

City of Waseca

Request for Proposal

For

City Website

Design and Replacement

Date Issued: May 15, 2019

INTRODUCTION

1) Background

The City of Waseca was incorporated in 1868, and is organized under the Home Rule Charter in accordance with applicable Minnesota State Statutes. The Council is composed of six members and the Mayor. The City is divided into three specific areas known as wards, and two Council members are elected from each Ward. The Mayor is elected by the voters at large. As the policy-making body of the City, the City Council is responsible for the overall operation of the City; however, the City Council does not become involved in the day-to-day administration. The City Manager, Lee Mattson, is responsible for carrying out the Council's policies and for the administration of all City business.

The City encompasses approximately 6.7 square miles. The City has a population of approximately 9,711 and is the largest City in Waseca County containing nearly half of the County's population. The City has approximately 40 miles of streets, is home to three significant water bodies: Clear Lake, Loon Lake and Gaiter Lake and has an active lakes association.

More information about the City of Waseca can be obtained on our website at www.ci.waseca.mn.us

The address for City Hall is 508 South State Street, Waseca, MN 56093

1. RFP Purpose

The City Website Design and Replacement project is to update the City's website with a new design and an updated content information infrastructure. Easy navigation to important services, content management system (CMS), updated content, mobile browser, employee intranet, friendly and online payment capabilities need to be supported.

The City's current website has not had a major upgrade or redesign which is needed in order to better serve our residents and community.

RFP TIMELINE AND INSTRUCTIONS

1. RFP Timeline

Day/Date	Description
May 17, 2019	RFP will be released on the City of Waseca website; a notification will be published on the League of Minnesota Cities Marketplace. It will also be available by email request (MikeA@ci.waseca.mn.us)
June 14, 2019	RFP Responses must be received by the City of Waseca, attn.: Mike Anderson, 508 South State St, Waseca, MN 56039 or email MikeA@ci.waseca.mn.us . Responses received after the close of business (4:30pm CDT) will not be considered.
June 17, 2019	Vendor's responses will be analyzed by the City. The information requested in the RFP will factor heavily into the decision as to which vendors will be considered finalists. All vendors will be notified the following day.
June 24 to June 28, 2019	Finalists will present demonstrations of their designs to the City of Waseca; finalist's references may be contacted at the City of Waseca's discretion.
July 2, 2019	Recommendation of the evaluation will be presented to the City Council, the Council will select a vendor to negotiate the terms of conditions of the website redesign.

2. RFP Evaluation Criteria

The evaluation will be a combination of city staff. City Staff will review the RFP responses from vendors and narrow it down to three (3) finalists to present designs to the City.

SCOPE OF SERVICES

Goals of the Project

The primary goal of the City Website Design and Replacement project is to replace the current website with a new and improved website. The new website will make navigation easier, provide a wider array of services to the citizens of Waseca, and will be a turn-key website that City staff can immediately begin to control and migrate information into.

Project Outcomes

1. Improvement of CMS that allows City staff to easily update and modify the website

2. A mobile-friendly website that functions well on tablets and smartphones in addition to the desktop (full) version of the site
3. A home page that includes:
 - a. Video and/or a picture slideshow highlighting visual elements of the City
 - b. A master calendar to share events, meetings, holidays, etc. that can be linked to desktop calendar programs such as Outlook
 - c. A website search bar
4. A website that reflects the values and character of the City both visually and with website content
5. Incorporation of online bill payment
6. Appropriate and sufficient City staff will be trained to use the CMS to control the website
7. Employee Intranet
8. Interactive GIS Maps

Scope of Work

1. Vendor will be responsible for the following elements:

Redesign the City website to make it look and feel modern, user friendly, and easily navigable.

- Provide a project plan for the design phase of the website replacement project.
- New website content information architecture that supports easy navigation to key services.
- Determine a consistent look and feel for the website, including color schemes, graphic elements, and navigation tools that prove straightforward navigation within a unifying graphic theme.
- Apply a search bar function that successfully aids users in finding relevant information within the City webpage.
- Provide design mock ups of primary website sections: Homepage, City Information, Resident, Business and Community.

Apply website redesign mockups to website CMS software implementation to enable an information ready website

- Provide a website CMS software implementation project plan. This can be integrated with the overall project plan.
- Install and configure website CMS software on external server infrastructure.
- Consult with City staff to determine how the website CMS navigation will support the City template requirements.

Provide CMS training for site administrators and content contributors, as well as ongoing support.

2. Deliverables

The successful vendor will deliver the following:

- Minimum of 2 design mockups for the proposed website.
- Working with City staff, migrate the relevant existing information into the new website.
- The proposal shall include the cost for a perpetual license for the website design.
- A comprehensive CMS solution.
- The system shall integrate smoothly and efficiently with Microsoft Products and Exchange Server.
- The CMS shall be accessible via external access.
- The Vendor will provide a search engine solution that will support indexing of all contents within the CMS as well as external City website resources.
- The Vendor shall ensure that the City website has SSL capabilities.
- The Vendor shall provide a fully-operational and working website framework (“information ready”).
- After approvals of website template/design, Vendor shall immediately begin updating and migrating information.
- The Vendor shall assist in addressing any URL name changes and /or URL naming conventions.
- The website shall integrate all existing e-government applications and shall be designed for easy integration of additional e-government applications.
- The Vendor will provide full and complete training on the use of the CMS.

