

CITY OF DAVENPORT, IOWA
REQUEST FOR PROPOSALS

No. 10-36

WEBSITE PORTAL DESIGN

Due Date: OCTOBER 23, 2009 at 11:00 AM

NOTE: Your computer must be equipped with Adobe Acrobat Reader 5.0 in order to download and print this request for proposals.

Website: www.cityofdavenportiowa.com

Submit ORIGINAL & EIGHT (8) COPIES of proposal to:

**City of Davenport
Purchasing Division
226 W. Fourth Street
Davenport IA 52801-1398**

Please include vendor name and return address in upper left hand corner and RFP name and number in lower left hand corner of the envelope or package.

Faxed or e-mailed proposals will not be accepted.

Vendors are required to check the website for addendums prior to submitting a proposal. Vendors who return the completed RFP Registration Form prior to the due date will also receive addendums by e-mail or fax.

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226 West Fourth Street • Davenport, Iowa 52801
Telephone: 563-326-7711 TDD: 563-326-6145
www.cityofdavenportiowa.com

Date: August 25, 2009

To All Interested Vendors

From: Davenport Purchasing Division

Re: Bid/RFP Registration Form

The City of Davenport has begun using a registration form for each bid or RFP issued by the **Purchasing** Division. A copy of the form is attached. This form will be included with all future bid or RFP solicitations issued through Purchasing. By completing and returning the form to the Purchasing Division, vendors will be placed on a registered vendor list for the particular bid or RFP. Any subsequent information issued regarding the bid or RFP, including addenda, will be emailed directly to each registered vendor.

Vendors are not required to register for bids/RFPs. However, if a vendor does not register, the vendor is then responsible for periodically checking the City's website (www.cityofdavenportiowa.com) for any addenda issued for the bid or RFP.

If you have any questions, please contact Purchasing at 563-888-2156.

Thank you.
Purchasing Division
City of Davenport





**PURCHASING DIVISION
BID/RFP REGISTRATION FORM**

BID/RFP NUMBER: 10-36

PROJECT NAME/DESCRIPTION: WEBSITE PORTAL DESIGN

To All Interested Vendors:

Registration for bids or RFPs issued by the City of Davenport is encouraged but not required. Bids or proposals will be accepted from non-registered vendors; however, failure to register with the City's Purchasing Division waives the right to receive direct notification of addenda and other information released regarding the bid or RFP. If you choose not to register, it is your responsibility to periodically check the website (www.cityofdavenportiowa.com) for addenda regarding the bid or RFP. Please read the following paragraph carefully, then complete and sign the bottom portion of this form.

"Please add our firm name and information to the registered vendors list for the above project. I understand any questions I may have regarding this bid or RFP must be submitted as instructed in the bid/RFP specifications and that addenda will be issued when required. By completing and returning this form, I understand that any addenda issued will be emailed to our firm as noted above."

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

CONTACT NAME: _____

PHONE: _____ **FAX:** _____

EMAIL: _____

Please mail, fax, or email the completed form to: Davenport Purchasing Division
226 West 4th Street
Davenport IA 52801
Fax: (563) 888-2079
Email: purchasing@ci.davenport.ia.us

For Office Use Only	Date	Initials
Added to Contacts List		
Added to Vendor List		



**City of Davenport
226 West Fourth Street
DAVENPORT, IA 52801**

**REQUEST FOR PROPOSALS
Website Portal Design**

METHOD

This solicitation is a Request for Proposals (RFP). Proposals will be reviewed by a selection committee that will evaluate each proposal according to the selection criteria outlined in the RFP. The four top rated vendors, submitting proposals, will be asked to do a presentation about their firm and their ideas for the City of Davenport website portal. Please allow at least 1 ½ hours for this meeting. The vendors will each have up to a one hour presentation and then a ½ hour for an interview question and answer session. Please advise if your presentation will require a laptop, projector or additional equipment in advance.

Award of this contract, if any, will be to the firm deemed best qualified, in accordance with the selection criteria and the presentation and interview meeting, to perform the services outlined in this RFP and other related services as deemed necessary by the City. Pricing, while an important factor, will only be one criterion used to evaluate the responses to the RFP.

