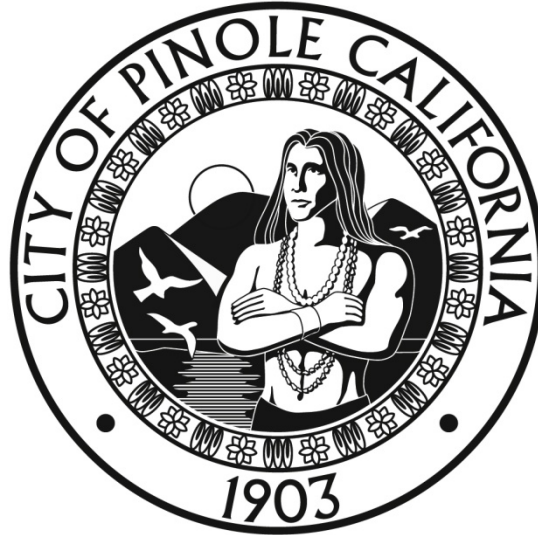# CITY OF PINOLE

REQUEST FOR PROPOSAL

WEBSITE DESIGN

RFP Circulation Date:
Friday, March 10, 2017

Proposal Submission Deadline:
Thursday, April 20, 2017 at 4:30 p.m.

For more information about the City of Pinole, visit www.ci.pinole.ca.us.

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I.   ABOUT THE CITY OF PINOLE

The City of Pinole is a rural, residential community The City of Pinole is located in the beautiful San Francisco Bay Area, on the shores of San Pablo Bay in West Contra Costa County. The City of Pinole has a diverse population of over 19,000 and a land area of more than four square miles.   In addition to its natural setting, City of Pinole is known for its rich architectural heritage and historic past.

City Hall offices are open Monday through Thursday from 8:00 a.m. to 4:30 p.m.

II.   ABOUT THE CITY'S INFORMATION TECHNOLOGY FUNCTION

The City's information technology (IT) functions are serviced by an IT contractor, with general supervision provided by City staff. Precision IT Consulting is the contractor which provides the City with daily on-site visits, as well as remote support via phone and email. The Contractor does not provide assistance nor monitors the website. The City's current website can be found at www.ci.pinole.ca.us.

The City uses a number of different computer software/programs to support its day-to-day operations aside from Microsoft Office products. These include the following:

- **TrakIT/CRW**: provides online solutions for Community Development (building permits, code enforcement, planning, business licensing, and request tracking).
- **Code Publishing Company**: hosts the City's municipal code for public consumption.
- **Geographic Information System (GIS)**: captures, stores, analyzes, and manages all types of spatial and geographical data.
- **Granicus**: broadcasts, stores, and maintains legislative content.
- **SIRE**: scans, stores, and maintains all government records.
- **Tyler Technologies**: codifies, analyzes, and manages all financial data.
- **ABAG**: hosts the City's Website.
- **Class**: Recreation Department's rental and registration management software.
- **Dreamweaver**: software currently used to upload documents to the website.

III.   DESCRIPTION OF WORK

The City of Pinole is seeking the services of an experienced website design firm to redesign, develop, implement and support a new City website utilizing posted information on its existing websites, as well as new information, products and features as suggested by the City. The City's existing website contains general city information and separate pages for its ten departments.

While the site meets many of the City's needs, it has several shortcomings. First, the current website does not display properly on some browsers and secondly the City has found some aspects of the site difficult to maintain and modify due to the current content management tools (Dreamweaver).

The City currently utilizes ABAG to host its website. However, the City will entertain a proposal for web design and hosting its website as a bundled or separate proposal. The proposal shall include contacting ABAG to retrieve all City files and documents.

Respondents are required to read the objectives outlined in Section IV and adhere to the instructions in Section V.

IV.   CITY OF PINOLE WEBSITE OBJECTIVES

The current site structure and design have been in use since 2003. The general website structure and design has remained the same since then. Therefore, the City's objective is to replace what is currently in place with a new and improved website. The new website must be clear and simple for users to navigate, more efficient for City Staff to manage, and provide a wide variety of services to the residents of Pinole.