Website Content Management Software

Software Needs Summary

The City is looking for website content management software that will be adaptable to current and changing technology, enable content subject matter experts to efficiently publish and manage their content on the City website, and provide easy access of City services to website visitors.

Product Requirements

Product requirements are outlined below. This list is a comprehensive set of requested features based on input from City Staff members and analysis of Communication Assets Items support requirements.

General Website Content Management System features:

1. Content Editor

- WYSIWYG rich text editor
- Spell checker
- Ability to limit certain features of WYSIWYG editor to maintain common look and feel throughout the website.
- Content editors must produce ADA / 508 standards compliant content
- Content publisher control of associated metadata

2. Content Management

- Ability to organize and manage uploaded documents and images.
- Ability to optimize uploaded pictures and graphic files for quickest page loading.
- Interactive photo galleries to publish and display photo assets.
- Document galleries to organize and publish documents according to subject matter.
- List module for creation and organization of logically related items into lists that can be shared on multiple pages but managed within single list. Example list content: contacts and links.
- Ability to determine and specify a publishing schedule for specific content
- Multi-lingual Content Integration with website content translation capabilities in up to five (5) languages.

3. Navigation

- MEGA Drop Down Menus
- Breadcrumb navigation
- Secondary level navigation within specific content subject matter areas
- Friendly URLs
- Addition of external pages to navigation
- Flexible navigation tools that facilitate management of common links across site.
- Ability to reorganize content to different sections of the website without manually changing content links.

4. Master Calendar Functionality

- Master calendar to share events, meetings, holidays, etc. that can be managed in a main calendar and shared across the website by content/subject matter category.
- iCal links for users to add events to desktop calendar programs such as Outlook.
- Interactive maps of event locations.
- Provide RSS feeds by calendar based on content creator defined categories.

5. Forms

- Standard contact forms
- Ability to easily add custom forms to site pages and manage content produced by the forms
- Surveys and ad hoc reporting

6. Security/Authorization

- Ability to centrally add and manage users and specify access rights
- Ability to create groups with different access rights

- Ability to limit certain group members from specific content and content management functionality
- Ability to manage logged in users
- Publishing Workflow with ability to customize by security group and user
- Audit trail and reports of changes to content within the CMS
- Provide SSL certificates compatible with Microsoft Exchange Server

7. **Additional Functionality**

- RSS consumption and display of external resources
- RSS production on frequently updated content such as news releases and calendar events.
- “Share This” social networking site links for site visitors to share content on Facebook, Twitter, etc.
- Site templates must be ADA / 508 standards compliant
- CSS template features for viewing text only, printing, and mobile access versions of the site.
- Software Development Kit - Ability for the City Information Technology Division or outside Vendor to create custom pages and content within the site’s templates to facilitate integration of other e-Gov services software such as GIS, permitting, online bill payment, etc.
- Search engine that can be directed to index both internally and externally hosted website resources.
- Ability to manage an interactive multimedia top stories section within the CMS.

Site Look and Feel

- Site must display correctly in all major browsers
- Site themes and/or style sheets that maintain common look and feel throughout website.
- Department / Service Marketability – ability to apply customized look and feel within different departments/services while maintaining global navigation and website common look and feel.

Technical Support

Vendor should describe:

- The availability and responsiveness of their technical support staff
- The annual cost for a technical support service
- How the City’s requests for technical support will be balanced and prioritized with the requests and projects from Vendor’s other customers

ADDITIONAL INFORMATION

1. Single Point of Responsibility/Accountability

- a. The City’s expectation is to have a single point of contact, i.e. a single point of authority and a single contracting entity for this project. This is of a critical nature for this RFP; a contract will NOT be awarded to a vendor who does not have this single point of accountability. Indicate your understanding of and compliance with this requirement.

2. General Questions

- a. Provide a brief overview of your company (furnish your business philosophy, mission statement, management structure, years in business, primary line of business etc.)

- b.** Provide a profile of the website team, including experience and recent/relevant websites created, and provide the key contact name, title, address, telephone and fax numbers.
- c.** Include names and contact information for three (3) current customers (title and phone numbers) that have had a scope of work similar to that described in this RFP.

PRICING

The prices proposed for website design, CMS software, implementation, training and maintenance MUST remain firm for 365 days after award. Any price adjustments through the life of this agreement must be mutually agreed upon in writing. Please provide Annual Maintenance costs. If discounts are available for multi-year support agreements, please provide this information regarding the length of term and the net discount percentage. Please also ensure that your prices below are firm for one (1) year after final written acceptance of services by the City.