



City Of Cheney

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REQUEST FOR PROPOSAL WEBSITE DESIGN, DEVELOPMENT, AND HOSTING SERVICES

CITY OF CHENEY - IT DIVISION
RFP #10-IT-001
RESPONSE DUE: March 15, 2010 at 1:00

INTRODUCTION

The City of Cheney is requesting proposals for three services related to the City of Cheney website: (1) Professional design of the site; (2) Implementation of an infrastructure that allows City departments to maintain their specific information within a common framework; (3) Hosting of the City website.

Respondents may provide proposals for one, two or all of the three website services. The procedures for awarding this project will follow the guidelines outlined in RCW 39.04.270 Competitive Negotiations. The proposals will be evaluated on the basis of price and the criteria listed below.

The goal of the City's website is to provide simple and intuitive electronic access to public services, serve as a public communications tool, reduce transaction costs for the City and citizens, and to streamline business operations. Specifically, the City would like the redesigned site to better support e-government transactions such as on-line permits, on-line forms and applications, on-line payments, and GIS. As the current website www.Cityofcheney.org is challenging to navigate and cumbersome for staff to maintain, the redesigned site should have a theme that promotes the City of Cheney with a welcoming, friendly, and professional feel. The City will consider streaming video in the future. The City will be in charge of content management and will own all content. No web design company indicators will be permitted on the website.

DEMONSTRATION OF PRODUCTS

At the option of the City, and as a condition prior to selection, respondents may be required to demonstrate the functionality of the proposed system. The demonstration must be conducted with the products proposed and must be able to demonstrate the functionality as it would be implemented for the City. If the City elects to have a demonstration, the respondent may be required to do so at City facilities. Failure to agree to the demonstration will disqualify the responder. A minimum expectation of respondents to this RFP will be web/conference call presentations to multiple groups of City department heads and staff. It is understood that any costs for on-site or web/conference call demonstrations shall be the sole responsibility of the respondents.

TECHNICAL INFRASTRUCTURE

One of the areas of consideration for evaluating proposals will be compatibility with the City of Cheney information technology infrastructure. That infrastructure currently includes the following:

- Microsoft Outlook 2007 with Exchange 2007 for e-mail
- Firefox, Opera, Chrome, and Internet Explorer 6.0 or higher for default browsers
- Microsoft Office 2007 for PC productivity suites
- Microsoft 2000, XP, Vista or Windows 7 for workstation operating systems

MINIMUM REQUIREMENTS

Proposed application/system must meet the following minimum requirements:

- Respondent currently provides website services to a local government entity.
- Public access to all of the features on the website is not dependent on specific browser, that is, the web interface is browser agnostic and works with commonly used browsers found on Windows, Linux and Mac computer systems.
- Website is capable of being organized into multiple departments and divisions within departments with ability for City website administration to add divisions.

- Intuitive and consistent options for navigating the website especially moving from department to department and department to general information/home page.
- Multiple level security, completely contained within the website infrastructure, and not reliant on the existing City network security or peer-to-peer connectivity.
- Flexibility within the portion of the site assigned to a department or function for designated staff to add, remove and update content using tools and templates that do not require extensive knowledge of web development languages or technical structure.
- Pages and features compatible with limited bandwidth access by the public. Many of our customers are still on dial up speeds and the City is concerned with public access being hindered by a digital divide.
- Web interface options that can accommodate individuals with disabilities in accordance with the Americans with Disabilities Act (ADA). See rules and an example at www.ada.gov/websites2_prnt.pdf.
- Capability of the general website administration staff to:
 - Control size of individual web pages.
 - Control size and types of images used within the site.
 - Control publishing of links to other websites.
 - Report website maintenance activity and statistics on content type: Updates, downloadable documents, web pages, calendars, and broken links.
 - Report number of visits to site generally and to each department.
- Provides 128-bit encryption over Secure Socket Layer for displaying specific web pages and for information transmitted to and from the website by City staff.
- E-mail interfaces, if any, are not dependent on a specific e-mail client.
- Respondents proposing to host the City website must not be on any e-mail or website “black lists” as a source of unwanted solicitations or objectionable content.
- Respondents proposing to host the City website must comply with Washington State Public Records Retention and keep historical or archival copies of all web pages. These must be complete and easily searchable by City employees needing to recover information.

- The site must be designed for continuous operation 24 hours a day, 7 days a week with express maintenance windows clearly defined. Host must have adequate redundant equipment to minimize down time.
- Technical Support must be inclusive in the contract and available on a 24/7/365 basis.
- Website must provide for secure on-line payments, including the ability to specifically designate the amount being transmitted. Currently the City uses Cybersource for secure payment. Any company chosen must be compatible with the requirements of Bank of America. Host is expected to work with the subcontracted company and ensure that the on-line payment service is available, secure, and reliable for the public.
- Adequate training to maximize the use of the website is mandatory. Training shall include administrator and security level as well as department head and department user level. Training will be provided at a minimum in an interactive Webinar format. On-site training would be ideal. Adequate training manuals must be provided, electronic format is acceptable.
- Annual support and maintenance of the website. Services such as refreshing the design elements, updating of technology in the website design, engineering, search engine optimization, content management and other elements associated with the City's website. The City would like to have these elements included with this project beginning with the first day of "go live" for the City website for 1 year and, as an optional ongoing item and cost, the continuation of this support in 1 year increments thereafter.

