

REQUEST FOR PROPOSAL
Website Design & Development



DUE DATE: September 28, 2017 - 3:00 p.m.

City of Oak Harbor
865 SE Barrington Drive
Oak Harbor, WA 98277
(360) 279-4500
www.oakharbor.org

Overview

The City of Oak Harbor is seeking to update its website (www.oakharbor.org) to enhance the user experience, simplify content management, and provide better information and customer service to its community, while meeting high standards for design quality and visual appeal.

The City of Oak Harbor seeks the assistance of an experienced company that can accomplish all of the functionality identified in this RFP with the flexibility of providing this functionality over time, if needed due to budgetary constraints. The City of Oak Harbor also seeks a company that has the capability of integrating additional features and functionality that may be identified in the future. The experienced company should have a team of experts who understand local government, to help us achieve our vision – all while providing 24/7/365 support.

About Oak Harbor, Washington

The City of Oak Harbor (population 22,600+) was incorporated on May 14, 1915 and is situated on the northern portion of Whidbey Island, approximately two-hours drive north of Seattle, and is accessible by both land and ferry. Located in the rain shadow of the Olympic Mountains, Whidbey Island experiences half the annual rainfall of Seattle.

Oak Harbor is Whidbey Island's largest incorporated city (located in Island County). Named for the Garry Oak trees which grace its skyline, the city's growth coincided with two major events: the building of Deception Pass Bridge on July 31, 1935, and the completion of Naval Air Station Whidbey Island on September 21, 1942.

Oak Harbor also hosts the annual Whidbey Island Marathon, which is owned and managed by the City.

The City of Oak Harbor operates under the Mayor–Council form of government. The Mayor and City Council are elected at-large for four year overlapping terms. The Mayor serves as the Chief Executive Officer and is responsible for the development of budgets and related financial plans, and the overall operation of the City.

Intent

It is the intent to accomplish the following tasks:

1. Evaluate the current website and provide a transition plan to implement a new website using a Content Management System (CMS) based application.
2. Implement modules within the CMS that deliver specialized capabilities to improve the City's support to our citizens.
3. Develop a customized, modern template for the website that includes a 100% responsive design so it can be displayed on any size device.
4. Assist the City with transition of content from the current website to the new website.
5. Provide all hosting and security services for the new website.
6. Provide training to administrators, department heads, and content managers.

Guiding Principles

To facilitate effective decision making and analysis throughout the process, a series of four principles are to be used to guide the design, content and management for the development of

the new website:

1. Develop an easily understood and navigable web site which combines all City services.
2. Balance design, effectiveness and ADA accessibility.
3. Improve communication, and access to City information.
4. Provide improved services to the community.

Selection and Criteria for Evaluation

Selection of a qualified contractor will be made at the discretion of the City of Oak Harbor, which reserves the right to accept or reject any and all proposals.

The following items will be considered in making a selection of the contractor, though they may not be equally weighed in the review process:

Item	Maximum Points
Experience, skills and qualifications	20 points
Merits of the Proposal including scope of work and approach to addressing tasks	20 points
Timeline and proposed schedule	15 points
Hosting and Security	15 points
Customer support, responsiveness, and timeliness	15 points
References and prior experience with similar work	15 points

Vendor Qualifications

The City of Oak Harbor will evaluate vendor experience, qualifications and capabilities for developing and implementing a new website. The desired qualifications are outlined below. Responders are required to submit a written narrative corresponding to each of the underlined section items:

Introduction

- Overview and summary of how your company will assist the City of Oak Harbor in reaching our website goals

Company Profile

- Company overview and history
 - How long has the company been in business
 - Number of current employees
 - Number of clients in the past 5 years
- Capabilities of company - Why should your company be chosen

Management Team

- Name, title, role (e.g., project management, training, design)
- Education, years of experience

Scope of Work

- Project phase deliverables
- What will be expected of the City
- What the City of Oak Harbor can expect from the company

Project Development Approach

- Average timeline
- Detailed explanation of all project phases including consultation, design, development, training, implementation
- Statement that website will meet Accessibility Compliance requirements
- Training options
- What role the City of Oak Harbor will play in the project

Hosting and Security (describe all available)

