



**REQUEST FOR PROPOSAL (RFP) FOR WEBSITE REDESIGN, DEVELOPMENT,
IMPLEMENTATION OF THE WEBSITE FOR THE
CITY OF EDINA, MINNESOTA**

RFP Circulation Date: Friday, July 1, 2011

Proposal Submission Deadline: Monday, August 1, 2011

I. Purpose:

The City of Edina, Minn., 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; can be viewed on mobile devices; and is able to incorporate additional components such as ecommerce, email subscription service, video streaming and GIS.

II. Background

The City of Edina, incorporated in 1888, is a fully developed first-ring suburb of Minneapolis with a current population of 47,941. More than 98 percent of the City is developed. Major employers include Dow Water & Process Solutions, International Dairy Queen, Nash Finch and Regis.

The City provides a full range of services, including police and fire protection; the construction and maintenance of highways, streets and other infrastructure; water and sewer services and recreational and cultural activities and events.

The City first developed a website in 1997. It was redesigned in 2001. The current website was launched after a second redesign in 2006. The current site, developed using Microsoft FrontPage and currently maintained using Microsoft Expression Web 4, is located at www.CityofEdina.com. The site is 6.015GB and uses the following types: asax/ascx/asp/aspx; css; dsn; gif; htm/html; ico; js; jpg; mbd; mp3; pdf; php; png; txt; swf; wmv; xml.

The current site utilizes three different web programming languages (PHP, ASP, and JavaScript). The City would like to simplify the management of this by reducing the number of development languages to two such as3 (ASP & JavaScript) or (PHP & JavaScript). The City reserves the right to approve or disapprove the development language used by the Contractor.

The City currently contracts with Penteon for an email subscription service and Granicus for webstreaming with indexing features. Blogging is part of the site, enabled by Wordpress. The City has built its own ecommerce applications, with payment processing through Verisign/PayPal. SurveyMonkey surveys are sometimes embedded within the site.

III. Key Dates

July 1, 2011 RFP Release Date

July 15, 2011 Final Date for Clarifying Questions

August 1, 2011 Proposal Due Date

September 6, 2011 Selection of Proposal by City Council

December 30, 2011 Project Completion Deadline

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. 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 that will be copyrighted by the City. Design should be simple and allow users to easily access relevant information.
- 4) Design a template for all pages within the main site and templates for at least nine sub-sites (Arneson Acres Park, Braemar Arena, Braemar Golf Course, Centennial Lakes Park, Edina Art Center, Edina Aquatic Center, Edina Liquor, Edina Senior Center and Edinborough Park). All pages must be consistent in design, look professional and enhance the image of the City. Though similar in design, each of the sub-sites should be individually branded.
- 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, easy to access and has a uniform, consistent format for the entire site.
- 7) Migrate content from current website to newly designed website.
- 8) 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.
- 9) 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
 - 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 prominent "contacts" page that allows the user to search for a staff member by name or department

- 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”
- The ability for users to complete various forms online
- The ability for users to complete ecommerce transactions
- The ability for staff to blog with option for commenting by users

10) 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.

Based on a spring 2011 usability test of the City’s current site and follow-up focus group meetings, it is assumed that much of the existing organizational structure will be maintained. Main links or categories will be About Edina; City Departments; City Council, Boards & Commissions; City Code; Press Releases & Publications; Parks & Places; and Permits & Applications. However, developing the organizational structure (or information architecture) 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.

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

- A search function
- A “How Do I?” or “I Want To ...” menu listing frequently visited items such as view my water bill, view the calendar, contact city officials, etc.
- Avatar with frequently asked questions.
- Contacts
- “Edina Store”
- Social media links

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.
- 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 City staff using City-owned software.
- 8) The City's Communications & Marketing Department would like full and unlimited access to the website code.
- 9) Website content management system should allow for City to be able to post unlimited amount of content at no extra cost to City.
- 10) Website content management system should allow for unlimited amount of system users at no extra cost to City.

Technical Requirements

The City's website is currently hosted by LOGIS (Local Government Information Systems), which makes available the following webserver:

- 1) Linux Apache Servers, running PHP/JSP
- 2) Windows 2008 IIS servers running ASP

LOGIS also supplies the following database cluster environments to use with its websites:

- 1) MySQL 5.x
- 2) MSSQL 2008

Any website design must 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 least 25 websites, some of which were developed specifically for municipalities.
- Respondent must provide references for at least three organizations. References must be organizations for which the respondent has developed a website that is currently in use.

Fee and Award of Contract

Proposal should include a total not-to-exceed contract proposal amount. Please be very explicit in listing and describing any services or items not covered in the proposal fee amount. Proposal fee should be broken down to include major fee categories.

Upon selection, final contract amount will be subject to negotiation to determine exact scope of services to be provided and final contract fee amount and a contract outlining all relevant terms shall be executed by both parties. Selection does not guarantee award of the contract. In the event the Contractor and the City fail to agree to a contract, the City will choose from remaining respondents or put out another Request for Proposals.

The City reserves the right, at its sole discretion, to cancel or modify the RPF in part or in its entirety.

The City will not reimburse respondents for any costs incurred in preparation or submission of the proposal. All proposals are made at the sole cost of the Respondent. Proposed fee should not include or consider the costs incurred in preparation of the proposal.