As a result, the goal of the City's website is to provide the following:

- Design and layout that promotes the City's culture, professionalism, and transparency.
- User-friendly experience where visitors are able to quickly find the information they need and translate website content to the language they are most comfortable with.
- Features that provide visitors the ability to electronically obtain, fill out, and submit desired forms including reporting citywide maintenance issues.
- Quick and easy management of website design and content by staff at a variety of levels within the organization.

First and foremost the respondent must address, but not be limited to, the following undermining issues:

a. **Lack of Visual Appeal**. The current website's features are outdated and do not offer impressive graphics or promote the City's characteristic attributes. Websites from other cities tend to have larger graphics in the background that highlight their landmarks and natural environment and can be viewed as a single page.

b. **Difficult Website Navigation.** Documents and files are departmentalized and visitors have frequently had difficulty locating the information they are seeking.

c. **Plain Navigation Buttons.** All navigation buttons in a section are the same (e.g. same text, same button colors, etc.). This can make it difficult to distinguish and clearly locate navigation buttons.

d. **Search Function Not Noticeable.** Search field on homepage is located at the top right corner and can be overlooked. Furthermore, following a search the located file does not always produce navigation to the site/department website location.

e. **Lack of Centralized Location for Commonly Requested Forms.** Although the website offers Department specific documents, there is no centralized area where commonly requested forms and applications can be found.

f. **Difficult CMS.** The CMS is not user friendly and difficult for to add graphics, buttons, etc…

g. **Software** The City is currently utilizing Dreamweaver for uploading documents. Staff finds Dreamweaver difficult and confusing to use. The City is seeking software which will provides ease of use managing the CMS.

Additionally, the respondent must achieve but not be limited to, the following objectives:

- **Design**
    1. Reflect the City's culture, environment, and professionalism.
    2. Be organized and have an attractive color scheme with the City of Pinole community character, events, facilities displayed prominently.
    3. Have action buttons and a navigation bar with key links.
    4. Style distinct pages to have the flexibility in meeting its specific needs and the various City functions. All pages do not necessarily have to look similar.
    5. Design pages to allow for high-speed upload/download response times for both low and high speed computers used by visitors.
    6. Search Engine Optimization.

- **User-friendly**
    1. Use logical and intuitive links.
    2. Provide examples to minimize visual clutter for site visitors.
    3. Enhance communication and have graphics load quickly.
    4. Provide graphic navigation buttons, drop down menus, breadcrumb navigation, or bars offering shortcuts leading forward, backward, upward, downward and back to the home page.
    5. Include language translation tools and font size adjustor.
    6. Have useable and quick access to information the site visitor is seeking, without requiring the visitor to understand local government or the organization.
    7. Be compatible with major web browsers (Internet Explorer, Chrome, Google, Firefox, Safari, etc) and have backwards compatibility to at least three (3) previous versions, as well as non-graphical browsers.
    8. Enable access by smart phones and tablets (mobile version of the website)
    9. Scale to all online information platforms such as iPads, tablets, desktops, laptops, and smart phones.
    10. Incorporate printer-friendly feature for all web pages that have links or embedded plug-ins such as Java and Adobe for opening and viewing documents.
    11. Be accessible to individuals with disabilities, meeting ADA Title II Regulations, Section 508 requirements, and other applicable ADA requirements.
    12. Improved W3C Code Standards to build rich interactive experiences.
    13. Enable access to City's Outlook Mail for employee email access.

- **Security**
    1. The contractor must consider the appropriate and secure use of interactive forms for confidential information such as personnel applications and records.
    2. The site must be secured from email harvesters.
    3. The site should be built to withstand security attacks including Cross Site Scripting (XSS) and Cross Site Request forgeries (CSRF).
    4. Any mailing list modules must be secure in compliance with the stated privacy policies of the City.
    5. The City must be able to control levels of permission and approval for City employees uploading information to the site, and must have the ability to immediately delete permissions for terminated employees.

