

Stonecrest RFP 2018-001

Request for Proposal
For
City Website
Design and Replacement

Prepared By:	Adrion Bell
Date:	November 15, 2018

1 EXECUTIVE SUMMARY

Stonecrest, GA, was officially incorporated as DeKalb County's newest city in 2017. The City's inaugural mayor and council are using an innovative public-private partnership with Jacobs Engineering to deliver the high quality of service Stonecrest's 54,000 residents and business owners deserve. With its rich history, strong community support, desirable location, and mix of residential, office, commercial and industrial properties, along with parks and green space, the City of Stonecrest is poised for success well into the future.

The city's website is being managed internally by a communications director, a communications coordinator and externally by a website developer. We expect a future vendor to render a website solution that will make the city less reliant on the services of an external developer by providing software that offers the same level of security, without the difficulty of using custom coding.

2 BACKGROUND AND CURRENT STATUS

Stonecrest, Georgia's current website was developed in 2017. The website evolved from being a site designed to inform residents about the incorporation of the new city to a website intended to inform, educate and provide a convenient resource for paying city fees and fines.

The city's website is developed and designed using Dreamweaver Software. Our objective is to gain the ability to modify and update the website without using Dreamweaver or any custom codes. The staff's desired option is to have the website migrated to a Content Management System format so that our department directors can easily update their respective web pages.

2.3 PROJECT OVERVIEW

The goal for the City is to have a website with the technology to support online services, house high-quality videos, along with integrated social media tools. The City is requesting proposals from vendors specializing in web development/design services able to meet the requirements in this document to upgrade the city's website. The planned website redevelopment project will start in January 2019.

The vendor contract will be for the number of years specified in the agreement with a one-year renewable clause. Services will be paid for on a monthly basis unless otherwise agreed upon in the terms of the contract.

2.4 STAKEHOLDER EXPECTATIONS

The city website is one of the media outlets used to post notices in compliance with state laws. Therefore, the website must always be maintained with a sufficient backup site that can be immediately launched, should the main site malfunction or shut down.

The website also contains a portal for the payment of city fees and fines. This function will be expanded along with future city services. The vendor is expected to maintain the security of the site so that payee and payor's information is secure.

2(E) NOTICES AND RESPONSE CRITERIA

2(E)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(E)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(E)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, representation or agreement of any kind between the City and any other party, save for a formal written contract, properly executed by both parties.

2(E)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.

2(E)5. The City is not Liable for Costs

The City 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(E)6. 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(E)7. Waiver of Minor Administrative Irregularities

The City reserves the right, at its sole discretion, to waive minor administrative regularities contained in any proposal.

2(E)8. Single Response

A single response to the RFI may be deemed a failure of competition, and in the best interest of the City, the RFP may be cancelled.

2(E)9. Proposal 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 this project, conducting site visits or proceeding with an award.

2(E)10. 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(E)11. Withdrawal of Proposals

Vendors may withdraw a proposal that has been submitted at any time up to the proposal closing date and time. To accomplish this, a written request signed by an authorized representative of the vendor must be submitted to the RFP Coordinator. The vendor may submit another proposal at any time up to the proposal closing date and time.

2(E)12. Non-Endorsement

The selection of a vendor to supply products and/or services to 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(E)13. Proprietary Proposal Material

Any information contained in the proposal that is proprietary must be clearly designated. Marking the entire proposal as proprietary will be neither accepted nor honored. If a request is made to view a vendor's proposal, the City will comply according to the Open Public Records Act. If any information is marked as proprietary in the proposal, such information will not be made available until the affected vendor has been given an opportunity to seek a court injunction against the requested disclosure.

2(E)14. 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(E)15. Funding

Any contract entered into as a result of this RFP is contingent upon the continued funding by the City of Stonecrest.

3.0 PROJECT STRUCTURE, SCOPE OF WORK AND DELIVERABLES

The website design and replacement project is being submitted for public bid in compliance with HB489, a recent law that requires local governments to submit or establish a bid process for the procurement of any goods or services valued at more than \$10,000.

