

**CITY OF LACEY, WASHINGTON**  
**REQUEST FOR PROPOSALS**  
**\*\* INTERNET WEB SITE REDESIGN & CONTENT MANAGEMENT \*\***  
**Proposals Due: August 16, 2007**

**Project:** The City of Lacey is seeking a creative, qualified, experienced and professional consultant to redesign the City's current Internet website to improve usability and appeal; and, to provide a quality Web Content Management Software solution to serve the back-end of the city's website. The software should allow for non-technical users to be able to enter and manage their own content as simply as possible. This would require that users, both technical and non-technical, be able to edit/create and delete their own content without altering the coding or structural integrity of the system.

Consulting services are to include, but may not be limited to, the following:

- Determine current unmet content needs and enhancements desired by city departments
- Three mock-ups of alternative site designs; city to select design taken to full development
- Assistance on migrating the city's existing static website to the proposed system
- Training for key IS and department personnel on use
- Documentation and training materials for content editors

The proposed system should be capable of providing at minimum the following:

- Run under IIS and the Microsoft Operating System
- Handle large amounts of web traffic without degradation of content delivery
- Scalable to incorporate site expansion over the next 3 to 5 years
- Allow for integration of streaming video
- Brick-by-brick back-up and restore feature (either included or available as an add-on)
- Operate using SQL or similar enterprise-level database

**City of Lacey Website Snapshot:**

The City of Lacey's current website ([www.ci.lacey.wa.us](http://www.ci.lacey.wa.us)) is hosted by State of Washington Dept. of Information Services (DIS). It is anticipated that DIS will continue to host the City's website.

Quick Stats	Approximate Site Content
400,000 Unique Visitors per Year 80,000 Page Views per Month 1,500+ Daily Users	2,361 Static HTML Pages 100 Current and Archived PDF files 300 JPG and GIF images

**Other Online Services and Initiatives:** The software solution should provide a front-end interface design that incorporates access to and/or interaction with the following stand-alone applications, which are to be provided by others, and yet maintain the global look and feel of the site architecture.

- Payment Processing
- Building Inspection Scheduling
- Parks & Recreation Program Registration
- Citizen Subscription Service (citizen sign-up for notification)
- Police Self-reporting Service

- Human Resources Job Applications
- Citizen Request Tracking
- Utility Account Inquiry
- GIS Applications

**Proposal Preparation:** Firms submitting proposals shall be responsible for any and all costs and/or expenses associated with preparing such proposal.

**Additional Options:** The City is willing to consider additional consulting contracts on the following item (this proposal should be broken out as a separate line item in your proposal submission):

- Ongoing technical support and maintenance

**Submission of Proposals:** Sealed proposals must be submitted by **no later than 4:00 p.m., Thursday, August 16, 2007**. The sealed package should contain 4 printed copies and 1 electronic copy of the proposal, completed Non-Collusion Affidavit, System Features Matrices (forms available on City's website) and any company brochures, pamphlets and/or materials indicating the firm's qualifications. Each proposal copy should be no larger than 15 pages. Proposals packages must be submitted to:

**Street Address:** City of Lacey  
(Delivery Service) Attn: Cindy Zielinski, IS Manager  
420 College Street SE  
Lacey, WA 98503

**Mailing Address:** City of Lacey  
(USPS) Attn: Cindy Zielinski, IS Manager  
P.O. Box 3400  
Lacey, WA 98509-3400

It is the responsibility of the consultant to be sure their proposal is sent sufficiently ahead of time to be received no later than 4:00 p.m. on the opening date. Proposals received after the deadline will be returned to the consultant unopened.

**All proposals must contain:**

- The firm's name, size, longevity, information on qualifications of staff assigned to this project, and billable hourly rates for each.
- Client list with references
- Samples of recent sites (created in last two years) using the software solution including URLs.
- A completed System Features Matrix – Appendix A
- A completed Pricing Matrix – Appendix B
- Completed Non-Collusion Affidavit
- A breakdown of system requirements; servers, databases and client software including a detailed description of all maintenance, licensing and software costs.