Proposals will be opened at the date and time specified and each firm responding will be recorded as a respondent. Proposal content, including pricing, will be kept confidential until award of the contract.

The City may reject any proposal not in compliance with all prescribed public bidding procedures and requirements and may reject any or all proposals. The City reserves the right to waive any requirement or condition of the RFP upon finding that it is in the public's best interest to do so.

These are minimum specifications. The City reserves the right to waive technicalities and accept the proposal best suited for its needs.

BACKGROUND

The City of Davenport launched its first website in 2000 and in 2006 re-designed it to provide greater transparency and interaction with constituents while providing tools for easier access and updating among City Departments. The Davenport Community School District and the Iowa Quad Cities Chamber of Commerce (formerly DavenportOne) have their own website identities with general information as well as audience specific information.

In 2001-2002, the three entities, City of Davenport, Davenport Community Schools and DavenportOne formed the “Go Davenport” partnership as an opportunity to maximize marketing dollars while collaborating on messaging.

The three entities have joined efforts once again to collaborate on messaging and marketing endeavors while maintaining website information for individual/independent audiences. Recently, the tag line “Great City! Great Life!” was incorporated into a community marketing video and this may be an appropriate theme to be included and built upon in the website portal.

SPECIFICATIONS

The City of Davenport, Iowa Quad Cities Chamber of Commerce and Davenport Community Schools are seeking proposals from an experienced, creative entity with a proven-track record for success, for the creation of a website portal to be utilized by all three entities. This specification contains a brief outline of the marketing strategy, objectives for the portal, and range of deliverables to be provided. The budget for this project development is yet to be determined.

Objectives

Develop a website portal identity for the City of Davenport, Iowa Quad Cities Chamber of Commerce and the Davenport Community School District that can promote all three entities. There should be an umbrella identity with an individual identifier for the City of Davenport, Iowa Quad Cities Chamber of Commerce and Davenport Community School District that is closely tied to the umbrella identity.

This website portal will be identified as “the sizzle” for the three entities teasing the interest of web visitors and encouraging a more in-depth review of the individual websites of each entity.

The successful vendor will be able to demonstrate an understanding of each of the three entities, (schools/government/chamber of commerce) and the Davenport community in general. The portal should reflect the character and quality of all.

The portal should provide website visitors with an appealing look that also allows easy navigation to the individual websites. The portal needs to be accessible to persons with disabilities as well as a range of web connection speeds.

The successful vendor would provide the technical expertise to launch the portal.

Strategy

Develop a vibrant, robust website portal that entices the website viewer to look further and explore the individual websites. The successful vendor for the development of this website portal may be asked to build upon the creative and messaging to develop additional marketing components for this communication strategy.

PROPOSAL REQUIREMENTS

The vendor shall submit, in a packaged format including a table of contents and indexing, including the following:

- Documentation of qualifications pertinent to the proposal.
- Work history and experience of any individuals who would be working on the project if awarded. Vendor must have design resources on staff. Vendor must provide profiles of staff assigned to work on the project, including project experience and creative and technical qualifications.
- Samples of work. Vendor must be able to provide a minimum of three (3) client references.
- A statement in writing that the vendor understands and agrees to the terms of the RFP.
- A detailed proposal including all technical elements of the services to be provided as outlined in this request. The proposal must also include a detailed breakdown of costs. Costs must reflect all fees, labor, equipment, subcontractor labor, printing and other costs associated with the development of the portal. The City of Davenport is tax exempt.

Submittal Requirements during Website Portal Development

- Awardee to submit proofs to client for approval during review process.
- Awardee must submit proofs and finished deliverables within pre-determined timeline.

- "Creative" may include conceptualizing, copywriting, graphics, video and overall portal development.

- Awardee is responsible for sending all deliverables to final destination with confirmation that they were received.

