

CITY OF ASHEVILLE
REQUEST FOR PROPOSALS (RFPs)
PRICE PROPOSAL FOR WEBSITE REDESIGN SERVICES

JANUARY 19, 2016

Proposals Due: Friday, February 12, 2016

I. INTRODUCTION

The City of Asheville is planning a redesign of its existing website, www.ashevillenc.gov. The redesigned website should improve the City's ability to provide the community with an intuitive, functional, user-friendly and attractive website. The City is looking for a distinctive website that exemplifies the character and uniqueness of Asheville.

The last major redesign of the City's website took place in 2010. Since that time, much has changed in the level of expectation of services provided by local government as well as the technology available to support online services.

The site currently operates on the DNN platform with administrators in the Information Technology Department and Communication and Public Engagement Division and content editors in each of the City's departments.

The redesigned site must be accessible to persons of all abilities and designed to be responsive when viewed on mobile devices.

The website will reflect the links between city services and subordinate sites, particularly geographic information systems, external database searches, online utility payments, citizen reporting tools, citizen engagement tools, activity registrations, and social networking sites.

The City will consider options for both a traditional premises-based solution housed on city maintained servers and cloud based solutions which meet the required specifications.

The project budget is no more than \$30,000.

Questions, and How to submit your RFP

- Do not submit confidential or proprietary information. All city emails are public record.
- Quotes concerning the pricing of this proposal are not confidential.
- In an effort to avoid errant delivery of proposals (e.g. spam filters), all proposers should send a test email to the email address above in advance of the proposal due date. Responses will be sent to confirm that the test email has been received. Confirming delivery is the sole responsibility of the originator of the proposal.

Questions concerning this RFP may be directed to **Christy Edwards (cedwards@ashevillenc.gov)** by February 5, 2016 at 4 p.m. (EST). A summary of question answers will be posted as an addendum to this RFP at this web address:

(<http://www.ashevillenc.gov/Departments/Purchasing/RequestsforBidsProposals.aspx>)

by 12 p.m. (EST) on Tuesday, February 9, 2016.

In the interests of the environment, only electronic submissions will be accepted. An acceptable electronic submission will consist of one PDF of the proposal which can be created in whatever authoring program desired. Within that PDF, we expect you to have URLs and links to your business website, answers to the questions noted under Proposal Requirements on page 4 of this document, relevant samples of your web development work, and other web sites and online references as needed.

Proposals must be delivered electronically to the City of Asheville (cedwards@ashevillenc.gov) by 4 p.m. EST on Friday, February 12, 2016. The City will make its selection from those responding to this request. Responses not received by 4 p.m. EST on February 12, 2016 will not be considered. Proposals which do not comply with the instructions set forth herein will not be considered.

All proposals will be considered public information by the City of Asheville.

The City of Asheville, at its sole discretion, can reject any or all bids submitted in response to this RFP. The City shall not be liable for any costs incurred in connection with the preparation and submittal of any bid proposal.

II. TIMELINE

Day/Date	Description
January 19, 2016	RFP is released.
February 5, 2016 at 4 p.m.	Questions are due.
February 9, 2016 at 12 p.m.	Addendum posted with answers to questions.
February 12, 2016 at 4 p.m.	RFP submittals are due.
Week of February 15, 2016	Review of submittals by team.
By of February 19, 2016	Notification of applicants selected for interview (if vendor is not within driving distance can be done via skype)
February 26, 2016	Selection of vendor.
February 29 – March 11, 2016	Contract processing.
By March 15, 2016	Project start date.

III. SCOPE OF WORK

The RFP must address the following key project goals:

1. The website must have a new look and feel that incorporates modern best practices in user interface and user experience design. The home page must integrate with the Asheville City Source blog which features our news and events. City Source blog is a Wordpress site.
2. The website must address accessibility issues.
3. The design of the website must be responsive on mobile devices.
4. Proposal should include content migration to the new site.

If the vendor should propose a change to a different platform, the content management system must continue to have these capabilities:

- Capable of general World Wide Web Consortium (W3) standards compliance
- Web-based CMS user login through integration with the City's existing active directory authentication.
- Multiple CMS user roles
- WYSIWYG content editor
- Content staging and restoration through histories or undo
- Content approval and user audit trails
- User selectable templates or skins which can be freely modified
- Intelligent search
- Content style wizards
- Document management system with access rights by user roles

- Sub-site multi-site development
- Friendly URLs and/or URL aliasing
- Site maps
- Cross browser compatibility, specifically compatibility with Chrome, Firefox, and Internet Explorer
- Support for Google Analytics
- Comprehensive documentation
- Technical support, security patches, and product updates available from the software developer
- Valid software license naming the City of Asheville as the license holder.
- The platform, templates, themes and/or skins code base must be reasonably extensible by the City of Asheville and/or other vendors.

