

Request for Proposals for City Website Design and Replacement

RFP Date Issued: June 17, 2020

Proposals Due: Thursday, July 9, 2020 @ 5:00 p.m. (Mountain Standard Time)

**Submitting Proposals: Proposals should be emailed to
Dale Shaw, IT Director at dales@payson.org**

1. INTRODUCTION

1(A) Background

Payson is a city in Utah County, Utah. It is part of the Provo-Orem Metropolitan Statistical Area. The population was 18,294 at the 2010 Census. Payson is home to adventure. The City is currently preparing to unveil a new logo and slogan in September 2020. Payson is site of the annual Scottish Heritage Festival, held every July. Other annual festivities include a Salmon Supper, held August and the annual Onion Days Celebration, held Labor Day Weekend.

Payson was originally named Peteetneet, after a Ute Indian Chief who lived near Payson's current location. The name was changed to Payson after James Pace because no one knew how to spell Peteetneet. Payson celebrates its heritage and history through its historic Main Street, Peteetneet Museum and Cultural Arts Center, Memorial Park and many other historical markers.

Payson is also one of the locations for Larry H Miller Tour of Utah, which is a 2.HC rated event as rated by Union Cycliste International, which classifies races according to a rating scale and the only multi-day stage bike race in Utah. This event attracts worldwide attention as the top international cycling event following the *Tour de France*.

The Nebo Loop Scenic Byway winds through the southern end of the Wasatch Range between Nephi and Payson, rising to a high point of 9,345 feet. Two other highlights of the Nebo Loop Scenic Byway include *Devils Kitchen*, where deep red-colored rocks have eroded into sharp pinnacles, and *Payson Lakes*, at the center of the scenic area popular for camping and fishing.

1(B) RFP Purpose

The goal for the City is to have a website with the technology to support online services, provide full site searchability, facilitate content creation and editing, house a calendar of events system, and create an overall inviting and engaging web design interface. The City is requesting proposals from qualified vendors specializing in web design services able to meet the requirements in this RFP. The successful vendors ability to convert existing content from the current site is necessary.

1(C) RFP Coversheet

<p>PAYSON CITY RFP City Website Design and Replacement Response Cover Sheet</p>
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Has your company operated at least 10 years without interruption?	Yes _____ No _____
Does any employee or official of the City have any financial or other interest in your firm?	Yes _____ No _____
Has your company been disqualified by any public agency from participation in public contracts?	Yes _____ No _____

Please complete the following with the appropriate contact information for your company.

Full Legal Name of Company:	
Type of Business:	<input type="checkbox"/> Corporation <input type="checkbox"/> Partnership (general) <input type="checkbox"/> Partnership (limited) <input type="checkbox"/> Sole Partnership <input type="checkbox"/> Limited Liability Company
Federal Employee ID Number:	
Address:	
City/State/Zip:	
Email Address:	
Phone:	
Name: (Please Print)	
Title:	
*Signed:	Date:

*Proposals must be signed by a duly authorized official of the responder.

2. RFP INSTRUCTIONS AND INFORMATION

2(A) RFP Contact

	Dale Shaw Information Technologies/Systems Administrator	Physical Address: 439 West Utah Avenue Payson, UT 84651 Email Address: dales@payson.org Any and all communication to the RFP Contact relative to this requirement must be via email.
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2(B) RFP Evaluation Criteria

A City evaluation team will evaluate the RFP responses received from each vendor. Payson City reserves the right to require any vendor to participate in a presentation to the evaluation team of the items contained in the RFP Response and other items deemed appropriate by Payson City. If an award is made as a result of this RFP, it shall be awarded to the vendor whose proposal will lead to the best product for the City with the quality of design, CMS, along with price and other factors including but not limited to: demonstrated technical ability and expertise; reference calls and or recommendations; presentations to the City (if applicable); product; any additional criteria deemed appropriate by the City which would lend itself to establishing the Service Provider’s viability to perform the work outlined in this RFP. When determining whether a vendor is responsible, or when evaluating a vendor’s response, the following factors will be considered, any one of which will suffice to determine whether or not a potential vendor is a responsible vendor or if the vendor’s proposal is the most advantageous to the City:

1. The ability, capacity and skill of the vendor to perform/provide the service required.
2. The character, integrity, reputation, judgement, experience and efficiency of the vendor.
3. The vendor can provide a content management system that meets the requirements of the City.
4. The quality of performance of previous public and private contracts or services, including, but not limited to, the vendor’s ability to perform satisfactorily and complete items specified in the contract agreements.
5. The previous and existing compliance by the vendor with laws relating to the contractor services.
6. Evidence of collusion with any other vendor, in which case colluding vendors will be restricted from submitting further bids on the subject project or future tenders.