BASIS OF AWARD/SELECTION CRITERIA

Proposed Pricing	30%
Creativity and Viability of Proposal	35%
References	15%
Quality and Thoroughness of Proposal	20%

PROJECT MANAGER

The Project Manager for this project is: Jennifer A. Nahra; City of Davenport Communications Director,
Phone: (563)326-6151, Fax: (563)326-7736, email: jen@ci.davenport.ia.us

INQUIRIES

All requests for clarifications or interpretations should be made in writing and shall be faxed to Kristi Keller, Purchasing Coordinator, Purchasing Division, at Fax (563) 888-2079. Inquiries shall contain the firm's name, contact person, and fax number and be titled "City of Davenport Website Portal Design Services". Deadline for inquiries is **October 7, 2009 at 4:00 PM** to allow for timely response to all vendors. Responses will be posted to the City's website in the form of an addendum on or before **October 14, 2009 @ 2:00 PM.**

PROPOSAL INFORMATION

Sealed proposals – one (1) original and eight (8) copies – will be accepted by the City of Davenport, Purchasing Division, City Hall, 226 W 4th ST, Davenport, Iowa, 52801, until **11:00 am on October 23, 2009.** Proposals received after the stated date and time will not be considered and will be returned unopened. Faxed and emailed proposals are not acceptable.

OTHER PROVISIONS

Signature by Responsible Party

All proposals must be signed with the firm name and by a responsible officer or employee authorized to transact business on behalf of the firm, partnership, or corporation. No vendor may assign or transfer any legal or equitable interest in his proposal after the date and hour set for the receipt of the proposals.

City's Rights Reserved

The City reserves the right to accept any or all proposals in whole or in part, to waive any irregularities in any proposal, to accept the proposal which in the judgment of the City is most advantageous to the City and to re-advertise if desired.

Conflict of Interest

The vendor agrees that it presently has no interest, and shall acquire no interest, direct or indirect that would conflict in any manner or degree with the performance of its service hereunder. The vendor further agrees that in the performance of the agreement, no person having any such interest shall be employed.

Interest of Public Officials

No member, officer or employee of the City during this tenure or for one year thereafter, shall have interest, direct or indirect, in this proposal or the proceeds thereof.

Ownership

All documents and materials prepared pursuant to this proposal are the property of the City of Davenport. The City shall have the unrestricted authority to publish, disclose, distribute and otherwise use, in whole or in part, any reports, data, or other material prepared under this process.

Verbal Agreement

No verbal agreement or conversation with any elected or appointed official, agent or employee of the City, either before, during or after the submission of the proposal shall affect or modify any of the terms or obligations herein contained, nor shall such verbal agreement or conversation entitle the firm to any additional compensation or consideration whatsoever under the terms of this Request for Proposals.

Anti-Discrimination

The vendor shall not discriminate against any person or applicant for employment because of race, color, creed, religion, sex, national origin or ancestry, age marital status, physical or mental disability, or political beliefs or affiliations.

PROPOSALS NOT CONFIDENTIAL

Under Iowa Open Records Law, Chapter 22 of Iowa Code; *Disclosure of Proposal Content, "Examination of Public Records."* all records of a government body are presumed to be public records, open to inspection by members of the public. Section 22.7 of the Iowa Code sets forth a number of exceptions to that general rule, establishing several categories of "confidential records". Under this provision, confidential records are to be kept confidential, "unless otherwise ordered by a court, by the lawful custodian of the records, or by another person duly authorized to release such information". Among the public records which are considered confidential under this Iowa code provision are the following:

- Trade secrets which are recognized and protected as such by law.
- Reports to governmental agencies which, if released, would give advantage to competitors and serve no public purpose.

Under Chapter 22 of the Iowa Code, the City, as custodian of the proposal submitted in response to a Request for Proposals or Qualifications, may, but is not required to, keep portions of such proposals confidential under either of the above exceptions (3 and #6 in the Code). If a responding individual or firm determines that a portion or portions of its proposal constitute a trade secret, or should otherwise be kept confidential to avoid giving advantage to competitors, a confidentiality request may be submitted with the proposal identifying which portion or portions of the proposal or bid should be kept confidential and why. The burden will be on each individual proposer to make such confidentiality request and to justify application of a confidentiality exception to it proposal. The City will not under any circumstance consider the entire proposal to be a confidential record.

