

## **NOTICE TO WEBSITE VENDORS**

**NOTICE IS HEREBY GIVEN** that the **TOWN OF SURFSIDE** is seeking proposals for the following:

### **Request for Proposal No. 11-03**

#### **Professional Website Vendor Services**

Notice is hereby given that the Town of Surfside is seeking qualified website vendors. Sealed submittals will be received by the Town Clerk until **10:30 a.m., 22<sup>nd</sup> day, August, 2011, at Town of Surfside, Town Hall located at 9293 Harding Avenue, Commission Chambers, Surfside, Florida, 33154.** Submittals received after this time will not be accepted. Submittals will be opened publicly at this time. **All submittals must be in 3 ring binder format.**

The envelope containing the sealed submittal must be clearly marked:

#### **“SEALED PROPOSALS”**

#### **RFP # 11-03 Town of Surfside Website Redesign, Maintenance, Updates and Hosting**

#### **OPENING DATE AND TIME: Monday, August 22, 2011**

The Town seeks a firm that can provide website redesign, maintenance, updates and hosting services for the Town’s website. The Town of Surfside, Florida seeks a vendor to redesign, host and maintain the Town’s website. The new design must reflect Surfside’s unique character, beautiful beaches, heritage and small town feel. The new website must be dynamic, useful, well-organized and informative, fully representing the many services and programs provided to residents, businesses and visitors.

**RFP packages may be obtained from the Office of the Town Clerk, Town of Surfside, 9293 Harding Avenue, Surfside, Florida 33154 at no cost, and are also available @ [www.townofsurfsidefl.gov](http://www.townofsurfsidefl.gov)**

The Town reserves the right to reject any or all submittals, with or without cause, and to waive technical errors and informalities, and to accept the submittal which best serves the interest of the Town.

For further information, please contact Debra Eastman, Town Clerk, at 305-861-4863 X226.

Debra Eastman, MMC  
Town Clerk

## **1.0 SUBMITTAL DOCUMENTS**

The complete original proposal must be submitted in a sealed package. All proposals shall be marked Website Redesign Services, RFP #11-03. Proposers shall be responsible for the actual delivery of proposals during business hours to **Town of Surfside, 9293 Harding Avenue, Surfside, Florida 33154**. It shall not be sufficient to show that the proposal was mailed in time to be received before scheduled closing time.

**RFP packages may be obtained from the Office of the Town Clerk, Town of Surfside, 9293 Harding Avenue, Surfside, Florida 33154 at no cost, and are also available @ [www.townofsurfsidefl.gov](http://www.townofsurfsidefl.gov).**

## **2.0 COPIES**

Two (2) bound, printed and signed originals and six (6) identical, bound, printed copies of the proposal and supporting documents must be submitted in 3 ring binder in response to the RFP. All responses must relate to the specifications as outlined.

## **3.0 MANDATORY SUBMITTAL REQUIREMENTS**

1. Name, address and company, including, but not limited to, a business overview, financial state of the business, annual revenue for past two years, and names and addresses of persons having financial interest in the firm.
2. Provide a complete corporate history and background.
3. Describe your organization's experience in developing websites, with specific clients, samples, dates of service and website links. Specifically, note any experience with design and development for municipalities or governmental organizations. Also comment on the overall history of the organization.
4. Describe experience hosting and maintaining websites, including updating web content. Description must include specific clients, samples, dates of service, website links and level of service.
5. Respondent must provide five (5) references with at least two (2) being municipalities or local government websites. References must be organizations for which the respondent has developed a website that is currently in use.
6. Describe different services offered by your organization and the approximate share of business devoted to web design.
7. Provide a brief bio listing qualifications of each employee that would contribute to developing the website for the Town, if selected. Please note experience with similar projects. Vendor must identify the Project Manager and provide resume, their related experience to similar projects and amount of time that will be dedicated to this project. Please provide URL's of similar websites the project manager has managed or is currently managing. The Town requires preapproval for changing key personnel originally assigned to this project. Describe your transition from one Project Manager to another.

