



City of Marquette
REQUEST FOR PROPOSALS
RFP # 16-17
CITY WEBSITE REDESIGN

Deadline and RFP Opening will be at 10:00 a.m., December 12, 2016. Location of the opening will be at, City Hall Building, Room 103, 300 W. Baraga Ave, Marquette, MI 49855. RFPs must be in sealed envelopes clearly identifying the RFP title. No fax or electronic RFPs will be accepted. Bid specs can be found on the City website at www.mqtcty.org/bids

Mail Proposals To:

City of Marquette
ATTN:Katie Burnette, Finance Department
300 W. Baraga Ave.
Marquette, MI 49855

The City of Marquette reserves the right to reject any and all bids if judged not to be in the best interest of the City.

L. Michael Angeli
City Manager

For questions or further information, contact:

Sean Hobbins
Management Analyst, City of Marquette
300 W Baraga Ave, Marquette, MI 49855
shobbins@mqtcty.org

SECTION I - BACKGROUND AND GENERAL INFORMATION

A. PROJECT DESCRIPTION

The City of Marquette, Michigan ("the City") is seeking proposals from qualified Vendors to provide a redesigned municipal website utilizing a web content management system (CMS) with the goals of efficient navigation, organization of information, cross-device responsiveness and a hierarchy of content editing privileges with designated approvers.

B. PROJECT OVERVIEW AND OBJECTIVE

The City is located in Michigan's Upper Peninsula and has an estimated population of 21,000. The City government has seven departments (Administrative Services, Community Development, Community Services, Financial Services, Fire, Police and Public Works & Utilities) along with a City Manager and City Commission. Most departments have internal divisions that have extensive information that needs to be available in an efficient manner. The City is looking for a design that would efficiently navigate website visitors to this information with as few inputs as possible. The current website can be located at: <http://www.mqtcty.org>.

A main objective to this RFP is to shift to a CMS that utilizes content submitters/editors for each department with an approval mechanism governed by the City Manager's Office. Specifically, the City desires a browser-based CMS that would facilitate internal departments to edit their own pages and submit these edits to the City Manager's Office for approval prior to posting. The entire website must be responsive and able to be displayed efficiently on desktops, tablets and mobile devices.

The home page design is critical to the new site. It must be able to display recently posted public service announcements (PSAs), important items and recent changes to the website. It also must have an efficient navigation method for visitors to find the information they are seeking in as few clicks as possible utilizing a display of identified most important information as well as a "How Do I?" or "I Want To..." tab that can navigate visitors to their destination as easily as possible. It should also be able to navigate visitors to individual department pages and direct them to the City's browser based agenda management system (NovusAgenda).

The website should function as a virtual City Hall that will be able to find the answers to questions about City services. It should save trips to City Hall and phone calls to staff by easily providing relevant and up-to-date information.

C. CURRENT PROCESS

Currently, the City utilizes an in-house designed website that is updated and managed through Adobe Dreamweaver and a help desk ticket system. With a few exceptions, requests for changes are submitted to the help desk and designated content managers in the City Manager's Office review the request and make the appropriate changes to the webpages utilizing Dreamweaver. The pages are then synced with the server once saved. The City is currently using an FTP client (FileZilla) to upload documents to the server as well.

Changes to the website are most often requested by administrative assistants (at the direction of their department heads), middle managers and department heads. The City Manager's Office has the final directive over content posted to the website and edits the pages directly. The exception to this is the Clerk's Office and PSAs. PSAs have their own internal review process and are distributed and posted online by the City Clerk.

**CITY OF MARQUETTE
REQUEST FOR PROPOSAL
CITY WEBSITE REDESIGN**

The City uses NovusAgenda to manage City Commission meeting agendas and minutes and is moving toward using the same system for all board and committee listings and minutes. This is external to the site currently but their code can be integrated into the site once a responsive design is created.

The City's website is currently hosted by Bluehost.

Staff members use desktop PCs, running Windows 7 (64 bit) and utilize the most recent version of either Internet Explorer or Chrome.

