

REQUEST FOR PROPOSALS

City of Chehalis

Website Redesign and Development Services

Title: City of Chehalis Website Redesign and Development Services

Submittals due: **4:00 p.m., Thursday, April 15, 2010**

Owner: City of Chehalis, 350 North Market Boulevard, Room 101, Chehalis, Washington 98532, phone: 360-345-3225, fax: 360-748-0651, contact: Judy Schave, City Clerk, jschave@ci.chehalis.wa.us.

RFP Documents: Obtain RFP documents from owner or owner's website.

URL: <http://ci.chehalis.wa.us>

Submittal Requirements: Proposals may be submitted electronically as a PDF file to the City Clerk, Judy Schave at jschave@ci.chehalis.wa.us. Proposals can also be mailed or delivered to City of Chehalis - City Hall, 350 N Market Boulevard, Room 101, Chehalis, WA 98532, marked "Website Redesign and Development Services Proposal."

Late Proposals: Proposals received after the scheduled closing time of filing will not be accepted.

Background: In 2009, the city adopted the Chehalis Renaissance Plan - an economic strategy for marketing, promoting, and revitalizing the city, particularly the historic downtown district, and wants to redesign the city website to incorporate the new vision, marketing elements, and other particulars of the plan.

Scope: Redesign the city's website using and providing user-friendly interactive tools to include key categories such as, but not limited to the following:

- **Homepage** - including logo and tagline with embedded search engines, streaming pictures, contact information, visitor information, quick links, meeting and events calendar, and external linkage
- **Visitor Services** - with pop-up maps and dropdown or sidebar information on attractions, calendar of events, downtown district landmarks, business brochures, tours, recreation programs, facilities, sitemaps and photos, lodging, restaurants, shopping, transportation, and businesses including direct linkages to each business website, e-mail, streaming videos, and other proprietor promotional materials

- **Business Investments** - including linkages with pop-up maps and dropdown or sidebar information to area multi-list realtors with information on available business properties of interest to merchants and businesses interested in locating or investing in Chehalis
- **Doing Business in Chehalis** - including linkages and dropdown or sidebar information on business licensing, on-line licenses, permits and application forms, building and development, codes and inspections, business assistance, and economic development
- **Your Government** - including linkages with dropdown or sidebar information on boards and commissions, city council, city council agendas, city departments, and municipal code
- **Our Community** - including linkages with pop-up maps and dropdown or sidebar information on area climate and geography, demographic and economic statistics, city and area history, neighborhood maps, attractions, sister city programs, and news and events
- **Living** - including linkages with pop-up maps and dropdown or sidebar information on culture, family, jobs, housing, schools, churches, parks, facilities, and leisure
- **Resident Services** - including linkages with pop-up maps and dropdown or sidebar information on utilities and customer service, citizens help desk, on-line forms and payments, and realtors with information on available housing properties of interest to existing residents and households interested in living in Chehalis
- **Gallery Pages** - including factoid sheets, downloadable photo galleries, e-postcards, e-newsletter sign-ups, and requests for brochures or other promotional materials

Staff Training: Training will be required to instruct city staff on how to update and maintain website information.

Continued Support: Continued support will be necessary to update embedded information on website on an as-needed basis.

Proposal Requirements: The owner will consider proposals on the basis of the overall approach, proposed website content, proposed user-friendly interactive tools and training, experience of the team, example work, references, budget, and other criteria determined by the owner. The proposal must be guaranteed for not less than 90 days.

Cost of Proposal: This RFP does not commit the City to pay any costs incurred by any respondents in the submission of a proposal or in

making studies or designs for the preparation thereof, or for procuring or contracting for the services to be furnished under the RFP.

Conflict of Interest: The City and Respondent filing a proposal hereby both certify that no officer, agent or employee of the City, who has pecuniary interest in this RFP, shall participate in any manner in the preparation of this RFP or evaluation of responses to this RFP; furthermore, the respondent certifies that the proposal is made in good faith without fraud, collusion or connection of any kind with any other respondent of the same call for proposals, and that the respondent is competing solely in its own behalf without connection with or obligation to, any undisclosed person or firm. No Chehalis Councilor or employee shall participate in the authorization, approval, or award of a service contract to a respondent in which he or she is beneficially interested.