Project goals and scope of work:

- The vendor will migrate current website in its entirety, to a new, fully-functional website in a timely manner to be agreed upon at the awarding of the contract.
- The new website will pull content and upon agreement certain design features from the existing website. The new website will contain all content from the existing website.
- The vendor will provide a website that is built on a content management software foundation that will allow for staff updates without the need for extensive coding knowledge.
- The vendor will provide training on the complete use of the content management software to the communications director and communications coordinator and/or their designees.
- The vendor will continue to support for the website to include but not limited to 24-hour security and website restoration in the event of a crash.
- The vendor will be expected to consult with city staff on ways to increase our web users and maintain an excellent user experience for website visitors.

In addition to these tasks, the vendor will be responsible for supplemental tasks such as;

- Management of the redesign and migration project
- Content strategy and copywriting
- Illustration
- Information and visual design
- Search engine optimization
- Front and back-end coding
- Mobile device optimization

- Testing and quality assurance

The vendor will facilitate each phase of the website development and provide a timeframe that will be agreed upon by the city and the vendor. The names of the phases may vary; however, their deliverables should be similar.

Phase 1 Research

Establish and outline the city's specific website needs. Develop a project timeline and project plan that identifies each subsequent step in the website development process.

Phase 2 Analyze and Design

Establish content, design preferences, color palette, and desired images.

Phase 3 Website Development

Create a CMS-based design concept that provides information and a superb user experience. Begin migrating the existing website key features such as pay portals to the new website. Ensure that all archive files associated with the website are migrated to the new website. Begin preparations for the launch of the new website.

Phase 4 Pre-Launch and Training

Resolve any content or design errors. Approve the final version of the website that has been tested on all major browsers and mobile devices. Train communications department and their designees on the CMS software. Advertise new website's arrival on social media and on the current website.

Phase 5 Launch

Release the new website to the public.

Phase 6 Post Launch

Provide ongoing support, hosting and security to maintain a superb user experience.

3.1 SELECTION AND EVALUATION TEAM

Adrion Bell,
Elliott Maddox
Jimmy Clanton

Communications Director and Team Leader
Communications Coordinator
City Councilman,

RFQ Coordinator

Contact Information

Adrion Bell

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Stonecrest, GA 30038

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3.2 RFP EVALUATION PROCESS

RFPs will be evaluated by a team composed of members of the Selection and Evaluation Team listed in Section 4.1 and their designees. Prior to the selection of the award to the apparent successful vendor, the City of Stonecrest reserves the right to conduct on-site visits of any vendors' facilities and/or require any vendor to participate in a presentation to the evaluation team (and others) of the items contained in the RFP response and any other items deemed appropriate by the City of Stonecrest.

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; memberships, licenses, ISO Certifications or any other applicable membership or certifications; presentations to the City evaluation team and others (if applicable); on-site visits at vendor's site (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 as outlined in this RFP.

When determining whether a vendor is suitable, or when evaluating a vendor's response, the following factors will be considered, any one of which will suffice to determine whether a potential vendor's proposal is the most advantageous to the City. These factors may be applied to the vendor and any of its current or previous subcontractors.

1. The ability, capacity, and skill of the vendor to perform/provide the service required.
2. The character, integrity, reputation, judgment, 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 contract or 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's ability to complete the work to the full extent of the RFP.
8. There has incomplete 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. The vendor failed to settle bills for labor or materials on past or current public or private contracts.
10. The vendor has been convicted of a crime arising from a previous public contract, except convictions that have been pardoned, expunged, or annulled.

11. The vendor has been convicted of a crime of moral turpitude or any felony, except convictions that have been pardoned, expunged or annulled, whether in this state, in any other state, by the United States, or in a foreign country, province or municipality. Vendors shall affirmatively disclose to the City all such convictions, especially of management personnel or the vendor as an entity, prior to notice of award or execution of a contract, whichever comes first. Failure to make such affirmative disclosure shall be grounds, in the City's sole option and discretion, for termination for default subsequent to award or execution of the contract.
12. Such other information as may be secured having a bearing on the decision to award the contract.
13. Any other reason deemed proper by the City.