D. PROJECT SCHEDULE

The City anticipates the following schedule for selection and development of a new municipal website:

RFP Release – Posted on Website	Oct. 31, 2016
Proposal Submission Deadline (2:00 p.m. EST)	Dec. 12, 2016
Proposals Shortlisted	Dec. 15, 2016
Finalist Presentations	Dec. 19-21, 2016
Final Selection	Dec. 22, 2016
City Commission Confirmation	Jan. 9, 2017
Go Live	May 1, 2017

SECTION II - SCOPE OF WORK

The City is seeking proposals from qualified Vendors to provide a redesigned municipal website utilizing a web CMS with the goals of efficient navigation, organization of information, cross device responsiveness, and a hierarchy of content editing privileges with designated approvers.

This project will be developed utilizing either WordPress or Joomla!. It must be able to withstand updates to the CMS systems with the use of child themes or an equivalent solution. The City website needs to have the ability to be accessed at any time and cannot be "broken" as the result of changes to the CMS.

The website should be accessible via a common web browser, for both the municipal user creating content and the user seeking information.

All price quotes should include installation, training, one-time set-up fees, annual renewal rates and support.

The new City website should address or achieve the following requirements (listed in approximate order of importance):

1. **Content Management System:** Created using a preferred browser based CMS system that is accessible by multiple users.
2. **Security:** The website should have the proper level of security to prevent cyber-attacks and provide a safe experience for City staff and visitors.
3. **Content Approval:** Content creators should be able to edit their associated pages and submit them to the City Manager's office for approval prior to posting live on the internet.
4. **Clean and Efficient Design:** The website should have a clean and efficient design that enables site visitors to quickly process the layout and eschews the feeling of being too "busy."

**CITY OF MARQUETTE
REQUEST FOR PROPOSAL
CITY WEBSITE REDESIGN**

5. **Responsiveness:** The website should be able to be displayed efficiently on desktop sites, tablets and mobile devices. It should also be compatible with the popular web browsers such as Internet Explorer, Safari, Google Chrome and Mozilla Firefox.
6. **Accessible:** Must be compatible with US Federal government ADA web accessibility guidelines.
7. **Home Page Design:**
 - a. The home page should be designed in a thoughtful manner to facilitate users to the City's resources. It must have navigation to the following areas:
 - i. Government
 1. Commission
 2. Departments
 3. City Manager's Office
 4. Important Documents
 - ii. Boards and Committees (direction to individual pages hosted at <http://marquette.novusagenda.com/Agendapublic/>)
 - iii. Identified Important Topics (a "How Do I" function)
 - b. The home page should have the ability to:
 - i. Display a feed of PSAs with the option to have them auto expire.
 - ii. Have a section of important announcements that need to remain on the front page
 - iii. A feed of recent changes to the website
 - c. Prominent featuring of the search function described below
8. **Sub Page Design:** Lower level pages should have a uniform and functional design. Text should be able to be added and displayed in an organized manner. There should be a way to display visual content in an aesthetically pleasing manner that retains the responsiveness of the page. Pages will often need to contain multiple files and a method to listing or directing the user to PDFs should be available. Each City Department will need multiple subpages to display their content and organize information.
9. **Search:** The website should have a robust search function that is able to efficiently identify the user's need. An autotag system for pages is preferred but a manual keyword tag should be available.
10. **Page Creation:** The top level users should be able to create new pages and give permissions to content submitters to edit them.
11. **Training and Maintenance:** Hands-on training for top level users should be provided in the weeks leading up to the City's implementation of the website. Representatives should be readily available for questions or concerns that may arise. Ongoing support and maintenance should be factored into the cost.
12. **Ability to Include Widgets and Plugins:** Several departments have requested the ability to include a stream of their Facebook page and/or Twitter feed. This should be able to be integrated on the page through the use of a widget/plugin and widgets/plugins should be able to be added to the site as needed.
13. **"What You See is What You Get" Editing:** The content editing system should be in a format where content (text and graphics) is displayed onscreen during editing and it appears in a form that closely corresponds to its appearance when printed or displayed. Fonts and other text editing features should be limited to maintain uniformity across the website. It is assumed that content submitters do not have knowledge of web coding or development.
14. **Integration with NovusAgenda:** The City currently utilizes an agenda and board management system called NovusAgenda. They have the ability to have code integrated into the site to display their content but will not provide this framework unless the City has a responsive design. The new website should be able to accommodate this integration.
15. **Copyright:** The City should retain the copyright to the template of the redesigned site.
16. **OPTIONAL—Full Content Migration:** The Vendor will migrate all identified material to the new site prior to the "live" date. The City has conducted an internal review and is reorganizing the information on the site in preparation to this move. This content and structure can be provided to the Vendor for full migration and development of the site.

