

City of Tumwater, Washington

Request for Qualifications (RFQ)

Website Design and Development

City of Tumwater
555 Israel Road SW
Tumwater, WA 98501
www.ci.tumwater.wa.us

The City of Tumwater is located at the southern tip of Puget Sound in the State of Washington, just south of the state capitol, Olympia. Tumwater is Washington's first community, incorporated in 1869. The City has a current population of 17,900. Several thousand additional area residents work in Tumwater or commute through the City every day.

The City has a Mayor-Council form of government and operates as a Code City under RCW 35A. Tumwater is a full-service municipality employing approximately 172 people to provide general government, public works, public safety, community development, and recreational services.

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I. Purpose

The City of Tumwater ("City") is soliciting statements of qualifications and performance data for website design and development services for the City. The City's needs are outlined in the following Request for Qualifications ("RFQ"). The City is seeking a qualified website development vendor to replace the existing website.

The City's emphasis is on incorporating extensive content management tools and database driven architecture while providing a user-friendly, widely accessible (devices and browsers), intuitive site structure, and an interface that is both attractive and ADA compliant. The City's website URL is currently www.ci.tumwater.wa.us, but could transition to a new URL upon the launch of a new website.

II. Overview

- A. The City of Tumwater is seeking to update its website to enhance the user experience, simplify content management, and provide better information and customer service to its residents and businesses, while meeting high standards for design quality and visual appeal.
- B. Effective websites provide dynamic content that keeps users engaged and informed. The City seeks to expanding channels of communication to streamline messaging through online tools, including social media. Content sought by users must be easily found and navigation remains user friendly.
- C. The City would like to decentralize website content management to designated content editors within City departments under the oversight of the City's Communications and Marketing Specialist. The City seeks to integrate current third party web applications into the new site for recruitment, archiving, and other city services.
- D. The City of Tumwater seeks the assistance of a web design and development vendor ("Vendor") that can accomplish all of the functionality identified in this RFQ, but has the flexibility of providing this functionality over time, if needed due to budgetary constraints. The City also seeks a service provider that has the capability of integrating additional features that may be needed in the future.

III. Time Schedule

The City will follow the timetable:

- Issue RFQ: January 28, 2013
- Deadline for submittal of responses: February 20, 2013, 4:00 p.m. PST
- Selection of Vendor to interview: February 22, 2013
- Web vendor interviews (online or in person): February 28, 2013
- Notify vendor selected: March 7, 2013

IV. Instructions to Respondents

- A. All responses to RFQs shall be sent to:

Melody Valiant, City Clerk
City of Tumwater
555 Israel Road S.W.
Tumwater, WA 98501
(360) 754-4238
mvaliant@ci.tumwater.wa.us

- B. Please place six (6) copies of your response and performance data in a sealed envelope and clearly label in the lower left corner "City of Tumwater Website Design and Development RFQ." No faxed, emailed, or telephone statements will be accepted.
- C. All responses must be received by **Wednesday, February 20, 2013, at 4:00 p.m. PST**, at which time they will be opened.
- D. Responses should be prepared simply and economically, providing a straight forward, concise description of provider capabilities to satisfy the requirements of the request. Special bindings, colored displays, promotional materials, etc. are not desired. Emphasis should be on completeness and clarity of content. Use of recycled paper for requests and any printed or photocopied material created pursuant to a contract with the City is desirable whenever practicable. Use of both sides of paper sheets for any submittals to the City is desirable whenever practicable.
- E. Heidi Behrends Cerniwey, Communications and Marketing Specialist or representative will notify the Vendor selected by March 7, 2013.
- F. Any questions concerning the City's specifications or RFQ process shall be directed in writing to Heidi Behrends Cerniwey, Communications and Marketing Specialist, at hcerniwey@ci.tumwater.wa.us.
- G. All RFQ responses must include the following information:
- a. Under section VII. Scope of Services, complete and return response to items 1-6.
 - b. Include a project approach summary for building a municipal website.
 - c. Include a sample project schedule for building a municipal website, with a preferred go-live date of **September 1, 2013**.
 - d. Include pricing range/cost for services outlined.

V. Selection Criteria

Your response will be evaluated as follows:

Criteria	Weight Given
a. Responsiveness to purpose and scope of services	40%
b. Ability and history of successfully completing contracts of this type, meeting projected deadlines, experience in similar work.	50%
c. References, key personnel and performance	10%
Total Criteria Weight	<hr/> 100%

Each response will be independently evaluated on factors a through c.

VI. Terms and Conditions

- A. The City reserves the right to reject any and all RFQ responses, and to waive minor irregularities in any response.
- B. The City reserves the right to request clarification of information submitted, and to request additional information from any Vendor.
- C. The City reserves the right to award any contract to the next most qualified contractor, if the successful contractor does not execute a contract within thirty (30) days after the selection of the contractor.
- D. Any response may be withdrawn up until the date and time set above for opening of the RFQ responses. Any response not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to provide to the City the services described in the attached specifications, or until one or more of the responses have been approved by the City administration, whichever occurs first.
- E. The professional services contract resulting from acceptance of a response by the City shall be in a form supplied or approved by the City, and shall reflect the specifications in this RFQ. A copy of the contract is available for review. The City reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFQ, and which is not approved by the City of Tumwater City Attorney's office.
- F. The City shall not be responsible for any costs incurred by the Vendor in preparing, submitting or presenting its response to the RFQ.

