



CITY OF LEAVENWORTH WASHINGTON

REQUEST FOR PROPOSAL (RFP) FOR WEBSITE DESIGN & DEVELOPMENT

EXTENDED DEADLINE FOR SUBMITTALS

DUE DATE: ~~April 3, 2020~~ April 24, 2020 - 5:00 PM

City of Leavenworth
PO Box 287 / 700 US Hwy 2
Leavenworth, WA 98826
P (509) 548-5275 / F (509) 548-6429
www.cityofleavenworth.com

OVERVIEW

The City of Leavenworth is seeking proposals from firms to update and maintain its website (www.cityofleavenworth.com) to enhance the user experience, simplify content management, and provide better information and customer service to the community, while ensuring design quality and visual appeal.

The City seeks the assistance of an experienced company that can accomplish all of the functionality identified in this RFP with the flexibility of providing this functionality over time, if needed, due to budgetary constraints. 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.

ABOUT LEAVENWORTH, WASHINGTON

The City of Leavenworth (population 2,040) is located on the eastern slopes of the Cascade Mountain Range in the upper reaches of the Wenatchee River Valley in Chelan County, Washington. Leavenworth is 118 miles east of Seattle and 22 miles northwest of Wenatchee on U.S. Highway 2.

The City is a dynamic community with engaged residents and businesses. The City of Leavenworth's primary industry for its economic growth is tourism, hospitality, and recreation. Leavenworth is a tourist destination that attracts millions of visitors each year, due to its Old-World Bavarian Alpine Theme, as well as the abundance and variety of year-round recreational opportunities afforded by the surrounding mountains and rivers.

SCOPE OF SERVICES

The contractor is expected to provide the following services:

- Evaluate the current website and provide a transition plan to implement a new website.
- Review the development of the website with the City Council and/or Council Committee throughout the process.
- Provide web design tools to increase website capabilities to improve the engagement with citizens and users.
- Develop a customized, modern template for the website that allows for it to be displayed on any size device.
- Assist the City with transition of content from the current website to the new redesigned website.
- Provide all hosting and security related services for the new website.
- Provide training to administrators, department heads, and content managers.

GUIDING PRINCIPLES

To facilitate effective decision making and analysis throughout the process, a series of four principles are to be used to guide the design, content, and management for the development of the redesigned website:

1. Develop an easily understood and navigable website that combines all City services.
2. Balance design, effectiveness, and accessibility.
3. Improve communication and access to City information.
4. Developed in a manner that supports content management by staff with no coding experience.

SELECTION AND CRITERIA FOR EVALUATION

Selection of a qualified contractor will be made at the discretion of the City, which reserves the right to accept or reject any and all proposals.

The following items will be considered in making a selection of the contractor, though they may not be equally weighed in the review process: Item Maximum Points

- Experience, skills and qualifications - 25 points
- Merits of the Proposal including scope of work and approach to addressing tasks - 25 points
- Timeline and proposed schedule - 15 points
- Hosting and Security - 15 points
- Customer support, responsiveness, and timeliness - 20 points

SUBMITTAL FORMAT AND CONTENT

Proposals shall be in a single volume (PDF or binding) with a separate cover letter with contact information. The proposal shall include:

- Overview and summary of how your company will achieve the City's website objectives.
- Company profile, including similar work completed by the company, number of clients, years in this type of work, and key personnel.
- Scope of Work
 - Project phase deliverables
 - What will be expected of the City
 - What the City can expect from the company
 - Project Development Approach
 - Detailed explanation of all project phases including consultation, design, development, training, implementation
 - Estimated timeline
 - Statement that website will meet Accessibility Compliance requirements
 - Training options
- Hosting and Security services available, including 24/7/365 system monitoring
 - Minimum requirements: 24/7 emergency support, on-line status monitor, event notification emails, recovery time objective of at least 8 days, recovery point

objective for at least 24 hours, multi-geographic region redundant back up data center

- System ownership
- Ongoing training opportunities and availability of robust, self-service documentation and technical support (videos and training manuals, etc.)
- Availability of continued communications post website implementation (with consultants and support staff)
- Support services - emergency and non-emergency situations
- Project Pricing Estimate/Cost for Services Outlined Specify amounts of items below:
 - First Year development fees including: Days/hours of training, number of employees to be trained, on-site or webinar; Amount of content migration (entire website or a specific number of pages); Additional products/functionality; and, Ongoing fees for hosting, maintenance, and support for Year 2 and beyond
- Description of Features and Functionality Included
- Give brief descriptions of other products offered by the company
- References (minimum three references, including contact information)

REQUIRED FEATURES

The information below represents required functional capabilities in the selected CMS (content management system). 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.