- Data Center
 - Minimum requirements: reliable data center, managed network infrastructure, on-site power backup and generators, multiple telecom/network providers, redundant network, secure facility, 24/7/365 system monitoring
- Hosting
 - Minimum requirements: automated software updates, server management and monitoring, multi-tiered software architecture, software updates and security patches, database updates and security patches, antivirus management and updates, server-class hardware, redundant firewall solutions, high performance SAN with N+2 reliability
- Bandwidth
 - Minimum requirements: multiple network providers, burst bandwidth of at least 22Gb/s
- Disaster Recovery
 - Minimum requirements: 24/7 emergency support, on-line status monitor, event notification emails, recovery time objective of at least 8 days, recovery point objective for at least 24 hours, pre-emptive monitoring for disasters, multi-geographic region redundant back up data center
- DDoS Mitigation
 - Minimum requirements: defined DDoS attack process including the ability to identify the attack source and type of attack, the ability to monitor the attack for a threshold and a plan once threshold is reached
- Upgradable security packages

Support and Maintenance (describe all available)

- System ownership
- Ongoing training opportunities and availability of robust, self-service documentation and technical support (videos and training manuals, etc.)
- Availability of continued communications post website implementation (with consultants and support staff)
- Support services - emergency and non-emergency situations

Project Pricing Estimate/Cost for Services Outlined

Specify amounts of items below:

- First Year development fees including:
 - Days/hours of training, number of employees to be trained, on-site or webinar
 - Amount of content migration (entire website or a specific number of pages)
 - Additional products/functionality

- Ongoing fees for hosting, maintenance and support for Year 2 and beyond

Description of Features and Functionality Included with the CMS

At minimum include:

- List of all features and functionality included in the proposed CMS. Must address all features and functionality listed in Required Features and Optional Features section of this RFP

Additional Products offered

- Give brief descriptions of other products offered by the company

Municipal Website Design Experience

- References (minimum three references, including all contact information below)
 - Client name
 - Website URL
 - Client contact person and title
 - Phone
 - Email address

Required Features

The information below represents required functional capabilities in the selected CMS. It is not all inclusive, other functionality may be recommended or added. The City's new website vendor must be able to provide at a minimum, the components shown.

- **Agenda Management** – Upload, create and manage agendas
- **Alerts & Emergency Notification** – Alerts posted on website and public notifications sent out through email, text message and social media
- **Approval Rights** – Allow system administrator to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website.
- **Archive Center** – Store agendas, minutes, newsletters and other documents
- **Automatic expirations** – The ability to set a date for content to automatically expire
- **Broken Links Finder** – Site visitors can enter comments concerning how they accessed the page
- **Browser Based Administration** – Update, delete and create template based web pages
- **Calendar** – Update/publish calendars. Includes unlimited number of event listings, single or reoccurring. Viewable by list, week, or month
- **Citizen Sourcing Tool** – Encourages citizen idea submission, engaging discussions, voting, etc.
- **Content Preview** – The ability to preview content before publishing live
- **Departmental Home Pages** – The ability for departments to have dedicated pages within the site that follow the same design as the other interior pages
- **Directories, Listing for Staff and Businesses** – Ability to allow citizens to search for staff or business information
- **Document Center** - Upload/download capability, back-end ability to search within
- **E-Notifications** – Electronic subscription, scheduled notifications for email and SMS
- **Facility Management** – Reservations and/or listing