ADDITIONAL FEATURES AND CAPABILITIES

The following is a list of additional features and capabilities the City of Cheney is seeking in website services. The list is not intended to be all inclusive, nor is it intended to represent a minimum of features and capabilities.

- Capability for easily searching the website for key words or phrases.
- Graphic files should be relative to the site and designed with simplicity to allow for the quickest loading.
- Mechanism for members of the public to convey comments, suggestions or questions concerning the website design or information.
- Mechanism for members of the public to convey comments, suggestions or questions concerning the City government to appropriate departments through a contact us link.
- Content Management system (CMS) that provides for a database of information common to all City departments, for example, locations and descriptions of facilities.
- CMS that provides a uniform means of managing web documents whether posted as web pages or downloadable files. Database needs to include items like the document/page title, description, posting information, expiration date.
- Meeting/event calendar system that allows for each department to add content to a department specific calendar that maintains a composite calendar of all City departments. Flexibility in scheduling recurring appointments is desirable. ('2nd Thursday of each month, except if that date falls on a holiday;' e.g., ability to have one or more exceptions to a string of recurring appointments.)
- Ability to upload data in preformatted web pages or document locations, for example, daily police logs produced from a records management system.
- Allow creation of functional groupings of web pages or portions of web pages from multiple departments in order to facilitate public access to information that crosses departmental lines.

- Option for creation and maintenance of multiple blogs and/or newsgroups both restricted within a department's portion of the website and made available generally while hosted by a specific department.
- Allow authorized staff that maintains a specific department's web pages to make some pages available only to visitors with user names and passwords supplied by the department.
- Support and restrict users to a consistent design strategy throughout the website and all departments.
- Ability to use current interactive and social networking mediums such as Facebook, Twitter, and RSS feeds, as well as flexibility to add these types of features in the future.
- Master composite calendar should contain a sort feature for both the end user and the updater.

PROPOSAL CONTENT

All proposals are to include the following and with the numerical reference for easier evaluation purposes:

1. Contact information for the respondent.
2. Location of respondent corporate offices.
3. Number of years of experience respondent has in installing and supporting similar systems.
4. List of current customers using the proposed service/system that the City can contact. Must include a customer of less than 6 months and one longer than 5 years.
5. Description of the proposed process for website design including how you intend to gather all of the required information, format preferred, and assistance expected from the City in order to complete this project.
6. Whether or not respondent has graphic design specialists on staff.
7. Accessibility features of the proposed website.

8. Description of how your company intends to meet the minimum requirements desired as well as the additional requirements outlined above. Specifically detail how you will comply with the public records laws for the State of Washington.
9. Description of infrastructure, utilities and tools proposed for web page creation and maintenance. This should include the backroom content organization, link finders, etc.
10. Proposed phases or steps in implementation of the website design, infrastructure and hosting.
11. Proposal for migration of current website content to the new website.
12. Options for training the City staff in creating and maintaining website content.
13. Description of ongoing support provisions.
14. Specifications and configurations required to support the proposed system, including specifications for all software components required for the system, but not provided as part of the proposal. In other words, hardware and software requirements for City workstations and network configuration.
15. Requirements, if any, for City bandwidth to the Internet necessary to support reasonable performance of website maintenance tools.
16. Information on hosting site including specifications on security, disaster recovery, historical data preservation, and procedures for handling outages.
17. Separation of one time and recurring costs for: Website design; infrastructure; training; hosting, etc. Please note that the City expects this to be a “not to exceed” price.

CONDITIONS OF WORK

- Final agreement(s) must be reviewed and approved as to form by the City of Cheney attorney.
- Vendor will be responsible for all licenses, permits, fees and taxes associated with the system installation.
- All hardware, network, and software installation and configuration must be performed in cooperation with City of Cheney IT Division.

- The implementation must be accomplished in a manner that minimizes disruption of City business via the Internet.