7. The vendor is not qualified for the work or the full extent of the RFP.
8. There is uncompleted work with the City or others, or an outstanding dispute on a previous or current contract that might hinder, negatively affect or prevent the prompt completion of the work bid upon.
9. Such other information as may be secured having a bearing on the decision to award the contract.
10. Any other reason deemed proper by the City.

2(C) Notices and Response Criteria

2(C)1 Good Faith

This RFP has been compiled in good faith. The information contained within is selective and subject to the City's updating, expansion, revision and amendment.

2(C)2 Right to Cancel

The City reserves the right to change any aspect of, terminate, or delay this RFP, the RFP process and/or the program, which is outlined within this RFP at any time, and notice shall be given in a timely manner thereafter.

2(C)3 Not an Award

Recipients of this RFP are advised that nothing stated herein, or any part thereof, or any communication during the evaluation and selection process, shall be construed as constituting, offering or awarding a contract.

2(C)4 Property of the City

Responses to this RFP will become the property of the City, and will form the basis of negotiations of an agreement between the City and the apparent successful vendor. Proposals are subject to the Government Records Access and Management Act (GRAMA) and may be provided to anyone properly requesting same, after contract award. The City cannot protect proprietary data submitted in proposals.

2(C)5 City not liable for Costs

The is not liable and will not be responsible for any costs incurred by any vendor(s) for the preparation and delivery of the RFP responses, nor will the City be liable for any costs incurred prior to the execution of an agreement, including but not limited to, presentations by RFP finalists to the City.

2(C)City's Expectations

During the review of this document, please note the City's emphasis on the expectations, qualities and requirements necessary to be positioned as an RFP finalist and successful vendor.

2(C)7 Proposed Rejection: No Obligation to Buy

The City reserves the right to reject any or all proposals at any time without penalty. The City reserves the right to refrain from contracting with any vendor. The release of this RFP does not compel the City to purchase. The City may elect to proceed further with this project by interviewing firm(s) well-suited to City Website Design and Replacement RFP.

2(C)8 Right to Award

The City reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially with the most favorable terms the vendor can offer.

2(C)9 Non-Endorsement

As a result of the selection of a vendor to supply products and/or services the City is neither endorsing nor suggesting that the vendor's product is the best or only solution. The vendor agrees to make no reference to the City in any literature, promotional material, brochures, sales presentation or the like without the express written consent of the City.

2(C)10 Errors in Proposal

The City will not be liable for any errors in vendor proposals. Vendors will not be allowed to alter proposal documents after the deadline for proposal submission.

The City reserves the right to make corrections or amendments due to errors identified in proposals by the City or the vendor. This type of correction or amendment will only be allowed for such errors as typing, transposition or any other obvious error. Vendors are liable for all errors or omissions contained in their proposals.

2(C)11 Scoring the Submissions

Each submission will be judged according to a fixed set of criteria. The criteria are

Percent	Criteria
35%	On experience of the project manager, including quality of previous design portfolio.
35%	On the approach of the proposal, including portability of the CMS system and ability to meet the requirements of the RFP.
20%	On the experience level and references of the vendor/contractor, including last five website implementations and quality and training of the CMS provided to City Staff.
10%	On the total cost of the proposal.

3. SCOPE OF SERVICES

Vendors replying to this RFP will be asked to organize and itemize their submissions into five (5) main areas for the City's consideration of their services: scope of design services offered, examples of previous designs, proposed content management system (CMS) software; available hosting options, and options for training.

A. The Vendor(s) will be responsible for the following:

1) Redesign the City website look and feel to support the City's updated brand as well as the design needs of specific departments/services.* 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 provide straightforward navigation within a unifying graphic theme as well as flexibility for the branding of different City departments/services. Work with existing website Vendor to obtain website data that needs to be incorporated into the redesigned website. Provide design mock ups of primary website sections: Home Page, Departments, Residents, Visitors, Contact Us, Community Calendar, FAQs.

Apply website redesign mockups to website CMS software implementation to enable information ready website. Provide a website CMS software implementation project plan. This can be integrated with the overall project plan. Consult with City Staff to determine how the website CMS navigation will support the City template requirements. Create website templates that meet ADA/508 standards compliance.

***A deliverable of the Payson City Branding Guide will be provided to successful vendor.**

B. The successful Vendor(s) will deliver the following:

1) Look and Feel Design

The Vendor will work with the City to determine a new website design and content information architecture navigation framework to support easy navigation to key City Services.

