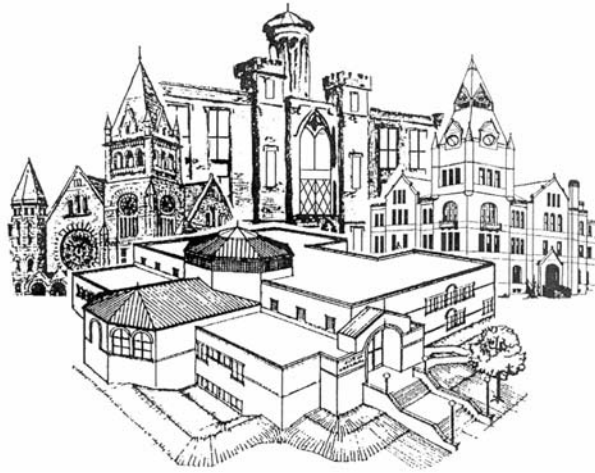




**REQUEST FOR PROPOSAL (RFP) FOR WEBSITE RE-DESIGN, DEVELOPMENT,
IMPLEMENTATION AND HOSTING OF
THE CITY OF GALESBURG, IL WEBSITE**

RFP Circulation Date: 07/17/2010

Proposal Submission Deadline: 08/06/2010

CITY OF GALESBURG

PURCHASING

55 West Tompkins Street

Galesburg, IL 61401

Phone: 309/345-3678

Instructions to Offerors

1. An advertisement requesting proposals for the above work was published in the Galesburg Register-Mail on July 17, 2010. As stated in such notice, sealed proposals will be received until 11:00 a.m. local time, **August 6, 2010** at City Hall, 55 West Tompkins Street, Galesburg, Illinois. Proposals shall be addressed to the Purchasing Agent.
2. The person, firm or corporation making a proposal shall submit it in sealed envelopes on or before the hour and the date stated above. The words as specified herein shall appear on the outside of the sealed envelopes.
3. Each respondent shall insert the cost, and supply all the information, as indicated in the RFP. The cost inserted shall be net and shall be the full cost for the equipment specified, including all factors whatsoever.
4. No charge will be allowed for taxes from which the City of Galesburg is exempt: the Illinois Retailer's Occupation Tax, the Service Occupation Tax, the Service Use Tax, the Use Tax, Federal Excise and Transportation Tax.
5. Each respondent shall affirm that no official or employee of the City of Galesburg is directly or indirectly interested in this proposal for any reason of personal gain.
6. The City of Galesburg reserves the right to reject any and all proposals and to waive any informalities or technicalities in the proposal process. Any proposal submitted will be binding for sixty (60) days after the due date of the proposals.
7. The City has adopted an "Equal Employment Opportunity Clause" which is incorporated into all specifications, purchase orders, and contracts, whereby a vendor agrees not to discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin or ancestry. A copy of this clause may be obtained at the City Clerk's Office, City Hall, Galesburg, Illinois.

8. The City of Galesburg has adopted an Affirmative Action Program. All formal sealed proposals must be accompanied by a properly prepared Certificate of Compliance Form, whereby the vendor certifies the number of employees he has in each class of employment, and that affirmative action has been taken to ensure equality of opportunity in all aspects of employment.
9. The City requires that vendors be paid through ACH (automatic clearing house). The awarded vendor will be required to provide the City with applicable banking information for proper payment. An ACH form is attached to this document for vendor review.
10. These instructions are to be considered an integral part of any proposal.

Dated: July 17, 2010

Kraig Boynton

Digitally signed by Kraig Boynton
DN: cn=Kraig Boynton, o=City of
Galesburg, ou=Purchasing,
email=kboynton@ci.galesburg.il.us, c=US
Date: 2010.07.15 12:00:49 -05'00'

Kraig Boynton
Purchasing Agent

I. Purpose:

The city of Galesburg, IL 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, provides strong economic development information and is easy to update and modify, and is able to incorporate additional components in the future.

II. Background

The city of Galesburg has a population of approximately 32,000 residents and is located in West Central Illinois. The city was primarily a manufacturing community 25 years ago but with several plant closures and reductions, the community is redefining itself by reschooling its workforce, encouraging small startup companies and building infrastructure for shovel ready land for future development. The city’s largest employer is BNSF where the second largest intermodal facility is operated. Galesburg is home to Knox College, a liberal arts college with a student population of around 1,300 and Carl Sandburg College, a community college with a student population of around 3,200. The current website was redesigned in-house in 2004 and is limited in its functionality and design quality. The current city website is located at <http://www.ci.galesburg.il.us>.

