development: This section will serve as a primary marketing tool to attract new businesses to the City. This section will be developed with input from the City's Economic Development Commission and Economic Development Staff Team. The section will feature available parcels, retail space for lease, maps, market area information and other pertinent information focused on the attraction and retention of businesses in the community.

Visitors: This section will serve as a primary marketing tool to attract new visitors to the City. The City plans to integrate the existing visitor site into the new City website so as to consolidate all of the content and branding.

Other features to be on the home page could include but not be limited to:

- A search function
- An "I want to...." menu listing frequently visited items such as view my water bill, view the calendar, contact city officials, etc.
- A frequently asked question menu listing common resident questions.
- A section with current or important news

V. Requirements

Website Requirements

All proposals must include the following to be considered in the selection process:

- 1) The site must be unique, look professional, and uniformly represent the City in interaction with residents, businesses, and visitors both current and potential.
- 2) Design for each page must be consistent throughout the site except where a unique background or other design element is desired to differentiate the function or intent of said page.
- 3) The entry point for the site must represent the quality and character of the City.
- 4) Each page must be sized as to allow printing or contain a printer friendly version.
- 5) The site should be designed to be accessible by viewers with limited computer knowledge and should avoid using technology that may not be compliant with some browsers. In the event such technology is used, the site should provide alternate means for accessing the information.
- 6) The City would like the site design to be as compliant with Section 508 and Americans with Disabilities Act guidelines as reasonably possible. Respondent should make an effort to comply with guidelines; however the usability of the site and ability for staff to easily update the site and content contained within the website should be considered. Compliance with the standards should not prevent any other requirements from being met.
- 7) The site must be easy to update by non-technical City staff using City-owned software.
- 8) Website content management system should allow for City to be able to post unlimited amount of content at no extra cost to City.
- 9) Website content management system should allow for unlimited amount of system users at no extra cost to City.
- 10) The CMS is required to have the ability for backend users to create their own page template on the fly without any extra cost to the City.
- 11) The site must allow multiple levels of review and approval of content, before information is published to the site. Must have a minimum of four (4) levels of approval, proposals without four levels will not be considered.
- 12) The website must utilize responsive design to display on varying monitor sizes, tablets, and all mobile devices (Windows, Android, iPhone, Blackberry, etc).

Technical Requirements

Any website design must be Windows based and comply with all technical requirements including specifications regarding hardware, software, and the protocol for transferring and updating information as defined by the City during negotiations on the final scope of work. The City could, if necessary and reasonable, upgrade some or all requirements to accommodate website design.

Qualifications

Selection of a proposal for contract will be at the sole judgment of the City. Only those respondents meeting the following conditions, however, will be considered:

- Respondent must demonstrate past success with website development.
- Respondent must have developed at fifty (50) websites specifically for municipalities.
- Respondent must provide references for at least three (3) organizations, all municipalities. References must be organizations for which the respondent has developed a website that is currently in use.

Appendix A

Respondent Questions:

- 1) Describe your organization's experience in developing websites. Note any experience with design and development for municipal corporations. Also comment on the overall history of the organization.
- 2) Describe different services offered by your organization and the approximate share of business devoted to web design.
- 3) Provide a brief bio listing qualifications of each employee that would contribute to developing the website for the City, if selected. Please note experience with similar projects.
- 4) List types of software or practices used for website development and design.
- 5) Clearly define responsibilities of the City during the web site design process.
- 6) Describe the expected interaction between your organization and the City throughout the development and transition process.
- 7) Describe the support your organization will provide during design and transition to the new website. Please be specific with respect to type (training, help only, etc.), contact method (phone, email), and available hours for support.
- 8) Provide all necessary contact information for your organization.
- 9) Provide any additional information about your organization that you feel is relevant to the decision process.

Reference #1

Business Name:	
Contact:	
Address:	
Phone Number:	
E-mail Address:	

Reference #2

Business Name:	
Contact:	
Address:	
Phone Number:	
E-mail Address:	

Reference #3

Business Name:	
Contact:	
Address:	
Phone Number:	
E-mail Address:	