CONTRACTUAL OBLIGATIONS

The successful vendor will be required to enter into a written agreement with the City of Cheney in which the vendor will undertake certain obligations. These obligations include, but are not limited to, the following:

- Inclusion of Proposal - The proposal submitted in response to this RFP will be incorporated as part of the final contract with the selected vendor.
- Indemnification and Insurance - The successful vendor shall indemnify and hold the City of Cheney and its officers, agents, employees and assigns, harmless from any liability imposed for injury whether arising before or after completion of work hereunder, or in any manner directly or indirectly caused, occasioned or contributed to, or claimed to be caused, occasioned or contributed to, in whole or in part, by reason of any act or omission, including strict liability or negligence of vendor, or of anyone acting under vendor's direction or control or on its behalf, in connection with or incident to, or arising out of the performance of this contract. The successful vendor shall maintain and shall require all of its subcontractors to maintain general aggregate insurance with limits of not less than \$1,000,000 per accident.
- Costs - All costs are to be stated in exact amounts. All costs must be detailed specifically in the vendor cost summary section of the proposal; no additional charges (e.g. for sales tax, transportation, container packing, installation, training, out-of-pocket expenses, etc.) will be allowed unless so specified in the proposal.
- Prevailing Wages –This contract may provide for the construction of a public work and require payment of prevailing wages according to Washington law. All employees, workers, laborers or mechanics shall be paid a prevailing rate of

wage that is set forth in an attachment to this Agreement. The payment of prevailing wages is required by Washington law, RCW 39.12.020 and WAC 296-127-01308. A prevailing rate of wage is determined by the Industrial Statistician of the Department of Labor and Industries. RCW 39.12.015.

Before any payment may be made to Contractor, a "Statement of Intent to Pay Prevailing Wages" must be submitted to the City. Following final acceptance of the public works project, the Contractor and each subcontractor shall submit an "Affidavit of Wages Paid" before retained funds will be released to the Contractor. The affidavit must be certified by the industrial statistician of the Department of Labor and Industries. Any exemption to the above must be submitted by Contractor through an acknowledged statement.

- Performance Bond – The contractor shall furnish, at its sole expense, a performance and payment bond equal to one hundred percent (100%) of the contract price. The bond shall insure faithful and complete performance of the contract and payment of all obligations to laborers and material men arising from the project. The bond shall be executed by a surety company authorized to do business in Washington State, and shall remain in effect for one year following final acceptance of the work. Unless approved by the City, the surety's name shall appear on the United States Treasury Department's list of authorized sureties – Circular 570.

On contracts of \$25,000 or less, in lieu of a surety bond, the City may retain fifty percent (50%) of the contract price for 45 days following final acceptance, or until receipt of all releases and settlement of liens, whichever is later.

EVALUATION OF PROPOSALS

Price will be a significant, but not the only, criteria in evaluating the proposals.

Consideration will also be given to the following:

- Ability of the same respondent to provide all aspects of the proposal: design, infrastructure, hosting.
- Compliance of the vendor and proposal with the Minimum Requirements outlined above.
- The extent to which the proposed system provides the Features and Capabilities outlined above.
- Responses to requests for additional information submitted to the respondents.
- Degree to which the proposed system fits the existing information technology infrastructure at the City of Cheney.
- Degree to which the proposed system is user friendly and easily maintained by City staff.
- References.

The award will be made to the qualified respondent whose proposal is most advantageous to the City with price and other factors considered. The City may reject any and all proposals.

PROJECT CONTACT

Questions about the project may be directed to:

Cathy Munoz, Director of Communications

City of Cheney

215 G Street

Cheney, WA 99004

(509) 498-9283

E-mail: cmunoz@Cityofcheney.org

DELIVERY OF PROPOSAL

Each proposal must be received by the date and time set for closing receipt of offers. RFP 10-IT-001 is due no later than 1:00 PM local time on March 15, 2010. The envelope shall be sealed and identified with the RFP name, the name of the vendor, and the date and time of closing. The envelope(s) must include 2 copies of the proposal. Electronic copies will not be accepted.

Note: Any deviation from this requirement may result in your proposal being considered non-responsive, thus eliminating your company from further consideration.

The City cautions vendors to assure actual delivery of mailed or hand-delivered proposals directly to the City Clerk, Cynthia Niemeier, prior to the established deadline. A proposal received by Ms. Niemeier after the established deadline will be returned, unopened, to the vendor.

Proposals must be delivered to:

Cindy Niemeier, City Clerk

609 Second Street

Cheney, WA 99004

(509) 498-9209

BID OPENING

Bids will be publicly opened on March 15, 2010 at 1:15 pm in the City Council Chambers, 609 2nd Street, Cheney, WA.

PROPOSAL COSTS

Those submitting proposals do so entirely at their expense. There is no expressed or implied obligation by the City to reimburse any individual or firm for any costs incurred in preparing or submitting proposals, providing additional information when requested by the City, or for participating in any selection interviews.

Proposals may be modified or withdrawn by an authorized representative of the vendor or by formal written notice prior to the final due date and time specified for proposal submission. Submitted proposals will become the property of the City of Cheney after the proposal submission deadline.

ACCEPTANCE

Submission of any proposal indicates acceptance of the conditions contained in the RFP unless clearly and specifically noted otherwise in the proposal.

EQUAL OPPORTUNITY

Equal opportunity will be observed and solicitation from minority and women owned firms is encouraged.

TIMELINE

This is a budgeted project and we do intend to enter a contract as soon as possible. It is our hope to have the new site up and fully operational by July 1, 2010 at the latest.