**Questions Regarding This RFP:** All questions must be submitted in writing to the IS Manager. Questions and answers will be forwarded to all proposing consultants who provide contact information via e-mail to: **czielins@ci.lacey.wa.us**. In order to make information available to all proposing consultants, no questions will be entertained past 12 noon on Tuesday, August 14, 2007.

**Evaluation Procedures:** The City IS Manager and other staff will evaluate submitted proposals. Evaluators will consider how well the consultant's proposed solution meets the needs of the City as described in the consultant's response to each requirement and appendices. It is important that the responses be clear and complete so that the evaluators can adequately understand all aspects of the proposal.

Proposals will be evaluated based on system feature set, support options, licensing options, timeliness of software delivery and price. Finalists will be contacted by phone and may be required to present their concept to a review committee in person. Consultant may also be required to provide financial information to demonstrate financial stability. The City of Lacey reserves the right to reject any and all proposals. Upon selection, the City will negotiate and execute a professional services contract with the successful candidate.

**Compliance with Laws:** The consultant shall comply with all applicable federal, state and local laws, rules, and regulations, affecting its performance and hold the City harmless against any claims arising from the violation thereof. The selected consultant must obtain a City of Lacey business license and pay local Business and Occupation tax.

**Contract Disputes:** Any contract agreement shall be performed under the laws of the State of Washington. Any litigation to enforce such agreement or any of its provisions shall be brought in Thurston County, Washington.

**Non-Collusion:** The consultant must certify that his/her firm has not entered into any agreement of any nature whatsoever to fix, maintain, increase or reduce the prices or competition regarding the items covered in the Request for Proposal. Consultant is to complete the attached Non-Collusion Affidavit and submit it with their proposal.



## SYSTEM FEATURES MATRIX – APPENDIX A

Technical Specs	Yes	No	Description
Database			
Windows Compatible			
Direct/Staging Server			
Language/Platform			
Server Load Capable of 1,500+ Users per Day			
Presentation			
Ads			
Calendar			
CSS Layout			
Download Manager			
FAQs			
Image Gallery			
News			
Hand-held Device/Cell Phone Friendly			
Printer Friendly			
Program Listings			
Slide Show			
Staff Directory			
Navigation			
Drop-down Menus			
Dynamic Bread Crumbs			
Dynamic Menus			
Dynamic Sitemap			
Full Text Search			
ADA/Section 508 Compliant			
Content Editing			
Browser-Based			
Customizable Interface			
Page Versioning			
Paste Clear Text			
Remote Access			
Search and Replace			
Spell Check			
Track Changes			
WYSIWYG Editor			
Automatic Conversion of Microsoft Office documents into standards-compliant Web content			

## SYSTEM FEATURES MATRIX – APPENDIX A CONTINUED

Content Management	Yes	No	Description
Archiving			
Asset Manager			
E-mail Based Approval			
Form Creation			
Links Manager			
Move Content			
Scheduling			
XML/XLST Standards-compliant Data Creation			
Content Syndication (RSS)			
Site Administration			
Access Statistics			
Audit Trail			
Configurable URLs			
Content Approval			
Content Review Scheduler			
Force Field Formatting			
Friendly URLs			
Maintenance Reporting			
Meta Tags			
Query Refresh Scheduler			
Password Secure Sections			
Terms/Conditions Manager			
User/Group Security			
Visitor Profiling			
Workflow Manager			
Interaction			
Customizable Interface			
Online Forms Tool			
Profile Manager			
Subscriptions			
Online Survey/Poll Tool			
Targeted Content			



## PRICING TABLE – APPENDIX B

Software *	Detail	Cost	Discount	Maintenance	Post Discount Cost
Sever Software					
Content Editor Software					
<b>Licensing **</b>					
Server License					
Client License					
Content Editor License					
Additional Editor License					
<b>Additional Pricing</b>					

\* City of Lacey would prefer un-named user or per device licensing.

\*\* City of Lacey would prefer installing and operating vendor software on City owned servers.

Proposal Submitted by:

Company: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_ Phone: \_\_\_\_\_