Rejection of Proposals: The City reserves the right to reject any or all responses to the RFP without incurring any liability thereto.

Public Disclosure of Proposals: Any information provided to the City pursuant to this RFP is subject to public disclosure pursuant to public records law, without obligation to the City. Any information that is deemed by the Respondent to be exempt from disclosure should be plainly marked and separated from the remainder of the proposal.

Ownership of Documents: Unless otherwise provided, all materials produced under this contract shall be considered "works for hire" as defined by the U.S. Copyright Act and shall be owned by the City.

Exhibits and Examples: Attached to the request for proposals is Exhibit "A." This exhibit contains examples of city websites that we find attractive, informative, and easy to use. We envision a site that incorporates the best aspects from these city sites.

All questions regarding the proposal can be directed to City Clerk Judy Schave at 360-345-3225.

EXHIBIT "A"

Wenatchee, WA

www.wenatcheewa.gov

- Pages have a 3-D image, rather than the standard flat image
- Photos are colorful, vibrant, and eye-catching
- Each page is set up the same and uses the same color scheme, which is easy on the eyes
- Scrolling is slow and not distracting
- Easy to locate the 'Find/Search' options, includes good search capabilities
- Current weather information listed on home page with a link to a five-day forecast
- Tab for en Espanol - very inclusive aspect (could be added down the road)
- Calendars are big and easy to read with meetings listed on one and events on another; could be combined with the right color coding
- The layout of the tabs and what's included under each tab are easy to read and maneuver through
- The department pages have a sidebar on the left which allows visitors to select information about the department by division, topic, or service provided

Cedar City, UT

www.cedarcity.org

- Focus on festivals/events is more prominent on this site than others
- List of key upcoming events
- Scrolling photo below the large header photo is distracting

Cloverdale, CA

www.cloverdale.net

- The header is great, clean; and with just four (4) tabs
- Embedded photo at the top with City Name and Logo
- 'Welcome To:' and 'Learn More' links
- The scrolling pictures change too quickly, but their smaller size and choice are not terribly distracting

- Sidebar on the left, including city name, address and contact information; and the search, contact us, where do I..., and other quick links are all right there for easy access
- Sidebar on the right for event information - easy to view and clean, includes spotlight on special events and 'Mark your Calendar' for upcoming Events; we like the attention drawn to the upcoming events and the eye catching logo
- The calendar for events is easy to get to, not as easy to read as a large calendar, but the upcoming events are cleanly listed
- Good 'search' capabilities - search feature is logical (insert "zoning" and you actually get the most likely needed information right at the top of the results)

Hickory, NC

www.ci.hickory.nc.us

- Beautiful full width pictures, only seven (7) tabs at top
- Search option is right there after tabs, good search capabilities
- Visitors tab takes you right to a simple list of the key sites and each has a live link
- Events calendar is not perfect, but does have both calendar and listing with links
- Tab to 'Departments' takes you to a list of departments with names and phone numbers; you can select department from this page or go back to the individual department on the dropdown menu
- The 'I Want To' feature is under "Site Tools" – you can select by category, name, or department (we would like to see this as a link on the home page, rather than embedded in a tab)
- Quick links on the left sidebar

St. Charles, MO

www.stcharlescitymo.gov/

- Headers are geared more towards business, visitors and residents NOT government
- Popular links
- Calendar has events and meeting tabs, but they need to be linked to the event and/or coordinator of the event with contact information
- Easy to locate the "I Want To:" feature, but would like to see a lot more options listed
- Contact information on the front page is easy to locate and includes various options of who to contact

Bellingham, WA

www.cob.org

- The header is clean; the bright tabs are very visible and stand out
- The 'You are Here' stream: e.g. home > City Departments>... helps identify where you're at within the website
- Key stories are not about city government
- Photo tour

Longview, WA

www.ci.longview.wa.us

- Liked the design and the tabs at the top of the home page, but did not care for the lower part
- Photos on the various department tabs correlate with the function of the department
- Has good "I Want To:" options
- The 'Search' link was easy to spot, but not nearly as functional as some other that we looked at