III. Key Dates

07/17/2010 RFP Release Date

07/30/2010 Final Date for Clarifying Questions

08/06/2010 (11:00 A.M. local time) Proposal Due Date

08/17/2010 Tentative Interview Date

08/23/2010 Tentative Selection of Proposal by Committee

09/07/2010 Tentative Selection by Committee Recommended to City Council for approval

IV. Preliminary Scope of Work

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, investors, 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 forms. This RFP is for web design and development 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 additional proposal pricing 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. No Flash shall be used.
- 3) Design an attractive, unique home page for the city website. Design should allow users to easily access relevant information.
- 4) Design a complimentary but unique style for the Economic Development Department, Election office and the Assessor's office.
- 5) Redesign the city's Intraweb.
- 6) Design a template for all pages within the site. All pages must be consistent, look professional, and enhance the image of the city.
- 7) Contractor should maintain timely and regular communication with the city during the development process.
- 8) 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.
- 9) Incorporate a focus group in the final design process. The focus group would include members of partner agencies, businesses and residents. Ease of use and accessibility would be evaluated and resulting suggestions considered.
- 10) 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. Either an integrated system or third party system would be considered.
- 11) 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
 - 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 navigate to pages from multiple areas of the website
 - The ability to track website visitor statistics and develop reports
 - The ability to download applications necessary to view information (ex: Adobe Acrobat Reader)
 - A way for site visitors to submit comments online and have the comments directed to the appropriate city official. Residents would be able to report problems, ask questions, submit comments, voice concerns, etc. and based on the subject, the comment would generate an email to the appropriate city staff member. This could be an integrated solution or a third party application.

- 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.
- The ability to view video/streaming video that the city produces
- The ability for users to complete various forms online
- Section 508 and ADA compatibility must be followed

12) 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 a 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 director. 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.
- 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 compliant with Section 508 and Americans with Disabilities Act guidelines. 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 or a web-based solution.
- 8) City IT 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

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 least ten (10) websites specifically for municipalities or a portal website that included local government and other related agencies (i.e. Chamber of Commerce, Tourism Bureau, Economic Development organization, etc).
- Respondent must provide references for at least five (5) organizations, all municipalities or related agencies from a portal site which included local government. 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 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 **11:00 A.M. (local time) on August 6, 2010**. 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 their company name and “Website Proposal.”

Mailing Address

City Hall
ATTN: Purchasing
55 W. Tompkins Street
Galesburg, IL 61402-1387

Proposals are to be sent in triplicate (3 hard copies and 3 CDs or DVDs) 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
- Reference sheet
- Bid sheet with detailed fee breakdown
- Certificate of Compliance

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 submitted proposal. 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. Clarifications

Any questions about requirements or any other instruction contained within the RFP or relating to the RFP should be directed to Kraig Boynton, Purchasing Agent via email at kboynton@ci.galesburg.il.us. All requests for clarification about any item contained or relating to the RFP should be made in writing and expressed through email.

Any clarifications made in response to questions received will be emailed 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 seven (7) days prior to the due date for proposals.

VII. 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 selection process may include an interview session tentatively scheduled for **August 17, 2010**. This interview session may be recorded for later review by city staff. 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.

VII. 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 performed 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.

VIII. Insurance Requirements

The city requires respondents to hold the following insurance coverage:

- **\$1 million General Liability Coverage**
- **\$1 million Professional Liability Coverage**, also called Errors and Omissions (This is not to be confused with General Liability Coverage.)

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.

Appendix B – Respondent References

Contact Name: _____ Title: _____

Organization: _____

Address: _____ E-mail: _____

City: _____ State: _____ Zip: _____

Phone: _____ Web address: _____

Contact Name: _____ Title: _____

Organization: _____

Address: _____ E-mail: _____

City: _____ State: _____ Zip: _____

Phone: _____ Web address: _____

Contact Name: _____ Title: _____

Organization: _____

Address: _____ E-mail: _____

City: _____ State: _____ Zip: _____

Phone: _____ Web address: _____

Contact Name: _____ Title: _____

Organization: _____

Address: _____ E-mail: _____

City: _____ State: _____ Zip: _____

Phone: _____ Web address: _____

Contact Name: _____ Title: _____

Organization: _____

Address: _____ E-mail: _____

City: _____ State: _____ Zip: _____

Phone: _____ Web address: _____

RETURN WITH BID
TO THE CITY OF GALESBURG, ILLINOIS
CERTIFICATE OF COMPLIANCE

EMPLOYMENT	SUPERVISORY	SALES	OFFICE	SKILLED	SEMI-SKILLED	NON-SKILLED
WHITE						
BLACK						
OTHER						
MALE						
FEMALE						