2) Content Management System (CMS)

The Vendor shall provide a comprehensive CMS solution. The CMS Software proposed should not be a beta, released candidate or other early adopter technology. 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 website resource.

3) Website

The Vendor shall provide a fully operational and working website. The website shall integrate all existing e-governmental applications/forms, etc. The website should be

viable on mobile devices (i.e. iPhones, iPads, Android phones and tablets, etc.)

4) Training

The Vendor will provide onsite, full and completing training on the use of the CMS.

C. Payson City will be responsible for:

- 1) Collaborating with the website design vendor in determining key services and design for Inclusion in the updated information architecture that will support easy navigation of the site to key City services.
- 2) Specify website CMS template requirements.
- 3) Website governance, i.e. user roles, permissions, and approved levels.

3 (A) 4 Website Content Management Software

3 (A) 4.1 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 and easily publish and manage their content on the City website, and provide easy access of City services to website visitors.

3 (A) 4.2 Product Requirements

Product requirements are outlined below.

General Website Content Management System features:

1. Content Editor
 - Rich text editor
 - Spell Checker
 - Ability to limit certain features to maintain common look and feel throughout the website.
 - Content publisher control of associated meta data.
2. Content Management
 - Ability to organize and manage upload documents and images.
 - Ability to archive outdated 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. Example list content: contacts and links
 - Ability to determine and specify a publishing schedule for specific content.
 - Versioning and indexing of content to meet State of Utah Records Retention and Retrieval requirements.

- 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 URL's
 - 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.
 - The ability to create 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 and customize 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.
 - Audit trail and reports of changes to content within the CMS
 7. Additional Functionality
 - Intranet Portal for employees with a secured system that is easy for HR to manage and provide employees access to.
 - RSS consumption and display of external resources.
 - RSS production of frequently updated content such as news releases and calendar events.
 - "Share This" social networking site links for site visitors to share content, 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 to create custom pages and content within the site's template to facilitate integration of other e-Gov services software such as GIS, permitting online bill payment, registration, ticket purchases, 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.

3 (A) 4.3 Technical Requirements

- Hosted by the vendor.
- Ability to have separate development and production environments.
- Vendor will have the ability and will allow City staff to perform a hands-on demo/test of the software during the website CMS selection process.
 - Demos will be as close to the current production environment as possible.
 - Documentation of additional functionality and performance differences from demo will be provided.

3 (A) 4.4 Site Look and Feel

- Site must display correctly in all version for major browsers. e.g. Edge, Internet Explorer, Firefox, Google Chrome, Safari, etc.
- Site themes and/or style sheets that maintain common look and feel throughout the website.
- Department/Services Marketability – ability to apply customized look and feel within different departments/services while maintaining global navigation and website common look and feel.

4. ADDITIONAL INFORMATION

The information that is provided in your response should answer all questions as indicated in the RFP Response Submittal checklist in Section 5.

4(A) TECHNICAL QUESTIONS

4 (A)1. Content Editor and Management

1. Does the CMS software provide a rich text editor that is an easy interface for nontechnical users to update content? If yes, is it compatible with cut and paste functions from Microsoft Word? Please describe in detail, addressing how the editor manages the HTML, tags, tables, links, images, spellchecking, and other features.
2. Is source code editing a function of the system? If yes, please describe how this can be accomplished.
3. Can administrators limit certain features on the rich text editor? Please describe the features that can be controlled and how the control functionality is accomplished.
4. Describe the CMS software meta data management tools.
5. Can content live in multiple areas or be referenced in multiple areas? If yes, please describe the functionality and management of this feature.

4 (A)2. Archiving and Roll Back and Restore Functionality

1. As pages are updated, are existing versions automatically archived? Is there a limit to the number of archived versions?
2. Describe the CMS Software version control of content and rollback to the previous versions of content and documents/pages.
3. Does the CMS generate an audit trail and reports for the content that was updated? If yes, please describe the functionality.

4 (A)3. Content Scheduling

1. Describe the CMS ability to schedule publishing or deletion/archive of content based on date, time and/or approval, etc.
2. Describe how the CMS assigns expiration dates and handles expired pages (automatic email notifications, link updates, removal of expired pages, follow-up tasks, etc.)

