

REQUEST FOR PROPOSALS

**Website Design & Development
City of Bonney Lake, Washington**



Proposals are due February 28, 2018 at 12:00 p.m.

www.citybonneylake.org

Questions – Contact in writing:
Leslie Harris, Management Analyst
City of Bonney Lake
harrisl@ci.bonney-lake.wa.us

Overview

The City of Bonney Lake (“City”) is seeking to update its website (www.ci.bonney-lake.wa.us with a redirect from the alternate domain www.citybonneylake.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 Bonney Lake is one of the faster growing cities in the State of Washington, with a population of over 20,500 residents and a service population well in excess of 25,000. The current City website was launched in 2007 and is hosted on City-owned servers. The current website consists of over 100 published pages and over 5,000 supporting assets (PDF, images, video, etc.). The City will evaluate existing content as part of the redesign process.

The City 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 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.

The City has allocated up to \$50,000 in the 2018 budget for all website expenditures, including the website design, development, and hosting. 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% ADA complaint and 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. Either provide hosting and security services for the new website, or options for the website to be hosted on City servers (the City currently hosts its own website, but is open to the vendor providing hosting and security services).
6. Provide training to administrators, department heads, and content managers.

Schedule

The approximate RFP schedule is summarized below:

- | | |
|---|-------------------|
| • Release of RFP: | February 5, 2018 |
| • Written questions due from proposers: | February 22, 2018 |
| • Proposal due date: | February 28, 2018 |
| • Vendor interviews, reference checks, draft scope of work: | March/April 2018 |
| • Contract agreement, Vendor approval, Notice to Proceed: | April/May 2018 |

Dates may be subject to change

Vendor Qualifications

The City 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 in reaching our website goals

Company Profile

- Company overview and history
 - Number of years in business
 - Office location(s)
 - Number of current employees
 - Number of clients in the past 5 years
- Capabilities of company - Why should your company be chosen

Team Members/Role

- 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 can expect from the company

Project Development Approach

- Average timeline with a go-live date in 2018
- 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 will play in the project

Hosting and Security

- The City currently hosts its own website, but is open to the vendor providing hosting and security services for the new website. Include a detailed description of requirements and features of the options available.

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 section of this RFP

Additional Products offered

- Give brief descriptions of other products offered by the company

Municipal Website Design Experience

- Washington municipal clients (please list city name and website URL)
- Other municipal clients (please list city name and website URL)
- If no previous municipal experience, please explain relevant government website experience (please list other government clients/URLs)
- 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.

- **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 web page content/edits and documents per Washington state records retention laws
- **Broken Links Finder** – Send notifications of broken links
- **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
- **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 for full-text search of documents available on the website.
- **E-Notifications** – Electronic subscription, scheduled notifications for email and SMS
- **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 (or similar tool).
- **News & Announcements** – Ability to post press releases, what’s happening, feature stories, and announcements, as well as emergency messages
- **Online Forms** - Forms/publishing/tracking available to create custom forms and fields. One example is the ability to host an Electronic Utility Billing Statement sign-up application. We currently have an add/change/remove front end form that utility customers fill out and is then entered into a backend database with a staff component piece where Utility staff can log and mark each request as completed.
- **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 devices being used, including forms, calendars, etc.)
- **Request Tracking/Customer Service** – Citizens can submit requests or questions directly via the website.
- **Rotating Photos/Banners** - Dynamic image display
- **RSS Feeds** – Visitors can ‘subscribe’ to pages or content by page/department
- **Quick Links** – Anchors and ‘quick links’ can be placed directly on individual pages
- **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. The City utilizes a number of third-party applications/services to provide added functionality to the website. These systems include, but are not limited to: NeoGov for job applicants; Survey Monkey; WordPress for City blog; Facebook and Twitter for social media; Cityworks; and Eden/Tyler for permits, business licenses, employee services, utility billing, and recreation/facility registration; and Ncourt for court payments
- **Web-Friendly URLs** – Ability to create simple/shortcut URLs

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.

- **Agenda Management** – Upload, create and manage agendas for public meetings.
- **Automatic expirations** – The ability to set a date for content to automatically expire.
- **Citizen Sourcing Tool** – Encourages citizen idea submission, engaging discussions, voting, web ‘town hall’, etc.
- **Custom Mobile App** – Mobile app for Apple® iOS and Android® devices
- **E-Communication platform** – Integrated communications platform within the

centralized CMS for creating visually rich, fully responsive, non-emergency e-communication including newsletters. Ability to create unlimited subscriber lists, and communicate over multiple channels – e-mail, text and social media – from a single point of access.

- **LDAP Integration** – Lightweight Directory Access Protocol (LDAP) integration
- **Website Visitor Profile** - Visitors can create a user account and select which information is automatically fed to their profile upon site login.
- **Video Center** – Live streaming video capabilities

Format for Proposal

Responders are required to submit a written narrative corresponding to each of the underlined section items in the Vendor Qualifications section.

Submittal Requirements

The deadline for RFP responses is Wednesday, February 28, 2018 at 12:00 p.m. PDT.

Submit five (5) hard copies of the proposal to the address shown below. Proposers are solely responsible for ensuring that proposals are delivered on time.

City of Bonney Lake
Attn: City Clerk
Website Design RFP
9002 Main Street E, Suite 125
Bonney Lake, WA 98391

Submittals that are not received on or before the specified deadline will not be accepted (no exceptions). The City 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 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. The successful company will be required to enter into the City's standard contract.

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 for reimbursement will be accepted.

All materials submitted in response to this RFP will become the property of the City upon delivery and are subject to the Washington State Public Records Act.

Evaluation of Proposals

A Review and Selection Committee ("Selection Committee") consisting of representatives of the City will review and evaluate all proposals. As part of the selection process, the Selection Committee may interview none, some, or all of the proposers for the Agreement. The Selection Committee will then make a recommendation to the City Administrator (CA) as to which proposer should be awarded the Agreement. The CA will then present the recommendation to the City Council for formal consideration. The results of the RFP process will be posted on the City's website at www.citybonneylake.org and all proposers will be notified by electronic mail.

Please note that the City 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.

The City reserves the right to retain all proposals submitted and use any idea in a proposal regardless of whether the proposal is selected.

The City reserves the right to make clarifications, corrections, or changes in this RFP at any time prior to the deadline for submission of proposals. Proposers should check the City's website for clarifications, corrections, or changes to the RFP.

Inquiries

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

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