3.3 RFP TIMELINE

Day/Date	Description
Wednesday, November 21, 2018	Advertisement announcing RFP will be submitted on local and state levels, including the city's website and the Georgia Municipal Association Website. RFPs are available to vendors via email notification and access to the City's website.
Friday, November 30, 2018	Vendors' written questions must be received by the RFP Coordinator (Section 2C) either via email.
Monday, December 10, 2018	Written answers from the City for pertinent questions by vendors will be emailed.
Monday, December 17, 2018	RFP responses must be received by the Communications Director 3120 Stonecrest Blvd., Suite 109 Stonecrest, GA 30038 or via email at abell@stonecrestga.gov Respondents assume the risk of the method of dispatch 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.
December 17-21, 2018	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.
Friday, December 21, 2018	A decision is made as to which vendor(s) will be called for onsite or web-based demonstrations. All vendors will be notified of the City's decision.

December 26-30, 2018	On-site or web-based interviews/demonstrations will be conducted throughout the week for finalists. <i>**Additional demonstrations may be scheduled if deemed necessary by the City.</i>
Wednesday, January 3, 2019	Award to the apparent successful vendor is made subject to successful negotiation of terms and conditions. Notice of Award to the selected vendor will be posted on the City's website.

3.3.1 RFP Cover Sheet

CITY OF STONECREST RFP City Website Design and Replacement Response Cover Sheet
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	Yes	No
Has your company operated at least 5 years without interruption?	<input type="checkbox"/>	<input type="checkbox"/>
Does any employee or official of the City have any financial or other interest in your firm?	<input type="checkbox"/>	<input type="checkbox"/>
Has your company been disqualified by any public agency from participation in public contracts?	<input type="checkbox"/>	<input type="checkbox"/>

Please fill out this sheet with the appropriate contact information for your company.

FULL LEGAL NAME OF COMPANY

TYPE OF BUSINESS Corporation Partnership (general) Partnership (limited)
 Sole Proprietorship Limited Liability Company

FEDERAL EMPLOYEE ID NUMBER (FEI):

ADDRESS _____

CITY/STATE/ZIP _____

EMAIL ADDRESS: _____

PHONE _____ FAX _____

NAME(PLEASE PRINT) _____ TITLE _____

SIGNED _____ DATE _____

Addendum A
RFP Vendor Questions and Answers

1. Which design features from the old site would you prefer to be migrated? For example: colors, logos, navigation, etc. All of our logos, in their respective colors, should be migrated to the new site. We are flexible regarding any new color schemes.
2. How many staff members will need access to the new Content Management System? Two to three staff members will need access to the CMS
3. What is your budget for this effort? If you can't share your budget, can you please at least confirm that you've secured \$40K-\$60K for this work? Yes, we have secured between \$40 to \$60,000 for this project.
4. Has the city established a desired launch date for the new site? As soon as possible. We are aware that it will take months to complete this process and launch a new website
5. In regard to Phase 4 – advertise new website's arrival on social media and on the current website – is the city interested in purchasing media for this through the approved vendor? Or would this be an additional task to be included in the proposal? We will do the final part of Phase 4 which is advertise it on social media.
6. The initial post launch support contract would be for one year, correct? We would like to have ongoing support for security and website backup. Some vendors have provided a five year program that can be cancelled with notice anytime after the first year.
7. Do you have images or do you need new ones taken? We will provide the images.
8. Do you have established brand guidelines or would we need to create a new brand for the city? We do not need a new brand established right now.
9. Will the questions from other vendors be distributed to all respondents? Yes upon written request.
10. As we perceived the City is looking for redesigning as well as Content Management System update. So, we wanted to know do you have a preference for a certain CMS, as we are planning to use Drupal Content Management System? From a technical perspective, do you have any concerns if the site is developed using Drupal? We have heard good things about Drupal and are open to using it as a CMS as long as all necessary security measures are in place.
11. Do you require onsite meetings during and/or before the project development or are remote meetings/presentations sufficient? Remote meetings will be sufficient as long as all parties are able to view all data discussed.
12. What are the current issues you have with your existing content management system? We don't have a CMS currently.
13. Are there any 3rd party services to be factored into website redesign. If yes, could you please the list of all integration types along with their links so that we can check the compatibility with the suggested CMS? The only outside source