SECTION III - GUIDELINES

A. GENERAL REQUIREMENTS

1. The City of Marquette requires bidders to supply a price quote in a "not-to-exceed" amount. The response can include a range of cost proposals, based on the specific services offered in each instance.
2. All proposals must be signed with the Vendor's name and by a responsible officer or employee. Obligations assumed by such signature must be fulfilled.

B. PROPOSAL SUBMISSION

All proposals must be in a sealed envelope and clearly marked "RFP-City Website Redesign". One (1) executed original and three (3) copies (and attachments and exhibits, if applicable) must be submitted to:

Katie Burnette
Finance Department
City of Marquette
300 West Baraga Avenue
Marquette, MI 49855

Proposals must be received on or before 10:00 a.m., Eastern Standard Time, December 12, 2016. Late proposals will not be considered. Faxed or emailed proposals will not be considered.

Copies of this RFP may be obtained from the City of Marquette website at <http://www.mqtcty.org/bids.php>. Any questions concerning this RFP should be directed to Management Analyst Sean Hobbins via email at shobbins@mqtcty.org. Responses to e-mail questions will be posted on the City's website at www.mqtcty.org/bids.html. Respondents will not receive personalized or individual email responses. Respondents should check this site on a regular basis for responses to questions, as well as for any amendments or other pertinent information regarding this RFP.

C. LIMITATIONS

1. All information and materials submitted will become the property of the City. Bidders should not submit proprietary or confidential business information unless they believe such information is critical to the presentation. Such information should be clearly identified as such. The City will protect such proprietary or confidential information only to the extent which the law allows.
2. This RFP does not commit the City to award a contract(s) or pay any costs incurred in the preparation of a proposal in response to this request.
3. The City reserves the sole right to accept or reject any or all proposals received as a result of this RFP, to negotiate with qualified contractors, or to cancel this RFP in part or in its entirety.
4. Each proposal shall include a statement indicating whether or not the firm or any individuals working on the contract has a possible conflict of interest and, if so, the nature of that conflict. The Marquette City Commission reserves the right to cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the program to be developed by the responder. The City Commission's determination regarding any questions of conflict of interest shall be final.
5. Information must be furnished complete, in compliance with the terms, conditions, provisions and specifications of the request for proposal. The information requested and the manners of submission are essential to permit prompt evaluation of all proposals on a fair and uniform basis. The response must follow the RFP Response Format provided in Section V.

6. Accordingly, the City reserves the right to declare as non-responsive and reject any proposal in which material information requested is not furnished or where indirect or incomplete answers or information are provided.
7. Proposals and modifications or corrections received after the closing time and time specified will not be considered.
8. No telegraphic, telephone or facsimile of proposals will be accepted.

D. GOVERNING LAW

All proposals, agreements, and the provision of services resulting from this request for proposal shall be governed by and construed in accordance with the laws of the State of Michigan. No agreement arising as a result of this request for proposal shall contain any term or condition to the contrary. Your submission of a proposal in response to this request for proposal constitutes consent to this jurisdictional requirement.

SECTION IV - EVALUATION/SELECTION PROCESS

A. PROPOSAL SELECTION

In order for proposals to be evaluated and considered by the City, each Vendor must respond to this invitation by providing all data required herein. Upon selection by a team of City staff members, the successful proposal must receive final approval by the Marquette City Commission. Upon selection, the City and the successful bidder will enter into good faith negotiations on a contract. If agreement on the terms of such a contract cannot be reached after a period deemed reasonable by the City, the City may enter negotiations and sign a contract with any other bidder who submitted timely, responsive and responsible proposals to this RFP.