- **Interactivity**
  1. Ease of obtaining and completing forms such as employment, building permits, park reservations, public records requests, and online payments.
  2. Integrate a "Document Central" feature that allows for a comprehensive search of the City's document archives.
  3. Provide for full integration for easy integration with future e-government applications such as online class registration, service request/ work order system, business license and permit payment and registration, City zoning information/mapping, etc.
  4. Provide an avenue whereby citizens may electronically submit/upload document to report potholes, spills, graffiti, and other maintenance issues.

- **Comprehensive Content Migration and Integrated Services**
  1. Migrate content from current website to new website.
  2. Integrate third-party programs/software such as Granicus, GIS, Code Publishing Company, SIRE/Laserfische, TrakIT/CRW, RecDesk, and InCode.
  3. Provide a fully operational website, complete with information, forms, maps, links, and interactive components.
  4. Provide secure transmission of signatures for contracts or applications.
  5. Multi-lingual Content Integration with website content translation capabilities in up to five (5) languages.

- **User-friendly Backend Process for City Staff**
  1. Develop a content management site where authorized City Staff can update web pages from individual workstations and/or from external sites.
  2. Have simple editable website design and content.
  3. 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.
  4. Have the ability to embed video, graphics, audio files, and City forms.
  5. Provide ongoing technical assistance, maintenance, and content management support.
  6. Provide ongoing training on how to maintain and manage the website for site administrators and site content editors.
  7. Include regular updates and meetings for site administrators and site content editors to ensure the design and functions of the website development are within the scope of the website redesign project.
  8. Have the capability to accommodate the expansion of e-government services and current technology.
  9. "Share This" social networking site links for site visitors to share content on Facebook, Twitter, etc.

Attachment A lists a broad range of information which will be accessible through the City website. The list is not all inclusive.

V.   INSTRUCTIONS

This section instructs respondents on procedures related to the submission of proposals.

A. Each firm receiving a copy of this RFP shall at a minimum, view the City's website prior to submittal of a proposal for any amendment to this RFP. Any proposals received by the City of Pinole which do not address additional information required by an amendment shall be considered incomplete.

B. Questions regarding this solicitation shall be submitted in writing or emailed to:

Hector De La Rosa, Assistant City Manager
By mail:
City of Pinole
2131 Pear Street, Pinole, CA 94564
Or email to: hdelarosa@ci.pinole.ca.us

No technical questions that may materially change any portion of this solicitation will be accepted during the 14 calendar days prior to the time and date set for receipt of proposals.

C. The original and two (1 hard copy and 1 electronic copy) copies of the proposal shall be signed, sealed and submitted to the Assistant City Manager. **The envelope must be clearly marked as "SEALED PROPOSAL FOR WEBSITE DESIGN."**

Final Request for Proposal (RFP) submissions are to be received by the City of Pinole no later than *4:30 p.m. PST on Thursday, April 2 0 , 2017*. Proposals received in the mail after 4:30 p.m. PST on Thursday, April 20, 2017, regardless of the date of their postmarks, will not be accepted.

Timely submission of the proposal is the responsibility of the respondent. Any extension, if granted, shall apply to all recipients of this Request for Proposal. Each page of the proposal shall be identified with the name of the responding firm. The City of Pinole reserves the right to decide, on a case-by-case basis, whether to reject a proposal as non-responsive. As a precondition to acceptance, the City of Pinole may request the respondent to withdraw or modify those portions of the proposal deemed non-responsive that do not affect quality, quantity, price, or delivery of service.

D. Each respondent, by submitting a proposal, certifies that it is not party to any collusive action or any action that may be in violation of state and federal law.

E. The City of Pinole accepts no responsibility for any expenses incurred by a respondent in the preparation and presentation of a proposal. Such expenses shall   be borne exclusively by the respondent.

F. Any proposal received at the place designated in this RFP after the time specified for receipt will not be considered unless so authorized by the City.