VII. Scope of Services

The intent of this RFQ is to enable the City of Tumwater to evaluate experience, qualifications, and capabilities for developing and implementing a new City website. The desired qualifications are outlined below. Responders are to submit a written narrative corresponding to each of the numbered items:

1. Municipal Website Design Experience

- A. Washington municipal clients (please list city name and website URL)
- B. Other municipal clients (please list city name and website URL)
- C. If no previous municipal experience, please explain relevant government website experience (please list other government clients/URLs)
- D. References (minimum three references, including all contact information below)
 - i. Client Name
 - ii. Client Contact Person
 - iii. Phone and Fax
 - iv. Client Address
 - v. Website Address

2. Company Profile

- A. Number of years in business
- B. Office location(s) (Include business address)
- C. Demonstrated company financial stability

3. Team Members/Roles (list all personnel to be assigned to this project)

- A. Name, title, role (e.g., project management, programming, graphics)

4. Vendor Service Capabilities (describe all available)

- A. Website development
- B. Software tools (e.g., Content Management System or modules)
- C. Site maintenance
- D. Site hosting
- E. Client training
- F. Availability of robust self-service documentation and technical support
- G. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- H. Meets U.S. Federal Government ADA requirements
- I. 24/7 support
- J. Security for both City staff and users
- K. Function across multiple browsers (Internet Explorer, Firefox, Chrome, and Safari)
- L. Compatible design and function on multiple devices, including personal computers, mobile devices, and manufacturers (PCs, Apple iPads, iPhones, etc.)
- K. Other

5. Integrated Content Management System (CMS) Components and Website Tools

The listing below represents functional categories and is not comprehensive; others may be recommended or added. The City's new website Vendor must be able to provide the desired components shown. All items included below should be considered essential, except those designated as "OPTIONAL" under the module "Function" section. Vendors are asked to respond to all module functions. Possible budgetary constraints may require that this project be implemented in phases.

Number/Module Name	Function	Offered by Vendor (Indicate: Yes/No)	Vendor Comment
1	Agenda Management	Upload, manage agendas	
2	Audience based navigation	Intuitive design navigation features-OPTIONAL	
3	Automatic expirations	Expiration dating and dated posting	
4	Breadcrumbs	Or comparable navigation tool	
5	Browser based administration	Update, delete, and create template-based web pages	
6	Calendar – departmental as well as city-wide	Update/publish calendars by both department and city-wide	
7	Calendar subscription	Download ics/web cal file-OPTIONAL	
8	Contact Us	Dynamic content	
9	Cascading Style Sheet (CSS)	Customizable templates	
10	Citizen request tracker	Self-serve request tracking - OPTIONAL	
11	Department home pages	Dynamic content	
12	Directories, listings	Dynamic content	
13	Document repository	Portal to upload, store, and retrieve documents in PDF and Word format.	
14	E-subscriptions	User managed electronic subscription for communications	
15	Emergency Notification	Global site notification	
16	Exit Page	Notice of leaving site	
17	Frequently Asked Questions	Dynamic content	
18	Hit Tracking	Analytics and site audit reports	
19	Hyperlink utility	Link function and notification utility	
20	Intranet/Extranet	User restricted pages	
21	Maps	Dynamic location function-OPTIONAL	
22	Multi-lingual/Translator	Dynamic content	
23	News & Announcements	Dynamic content	
24	News Releases	Online publishing	
25	Newsletters	Subscription and online publishing	

26	Online forms	Online fillable forms/publishing/tracking		
27	Photo Gallery	Dynamic content-OPTIONAL		
28	Printable pages	Print friendly function		
29	Public Notices	Dynamic content		
30	Rotating Photos/Banner Ads	Dynamic image display		
31	RSS feeds out	Registration by function		
32	Shortcuts	Web editor ability to redirect truncate URLs		
33	Site search	Internal site search engine with maximized third-party software inclusion		
34	Social media interface	Scalable interface with Facebook, Twitter, and other social media sites.		
35	Survey/polling capability	Poll/question/answer tracking-OPTIONAL		
36	Site Index	Automated index		
37	Third party vendor software interface/integration	Interface with current third party systems such as: Eden online permitting, Eden utility billing, LaserFiche, Code Publishing, NeoGov, and Active.com		
38	Video hosting	Server storage		

6. Vendor/Municipal Contract Performance Management

(Please provide two examples that include all of the following):

- A. Client name
- B. Contract amount
- C. Contract duration
- D. Project outcome

VIII. Compensation

- A. Upon selection of the most qualified Vendor on the basis of demonstrated competence and qualifications for the type of professional services required, the City will negotiate a price which it determines is fair and reasonable. If the City is unable to negotiate a satisfactory contract with the Vendor selected, negotiations with that Vendor will terminate and the City may select another Vendor.
- B. Payment by the City for the services will only be made after the services have been performed, an itemized billing statement is submitted in the form specified by the City and approved by the appropriate City representative, which shall specifically set forth the services performed, the name of the person performing such services, and the hourly labor charge rate for such

person. Payment shall be made on a monthly basis, thirty (30) days after receipt of such billing statement.

IX. Publication

This RFQ shall be published as follows:

Name of Publication:	Dates:
The Olympian	January 28, 2013
Municipal Research & Services Center (MRSC) Small Works Roster	January 28, 2013