- E-Communication platform – Integrated within the centralized Content Management System (file cabinet) for creating visually rich, fully responsive, non-emergency e-communication. Create unlimited subscriber lists, and communicate by – email, text, and social media from a single point of access.
 - Alerts & Emergency Notification – Alerts posted on website and public notifications sent out through email, text message, and social media.
 - News & Announcements – Ability to post press releases, what’s happening, feature stories, and announcements, as well as emergency messages.
- Citizen Sourcing Tool – Encourages citizen idea submission, engaging discussions, voting, etc.
- Quick Links – Links can be placed directly on the pages.
- Spotlight – Ability to highlight important text on one or more pages.
- Online Payments – Secure online transaction by department.
- Online Forms – Forms/publishing/tracking.
- Facility Management – Reservations and/or listing.
- Online Job Postings and Application – Applicants can also create an online profile, fill out application, and attach additional documents.

- RFP/RFQ/Bid Posting – Allow for easy posting of bids to the site, along with amendments and updates. Schedulable with ability to set auto-expire date.
- Printable Pages – Print-friendly function.
- Calendar – Update/publish calendars. Includes unlimited number of event listings, single or reoccurring. Viewable by list, week, or month.
- Agenda Management – Upload, create and manage agendas.
- Forward to a Friend – Email extension.
- Frequently Asked Questions – Dynamic content.
- Multi-Lingual Support – Using Google Translate.
- Departmental Home Pages – The ability for departments to have dedicated pages within the site that follow the same design as the other interior pages.
- Third Party Integration – Ability to integrate third-party applications, including but not limited to permit tracking and GIS.
- Directories, Listing for Staff and Departments – Ability to allow citizens to search for staff or business information.
- RSS Feeds out – Registration by Department. RSS Feeds are an easy way to stay up to date with your favorite websites. If a site offers an RSS feed, you get notified whenever a post goes up, and then you can read a summary or the whole post.
- Social Media Interface – Ability to integrate Facebook and Twitter.
- Site Search – Internal site search engine, site search log.
- Archive Center – Store agendas, minutes, newsletters, and other documents
- Management Tools:
 - Site Statistics – Analytics and site audit reports.
 - Spell-check – The ability to spell-check content via the editor.
 - Document Center – Upload/download capability, back-end ability to search within.
 - Photo Center – Display community photos in a central location on website.
 - Rotating Photos/Banners – Dynamic image display.
 - Responsive Design and Mobile Friendly – Fully mobile responsive design – site adjusts to the screen size of all devices its being view on, includes forms, calendars, etc.
 - Approval Rights – Allow system administrator to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website.
 - Intranet/Extranet – User restricted pages.
 - HTML Code – Capability to view and edit the HTML code of any page.
 - Content Preview – The ability to preview content before publishing live.

- Live Edit – Create and edit pages live from the front end.
- Browser Based Administration – Update, delete. and create template-based web pages.
- Broken Links Finder – Site visitors can enter comments concerning how they accessed the page.
- Automatic expirations – The ability to set a date for content to automatically expire.

SUBMITTAL REQUIREMENTS

The deadline for RFP responses is Friday, ~~April 3, 2020~~ **April 24, 2020** at 5:00 p.m. PST. Submit five (5) hardcopies of the proposal and/or a thumb drive, to the address shown below. Proposers are solely responsible for ensuring that proposals are delivered on time.

City of Leavenworth
 City Clerk, Chantell Steiner
 Attn: Web Design RFP
 PO Box 287 / 700 Highway 2
 Leavenworth, WA 98826

Questions may be directed to Lilith Vespier, Development Services Manager at dsmanager@cityofleavenworth.com.

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 reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor that 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.

All materials submitted in response to this RFP will become the property of the City upon delivery.

SELECTION PROCESS

The selection process will involve the following phases:

Phase 1: A City review team, made up of two or more of the Council Economic Development Committee members and select staff, will evaluate vendor submittals. The evaluation will be on conformance to submission requirements (25 pts), completion of similar projects (25 pts), ability to provide each of the key functions (25 pts), ability to provide support services (20 pts), and cost estimate for services (5pts).

Phase 2: The City may interview of most qualified applicants. Firms interviewed may elect to prepare a presentation of up to one half hour in length.

Phase 3: The review team will check references given, and the selected firm will be invited to submit a draft scope of work to accomplish the tasks identified. This draft scope of work will form the basis of further contract negotiation with the selected firm.

Phase 4: Once the contract has been agreed with the selected firm, it will be presented to the City Council for approval. Please note that the City of Leavenworth requires contractors to use the City's standard contract language. If negotiations between the City and the selected firm fail to produce a contract agreeable to both parties, the City reserves the right to cease further negotiation and commence negotiations with another firm.

SCHEDULE

The approximate RFP schedule is summarized below:

- Issuance of RFP: March 4, 2020
- Vendor submittals due: ~~April 3, 2020~~ **April 24, 2020**
- Vendor interviews, reference checks, draft scope of work: (Optional at the City's request)
April 2020
- Contract agreement, Vendor approval, Notice to Proceed: April/May 2020

Dates are subject to change, at the City's discretion.