8. The hosting facility must be located within Miami-Dade, Broward or Palm Beach County.
9. Acknowledge and acceptance that all Sections and requirements described in this RFP will be met.
10. List types of software or practices used for website development and design.
11. Clearly define responsibilities of the Town during the web site design process.
12. Describe the expected interaction between your organization and the Town throughout the development and transition process.
13. 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.
14. Provide all necessary contact information for your organization.
15. Provide any additional information about your organization that you feel is relevant to the decision process.
16. Provide transition plan for this project.
17. Provide timeline and project management plan for this project.
18. Appropriate current Federal 254 and 255 forms showing the firm data and supporting the firm's ability to perform each category of work described.
19. Sworn statement pursuant to Section 287.133(3)(A), Florida Statutes, on Public Entity Crime, a copy of which is attached hereto.
20. Non-collusive Affidavit, a copy of which is attached hereto.
21. Proof of authorization to transact business in Florida from the Florida Secretary of State.
22. Pricing for all components of this RFP listed as per Pricing Schedule shown in Section 20.0.

#### **4.0 PURPOSE**

The Town of Surfside, Florida seeks a vendor to redesign, host and maintain the Town's website – each of these components of the RFP are equally as important to the Town. The new design must reflect Surfside's unique character, beautiful beaches, heritage and small town feel. The new website must be dynamic, useful, well-organized and informative, fully representing the many services and programs provided to residents, businesses and visitors. The new site shall be flexible, intuitive, easy to update and modify and able to incorporate additional components in the future. The Town would like to make Town services and events more accessible increasing the level of service provided. Overall, the website must be innovative, attractive and highly functional for all users.

#### **5.0 BACKGROUND**

The current Town website is located at [www.townofsurfsidefl.gov](http://www.townofsurfsidefl.gov). The Town's current website utilizes Sitefinity as the content management system (CMS) and all content is part of the database structure within Sitefinity. The site is currently being hosted and maintained by the Town's IT services Vendor, Calvin, Giordano And Associates, Inc, (CGA). Website content updates are currently being performed by CGA and limited Town staff. Full backups

are done weekly and stored off site at Iron Mountain and incremental changes are backed up daily. The site currently stores a total of approximately 50GB of information which can be accessed through the web at any given time. Current storage and bandwidth usage is as follows:

1. Current Storage Space Usage: 50 GB
  - 48 GB video files
  - The balance of content is documents, images, databases, etc. that make of the rest of the website and content management system.
  - The entire 50 GBs of information is live content in one form or another and increases weekly.
2. Recent Bandwidth Usage FY2010 and FY2011:
  - July 2010 – 35 GB
  - August 2010 – 32GB
  - September 2010 – 26GB
  - October 2010 – 32GB
  - December 2010 - 29GB
  - January 2011 - 36GB
  - February 2011 - 40GB

CGA will provide the database in use for the current website to the newly selected vendor in its existing database format. Technically, the database will be provided as it resides within the current CMS. It will be the responsibility of the vendor to integrate into their proposed solution. The contractor will be expected to migrate and incorporate all existing content and information into the new website. Any additional content writing and photography shall be provided by the vendor.

## **6.0 PRIMARY SCOPE OF SERVICES**

A final scope of work will be delivered to the Town by the Vendor and will include website redesign and hosting. The following description acts only as a preliminary scope to generally communicate the Town's expectations. The Town is interested in a hosted solution. The bid should list the price per month for a two year agreement with a one year renewal. As described in section 19.0.

- 6.1. Primary scope of services for website redesign to include (more specifically described in section 7.0 and 8.0):
  - Utilize Content Management System that is intuitive
  - Ease of use
  - Easy access to information
  - Overall communication between Residents and Town Hall
  - Download Town documents or documents
  - Provide notifications to residents of new events
  - Stream pre-recorded videos

6.2. Primary scope of services for website hosting to include (more specifically described in section 9.0 and 10.0):

- Resources allocated to the Town website
- Traffic/Usage Reporting
- Location of hosting facility
- Data backup
- Bandwidth
- Storage
- Hardware specs used
- Software specs used
- Website maintenance
- How hardware and software upgrades/updates are handled
- Website content updates
- Technical support
- Security

## **7.0 WEBSITE DESIGN REQUIREMENTS**

The Town expects that the Vendor will work together with the Town 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.