B. SELECTION CRITERIA

Many factors will be considered when evaluating proposals. Price is important, but will not be the sole determining factor. Product quality, bidder experience, warranty and support are other important considerations. Responses to this RFP will be evaluated and scored based on the functionality and demonstrated success of the proposed system, cost, training and technical support provided, company experience and references.

The City will evaluate each proposal to ensure that the proposal is complete and organized according to the format requirements specified in Section V. Similarity of format submissions helps ensure objective analysis of each proposal. Failure to satisfy the proposal format requirement may render a proposal unacceptable.

C. DEMO

The Vendor must be able to provide and explain a draft layout of the proposed design and demonstrations of other similar work they have performed. Multiple options are preferred. The demo can be done in person or electronically, but a representative must be available at that time to answer specific questions and concerns related to the proposed design. Finalist demo dates will be solidified after the closing of the RFP, but are currently slated for the third full week of December 2016.

SECTION V - RFP RESPONSE FORMAT

Please use the following format to structure your RFP response. Your response should include each section detailed below in the order presented. The detail represents the items that are to be covered in each section of your response. Failure to address all items will impact the evaluation and may classify the response as non-responsive and preclude it from further consideration. Refer to Section II – Scope of Work for additional information.

RFP RESPONSE FORMAT

- A. Title Page
- B. Letter of Transmittal
- C. Table of Contents
- D. Executive Summary
- E. Company Background and Experience
- F. Proposal Overview
- G. Project Schedule
- H. Maintenance, Updates and Support
- I. Customer References

A. TITLE PAGE

The title page should include, at minimum, the following:

Name of Project – RFP # 16-17

City Website Redesign

Submitted by - Company Name

Date of Submittal

Copy x of 3 – “x” indicating the specific copy number for each of the printed copies

B. LETTER OF TRANSMITTAL

The transmittal letter will:

- Identify the submitting organization;
- Identify the person, by name and title, authorized to contractually obligate the organization;
- Identify the contact person responsible for this response, specifying name, title, mailing address, telephone and email address;
- Provide the original signature of the person authorized to contractually obligate the organization.

C. TABLE OF CONTENTS

The table of contents should outline Sections A thru I, as described previously in this section.

D. EXECUTIVE SUMMARY

The Vendor will provide an Executive Summary that presents in brief, concise terms a summary level description of the contents of the proposal response. In addition, the Vendor must clearly and specifically detail all exceptions to the requirements and requests imposed by this RFP.

E. COMPANY BACKGROUND AND EXPERIENCE

This section of the proposal should establish the ability of the Vendor to satisfactorily implement the solution requested by reasons of experience in performing work of a similar nature, demonstrated competence in the services to be performed, strength and stability of the firm, and record of successes with similar projects. The City, at its option, may require a Vendor to provide additional support and/or clarify requested information.

F. SYSTEM AND DESIGN OVERVIEW

This part of the proposal will contain a description of the system and design the Vendor proposes to implement. The Vendor shall enumerate the features of the system as they relate to the City requirements identified in Section II, highlighting additional functionality provided by the proposed system, as well as areas where the proposed system fails to meet desired requirements.

The Vendor shall also provide examples of challenges encountered on similar engagements and discuss their approach in handling some of the specific challenges and opportunities it foresees for this project. The Vendor should also provide examples/references for past performance on similar projects.

G. PROJECT SCHEDULE

The Vendor should provide a detailed project schedule assuming a go live date of May 1, 2017. Vendor can expand on the project schedule provided in Section I, but must explain any diversions from that schedule.

H. MAINTENANCE, UPDATES AND SUPPORT

At a minimum, the proposal must include information and pricing associated with all aspects of ongoing support and maintenance activities. This proposed support must include support/maintenance fees, product fixes, updates and enhancements. The Vendor must indicate the annual costs for support and maintenance in the pricing response. Also include in this section a guaranteed response time for maintenance and support issues.

I. CUSTOMER REFERENCES

Vendor should provide at least four client references, preferably from municipalities in the state of Michigan and/or from municipalities of similar size. All references must be from the past three years, include a contact name, telephone number, email address and mailing address.