G. Respondents may withdraw all or any portion of a proposal at any time during and after the review and award process, up to ratification of an agreement between the City of Pinole and the designated firm.

H. The City of Pinole retains at all times the right to cancel or withdraw this RFP, and the right to refuse to accept a proposal from any respondent.

VI.   BIDDING SOLICITATION

All proposals shall be submitted in the format outlined herein. In preparing submissions, respondents should describe in detail the services proposed to be provided and how service delivery will be accomplished.

Respondents should also identify equipment requirements and the cost of providing website design for each category identified. The minimum levels of services to be provided are described in *Section IV - City of Pinole Website Objectives*, of this RFP.

The City of Pinole will receive proposals from firms having specific experience and qualifications in the areas identified in this solicitation. Under the bidding process, the terms of the service contract, the price of the service, the method of service delivery, and the conditions of performance are all negotiable following selection of the firm. A negotiated contract will be awarded to the firm that best meets the proposed needs at a reasonable price, not necessarily at the lowest price.

For consideration, proposals must contain descriptions of the firm's experience and abilities to perform, at a minimum, pursuant to the *City of Pinole Website Objectives*. Unless otherwise stated, all proposals shall address each criterion identified in the following subsection.

A. Bid Format.

Tab No.	Information Item
1.	**Vendor Contact** - List the name, address, FAX number, email and voice phone number of the Vendor's authorized negotiator. Vendor's authorized negotiator shall be empowered to make binding commitments for the Vendor's firm.
2.	**Vendor Profile** - Provide a description of the company, the location of organization's headquarters, and a brief company history with the year the organization was formed and ownership structure.
3.	**Vendor Staff** - Submit a prospectus of company and a brief biography showing the qualifications of each individual who will work on the project. It is anticipated that the individuals listed will work on the project until completion unless the City agrees to prior approval for change.

4.	**Professional References** - Provide a list of at least three (3) Vendor client references in which a minimum of 80% of the design/content was produced. References of local government or related agencies preferred. The reference list must include: • Client name, location, and website address. • Current contact person and phone number. • Description of services provided by Vendor to client. • Provide Samples of past website design work
5.	**Format of Web Design -** List the applications to be used in the design and construction of the site.
6.	**Sample Home Page** - Provide a minimum of three (3) samples of the home page design for the new City of Pinole site.
7.	**Site Map** - Based upon the information in this RFP, provide a sample site map showing the number of levels envisioned.
8.	**Project Schedule** - Timeframe needs to be as detailed and as realistic as possible since it will be a part of the contractual agreement. The design and implementation can be broken into sections with different target dates.
9.	**Cost** - The bid should be broken down by phases and types of work. The following cost information is required: • Total cost for the proposal. • Cost breakdown for training, hosting and objectives. • Cost for additional options not listed. • License cost for core functionality. • License cost for additional modules required to provide the functionality mentioned in this RFP. • Hourly rate for professional services, including task description. • Inclusion of website development/design where the use of subcontractors will be utilized. Name of the sub-contractor and work performed is required in proposal. • **Your proposal should be formatted to allow the City to select any or all options.**
10.	**Technical/Software Information** - Provide the following information as it relates to website development: • Under what operating systems does the application software run? • What is the recommended server specification/configuration to run the application effectively? Include a diagram or layout chart to illustrate and identify where each software component will run. • Describe the system implementation. • What software language will be used? • List all supported network protocols. • How does the application meet federal ADA compliance requirements? Describe company's experience in making websites as accommodating as possible to disabled and visually impaired visitors. • Explain system's ability to integrate with third party portal products and identify any with which you have achieved successful integration. • Additional technical information and/or requirements for website. • Clearly list additional options available and the fee for each.
11.	**Collection of Information** - Statement showing how required information will be collected.