A complete schedule of milestones and an outline of the projects lifecycle is to be included in the proposal. It is expected that the Vendor will work closely with the Town to develop the best site organizational structure. Requirements include:

### **7.1 Website Frontend Design Requirements**

- The site must be unique, look professional, and uniformly present the quality and character of the Town while promoting interaction with residents, businesses, and visitors both current and potential.
- Create and present three unique webpage layouts. Each webpage layout must include a home page and two secondary page designs.
- Two rounds of revisions are to be included in the proposal cost.
- Create a separate design for the Police Department, but must compliment the overall design.
- Layouts should be designed for a 1024 pixel resolution.
- All designs must be original.
- Must have ability to integrate with the Tourist Bureau website.
- All designs will be property of the Town and cannot be reused or sold by the vendor.
- Develop a website style guide listing all styles with descriptions on where and how they should be used.

### **7.2 Website Frontend Development Requirements**

- Develop templates for all appropriate sections of the website.
- Must be compatible and consistent on all major browsers.
- If Flash is used a comparable alternative replacement must be developed.
- All designs must be well optimized, and utilize a mechanism for delivering printer friendly pages.
- Develop a usable template and style guide to work with 3<sup>rd</sup> party vendors to ensure a consistent look and feel.
- Develop a mobile formatted layout and include automatic mobile detection.
- All code must be clean and W3C valid.
- Incorporate spam blocking techniques for all appropriate areas.
- 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.
- The Town 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.

### 7.3 Website Frontend Functionality Requirements

- The ability to conduct online polls and surveys with responses in multiple formats including but not limited to: multiple choice, free flowing text and “check all that apply”. ***This functionality is considered optional. Please provide separate pricing for this option.***
- News pages based on category and/or department
- A search function that allows the user to search the whole site or subsections within the site.
- Page translations from English to Spanish with a switching mechanism. ***This functionality is considered optional. Please provide separate pricing for this option.***
- Ability to accept online bill payments. The Town is utilizing MuniBills for online payments. Website must integrate with this online bill payment component. A link for MuniBills will be provided.
- Strategic placement of social media sharing options. EX: Share on Facebook, Like, send to Twitter, send by email. ***This functionality is considered optional. Please provide separate pricing for this option.***
- A live calendar with a listing of important dates and community events, which can be divided according to department or category.
  - a. Ability to “add to calendar”

- b. Ability to subscribe to specific event categories
  - c. Ability to submit a request to post an event
- Ability to subscribe to various content and be notified of updates/changes
- Streaming video archive of all recorded meetings for the past 3 years.
- Associated links to locate useful information. EX: Surfside tourism.
- Advanced document search capabilities with the ability to choose multiple criteria. EX: Commission meeting agendas, Planning and Zoning agendas, date ranges, etc.
- Subscribe to RSS feeds for news and events
- SMS (short message service) notification sign up

### **Optional Features**

- Citizen public information request management
- Streaming video of live commission meetings
- Video and agenda/minutes automation tool to quickly locate recorded meeting segments through key word searches. Automated interactive agenda and minutes that hyperlink the documents to corresponding video segments.

## **8.0 BACKEND / CONTENT MANAGEMENT SYSTEM (CMS)**

The content management system utilized for the website should be easily accessible, and allow Town staff to update any section of the site at any time. The vendor will also be required to update content on regular basis, as per the direction of the Town. The vendor must include a detailed outline of their training and support process.

