

Request for Proposal No. CEN19-AD01

City of Centralia, Missouri Website Design & Development

City of Centralia
114 South Rollins Street
Centralia, MO 65240
Phone: (573) 682-2139

Submittal Requirements

The deadline for RFP responses is Thursday, November 15, 2018 at 3:00 p.m. CST. Submit a PDF of the response with the subject line "City of Centralia Website Design & Development RFP" to:

Tara Strain
City Clerk
E-mail: tara@centraliamo.org

Inquiries

Inquiries regarding this Request for Proposal must be submitted via email and directed to:

Heather Russell
City Administrator
E-mail: heather@centraliamo.org

Overview

The City of Centralia is seeking to update its website to enhance the user experience, simplify content management, and provide improved citizen-centric information and customer service to its community, while meeting high standards for design quality and visual appeal. The City would like to decentralize content management by empowering our staff to easily create and manage website content in each City department under the oversight of the City Clerk and City Administrator.

The City of Centralia seeks the assistance of an experienced company that can accomplish all the functionality identified in this RFP. 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.

Situational Analysis

The City of Centralia is seeking to enter into a professional services agreement with a qualified vendor to design and implement a new website based on the above strategy. The City's website URL is currently [<http://www.centraliamo.org/>]. The City's emphasis is on incorporating extensive content management tools and database driven architecture while providing a user-friendly and intuitive site structure and an interface that is both attractive and ADA compliant. The City would like a vendor to provide hosting services for the website in a secure data center.

Background

Centralia is the second largest City on Boone County, 30 minutes northeast of downtown Columbia. Centralia is in the northeast corner of Boone County – a first class county. The 2010 US Census official population was 4,027. The 2016 estimate was 4,196. The City is growing having had 34 permit applications for new single-family residences so far in 2018 and 39 in 2017. The City is home to Hubbell Power Systems, the largest manufacturer in Boone County.

Centralia is a Fourth-Class City with a Council-City Administrator form of Government. Centralia was the first Fourth-Class City in Missouri to adopt the City Administrator form of government. The City elects the Mayor at large by direct vote and he serves as the principal administrative official, but day-to-day operations are under the direction of the City Administrator. The Board consists of six Aldermen elected in staggered two-year terms from three wards.

Format for Proposal

The City of Centralia will evaluate vendor experience, qualifications and capabilities for developing and implementing a new City website. The response should be formatted to address all items outlined below. Responders are required to submit a written narrative addressing each of the underlined section items including section bullets:

Executive Summary – 2 page maximum

- Overview of how your company will approach the project for City
- Statement that website will meet Accessibility Compliance requirements
- Statement of guaranteed uptime

Company Profile

- Company overview and history
 - How long has the company been in business
 - Number of current employees

- Where are support and development staff based?
- Company Vision and Future Plans

Key Personnel

- Name, title, role
- Years of experience

One source vendors are preferred. If utilizing subcontractors for any portion of the project including engineering, design or support, provide key personnel and company information.

Website Experience (focus on Municipal work)

- Public Sector/Municipal References
 - Client name
 - Website URL
 - Client contact person and title
 - Phone
 - Email address

Description of Features and Functionality Included with the CMS

At minimum:

- Detail availability of all features and functionality listed in Required Features and Optional Features sections of this RFP
- Specify those elements that will be open-source versus proprietary

Project Development Approach

- Typical timeline/schedule
- Detailed explanation of all project phases including consultation, design, development, content migration, training, implementation
- Training options
- What role the City will play in the project

Scope of Work

- Project phase deliverables

***SPECIFIC TO HOSTING:**

*Hosting and Security Minimum Requirements - Discuss in detail – Provide 3 Recommendations for a hosting service (if your organization does not provide hosting)

- Data Center
- Hosting
- Disaster Recovery

*Support and Maintenance - Describe all available

Proposed Cost

All-inclusive/Lump Sum pricing is required. Pricing should include:

- Development cost
 - Days/hours of training, number of employees to be trained, on-site or virtual
 - Content migration – number of pages/URLs included
 - All products/functionality included
- *Cost for hosting, maintenance and support

Additional Company Products (if applicable)