- **Forward To a Friend** - E-Mail extension
- **Frequently Asked Questions** – Dynamic content
- **GIS Mapping** – Ability to integrate GIS mapping applications
- **HTML Code** – Capability to view and edit the HTML code of any page
- **Intranet/Extranet** - User restricted pages
- **Live Edit** – Create and edit pages live from the front end
- **Mobile Friendly** – For smart phones and tablets
- **Multi-Lingual Support** – Using Google Translate
- **News & Announcements** – Ability to post press releases, what’s happening, feature stories, and announcements, as well as emergency messages
- **Online Forms** - Forms/publishing/tracking
- **Online Job Postings and Application** - Applicants can also create an online profile, fill out application and attach additional documents
- **Online Payments** - Secure online transaction by department
- **Photo Center** - Display community photos in a central location on website
- **Printable Pages** - Print-friendly function
- **Responsive Design** - fully mobile responsive design - site adjusts to the screen size of all devices its being view on, includes forms, calendars, etc.
- **Request Tracking** - Citizens can submit request
- **RFP/RFQ/Bid Posting** – Allow for easy posting of bids to the site, along with amendments and updates. Schedulable with ability to set auto-expire date
- **Rotating Photos/Banners** - Dynamic image display
- **RSS Feeds out** - Registration by Department
- **Quick Links** - Links can be placed directly on the pages
- **Service Directory** – List of services by function. Allow users to search by keyword
- **Site Search** – Internal site search engine, site search log
- **Site Statistics** - Analytics and site audit reports
- **Sitemap & Breadcrumbs** – Dynamically generated
- **Social Media Interface** – Ability to integrate Facebook and Twitter
- **Spell-check** – The ability to spell-check content via the editor
- **Spotlight** - Ability to highlight important text on one or more pages
- **Third Party Integration** – Ability to integrate third-party applications
- **Unique Department Home Page** – Ability to for departments, associated organizations to have a unique separate design and URL
- **Video Center** – Live streaming video capabilities

Optional Features

The features below are not required by the City at this time, however, please include information and availability of integration in the future.

- **Activities** – Create classes, display class schedules, limit the number of persons that can sign up per class, and email those who have registered for specific classes
- **E-Communication platform** - Integrated within the centralized CMS for creating visually rich, fully responsive, non-emergency e-communication. Create unlimited

subscriber lists, and communicate over multiple channels – e-mail, text and social media from a single point of access.

- **Custom Mobile App** – Mobile app for Apple® iOS and Android® devices
- **LDAP Integration** – Lightweight Directory Access Protocol (LDAP) integration
- **Newsletters** – Subscription and online publishing
- **Website Visitor Profile** - Visitors can pick and choose the information that automatically becomes fed to their profile upon site login

Format for Proposal

The response should address all items in the Vendor Qualifications section, and be formatted to follow the Selection and Criteria for Evaluation.

Submittal Requirements

The deadline for RFP responses is Thursday, September 28, 2017 at 3:00 p.m. PDT.

Submit five (5) hardcopies of the proposal, plus a thumb drive which includes the PDF, to the address shown below, no later than 3 p.m. Pacific Time on Thursday, September 28, 2017. Proposers are solely responsible for ensuring that proposals are delivered on time.

City of Oak Harbor
Attn: Patricia Soule
Website Design RFP
865 SE Barrington Drive
Oak Harbor, WA 98277

Submittals that are not received on or before the specified deadline will not be accepted (no exceptions). The City of Oak Harbor reserves the right to request follow-up information or clarification from vendors in consideration. Vendor is responsible to ensure delivery by the date and time included.

The City of Oak Harbor reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which will best serve the interests of the City.

Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the City of Oak Harbor for reimbursement will be accepted.

All materials submitted in response to this RFP will become the property of the City upon delivery.

Selection Process

The selection process will involve the following phases:

Phase 1: A City of Oak Harbor review team will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. Review will include the

vendor's acceptance of RFP terms and completeness of submissions.

Phase 2: Interview of most qualified applicants. Firms interviewed may elect to prepare a presentation of up to one half hour in length.

Phase 3: Review team will check references given, and the selected firm will be invited to submit a draft scope of work to accomplish the tasks identified. This draft scope of work will form the basis of further contract negotiation with the selected firm.

Phase 4: Once the contract has been agreed with the selected firm, it will be presented to the City Council for approval and a Notice to Proceed issued soon thereafter. Please note that Oak Harbor requires contractors to use the City's standard contract language. If negotiations between the City and the selected firm fail to produce a contract agreeable to both parties, the City reserves the right to cease further negotiation and commence negotiations with another firm.

Schedule

The approximate RFP schedule is summarized below:

- Issuance of RFP: September 6, 2017
- Vendor submittals due: September 28, 2017 at City Hall via e-mail, U.S. mail, or delivery
- Vendor interviews, reference checks, draft scope of work: October 2017
- Contract agreement, Vendor approval, Notice to Proceed: November 2017

Dates may be subject to change

Inquiries

Inquiries about this Request for Proposal must be in writing and directed to:

Patricia Soule
Finance Director & Information Services
(360) 279-4538
psoule@oakharbor.org

Deanna Emery
Assistant to the Mayor
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