(PLEASE FILL IN THE NUMBER OF EMPLOYEES IN EACH CLASS)

1. The Contractor or Company will not discriminate against any employees or applicant for employment because of race, creed, color, sex, age, national origin, handicapping condition unrelated to ability to perform the job; and, will take affirmative action to ensure that applicants are employed without regard to their race, creed, color, sex, age, handicap or national origin. 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 compensation, and selection for training, including apprenticeship. The Contractor or COMPANY AGREES to post, in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this non-discrimination clause.
2. The Contractor or Company will, in all solicitations or advertisements for employees or on their behalf, state that all qualified applicants will receive consideration for employment without regard to race, creed, color, sex, age, handicapping condition unrelated to ability or national origin. The same shall hold true when recruitment sources are used to secure applicants.
3. The Contractor or Company agrees to notify all of its subcontractors of their obligation to comply with the non-discrimination policy.
4. In the event of the Contractor's or Company's non-compliance with the non-discrimination clauses of the Contract or Purchase or with any of such rules, regulations or orders, the CONTRACT OR Purchase may be cancelled, terminated or suspended in whole or in part and the Contractor or Company may be declared ineligible for further City Contracts or Purchases in accordance with the Affirmative Action Program adopted by the Galesburg City Council at their meeting on August 6, 1990.

By: _____
Bidder

THIS FORM IS BASED ON IRS REQUIREMENTS FOR THE SAME ESSENTIAL INFORMATION AS A W-9

RETURN TO: CITY OF GALESBURG
ATTN: A/P
55 W TOMPKINS ST
GALESBURG, IL 61401

OR FAX TO: 309-343-4765

The following information is needed to complete your vendor file and to comply with IRS requirements. Please fill out this form as completely as possible to ensure proper payment to you. Please return completed form as soon as possible to The City of Galesburg at the above address or fax number. Please call 309-345-3674 with any questions.

BUSINESS NAME: _____

INDIVIDUAL NAME: _____

(for Sole Proprietors as appears on Social Security Card)

BUSINESS ADDRESS: _____

CITY, STATE, ZIP: _____

YOUR TAXPAYER IDENTIFICATION NUMBER: _____

(FEIN or business tax ID. No.)

OR, YOUR SOCIAL SECURITY NUMBER: _____

If using SSN, enter the name on the card above as Individual Name.)

PLEASE CHECK APPROPRIATE BOX:

☐ Individual/Sole Proprietor ☐ Corporation ☐ Partnership ☐ Other _____

YOUR COMPANY PROVIDES:

☐ Legal Services ☐ Services ☐ Materials ☐ Other _____

ARE YOU SUBJECT TO BACKUP WITHHOLDING?

☐ Yes ☐ No

PERSON TO CONTACT: _____

PHONE NUMBER: _____

UNDER PENALTY OF PERJURY, I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS CORRECT AND COMPLETE

Signature

Date

Title

FOR OFFICE USE ONLY

☐ ENTERED INTO SYSTEM

VENDOR NUMBER: _____

Only required to be submitted if your firm is the awarded vendor.



City of Galesburg

Operating Under Council – Manager Government Since 1957

The City of Galesburg will no longer be issuing checks for vendor payments. The City will pay vendors through ACH by automatically depositing payments to a bank checking/savings account (once a month) or payment to vendors can be made by credit card at the time of purchase.

In order to process your next payment, please fill out the following information and provide a copy of a void check. Please mail to City of Galesburg, Accounts Payable, P.O. Box 1589, Galesburg, IL 61402-1589 or fax the completed form and a void check, if the funds are being deposited to a checking account, to the fax number listed below.

Vendor Name: _____

Address: _____

City, State, Zip Code: _____

Phone Number: _____

Email Address: _____

Bank Name: _____

Checking/Savings Acct Number: _____
(Please indicate type of account by circling Checking or Savings)

Bank Routing Number: _____

Signature: _____

Payment information will be e-mailed to you approximately 2 days prior to the funds being credited to your bank account. If you have any questions, please contact me.

Sharon L. Heiden
Accounts Payable
City of Galesburg
309-345-3674
309-343-4765 fax

City Hall • 55 West Tompkins Street • Galesburg, IL 61401 • (309) 343-4181