- Provide brief descriptions of additional products offered by the company

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 existing, create new, categorize, approve and manage agendas
- **Alerts & Notifications** - Display alerts prominently on website with notifications sent via email and text messaging to subscribers
- **Archive Center** - Store agendas, minutes, newsletters and other documents
- **Browser Based Administration** - Update, delete and create content from any device with internet access
- **Calendar** - Update/publish calendars for departments/categories with a main calendar to display all events
- **Citizen Sourcing Tools** - Allow for citizen idea submission, discussion, voting, etc.
- **Content Scheduling** - Set dates for content to automatically publish and expire
- **Departmental Home Pages** - Ability for departments to have dedicated pages within the site with that follow the same design as the other interior pages
- **Directories for Staff and Businesses** - Ability to allow citizens to search for staff or business information
- **Document Center** - Upload/download capability for files up to 1GB, back-end ability to search within published and unpublished documents
- **Facility Management** - Listings with maps, filtered search, and reservation capability
- **Frequently Asked Questions** - Ability to categorize FAQs by department or page
- **Intranet/Extranet** - Restrict pages by login
- **Levels of Rights/Permissions** - Allow system administrators to establish levels of rights for staff to update/manage/access content based upon roles
- **Live Edit** - Add, edit and move content directly on the front end of the site without the need to utilize or be trained in writing HTML or CSS code
- **Multilingual Support** - Using Google Translate or similar
- **News & Announcements** - Post news releases or updates dynamically to relevant pages based on category
- **Online Forms** - Create unlimited customizable forms, track and export results
- **Online Job Postings and Application** - Applicants can also create an online profile, fill out application and attach additional documents
- **Online Payments** - Ability to accept secure online transactions
- **Photo Center** - Store photos in a central location on website
- **Printable Pages** - Print-friendly function
- **Responsive Web Design** - Fully mobile responsive design - site adjusts to the screen size of all devices its being view on, includes forms, calendars, etc.
- **RFP/RFQ/Bid Posting** - Allow for easy posting of bids to the site
- **Rotating Photos/Banners** - Slideshow capabilities

- **Sharing Capability** - Links to share content via email and social media on every page
- **Site Search** - Internal site search engine and log of search terms
- **Site Statistics** - Analytics and site audit reports
- **Sitemap & Breadcrumbs** - Automatically generated and updated sitemap and breadcrumbs
- **Social Media Interface** - Display social media feeds
- **Spotlight** - Ability to highlight important text on one or more pages
- **Website Visitor Profile** - Visitors can pick and choose the information that automatically becomes fed to their profile upon site login

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
- **Request Tracking** - Citizens can submit requests with automated workflow to correct individual/department with exportable statistics and reports
- **Custom Mobile App** - Citizen-facing mobile app
- **Administrator Mobile App** - Mobile app to access CMS features
- **Single Sign On Integration** - Authentication through Windows Active Directory or similar (LDAP)
- **Unique Department Home Page** - Ability for departments, associated organizations to have a unique separate design and URL
- **Video Center** - Live streaming video capabilities

Submittal Requirements

The deadline for RFP responses is Thursday, November 15, 2018 at 3:00 p.m. CST. Submit a PDF of the response with the subject line "City of Centralia Website Design & Development RFP" to:

Tara Strain
City Clerk
E-mail: tara@centraliamo.org

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 of Centralia 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 for reimbursement will be accepted.

Evaluation Criteria

Responses to this RFP will help the City identify the most qualified vendor and will be indicative of the level of the firm's commitment. The City will evaluate the qualifications, references, overall fit with the City of Centralia, as well as take into consideration the proposed scope and pricing submitted to determine the most qualified web vendor.

Selection Process

The selection process will involve the following phases:

- Phase 1: A City 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.
- Phase 3: Review team will check references given.
- Phase 4: The City will enter into negotiations leading to a professional services agreement.

Schedule

The approximate RFP schedule is summarized below:

- Issuance of RFP: September 21, 2018
- Vendor submittals due: Thursday, November 15, 2018 at 3:00 p.m. CST at City Hall via email, mail or personal delivery
- Vendor interviews and reference checks completed by: November 28, 2018
- Vendor approval, enter negotiations: December 10, 2018
- Execute a professional services agreement: December 18, 2018

* Dates subject to change