The City will consider professionally developed content management system software to be installed on the City's in-house servers or a similarly configurable solution hosted in a cloud environment. Upon installation of software, City staff will be provided system administrator access for the installed software and have root level access to the hosting server through either virtual private network, file transfer protocol or local network connection.

Overarching site design requirements are

- Responsive layouts for mobile devices.
- Accessibility to users of all abilities, including those with visual, hearing, or physical impairments.
- Design of the website should support the branding efforts of the City and reflect the diverse make up and vision of the residents and businesses of the community.
- Functional and easy to use calendar feature.
- Provision of configurable site navigation menus on each page which provide quick access to all the key pages of the site.
- Incorporate easy to use search utility displaying descriptive information on all content in the search results.
- Ensuring site design is cross browser compatible.
- Provide integration with existing government web applications currently in use and provide for easy integration with future government applications.
- Integration with content from city social media sites such as Twitter, Facebook, YouTube and Instagram.
- Optimized templates, themes or skins for page load speed.

The vendor will provide full and complete training on the use of the CMS.

Any content management system solution proposed must utilize customizable design templates, themes or site skins which may be modified without requiring assistance from any particular vendor.

A master homepage template and interior templates must provide flexibility to support the use of custom banner images and section menus as may be required by various sections of the website. All templates, themes or skins should be developed with the standard CMS toolset or readily available plug-in modules licensed for use on multiple domains by the City.

In addition to initial design, vendor should propose estimated costs to transfer content from the existing City of Asheville website at www.ashevillenc.gov to the newly developed site, with a cost per page option for per-page transfer.

The City of Asheville prefers a solution which allows for ongoing programming, design, or development services beyond the scope of this project. Proposals specifying custom development code, proprietary programming outside of the CMS toolset, or that require additional vendor services for standard maintenance, upgrades and security will not be considered. If a cloud hosting environment is proposed, a service level

agreement for hosting will be established between the City of Asheville and the hosting provider. Such vendors should include standard SLA terms and conditions in their response. Vendors proposing any solution which restricts the ability to configure and maintain the system beyond the initial installation period will be excluded from consideration.

Upon award of the contract, a meeting with City staff will be scheduled to review the project schedule and to meet other staff with whom the contractor(s) may be working.

V. PROPOSAL REQUIREMENTS

To respond adequately to the RFP, the service provider must provide 1-2 brief paragraph responses, summarized in a PDF document, to the following queries:

1. Please cite at least three (3) references listing accounts which the bidder is/has furnished web development services described herein within the last three to five years. If you have experience specifically working with municipalities and/or local government, please include those in your references. References should include the name of the organization, active links for the websites, a brief summary of the contract and the name and telephone number of a responsible contact person.
2. Please describe how long your company has been in continuous operation.
3. Please describe your experience within the last 24 months with professional content management solutions, template design, skinning, and end user training. Please describe your resources and procedures for providing web development and design services.
4. Please describe your company evaluates the user experience of content management solutions that your company has developed or implemented.
5. Please provide a scope of work that includes specific details and pricing for the proposed items described in this document, listed on page 2. Pricing should include content migration from site to site. All offerings should be itemized showing individual item pricing. Hourly rates and estimated hours required for each service should also be included. The project budget is no more than \$30,000.

Due to the sensitive nature of critical infrastructure involved, the successful service provider and its agents or subcontractors may be expected to sign a non-disclosure agreement.

All proposals will be considered public information by the City of Asheville.

VI. GENERAL PROVISIONS

Proprietary Information

Careful consideration should be given before confidential information is submitted to the City of Asheville as part of your proposal. Please consider if such information is critical for evaluating a proposal, and whether general, non-confidential information may be adequate for review purposes.

Contract Award

The City of Asheville may make multiple awards under this solicitation. The city may award a contract based on initial proposals without discussion, or following limited discussion or negotiations. The City of Asheville may request additional data or material to support proposals.

Limitation

This solicitation does not commit the City of Asheville to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract services or supplies. The City of Asheville reserves the

right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation if it is in the City of Asheville's best interest to do so.

Minority and Women Owned Business Policy

It is the policy of the City of Asheville to maximize opportunities for the participation of local business enterprises, including minority and women owned business enterprises as bidders, subcontractors, and suppliers on its procurement contracts.

Information on city policies related to minority and women owned business enterprises is available here: <http://www.ashevollenc.gov/Departments/EconomicDevelopment/MinorityBusinessProgram.aspx>

Disclosure Requirement

The proposer shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe the circumstances for each. When a proposer is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of the City of Asheville after the award of a contract, the City of Asheville may exercise its stop-work right pending further investigation, or terminate the agreement; the contractor may be subject to penalties for violating any law that may apply in the particular circumstances. Proposers must also disclose if they have ever been debarred or suspended by any agency of the U.S. government or the North Carolina Department of Labor.