If a request is thereafter made by a member of the public to examine a proposal including the portion thereof for which a confidentiality request has been made, the City will so notify the proposer and will keep confidential that portion of the proposal covered by the confidentiality notification, the proposer requesting confidentiality will be given not more than 5 calendar days within which to file suit in Scott county District court seeking the entry of a declaratory order and/or injunction to protect and keep confidential such portion of it proposal. Absent such action by a proposer requesting confidentiality, and absent the entry of a court order declaring such portion or portions of the proposal confidential, the entire proposal will be released for public examination.

If the process for selecting the best proposal, or most qualified firm, includes two or more evaluation stages, in which proposals are evaluated at each stage and the field of competing proposals is reduced, all proposals submitted shall be kept confidential, pursuant to Section 22.7 of the Iowa Code, subsection 6 cited above, until completion of the final stage of the evaluation process in order to avoid giving advantage to competing proposers. Upon completion of the final stage in the evaluation process, all competing proposals shall be subject to disclosure, if not otherwise determined as above proved.

GENERAL INSTRUCTIONS FOR RESPONDING TO REQUEST FOR PROPOSALS (RFP)

Following are general requirements for all vendors submitting proposals to the City of Davenport. If the instructions below conflict with the specific instructions given for an individual RFP, individual RFP instructions take precedence. Failure to fully follow these instructions may result in rejection of the proposal. The City may reject any proposal not in compliance with all prescribed public bidding procedures and requirements and may reject any or all proposals. The City reserves the right to waive any requirement or condition of the RFP upon finding that it is in the public's best interest to do so.

1. Proposals should be submitted in a sealed envelope, properly addressed, including the proposal name and RFP number. The proposal should contain a cover letter which includes the respondent's name, address, telephone number(s), and is signed by an authorized representative of the firm. Proposals are to be typewritten or prepared in ink.
2. When purchasing products, unless otherwise specified, only new items of the current model may be proposed, and full warranty is to be provided for a minimum of 90 days from City acceptance date, with all repairs/replacements at no cost to the City during the warranty period.
3. Proposed prices are to include all delivery costs, unless specifically noted on the proposal submission. Vendor is responsible for delivery to location specified, within time period committed. Any changes must be pre-approved in writing by the City Purchasing Division, or the purchase award is subject to cancellation.
4. Proposals received by the stated opening date and time will be opened and each firm responding will be recorded publicly in the Purchasing Division. Proposal content, including pricing, will be kept confidential until the contract is awarded by Davenport City Council. Proposals received after the deadline will not be considered.
5. Proposals will be reviewed by a selection committee that will evaluate each proposal according to the selection criteria outlined in the RFP. Interviews may be requested with one or more firms responding to the RFP. Award of this contract, if any, will be to the firm deemed most qualified, in accordance with the selection criteria, to perform the services outlined in this RFP and other services as deemed necessary by the City. Pricing, while an important factor, will be only one criteria used to evaluate the responses to the RFP.
6. The City reserves the right, in its sole discretion, to split contract awards between vendors, change quantities ordered, waive irregularities or nonconformance, reject any or all proposals in whole or in part, or cancel the RFP in entirety, if deemed in the City's best interest.
7. The City makes no representation that an award be made to any vendor responding to this request. Vendors are responsible for all costs incurred to participate in the City's RFP process. The City reserves the right to request clarifications, samples and/or product testing.
8. Vendors submitting proposals must abide by city, state, and federal Affirmative Action and Equal Opportunity Employment regulations, as well as regulations regarding patents, licenses, bonds and permits for the products or services.
9. The City of Davenport is exempt from paying various sales and excise taxes as a municipal government. Proof of exemption will be furnished upon request.
10. Proposals may be modified or withdrawn prior to the bid opening, following the same submission requirements of #1 above. All proposed prices and terms are to be honored by the vendor responding to a request for 60 days after the proposals are opened on the due date unless the vendor provides prompt notification and documentation of an honest error or omission.
11. Contract awards may not be assigned to another vendor without written authorization from the Purchasing Division. Vendors are responsible for all acts and performance of any subcontractors and secondary suppliers, including full responsibility for their direct payment. Failure to meet terms and conditions of an awarded contract authorizes the City Purchasing Division to purchase the items or services elsewhere and charge the full increase of cost to the defaulting vendor.