4 (A)4. Navigation

1. Describe the ability of users to create new navigation menus.
2. Describe the ability of users to move or change the placement of navigation menus.
3. Does the CMS software manage content and links for MEGA Drop Down Menus in its global navigation? If yes, please describe how this is accomplished.
4. Does the CMS software manage navigation and display of interactive content such as tabbed content areas? If yes, please describe how this is accomplished.
5. Does the CMS software support the addition of external links to the global and secondary navigation? If yes, please describe how this is accomplished.
6. Does the CMS software support notification of users when they are leaving the site? If yes, please describe how this is accomplished.
7. Is "breadcrumbs" navigation automatically created and maintained by the software on every page of content? If yes, please describe how this content and links is managed.
8. Does the CMS support the ability to generate friendly URL's? If yes, please describe how this is accomplished.

4 (A)5. Master Calendar Functionality

1. Describe the website calendar functionality
2. Does the calendar support item categories and the custom display of calendar items by category across the site? If yes, please describe how this is accomplished.
3. Does the calendar create reminders for site users to download event reminders to their own calendar applications? If yes, please describe how this is accomplished.
4. Does the calendar support event submission from the public side? If yes, please describe.

4 (A)6. Security/Authorization

1. How are users and user groups created and managed? Please describe.
2. Is LDAP connectivity to integrate with existing Active Directory credentials?
3. Can users with different access rights be created? Can groups with different access rights be created? If yes, please describe.
4. Are there pre-defined users and/or group types included or specified within the CMS software? If yes, please describe these users and/or group types.
5. Can specific content ownership be managed down to the user level including reassigning ownership to another user or user group? If yes, please describe.
6. Can only certain group members have access to certain functionality, including limiting what buttons are accessible in HTML editor? If yes, please describe.
7. Can size limitations/quotas be assigned to different files, folders, and/or sites? If yes, please describe.
8. Describe the administrator's role and access to content and content management on the website.
9. Describe the CMS software's workflow management tools including the ability to customize workflow, workflow notifications, and the auditing capabilities of the workflow system.

4 (A)7. Other Features

1. Does the CMS software support the ability to customized look and feel within different departments/services while maintaining global navigation and website common look and feel? If yes, please describe how it is supported.
2. Does the CMS software produce RSS feeds? If yes, please describe the content this feature is available for and how it is managed within the software.
3. Does the CMS support social networking links for site visitors to share content on Facebook, Twitter, etc.? If yes, please describe this functionality and the ability to manage which sites are included in this feature.
4. Does the CMS meet ADA/508 standards? If yes, please describe how this is accomplished.
5. Does the CMS support viewing text only, printing and mobile access of content? If yes, please describe how this is accomplished and the mobile access systems that are supported.
6. Does the CMS have a software development kit or other functionality to facilitate the integration of current and future e-government services software such as GIS, permitting, online bill payment, etc.? If yes, please describe how this type of integration can be accomplished.
7. Does the CMS have search and index capabilities both internally and externally hosted website resources? If yes, please describe the content that can be indexed and how search features are managed?
8. Does the solution provide for management of content in rotating content or slideshow type of content that could support a rotating news feature on the home page? If yes, please describe how the software supports this type of content.

9. Does the CMS have the ability to bring all requested content from our current website into the new system? If so, this should be included in the overall cost of the website redesign. If not, please explain how content from the existing website is migrated or included in the new website.
10. Does the CMS allow for an intranet that only employees can access? If so, please describe?
11. What analytics if any, are integrated in the platform?

4(B) SUMMARY

Explain in one page or less how your solution will differentiate you from other vendors and why we should choose you as our successful vendor. List the unique features that give your company a competitive edge in the website design and replacement industry.

5. RFP RESPONSE SUBMITAL CHECKLIST

Vendors shall submit a response in the following format:

- **Vendor shall create one original response (labeled “original” with original signature)**
- The original response should be emailed to Dale Shaw @ dales@payson.org on or before July 9, 2020 at 5:00 p.m. (Mountain Standard Time).
- The original proposal shall be indexed in the suggested format with tabs as follows:

Tab #	Description
1	RFP Cover Sheet
2	Acknowledgement of Scope of Services
3	Company Profile
4	Proof of Errors or Omissions Insurance
5	List of References with contact names, phone number and years as a client (Minimum of 5)
6	Visual Examples of Previous Work (At least three (3) municipal sites including web addresses)
7	Visual Examples of Proposed Content Management System
8	Answers to Content Editor and Management Questions
9	Answers to Archiving Questions
10	Answers to Content Scheduling Questions
11	Answers to Navigation Questions
12	Answers to Master Calendar Functionality Questions
13	Answers to Security/Authorization Questions
14	Answers to Other Features Questions
15	Summary
16	Proposal Price Certification
17	Copies of Firms Valid Business License

This checklist is intended merely as an aid to the Vendor in providing a response to this RFP. The Vendor retains the sole responsibility for accuracy and completeness of the response.