Submission of Proposal

Proposals should be received at the address below before 4:30 p.m. Monday, August 1, 2011. Late proposals will not be accepted. Proposals should be hand delivered or mailed. Emailed or faxed proposals will not be accepted. Respondents are to submit all materials together in a sealed packet and clearly mark on the outside of the package "Website Proposal."

Mailing Address

City of Edina
Communications & Marketing Department
4801 W. 50th St.
Edina, MN 55424

Proposals are to be sent in triplicate (3 copies) and are to include the following:

- A timeline indicating expected completion time of key steps and of the entire project from execution of contract agreement. Key steps should be briefly described.
- Response to respondent questions.
- References.
- Bid sheet with detailed fee breakdown.

Proposals containing additional information or missing any contents listed in the RFP will be accepted. Please provide explanation as to why submitted proposal deviates from that described in the RFP.

The City reserves the right to request additional information from any respondent after submission of proposal including but not limited to: additional design templates, clarification of submitted materials, and/or interviews or to allow for corrections of misinformation or omitted information.

The City reserves the right to change proposal submission requirements and to change the due date at any point during the RFP process, upon notification of all firms and individuals who have expressed to the City the intent to submit a proposal (collectively the “Expected Respondents”).

It is the goal of the City to design a website that best meets the needs of residents, businesses, visitors, staff and other stakeholders. Improvements or suggestions to any condition in the RFP are welcome and should be explained in the bid. Requirements are somewhat flexible and could be altered given a better idea or method.

By submitting the proposal, the Respondent relinquishes all rights to submitted proposals or the ideas contained therein, and the City reserves the right to retain all submitted proposals and to use any ideas in any proposal submitted, regardless of whether or not the proposal is selected. All material submitted in response to the RFP shall become property of the City and will not be returned.

Prior to the execution of the agreement between the City and the Contractor, the contents of each proposal will remain confidential, to the extent permitted by law, and not made available to anyone except those involved in the selection process.

VI. Additional Features

Proposals may include any or all of the following additional features. Cost for each feature must be listed separately in the proposal, as the City may choose none, any or all of the features.

1. Web-hosting. List price per month and all relevant information on features, including server, software, hardware, etc.
2. New ecommerce system/functionality, allowing for a “Shopping Cart.”
3. Email subscription service similar to “City Extra.” Currently, the City uses the service through a third-party vendor.

4. Video streaming functionality with indexing. Currently, the City uses the service through a third-party vendor.
5. Intranet using same content management system as internet.

VII. Clarifications

Any questions about requirements or any other instruction contained within the RFP or relating to the RFP should be directed to Jennifer Bennerotte, Communications & Marketing Director. Inquiries can be made through phone at 952-833-9520, fax at 952-826-0389 or email at ibennerotte@ci.edina.mn.us. All requests for clarification about any item contained or relating to the RFP should be made in writing and expressed either through mail, fax or email.

Any clarifications made in response to questions received will be faxed or sent via email to all expected respondents providing contact information and requesting the City do so, as appropriate and as judged necessary at the discretion of the City. Anyone planning to submit a proposal should contact the City contact listed above to convey such intent. The deadline for requesting clarification is approximately two weeks prior to the due date for proposals.

VIII. Selection Process

Selection of proposals will be at the sole judgment of the City. The City will consider all parts of the proposal collectively, but place an emphasis on template design, prior experience, and cost in the selection process.

The City will select the respondent that in the sole judgment of the City best satisfies the requirements in the RFP and the expectations of the City and can do so at the best value to the City. Selection may not be the proposal with the lowest cost. Respondents may not contest for any reason the selection of the City.

Selection does not guarantee a contract. After selection, the Contractor and City will discuss and agree on final scope of work and final contract amount and terms of the Contract. If the Contractor and City fail to reach an agreement, the City is free to select from remaining available respondents, cancel the RFP, or issue an additional Request for Proposals.

IX. Contract and Completed Website

The Contract between the Contractor and the City will include provisions indicating compensation schedule and timeline for completion of and transition to the new website. The City will retain the right of approval for any and all work done in designing the website. It is the expectation and desire of the City to transition to the new website as soon as possible. The contract will be for the design and implementation of the City website and will include no guarantee or intent to contract for future services.

Upon completion of the contract all content, site design, site templates, and any other item or idea used in the completed website or contained therein will become property of the City.

Contractor will relinquish all rights to the website and the City will have sole control over website design, content and appearance.

X. Insurance Requirements

The selected Contractor shall take out and maintain for the duration of this contract Worker's Compensation Insurance, Unemployment Compensation Insurance and Employer's Liability Insurance as required under the laws of the State of Minnesota.

Appendix A

Respondent Questions:

- 1) Describe your organization's experience in developing websites. Note any experience with design and development for municipalities. Also comment on the overall history of your 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 website 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.

Appendix B

References:

Respondent:

Reference 1

Contact Name: _____ Title: _____

Organization: _____

Address: _____

City _____ State: _____ Zip: _____

Phone: _____

Web address: _____

Reference 2

Contact Name: _____ Title: _____

Organization: _____

Address: _____

City _____ State: _____ Zip: _____

Phone: _____

Web address: _____

Reference 3

Contact Name: _____ Title: _____

Organization: _____

Address: _____

City _____ State: _____ Zip: _____

Phone: _____

Web address: _____