12.	**Training** - Submit a plan to transition maintenance, system administration, page development, data transfer and updates to City staff. Include number of days needed for onsite/offsite training, with facility/equipment requirements needed to provide training.
13.	**Submission Property of City** - Proposals shall be prepared and submitted at the respondent's sole expense. All proposals will become the property of the City of Pinole and will not be returned. There will be no public bid opening.
14.	**Reservation of Rights** - The City reserves the right to negotiate mutually acceptable project-related conditions, including costs.

The selected vendor will be required to enter into a Professional Services Agreement with the City of Pinole which includes the City's standard Terms and Conditions including insurance requirements. The selected vendor will be required to include the submitted RFP as part of the scope of services and may not modify the RFP after its submittal to the City.

VII. SELECTION TIMELINE

Each proposal shall be reviewed and evaluated in detail to ensure that it meets the requirements of this Request for Proposal. Failure to meet the RFP's requirements is cause for rejection. The top finalists may be required to make a presentation to the City.

- **Friday, March 10, 2017 -** RFP will be placed on City of Pinole website and emailed to a list of firms. RFPs available to vendors via email request and downloadable directly from website (www.ci.pinole.ca.us).

- **Submittal Deadline Thursday, April 20, 2017, By 4:30 p.m. -** Respondents assume the risk of the method of submission chosen. The City assumes no responsibility for delays caused by any delivery service. Postmarking by the due date will not substitute for actual receipt of proposals. Proposals shall not be delivered by facsimile transmission or other telecommunication or electronic means.

- **May 1-5, 2017 -** Vendors' responses will be analyzed and scored by the evaluation team. The total score will factor heavily into the City's decision as to which vendors will be considered finalists.

- **May 15-19, 2017 -** A decision is made as to which vendor(s) will be finalists. All vendors will be notified of the City's decision.

- **June 5-9, 2017** – (Optional) Finalist vendor demos/presentations at the City of Pinole; finalists' references may be contacted at the City of Pinole's discretion.

- **July 4 or 18, 2017 -** Recommendation to City Council of award to apparent successful vendor, subject to successful negotiation of terms and conditions. Notice of award to apparent successful vendor posted on City website and on City Council agenda, posted no later than 72 hours prior to the City Council Meeting.

VIII. SELECTION CRITERIA AND PROCESS

The following will be used in evaluating the responses.

- **Experience** – The City will consider the respondents' experience in designing websites, particularly government sites, and overall understanding of site architecture, navigation, search capabilities and other components of website design. References will be verified.

- **Value to users** – The City will evaluate the respondents' proposal to add value to users including recommendations on visual appeal, design consistency, features offered, and technical support.

- **Maintenance and upgrades** – The City will consider how easy the site is to maintain by various users, including non-technical staff, and the ease with which additional features may be added later.

- **Investment** – The City will consider the 'total cost of ownership' of each proposal, including any annual support, license fees, and the effort required to maintain the site. Total cost of ownership will also include City staff time requirements to complete the project.

- **Project Management** – The City will evaluate the team and the methodology proposed for carrying out the project.

ATTACHMENT A
Information located on the City existing Website

General Information

- Home page
- Current News
- "I'm looking for"
- Search feature
- History of the community
- Live, Work, Play Buttons
- Community and/or City "photo gallery"
- Community events calendar
- Emergency Information
- Complaint Reporting

City Government

- Welcome statement
- General information about local government
- Information about major City functions
- City departments
- City contacts
- City services
- Locations of various City facilities
- "What's new" in City government
  - Special Events
  - Press releases
  - Project updates
- Telephone and/or email directory of government officials
- Photos and biographical information for elected officials
- Council meeting schedule for the year for City departments
- City Council, Commission, and other meeting agendas and minutes
- City Municipal Code
- City Budget, Financial Reports, and other financial information
- RFPs and lists of items going out for bid
- Employment opportunities with the City
- Links to other government agencies (e.g., Contra Costa County, State of California, etc.)

Other Features
- Site map or index
- Frequently asked questions (FAQs) within each Department
- Information for new residents (e.g., utilities, public facilities, parks, etc.)
- Community Links (links to services, religious sites, businesses, clubs, emergency, legislators, etc.)