Addendum A
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- that links to our website is Citizenserve. We also have a merchant account with Authorize.net through our payment portals.
14. Please list all payment gateways which already exist and need to be integrated?
Citizenserve and Authorize.net
15. How many CMS users and roles do you have today? Do you anticipate these numbers changing with the redesign? Do you have a governance plan in place?
We don't have any CMS users because we don't have a CMS. We anticipate having two to three once a CMS is established.
16. Who do you consider your competitive or inspirational peer websites in terms of designing and user-friendly behavior? Here are a few websites that we like.
- <https://www.peachtreecornersga.gov/>
 - <https://www.ci.desoto.tx.us/>
 - <https://www.stpaul.gov/>
 - www.weho.org
17. Are you looking for Hosting services as well? If yes, what traffic are you expecting on the website, this will help us to share the best hosting plan? We currently are being hosted by GoDaddy and can maintain that account if necessary.
18. For hosting services, what are the specific requirements you have? Please elaborate. This will not be applicable if we keep our current hosting arrangement.
19. Can you share the budget allocated for this project? We have tentatively allocated \$30,000 for the first year with the understanding that a lower amount will be required for maintenance and support in subsequent years.
20. Is your existing vendor bidding on this project? The current vendor does not have an active bid as of today December 3, 2018. I can't speak of their company's future intentions.
21. Are there preferred vendors bidding on this project? No there are not preferred vendors bidding on this project.
22. Is there any planned start date and end date for the project? We have been informed that it will take 4 to 6 months to migrate and redesign the website. We hope to award the contract by the end of January with the start date around mid-February 2019.
23. Will you accept a CMS with a monthly or yearly cost? Yes, we will accept a CMS with a monthly or annual cost, provided the cost is for securing the website, restoring the site in the event of a crash and backend support.
24. For the online portal, will the website still be linked to Citizenserve? Yes it will still link to Citizenserve
25. What payment provider do you currently use to receive payments? We have a merchant account with Authorize.net.
26. Will you provide the current website code used in Dreamweaver to help migrate the site? Yes, we will provide the code.
27. Sec. 2.3 mentions "high-quality videos". It appears that all the video on the current site are hosted on YouTube. Do you see the new site continuing to use

Addendum A
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YouTube or another provider such as Vimeo, or are you looking for a different solution from the vendor? We are open to other hosting outside of just YouTube.

28. Also in Sec. 2.3, you indicate that the contract will be for a number of years as specified in the agreement, with annual renewals? With this structure in mind, are you looking for the proposal to break out the planning, design, and construction cost of the new site separate from the ongoing maintenance portion, with the idea that the ongoing maintenance component is what will renew? Yes, our consultants have indicated that the first year's funding will be significantly more because that is when all the work will be completed. Subsequent years will only require maintenance and security.
29. Under Sec. 2.4, the RFP mentions the portal for payment of fees and fines, and indicates the expectation that the vendor will maintain the security of payment information on the site. You are currently using CitizenServe to administer payments. Is your expectation that you will continue to use that service or one similar, or are you looking for the vendor to provide or recommend that functionality? We anticipate continuing to use CitizenServe for the present and immediate future.
30. Do you have a preferred CMS in mind for the new site, or are you looking for recommendations from the vendor? We are looking for recommendations and proposed solutions from the vendor.
31. Accessibility compliance is essential for a site providing services to residents. Do you currently use a third-party service to audit for accessibility? Is accessibility for the new site something that falls completely to the vendor, or do you intend to manage that internally? If you are speaking of 508 compliance, we do not have a third-party service to audit for accessibility. Our current developer handles this task; therefore, we will be looking toward our new vendor to either provide similar services or consult with us so that we can obtain a third-party vendor.
32. Is there a budget range for the new site? We anticipate spending approximately \$60,000 over a five-year period
33. Is there a target budget for annual site maintenance? No that is negotiable based on the value of the entire contract.
34. Can you elaborate on the kind/amount of copywriting and illustration services you require? We will provide all of the text for the website and most

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of the illustrations; however, we will rely on the vendor to assist with the layout and provide the best design for the website.