The Vendor must describe the CMS proposed in this RFP. The proposal must include the following:

- Describe whether CMS is proprietary or commercial.
- Describe your process for updating content on the website.
- Describe the CMS licensing structure and cost.
- Describe the technologies and programming languages used in the CMS.
- Describe which part of the source code will be owned and provided to the Town. The Town desire to own all source developed for the site, including CMS.
- Describe how the CMS handles permission levels.
- Describe the security features.
- Provide a detailed description of the type of support that will be offered.

### **8.1 Website Backend / Content Management System Requirements**

- Recent and Important News Creation
  - o The ability to easily post emergency notices on the website homepage.
  - o WYSIWYG editor
  - o Automatic image thumbnail creation
  - o Publish / unpublish scheduling
  - o Publish by email

- o Separate news items for different departments
- Image Gallery
  - o Easily create and manage multiple image galleries.
  - o Automatically resize and compress images.
- Video Streaming and Archiving
  - o Quick search
  - o Advanced search with criteria's
  - o Vendor must work with the Town to Develop a video conversion process
    - Video archive to streaming
    - Live video to streaming
- Website must be ready for integration with a Document Management System
  - o Quick search
  - o Advanced search with criteria's
  - o Vendor must work with the Town to Develop a document conversion process
    - Word to PDF
    - Visio to PDF
    - PDF to JPG
  - o Version Tracking
- Forms Creation and Management
  - o Easily create and manage multiple forms
  - o Generate reports
  - o Export email lists and submissions
- Events
  - o WYSIWYG editor
  - o Publish / unpublish scheduling
- Newsletter Management
  - o WYSIWYG editor
  - o Ability to create multiple newsletters
  - o Send to multiple subscriber lists
  - o Generate reports
- WYSIWYG Requirements:
  - o Import content directly from Microsoft Word
  - o Word-like HTML Editor
  - o Edit text, format font color and size, set indentation and alignment
  - o Insert and manage links
  - o Inset and re-size images
  - o Insert documents
  - o Create tables and lists
  - o Check the content for misspellings
  - o multilevel undo/redo to revert to old versions of the content
- SEO and Web Analytics Requirements:
  - o Built-in web analytics

- o Metadata (Title, Description, Keywords)
  - o SEO friendly, extensionless URLs
- Miscellaneous
  - o The ability to create different but duplicate instances of a page in multiple areas of the website.
  - o Automatic Broken link checker / report generator
  - o 404/Page not found management with related pages or “were you looking for” suggestions on 404 page
  - o Content approval workflow
  - o Drag and drop reordering of items
  - o External links open automatically in a new window.
  - o Provide future growth for advertising or sponsorship.
- Must allow for Town to be able to post unlimited amount of content at no extra cost to Town.
- Allow for unlimited amount of system users at no extra cost to Town.

## **9.0 WEBSITE HOSTING**

The proposal must include information and cost for website hosting. Email is hosted internally and will remain as such. Include a total monthly cost for complete and full website hosting to include:

- Server information (age of servers, hardware specs)
- Security information (hardware, software, and hosting facility)
- Firewall
- Amount of resources allocated to the Town website
- Outline of backup process
- Emergency plan/redundancy

## **10.0 HOSTING SERVICE**

The hosting facility must be located within Miami-Dade, Broward or Palm Beach County. Provide a full and complete description of Vendor's monitoring and management systems for hosting. This shall include, but may not necessarily be limited to, type of system(s), staffing, network problems and outage tracking capabilities. Provide any information about other aspects of the Vendor's management service, such as monthly trend analysis and service level performance statistics that is relevant, and address this need.

Describe in detail the current system and methodologies that will be utilized in order to provide both service and support should the Vendor be selected to provide the services described in this RFP. This section should include the following features and any other aspect of your business that would set your services apart from other vendors.

- Equipment Description

- Guaranteed 99.9% uptime (penalty will be absorbed by the vendor if site is not available at any given time for more than one (1) hour. Penalty will be negotiated at time of contract.)
- Website traffic/usage reporting
- Billing Services to the Town for service rendered
- Network Management
- Storage
- Bandwidth
- Monitoring
- System Alerts
- Data Backup / Redundancy / Disaster Recovery
- Emergency Planning
- Security

### **11.0 QUALIFICATIONS**

Selection of the Vendor for this contract will be at the sole judgment of the Town and its selection committee. Only those respondents meeting the following conditions, however, will be considered:

- Respondent must demonstrate past success with website development.
- Respondent must have experience developing websites specifically for government organizations.
- Vendor must have experience with state statutes as they relate to government document retention in the State of Florida.
- Respondent must provide five (5) references with at least two (2) being municipalities or local government websites. All references must be developed by, and are currently being managed by the respondent. URL's must be provided.
- Respondent must have experience hosting, updating and maintaining government websites and must be familiar with state statutes as they relate to government document retention in the State of Florida.

### **12.0 BASIS OF AWARD**

Proposals will be evaluated according to the following criteria and weight at a minimum:

- Proposer's qualifications and experience, including support capabilities. (30%)
- Web Design capabilities and Response to Requirements (30%)
- Fees (20%)
- References (20%)

Selection of proposals will be at the sole judgment of the Town and the selection Committee. The Town will consider all parts of the proposal collectively. The selection process may include an interview session. The Town will select the respondent that best satisfies the requirements in the RFP and the expectations of the Town and can do so at

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

**Bidders not addressing all elements in Section 3.0 (Mandatory Submittal Requirements) will be deemed unresponsive.**

### **13.0 COMPLETED WEBSITE**

The Contract between the Vendor and the Town will include provisions indicating compensation schedule and timeline for completion of and transition to the new website. The Town will retain the right of approval for all work done in designing the website. It is the expectation and desire of the Town to transition to the new website as soon as possible. The contract will be for the design, implementation, maintenance and hosting of the Town website.

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

### **14.0 FEE AND AWARD OF CONTRACT**

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. See Section 19.0 for Pricing schedule format.

### **15.0 INDEMNIFICATION**

Proposer, at its own expense and without exception, shall indemnify, defend and pay all damages, costs, expenses, including attorney fees, and otherwise hold harmless the Town of Surfside, its employees, and agents, from any liability of any nature or kind in regard to the delivery of these services.

### **16.0 TERMINATION OF CONTRACT**

The Town of Surfside reserves the right to terminate, with 60 day notice, if vendor falters on level of service described in this RFP. The vendor has 30 days, from date of notice, to provide the Town with all web content and files related to the Town's current website. The vendor will provide all website content and components to the Town, as the Town is sole owner of all website information, content, source code, databases, documents and images utilized in the website.

## 17.0 TRANSFER OF CONTRACT

If the Vendor is sold, merged, dissolved, etc. the Town reserves the right to review and approve new vendor inheriting this contract. If the vendor declares bankruptcy the contract is null and void.

## 18.0 INSURANCE – TO BE PROVIDED BY LEGAL.

## 29.0 PRICING SCHEDULE

The proposal must contain the project cost, as described in the schedule below. All components described in this RFP must be taken into consideration during pricing such as, concept design and development; site production and technical development; programming and application development; site review, testing, problem solving, etc. (prior to and following launch); content management system licensure; staff training; and travel expenses.

| <b>Town of Surfside Web Redesign, Hosting and Maintenance<br/>Pricing Schedule</b> |             |
|------------------------------------------------------------------------------------|-------------|
| <b>Description</b>                                                                 | <b>Cost</b> |
| Website Frontend Design                                                            |             |
| Website Frontend Functionality Development                                         |             |
| Backend Content Management System                                                  |             |
| Website Hosting                                                                    |             |
| Website Content Updates                                                            |             |
| Web Content & Photography                                                          |             |
| Training                                                                           |             |
| Travel                                                                             |             |
| <b>Option- online polls and surveys</b>                                            |             |
| <b>Option - Page translations</b>                                                  |             |
| <b>Option -social media sharing</b>                                                |             |
| <b>TOTAL</b>                                                                       |             |
|                                                                                    |             |